



In this issue

Go baby Go!!!	2
Freight Forward	4
Tech Park building a Better Future	5
Make your Interiors Work!!	6
Backing the NZ Economy	7
Enhance your environment!	8

Association Update - GM Audrey Williams

The 2019-2020 year started well with business confidence at a high. Then in March 2020 with the worldwide pandemic of Covid 19, our world changed. Over 30% of our businesses worked through level 4, but with fewer businesses in operation and staff numbers in the area reduced, we increased our monitoring to include two daytime patrols. We worked with Police to identify the businesses that were operating during level 4, and created a hot list that needed extra security. We had a Ministry of Social Development representative work directly with our members on the government wage subsidy and other MSD-related matters. Covid-19 support resources were communicated to members ie. working from home guidelines, health and safety information, risk analysis, links to relevant webinars, and other web resources. Through those initial lockdown days right up to the present we have given many individual businesses phone support.

CCTV

It has been a longer-term goal for WBA to build a comprehensive CCTV presence over the entire district. Working with SaferCities as technical consultants, we have developed a high-level design and completed the expressions of interest (EOI) process. Funds are now in place to support the first phase of this project. We are now working with

a consortium consisting of two preferred suppliers. We are currently sourcing the equipment, and installation will start as soon as possible.

Police intel shows one third of all stolen vehicles in the area are driven down Roscommon Road every day. Our system will be linked to the police national database, and it is WBA's intention that the cameras will have licence recognition capability that will instantly alert police to the vehicle's location within the area. Our office will be able to monitor footage live or historically to assist with follow up on any incident. Members and Police will be able to access camera footage from the WBA office. We will work in conjunction with Auckland Transport by being able to review footage and analyse traffic movements and congestion.

CURB appeal

The WBA already addresses environmental issues such as graffiti and illegally dumped rubbish as an everyday activity. However, in order to be more pro-active, the WBA has recently set up the Clean, Upgrade, Renovate and Build (CURB) team to enhance our environment long-term.

- **Clean** – Roads, curb sides, medium strips, and our stream.
- **Upgrade** – Address parking, fix footpaths, driveways, and boundary fence lines.

- **Renovate** – Landscaping of berms, medium strips, and plant trees.
- **Build** – Parks, walk and cycleways, seating zones and even add sculptures.

Expansion of the Business Improvement District

With the Unitary Plan re-zoning, WBA have been investigating the possibility of expanding our Business Improvement District into the farmland on Puhinui Rd between State Highway 20 and Prices Rd (towards the airport). With potential industrial development in the area, we will continue to investigate the implications for WBA while Council is completing the full process.

Acknowledgements

I would like to acknowledge the 2019-2020 WBA Board members Ben Robinson, Jordan Palmer, Sandra Bates, Teena Rhind, Gregor Botha, Richard Gallantree, Mark Prujean, Allan Oliver and Leatua Tupa'i-Lavea and board advisors Murray Phillips, Dave Pizzini and Ofa Dewes for their support and guidance.

I believe the next 12 months will be the toughest that many of us will have faced in decades. There are financial, emotional, and mental strains on all of us. However remember you are not alone. Your business community, the WBA staff and board, and many government agencies are here to listen. As the old saying goes, a problem shared is a problem halved.



Go baby Go!!!

Wiri Business Association together with Gobabygo NZ and Vodafone Events Centre are holding a special joint venture breakfast in late November and we'd love your support!

The event will feature guest speaker Mark Wilson who was born with cerebral palsy. When Mark was younger, his parents were told he'd never walk or talk. He had to endure school bullies and the challenges that come with not being able to write or type. However at only 25, Mark has overcome many of the barriers and gone on to complete a business degree.

Just in time for Christmas, he will be able to help present 12 children with mobility issues their very own motorised rides from the Gobabygo team. Mark knows the type of benefits these devices will bring to children and their families in terms of lifting spirits, stimulating mental development, and opening up possibilities.

"I'm just like everyone else. Hopefully I've shown that people with cerebral palsy can accomplish just as much as anyone can. I'm very determined. I also get a kick out of surprising people. They can't believe that I can drive, or that I've completed a business degree. It's all about awareness – someone might see me and think 'if he can do it, I might give it a go.'"

