

## A bigger and better Wiri



**AFTER** six years of planning, meeting and greeting the proposed expansion of the Wiri business improvement district (BID) has been given a green light for go. In February, all businesses received voting papers and when the polls closed on March 13 2017, about 29.4 per cent of businesses had voted and there was a resounding 75.3 per cent who supported the BID expansion. Wiri Business Association general manager, Audrey Williams is excited to welcome and give the association's support to the new members but securing the final few votes required was nerve-wracking.

All voting is confidential but it is known that votes were made by a wide range of businesses. "Throughout the process we've discovered a number of different issues that we can advocate for, on behalf of the new businesses in the united Wiri BID. "We've already identified some traffic congestion problems that need to be addressed by Auckland Council. "In the past, our newest members could only approach Council as lone voices but we can approach Council and be all of their voices." National Springs and Wire Products NZ Ltd

## In this issue

- Up-cycling computer junk **2**
- Words from the chair **3**
- Secure place to do business **5**
- Website makeover **6**
- Steer clear along Dalgety Dr **7**
- Southern Business Market **8**

director, Graham Burrell says as a business owner and landlord in the expansion area they supported the proposal to extend the boundaries.

"It is always good to support the local community," says Graham.

"We moved to Narek Place in Manukau five years ago and previously, we were located in the original Wiri BID.

"This meant we were familiar with the work Wiri Business Association does and the security network alone, let alone all the other work, is a valuable service the association provides for all businesses."

At the special general meeting held to ratify the results of the Wiri BID expansion ballot the attendees were feeling extremely positive about the results and the new direction for a united Wiri BID.

The drive to expand the BID started in 2011, when the region was growing rapidly but the Wiri Business Association was not.

*Continued on page 2*

## Capturing number plate data combats crime

**WE'VE** all seen the detective television show where police scrutinise video footage for a glimpse of a crim who has done harm to people or property.

The techie crime shows have computers that magically enhance the images and virtually hand the perpetrator to the detectives on a plate.

Crime-busting is not quite that advanced in New Zealand but Conbrio Security in Wiri has some seriously impressive computer technology that can prevent potential illicit activity.

Glenn Grigor, technical director at Conbrio Security says: "CCTV video is no longer of interest to business owners. Now, data is really of interest."

Using automatic number plate recognition (ANPR) software, Conbrio Security's system can alert a business owner when a plate of interest – that's one that may be stolen or the vehicle is stolen – enters a monitored area.

It's not conclusive but it is quite likely someone using dodgy number plates to enter the rear

car park of a premise at 2am is probably considering committing an opportunist crime.

The business owner or their delegate receives a text on their smart phone advising them of an unauthorised vehicle on their premises and can decide to call the security company or police – preventing the crime.

To reduce the cost of the system, Conbrio Security bought software from the US that is used throughout the world.

*Continued on page 3*



**Audrey Williams,**  
Wiri Business Association general manager

## Audrey's words on Wiri

**WELCOME** to the united Wiri BID – nearly. Throughout the campaign to expand the Wiri business improvement district (BID) we learnt so much about the new area and we are looking forward to acting on behalf of our new members. Some of the recycling initiatives happening in big businesses are incredible, as are the volumes of product being manufactured and moved out of some Wiri enterprises.

Roads and traffic flows are an issue for all Aucklanders and some of the new businesses have brought to our attention their concerns and suggestions.

For example, there is only one road to access McLaughlins Road and there are several new businesses that have increased the traffic density in the area.

Now, we can approach Auckland Council on behalf of these businesses and lobby for the traffic flows to be improved.

There are several other issues and I'll present these to our local boards as a total package. We will work together to achieve solutions.

Wild cats are a problem I had never encountered before but the un-cute feral critters are multiplying. They scavenge around premises, get into buildings and trigger alarms, and threaten native birdlife in our reserves.

The Wiri Business Association now represents properties with values estimated to be from \$479million to \$2.5billion and these businesses make a significant contribution to the gross domestic product (GDP).

This gives Wiri potential to address issues with central Government as well as local boards and Auckland Council.