GoBabyGo NZ is a charity who customise electric ride-in toy cars for children with impaired mobility so they can 'give it a go' too. The cars are built by volunteers to developmental-specific and age-appropriate specifications in consultation with hospitals, physiotherapists, and parents. They support each child to interact with siblings and friends,

gain therapy benefits, and develop spatial awareness in a way that's almost impossible when they are not independently mobile. The electric vehicles are rechargeable and battery powered, with parents given remote controls to take over for safety reasons if required.

Established in New Zealand in 2014, Gobabygo was modelled on paediatric research and an initiative first launched by Professor Cole Galloway in the United States in 2006. Each year 60 cars are given to children from 1-8 years of age, and this year will see the 300th car handed over! They come complete with a personalised number plate of the child's name, and cost \$1500 to produce including adaptations. Gobabygo NZ are reliant on donations to fund the cars so that there is no cost to children's families. They have been extremely lucky over the last 5 years to have support from BMW New Zealand and Rotary clubs.

While there is a good disability equipment funding scheme in New Zealand, children and families are often not ready to go into wheelchairs and powerchairs.

Gobabygo board member and Wiri Board member Mark Prujean explains, "these children struggle to make friends or socialise, they are usually totally immobile and unable to communicate, but put them in their own toy car and all the other kids want to play with them, communicate with them and help them have fun."

For more info visit www.gobabygo.org.nz



Your Business Ad + Wiri Link = WINNING COMBO!!!

Did you know you can now advertise your business here?

Members

Full Page \$600 +GST

Half page \$350 +GST

Quarter Page \$250 +GST

Non Members

Full Page \$900 +GST

Half page \$525 +GST

Quarter Page \$375 +GST

Contact comms@wiribiz.org.nz or p: 09 262 0804 m: 027 947 4249

Rapidly report rubbish or vandalism

Contact Audrey on 027 947 4249 or 09 262 0804 or email manager@wiribiz.org.nz

Freight Forward

The team at EIF International are “a tight-knit crew who like to have fun, with a strong focus on well-being” says Pacific Islands Development Manager Tuala Tusani. “Even though I’ve got the big office, I’ll often come back to my desk and they’re all in there eating my food!”

The busy global freight company in Aerovista Place are in great spirits despite the undisputed impacts of Covid 19. “Freight still has to happen,” Sales Manager Mark Rosser says, “and we’ve all had to adapt. Air freight is sparse and extremely expensive, so it’s all about sea freight now. We just need to communicate with clients that lead-in times have been affected pretty dramatically.”

Whereas previously many companies employed a ‘Just in Time’ model of delivery with lead-in times of 5-7 days, the timeframe now is 16-17 days, depending on which part of the world goods are coming from. It is a slower supply chain, but EIF International can provide storage and warehousing facilities as well as transportation and customs clearance. Customers can do fewer orders but larger ones, enabling them to hold more stock in New Zealand and be less vulnerable to shipping delays. EIF are just about to move into a brand-new purpose-built warehouse on Ha Crescent which is four times the size of their current premises to grow this service.

Director Ann-Maree Lund says EIF only charge companies for the storage space they use, and the charging is flexible week to week. “A business may need 50 pallets of space one week, and only 25 pallets the next, so we charge them as such. There is no need to spend unnecessarily on wasted space.” With added capacity, EIF are able to help companies cut costs by taking on their warehousing and distribution requirements. Many businesses are unnecessarily paying large leases for expansive warehouses that are only half full. It’s just another way EIF can service their clients at a difficult time.

Speaking of difficult times, EIF are front-footing the issue of mental health and Tuala has implemented a fridge magnet initiative. Staff are given a fridge magnet with all the helpline numbers on that they can use in times of high stress and crisis. The magnets can be put on a staffroom fridge as well as taken home. A suicide survivor himself, Tuala sees a strong need to be proactive, to connect with others, and to break down any stigma about mental health that remains.

“We would love to extend this to the Wiri business community, so we can give people the numbers of where to seek help. It’s when people are alone that they are vulnerable and those crisis situations may arise. However, if they know that those support numbers are only a few steps away on their fridge, then that’s just a really simple thing we can do to help. We’re happy to bring these fridge magnets to any business and give them for staff to take home as well. Please get in touch.”

Contact Tuala Tusani at EIF by emailing tuala@eif.co.nz or ph 021 0223 8663





TechPark building a Better Future

While the site hasn't been officially launched, students are already learning at MIT's new TechPark development across the road from the city's main transport hub and the institute's Manukau campus.

TechPark is a 9,000 square metre, state of the art facility featuring the latest technology to inspire the next generation of learners and increase the mana of trades training.

"It's a place for students to gain the skills to connect with long term rewarding careers," says General Manager, Paul Hollings.

"There's also an important place in our model for industry to work with us to create productive, sustainable and resilient sectors."

Hands-on practical training is key for successful transition into industry. Students build modular housing, and learn to lay pipes in a plumber's pit, so they get to grips with the types of conditions encountered on the building site.

The centre also features Australasia's most advanced welding school, with twenty-five bays and screens on which tutors' lessons can be live-steamed to the class.

Part of the hub is an Automotive School, equipped with the latest tyre changers, balancers and wheel alignment equipment. These are not just benefitting full time students, as employers are already using the kit to run industry training courses as well.

TechPark is also playing an important role designing programmes to train skilled technicians to maintain solar technology, and what in the future will be an increasingly electrified transport network.

MIT's School of Professional Engineering is part of the Advanced Energy Technology Research programme based at Victoria University, which is preparing the country for electric heavy transport including ships, trucks, trains and aircraft.

"It's very exciting," says School of Professional Engineering head, Dr Neel Pandey. "It allows MIT to be part of a worldwide research and education network at the forefront of sustainable technology."

Recently, Prime Minister Jacinda Ardern and Education Minister Chris Hipkins announced the institute as regional host for the Construction and Infrastructure Centre of Vocational Excellence (CONCoVE) on behalf of Te Kūpenga – NZIST.

This national network of educational providers and industrial organisations is responsible for not just engaging and teaching apprentices and trainees, but making sure they have the skills they need at every stage of their careers.

"The job of CONCoVE is to redesign the way vocational education is working, and get rid of some of the disincentives that people have for getting into the industry," says MIT's Executive General Manager – Academic, Prof Martin Carroll.

"For the industry to be resilient in challenging times, we must work together," says Prof Carroll.

If you'd like more information on TechPark email Pip.Schollum-Manase@manukau.ac.nz



Make your Interiors Work!!

Local businesses Colourworx and Graphic Glass have just launched a Home Decor online business called InteriorWorx. This is a collaboration between the two companies, bringing together some of the best products in the range they manufacture.

Newly appointed National Sales Manager Emma Jarvie says she has been wanting the business to go online since she started a couple of years ago, however Covid-19 gave the two companies the push they needed. It was apparent that Colourworx and Graphic Glass weren't set up to continue generating sales, and that they were only in the space of B2B with some residential clients for Graphic Glass. This wasn't viable going forward as many clients put a hold on spending. The companies needed to look at different ways they could generate sales and reach a different target market.

The economic climate called for innovation and adaptation to change, and with a move by many businesses to offering online products and services, the teams saw an opportunity for Interiorworx to be successful in this space also. It was familiar territory for Emma, who started her own online business 5 years ago called

Towelling. The biggest challenge was finding the time to put all the information together and finalising the pricing and designs while simultaneously looking after a 5 month old baby that didn't sleep!

Another hurdle was getting NZ artists to collaborate with them. Interiorworx have finally secured one artist, and the hope is that they can get more on board. Then they can start selling more artist's works on Interiorworx products and help grow the business and following, as well as giving artists a share of the profits.

Emma's original idea was to sell DIY splashbacks online, however the quote to set up an online shop for both websites was huge. At this stage, she was working partly from home with her new baby, and one day while driving home from a sales meeting inspiration struck. "It hit me, what if we join both businesses together and create a home decor range that sells both products and call it InteriorWorx? Then it would still have a connection to both businesses, and draw on the huge support network for NZ made products."

Emma employed her step sister, a graphic designer with Shopify experience, to set

everything up at a fraction of the normal cost. The logo was designed to represent New Zealand made, and incorporates the tui feather as it is such an iconic bird. The tui is special to the company, who now have a tui art piece which has been very popular.

The site is easy to navigate and includes products to appeal to a range of budgets. The wall art has the same design available on 3 different formats and price points - poster, wall decal and glass art.