An emergency response plan is a priority, especially since we've discovered there are well-managed but potential threats in the region.

If something goes wrong we need to know how to evacuate the area quickly or how to look after people if they are stuck in Wiri during an accident or disaster.

We have a lot of planning for the association management and functions, as well as final ratification from Council authorities and it will be an exciting time ahead.

We look forward to making business in Wiri work for you.

## A bigger and better Wiri (continued)



**Celebrating the successful business improvement district expansion campaign.**

Leigh Auton, who consults with public and private sectors in governance, strategic thinking and environmental management, assisted with the development of Wiri's strategic plan.

The plan was driven by the businesses' needs and by 2013, the conversation at planning workshops identified strong motivation for the expansion campaign to push ahead.

The original target was to campaign for the expansion from 2014 to 2015 but the association decided not to proceed.

At the time the neighbouring Manukau Business Association was unsuccessful in a similar venture to expand.

"We needed to establish the gateway signage, position the Southern Business Market as the top business to business expo and make sure we had security in place.

"We needed to go out there with a proven value for money offer."

People from the wider area were invited to numerous functions and events to learn more about the business association's activities.

Jenne von Pein from Jungle Strategy was contracted by Manurewa Local Board to help the business association implement its expansion strategy, and marketing and

communication strategy for the expansion proposal.

In April 2016, the first formal public meeting launched the campaign and voting was scheduled for October 2016.

However, local body elections were underway at that time and it was felt voting fatigue could impact on the BID expansion voting so it was re-scheduled for February and March 2017.

It was also important for the business association to avoid being perceived as a council entity.

In August 2016, Audrey and the team started intensive campaigning and they visited businesses and property owners face-to-face.

People power and other resources focused on informing businesses and landlords of the advantages of creating a united Wiri BID and making sure businesses voted.

Now, a report will be sent to BID support services with Auckland Council and then hopefully, they write a recommendation report, which goes to Manurewa and Otara-Papatoetoe Local Boards.

Once, they ratify the proposal, it then goes to Auckland Council for final ratification and comes into action as of July 1, 2017.

## Up-cycling computer junk



**Up-cycling computers give families access to technology.**

**WHAT** to do with those old computer boxes, monitors and laptops cluttering up storage space is a tricky dilemma.

Tossing them into landfill is environmentally unfriendly, there may be security threats if you sell an old hard drive and no-one really wants old computers anyway.

Not true. The Ark is a subsidiary of Conbrio Technology Group and they have a thriving up-cycling and

# Capturing data combats crime

(continued)

PlateSmart software imports lists of stolen number plates and vehicles from the New Zealand Police website.

Uniquely, PlateSmart can also identify the make of the vehicle and gets it right most of the time.

“Most license plate software is optical character recognition (OCR) and it looks at the plate font and has to compare it to a library of fonts.

“Most systems only have the capacity for about three or four font libraries but PlateSmart has about 30 libraries and it can read fonts as well as manufacturers’ logos.”

Recently, Conbrio Security won a contract for a small community trust in South Auckland.

The organisation had several proposals that involved using camera footage but Glenn talked to them about data.

When searching for information about a vehicle involved in criminal activity it can take hours to view video footage but using software to search through data is considerably faster.

All of the number plates caught by the security system are compared to the Police stolen



PlateSmart software sorts data and can alert businesses of potential criminal activity.

vehicle list and vehicles with authorised access to the location can be easily eliminated to reduce the workload.

The number of times a particular number plate and vehicle was in an area and all of the times it was there is reported by the software.

The analytic cameras can also automatically evaluate a scene and identify people loitering in an area at inappropriate times.

A property owner can set rules and if the software detects a person entering an area when everything should be closed, they are sent an alert.

The return on investment for businesses largely depends on the company’s philosophy about crime prevention and prosecution.

Companies can assist police by quickly identifying a vehicle of interest is in their car park, on their petrol station forecourt or anywhere PlateSmart software is operating and accelerate the apprehension of criminals.

For more information go to [conbriosecurity.co.nz](http://conbriosecurity.co.nz).



recycling operation at their warehouse and plant in Earl Richardson Avenue, Wiri.

Glenn Grigor, technical director at Conbrio Security says The Ark isn’t his area of expertise but he knows the background of the operation.

“We build customised Insite computers and supply schools and programmes such as Computers in the Home,” says Glenn.

Corporate sponsorship subsidises the cost of giving school students an upcycled laptop or PC and without the initiative those children would not have access to a computer at home.

Internet access is sponsored, and parents or guardians have to attend training on technology safety and security.

At the Wiri site computers are categorised into up-cycling or recycling, depending on the operating software and then stripped down, repaired and rebuilt.

“Any computer with Windows 7 or newer is upcycled because the Window’s license is the most expensive part of the computer.

“If the machine is too old we strip them down and recycle the components such as the hardware, metal and copper.”

Hard drives to be re-used are washed to safely remove any data and those that not being used are chipped for recycling.

There is an international shortage of workers with technology skills and The Ark’s workforce is culturally diverse with immigrant employees.



Richard Mason,  
Wiri Business Association chairperson

## Words from the chair

**THE** first part of this year involved the continuation of the huge effort Audrey Williams and her team put into our business improvement district (BID) expansion campaign.

This positively resulted in considerably more than the minimum number of voters responding and the expansion campaign being a success.

Well done Audrey, Jenne and their helpers.

Provided the last few hurdles are cleared without any issues, as of the July 1, Wiri Business Association will proudly represent the greater Wiri area.

The additional businesses will also benefit from the work that the association does for and with its current members – particularly around security and general tidiness and presentation of the area.

As a committee, we would like to increase our numbers and ideally have some representation from the expansion area.

If anyone is interested please contact Audrey or myself for some more details.

Phone Richard at 09 262 2060 or Audrey 09 262 0804.

Businesses interested in working with The Ark can get more information at [the-ark.co.nz](http://the-ark.co.nz).



# Bayer's Wiri production site crucial for farming sector



Cutting the ribbon of the new water treatment station are: Chris Buttkus (site manager), Derek Bartlett (managing director), Bhaskar Premji (head of production), David Cloete (engineering manager).

**WIRI** may seem a long way from the dairy pastures and rolling hill country of New Zealand's farming sector, but for Bayer it couldn't be any closer.

The global life sciences company, head quartered in Germany, has a large animal health manufacturing site located on the corner of Wiri Station Rd and Hobill Ave.

Many products made on the site are crucial for New Zealand's farming sector, particularly the company's range of dairy cow medications.

The full array of animal health products manufactured is extensive and ranges from metabolics for dairy cows, through to drenches and supplements for farm livestock and horses.

A strong export arm sees many of these products exported to more than 60 countries around the world.

Bayer views the site as a crucial centre for not only manufacturing existing animal health medicines, but for developing new ones, too.

## Keep it clean

Leave one illegal dump of rubbish on a side street and before you know it – there is a mountain of junk creating a stink that bothers everyone.

The numbers indicate Auckland Council takes about 38 days to remove reported rubbish but Wiri Business Association has a dumping hotline that cleans up the area within five days.

The association general manager, Audrey Williams, has worked with the Manurewa Local Board to establish a system that gets action – fast.

Pallets are not removed by Council clean-up crews as many people use them as firewood.

Businesses in the Wiri business improvement district (BID) should report rubbish to the association office and the team will use their network to clean up the mess.



**Rapidly report rubbish**  
**Don't leave illegal dumps to pile up.**  
Contact Audrey at 027 551 8946 or 09 262 0804,  
or email [manager@wiribiz.org.nz](mailto:manager@wiribiz.org.nz).

A team of scientists and veterinarians are always working on new innovative medicines and solutions, which can be formulated on-site as part of the development process.

In total, 100 employees from 27 different nationalities, work on the site, which Bayer acquired as part of its purchase of Bomac in 2011.

At the time Bomac, was New Zealand's largest privately owned animal health company and had been based on the site for many years.