As Colourworx are a printing company, they also wanted to offer something different where customers can create their own artwork using personal photos, including those taken on a mobile phone.

All staff were encouraged to be involved in the project, and they have contributed some great ideas. More designs and products will be released later this year, and the plan is to continue to offer something different to what is on the market.

This allows the team to be more creative and think differently. Clients and suppliers love the Interiorworx website and have given very positive feedback about the design and exciting range on offer.

INTERIORWORX – YOUR HOME. YOUR STYLE.

Making Your Dreams A Reality.

Invalidate your home with your style – with the help of InteriorWorx. Whether it's personalising your little one's room with funky wall art or a custom kitchen splash back -when it comes to turning your house into your home, we've got you covered. Check out what we offer below, we look forward to working with you.

All products produced by InteriorWorx are New Zealand made



Our Products

- Wall Art on glass, poster or decal
- Kid Decals
- DIY Painted & Printed Splashbacks
- Magnetic Whiteboards
- Mirrors
- Create your own Art



Promo Code:
WIR10

10% DISCOUNT

www.interiorworx.nz



Backing the NZ Economy

At Godfrey Hirst they are passionate about New Zealand wool, and believe it is the best natural fibre in the world. They work closely with New Zealand's top sheep farmers and shearers to deliver a product that is luxurious, eco-friendly, and made in our own backyard.

The philosophy of farm to floor is very akin to the ethos of paddock to plate, with more conscious consumers looking for greener options and curious to know where their carpet is coming from. Godfrey Hirst endeavour to manufacture as sustainably as possible, producing their carpets to cut length and minimising waste to landfill.

The benefits of wool fibre are significant, being biodegradable, naturally stain-resistant, easy to maintain, flame-retardant, breathable, hypo-allergenic, and enhancing acoustic and thermal insulation. Godfrey Hirst lead designer Judy-Lea Engel says "Increase use of curtains, blinds, and outdoor awnings as they are easy ways to protect your wool carpet so it can look good for many years to come. Furthermore, some window films or double glazing can substantially reduce the amount of UV rays that enter your home, without hindering your views, and protect your floor at the same time."

In terms of backing our local economy and contributing to the rebuild post-Covid 19, wool is a renewable sustainable product grown fully in New Zealand. The carbon footprint is light given the access to top quality local product. Every year, the team at Godfrey Hirst scour thousands of tonnes of New Zealand wool, helping to support the agriculture industry and securing their position as one of the largest wool carpet manufacturers in the world.

With a booming construction and renovation industry it's good to know that even despite long transport delays and volatile international markets, carpet production in New Zealand can still be in full production mode, employing New Zealanders, and using mainly

New Zealand-grown resources. Even though the company had a shutdown due to Covid 19 alert levels, it is encouraging to learn that Godfrey Hirst has never been busier trying to meet demand for top quality floor coverings.

Even though there has been very strong growth in hard flooring, such as Hybrid and Laminate floor, those consumers wanting a soft natural option for bedrooms and media rooms would be hard-pressed to look past wool for sustainability and environmental reasons. There is also something lovely about walking or lying on a proudly New Zealand made natural wool carpet and being instantly connected to the farm, animals, land, and environment we call home.





The Z Energy team at Wiri Station Rd used to have this mess in their neighbouring driveway....

Let the Wiri Business Association help you enhance your environment!

Our exciting new CURB project is all about beautifying berms and business frontages to lift the look and feel of our local area.

The Association can work with you and/or your neighbours to identify what needs doing and how we can provide resources to help. We can also advocate and report to Auckland Council on your behalf.

- Is there rubbish dumping around your premises?
- Does your building have blocked drains?
- Does your street sign need upgrading?
- Have you been targeted with Graffiti?
- Are there abandoned vehicles around your site?
- Do your lawns and gardens need attention?
- Is your boundary fence broken?
- Do you have general litter and berm mess?

This is a great chance to work together with the Association and other businesses in your area to 'adopt a spot' and keep it clean and tidy. We are happy to help organise and implement neighbourhood working bees and help to cover any costs.

We want to help make Wiri the best place to do business and keep it that way! We can even find local artists if you have a wall or green power box that could do with a bright mural.

Get in touch today to organise a planning visit and see how we can help you make Wiri beautiful!



....until they did a cleanup with CURB!