Bayer continues to invest in the site with the opening recently of a \$3 million water treatment station. The plant is crucial for manufacturing pure and sterile water used in formulating animal medicines.



A visitor from the Whangarei Native Bird Recovery Centre, a charity Bayer sponsors.



## Cow moo-stery

For years Wiri commuters have driven past the cows outside Bayer, wondering if there is any deep meaning behind the iconic bovines.

On the corner of Hobill Avenue and Wiri Station Road, Muma cow and calf have been happily grazing for years, looking very authentic while doing so.

So authentic, in fact, that they had accumulated a fair amount of mud – aka, bird poo.

Never fear, they have recently had a bath, so both are once again in tip-top condition.

While a moo-stery is as tame as a placid cow, the simple explanation is that Bayer manufactures a range of animal health products, particularly for the dairy industry.

It was thought some fun decorative pieces would brighten the place up.

So next time someone tells you to 'turn left at the cows', you'll know why they are there.

## Secure place to do business



Sergeant Jade Gardiner and constable Hine Emery from the community policing team are happy to discuss ways to protect people and property.

**COUNTIES** Manukau Police say the stats look pretty good in Wiri and businesses can help keep crime to a minimum by letting the local officers know when something dodgy is happening.

The low level of crime in the Wiri area could be due to the security patrols commissioned by Wiri Business Association as well as the proactive actions of businesses and the Police. Sergeant Jade Gardiner and constable Hine Emery from the Manurewa community policing

team say their role is to build collaborative relationships with stakeholders to collectively reduce crime.

"Intel is a big part of what we do – collecting intelligence to see what is happening in an area," says Jade.

"Then we use evidence-based strategies to address the problems."

By establishing a rapport with the community the Police can gather more information that in turn helps prevent and reduce crime.

Wiri businesses can assist Police by letting them know when there is unusual or suspicious behaviour, such as a group loitering in a business area out of hours or details about cars possibly casing an area.

"These could be things they wouldn't normally call the Police about but because we have a relationship with the community, they let us know and then we can increase our patrols of the area."

The information supplied by businesses can identify trends and the Police can respond appropriately.

The community Police will visit workplaces to give advice about crime prevention through environmental design (CPTED).

It could be as simple as ensuring easy targets, like an unsecured trailer left in a yard, are locked inside a workshop.

Good security lighting, keeping valuables out of sight and making sure areas are well-maintained can all deter crime.

People who notice anything suspicious or would like to discuss any issues with the community policing team can email [clo.cmc@police.govt.nz](mailto:clo.cmc@police.govt.nz) or phone 09 268 5800.

### Would you like a Police workshop?

The Manurewa community policing team is available for crime prevention consultation and workshops.

If you want to have a workshop arranged, please contact Wiri Business Association at [manager@wiribiz.org.nz](mailto:manager@wiribiz.org.nz) or phone 09 262 0804.

# From crime patrols to business improvement

**BEFORE** the Wiri Business Association was established in 2006, there was Neighbourhood Watch, formed by a group of concerned business owners within the Wiri area.

Primarily concerned about burglaries, petty crime and graffiti, they organised security patrols 24/7.

In May 2006, the association was formed and became part of the Manukau City Council Business Improvement District (BID). Its mission was to 'promote and maintain a secure and successful environment in Wiri'.

In 2008, Audrey Williams was employed to help streamline security measures and nighttime patrols continued, with a daytime alert system put in place.

Joining forces with the Manukau Beatification Trust meant that graffiti was dealt with within 24 hours of being reported.

In 2011, the idea of expanding the membership boundaries was raised because the committee and Manurewa Local Board realised they needed a stronger foundation.

The first Southern Business Market was held in 2011 and it was the first expo of its kind held in South Auckland.

In 2013, business members were approached to see if expansion was a favourable idea.

The 2014-2019 strategic plan was formed, outlining the association's goals: to support business, enhance the environment and provide governance and leadership.



Back in 2008, Alexandra Holley managed Wiri Business Association. They came up with the catch phrase "Building a safe, prosperous and positive place".

In 2017, the vote for the BID expansion was successfully held and the boundaries will move. Businesses within the total BID area will have fees collected as part of their rates bill and 100 per cent of this is transferred to the association.

The business association and Wiri district have gone from strength in the last 11 years – what will the next 11 bring?



## Did you know?

Orora packaging plant moves upwards of 15,000 pallet loads of product per week. Some of their customers include Lion Breweries, Tasti, Cadbury and Sistema.



**PMP Print are into recycling.** Waste offcuts from print trimmings are extracted from all their print and binding operations. These trimmings are captured and compacted for recycling. In addition, paper dust is also captured as part of the process and recycled. All paper recycling efforts are tracked and recorded.

Left: Compactor recycling bins and waste paper hopper in action at PMP Print.

## Do business better

We don't know what we don't know but sometimes we have an idea of what we should know.

Wiri Business Association is busy planning workshops, speakers and business improvement opportunities.

Do you have a burning business dilemma that you think could be shared by other Wiri businesses?

Contact Audrey at 027 551 8946 or 09 262 0804, or email [manager@wiribiz.org.nz](mailto:manager@wiribiz.org.nz).

## Website update

**HAVE** you checked out our new website yet?

It is mobile responsive, so it looks good on your smart device, laptop or desktop computer.

An innovative feature is the property listing that is available for Wiri Business Association members to promote any premises they have available for sale or lease.

There is a tidy directory of Wiri businesses that members can use to update their details and businesses that want to become associate members can apply online.

Please check if your business is included in the directory and if not, contact us and we'll get you started.

[www.wiribiz.org.nz](http://www.wiribiz.org.nz)

Phone 09 262 0804 or email [manager@wiribiz.org.nz](mailto:manager@wiribiz.org.nz).

# Steer clear along Dalgety Drive

As part of her usual business meetings, Audrey Williams was struck by how often conversation turned to congestion issues on Wiri's roads.

Taking this information back to the Wiri Business Association committee resulted in the review of several roads to determine the worst spots and Dalgety Drive was definitely one of them.

Brainstorming took place among association members and possible solutions were submitted to Auckland Transport (AT).

The association's push for some action meant AT also reviewed the traffic jammed areas and agreed to implement some of the ideas.

A successful outcome for Dalgety Drive was the establishment of a clearway from 4pm to 6pm on weekdays, which creates two informal lanes of traffic that stretch from Kerrs Road to Browns Road.

Druces Road now has a no parking zone, with the area being studied to see what impact the clearway has on traffic flows.

There are several other areas of concern still being hashed out.



Dalgety Drive has rush hour congestion reduced.

To lobby for change, the Wiri Business Association must present a case to both AT and Manurewa Local Board.

If your business has further concerns, and ideas on how to fix them, contact Audrey at [manager@wiribiz.org.nz](mailto:manager@wiribiz.org.nz).

# Graffiti and tags be gone

It is easy to be complacent about tagging and graffiti because it may seem reasonably innocuous but if left in situ, that little tag can communicate a negative message about an area.

At its worst, unsightly and illegible scrawl across a bin or wall can make people perceive an area as being unsafe and go somewhere else to do their business.

In other ways, tagging and scruffy graffiti can communicate a message of anti-social and uncaring communities.

If it's offensive to your eyes – it's not building up an area, it's breaking it down.

Alternatively, street art is about making the viewer think and gives something to the community.

Thanks to the outstanding efforts of Manukau Beautification Charitable Trust, it is a rarity to see tagging around the streets of Wiri.

In 2015, Wiri businesses returned from the Christmas holidays to find more than 180 tags in the region but this summer there were only three reported tags and one was so small it was hard to find.

"Painting out or removing tags as soon as they appear stops a tagging battle from raging on any and every surface that appeals to taggers,"



says Wiri Business Association general manager, Audrey Williams.

"If tags are left and increase, property values drop, it looks like nobody cares and other petty crime starts happening."

Manukau Beautification Trust has worked with Wiri since it was established in 2001 and the main issue was graffiti – that was everywhere.

The Wiri Business Association has funded the trust's costs for removal of graffiti in the business improvement district (BID).

Rapid removal of graffiti is the best solution to reduce the problem and there was anti-tagging education in the schools, which taught young people why tagging is a problem.

Reduced rates of tagging can be deceptive and the trust is sure that if they stopped removing tags – the mess would rapidly reappear.

## Report tagging quick

Wiri Business Association provides funding to Manukau Beautification Trust to remove tagging within 24 hours.

The trust will help Wiri commercial and industrial properties with generic paint colours. Businesses preferring a particular paint can supply this to the trust.

**Please report graffiti to Audrey, phone 027 551 8946 or 09 262 0804**

See more at [www.beautifulmanukau.org.nz](http://www.beautifulmanukau.org.nz).

# Comments from the committee



**Richard Mason, chair – Mason Tool & Engineering**

“Wiri has helped my business grow since I opened the doors in 1992 and the company receives a good amount of work from

the local businesses. There is good networking and support from the businesses in the area, it's a safer area and more presentable and the expansion of Wiri BID will see even more businesses included and benefiting.”



**Murray Phillips, treasurer – Insight CA Limited**

“As a chartered accountant and business advisor, I will work closely with the committee to create a business plan for the

expanded Wiri Business Association that will establish foundations for the years to come.

The proposed budget for the next financial year, commencing July 2017, must cater for additional staffing, increased security monitoring, graffiti removal and the Southern Business Market, to name just a few of the activities.

We are heading into an interesting phase throughout the next three to four months as we formulate our fiscal plans.”



**David Renwick – Transmax**

“There are some good down to earth and experienced business people on the committee and the new members have great enthusiasm. We need to

focus on growing into the expansion area because this will help all of our businesses grow and it will facilitate some exciting developments.”



**Maureen Collins-Wright – Ross's Plumbing**

“The first quarter of the year was focused on the growth of the BID. Now the BID process is successfully behind us, the next quarter

sees us working as a committee with our current and future members for creating a united Wiri. We will be ensuring opportunities exist for both existing and new business to network for local growth.”



**Lyndsay Mason – Direct Mechanical Services**

“As one of a group of concerned business owners, I helped form a Neighbourhood Watch group to combat burglaries

in Wiri, which became the Wiri Business Association – I was a foundation member. Upon returning to the committee, I was excited to be involved in the BID expansion and now look forward to developing relationships within the new businesses, while continuing to ensure security is at a high level.

Being part of the association opens opportunities to meet and work with various companies, and I believe in supporting local business first.”



**William Brown – Trimtex**

“The expansion is now over and with a lot of hard work the outcome was successful and we have a united Wiri.

The next step is to work with those in the new area, to form a bond, help them to integrate into the Wiri business improvement district (BID) and understand the benefits they will receive from being members. This includes rubbish removal, graffiti removal, security patrols and more.

I will be spending time working alongside the new members, listening to what businesses want organised, then bringing it about – so a busy year coming up.”



**Angela Dalton – Manurewa Local Board**

“The Manurewa Local Board is a solid supporter of the Wiri BID. We have ensured our Board plan aligns with the BID to enable business

growth, employment opportunities and strategic partnerships with central and local government.”

## Associate member advisor



**Karyn Spencer – Vodafone Events Centre**

“The Vodafone Events Centre has worked closely with the Wiri Business Association in the past, and is pleased to maintain the

current programmes on offer. The centre is Wiri business's go-to venue for the Southern Business Market and After 5 Networking, and we are looking forward to engaging with the new businesses included in the BID expansion.”

# What's On

## SOUTHERN BUSINESS MARKET



### Your opportunity to mix it up with the best in business

South Auckland's largest business to business networking expo is happening on:

Wednesday September 27, 2017  
Vodafone Events Centre  
770 Great South Road

Watch the Wiri Business Association newsletters, website and Facebook page to stay up-to-date for registrations.

- Book a stand to promote your business
- Informative and entertaining speakers
- Free admission to network big time

Mark your calendar now.

### First Aid courses

On request for Wiri BID members

Go to [www.wiribiz.org.nz](http://www.wiribiz.org.nz) for more information

