

## Making a social impact

As a social enterprise, Altus Enterprises has existed for more than 50 years, operating as a not-for-profit organisation supporting disabled people into meaningful employment. With more than 200 employees currently working at their purpose built Puhinui Road premises, Altus Enterprises are a large employer of people with intellectual disabilities or minor mental health problems, who would ordinarily struggle to find work. People able to transition into supported open employment are assisted by their joint venture second company, Geneva Elevator Limited.

Formerly known as Workforce Industries, Altus Enterprises was previously based in Kirkbride Road Mangere Bridge. They chose the Latin word Altus (meaning higher) to match their mission of aiming higher or elevating people's lives.

As a not for profit business, Altus Enterprises secures work on a competitive basis and is often too small or infrequent to warrant automation by the client. Able to offer flexibility in replication of each client's processes and compliance requirements, the team at Altus Enterprises carry out a wide range of projects generally in 5,000 to 20,000 item quantities. Outsourcing these projects to Altus Enterprises

enables businesses to redirect their labour to their core activities which is a better use of their valuable resources.

Some examples of work include packaging, for example creating sample packs for testing and validation of the market for different demographics of people. Despatching and shrink-wrapping, breaking down bulk products, two for one offers or kitting (which is the term the industry uses for combining products). They do work that requires flexibility and consistency, including pre-mechanisation testing for the client.

Potential staff members are usually referred to the team at Altus Enterprises to undergo an assessment and work trials to evaluate their capability to transition into paid employment. A barrier to work for many disabled people is their proximity to available transport. Establishing the new premises in Puhinui Road next to the southern rail lines, Altus Enterprises ensures that staff have access to regular public transport to get to and from work safely and is well located near the main transport routes.

Altus Enterprises has recently created their in-house range of Able cleaning products

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– a quality New Zealand made product they market directly to residential and commercial customers. Every purchase is directly invested back into the business to help create work opportunities for someone with a disability.

Ultimately, Altus Enterprises believe they build deep relationships with their clients who are strongly empathetic and supportive of the achievements and successes of the Altus employees.



## Joint venture breakfast

**EACH** year we hold a breakfast function in conjunction with our surrounding business associations. This year we were supported by Business Manukau, South Harbour Business Association and Papakura Business Association. This event is free for our members through our associations, with the venue sponsored by Vodafone Events Centre and Kiwibank supplying our guest speaker.

Over 120 people joined us for breakfast earlier in November to hear Jeremy Couchman, Kiwibank Economist, discussing the outlook for the economy post-election.

Jeremy noted that population increases through both natural growth and net migration gains, along with tourism were the economic areas to watch. Currently, our net population

growth per year is around the size of New Plymouth. With the growing demand for housing, construction was crucial to our economy, however in 2017 construction industry slowed with up to 40% of businesses noting capacity restraints.

With the change in government, the uncertainty around investor property rules, capital gains tax and foreign ownership have impacted business confidence. The promised increases from the new government in caring for young families, healthcare and education, alongside the proposed increases in our minimum wage, will undoubtedly impact smaller business profitability.

Predicting a decline in the value of the NZD, Jeremy indicated that combined with the



Jeremy Couchman, Kiwibank Economist

increased social spend; we would see a hike in tradeable inflation in the next three years.

The forecasts provided by Kiwibank and sourced data from the Reserve Bank indicate slow and steady improvement by 2020.

A copy of the Kiwibank presentation made by Jeremy is available on the resources page of the Wiri website [www.wiribiz.co.nz/resources](http://www.wiribiz.co.nz/resources)

# Association update

**OVER** the last 12 months, the Association has experienced its busiest time in their 10 year history. We have grown from a simple neighbourhood community patrol to be one of the most significant commercial/industrial business associations in Auckland with the success of the BID expansion. We grew geographically by 450%, the largest single expansion in BID history. The Association went from representing \$479 million worth of property to almost \$2.5 billion.

With security being a crucial component of our services, we entered into a robust tender process in May to select a provider to continue delivery of security services to the Association over the next two years. In July we awarded the contract to our existing provider Barcon Security based on a variety of independent factors. Under the terms of the contract, Barcon Security provides five random mobile patrols covering the total Wiri BID area between 6pm to 6am.

With this growth, the Association has extended our Executive Board from 6 serving members

up to the maximum 11 members elected at our AGM in October. We have also employed an office administrator to assist in keeping the Wiri office running smoothly.

The Executive Board are currently undergoing a review to define our reporting processes and identify areas of expertise that may be sought to complement our experience and offer our members stronger support and knowledge. With the current review of our Strategic Direction for 2019-2024, we will be reaching out to members to ask for their input into the revised plan.

The Wiri Means Business gateway signage will be extended to the new BID area to promote the Association further and visually remind people they are coming into Wiri. We are also exploring ways to provide coverage of the area using CCTV.

Our thanks go to Barfoot and Thompson who have stepped in as sponsors for our property page. We look forward to providing our property owners greater value through this. We are excited to be offering a series of new



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

events to members in the upcoming months. With our new Business Showcase series, our focus on property and our continued breakfast series, we believe there is something to appeal to all members.

Thanks for a great 2017, we're excited to welcome in 2018 and wish you all a safe and happy holiday season.



## The voice on the phone...

For those of you who wondered about the person answering your calls to our office – meet Simone Davis. We were delighted to welcome Simone into our Association team in September as our office administrator. Now we wonder what we did without her!

# Strategic direction

**AS WITH** any entity, it is essential to have a clear focus on where we are heading. Our strategic plan is the guiding document to assist us to stay on track and convey our intent to our members. Each year we base our business plan on our longer-term strategic plan to ensure we focus on the right things. This process enables us to measure how we are tracking and set realistic goals and targets for the Association.

We have engaged Auton and Associates to conduct our strategic review and help us set a new strategy for 2019 – 2024. Our current Strategic Plan runs until December 2018, and we have allowed a 10 month timeframe to conduct the review process.

We will be holding a series of public meetings from early 2018, and will also be meeting one-on-one with members. If you would like to know more or be part of this process, please make sure you give Audrey a call.

**If you would like a copy of the current strategy document, please download it from our website: [www.wiribiz.co.nz/resources-page/](http://www.wiribiz.co.nz/resources-page/)**



Wiri Business Association Strategic Direction 2014 - 2019

# Interested in property in our area?

As members of the Wiri Business Association, our property owners are a significant proportion of our database. To add to the value we offer, we are delighted to have secured Barfoot and Thompson as sponsors for our property news and updates.

Barfoot and Thompson is a family owned real estate company with over 90 years experience in the industry. They are New Zealand's largest privately held real estate company with over 1700 residential and commercial salespeople focused on Auckland and Northland.

Their expertise means that you will have first-hand access to the latest trends and commentary about property in our area. You will be able to read this via the new property page on our website [www.wiribiz.org.nz/properties](http://www.wiribiz.org.nz/properties) or get the information directly to your inbox by subscribing to the Wiri Property News <http://eepurl.com/c93bcL>

Rob Taylor from Barfoot and Thompson will be providing our members with monthly news and will also select properties to promote through our Wiri website property page.

In February 2018, we will be holding a property event hosted by the Barfoot and Thompson team. Rob and his colleagues will lead a discussion on the challenges and rewards of owning property in the Wiri region.

In the next episode on Wiri Property News, Rob and the team will explain the council process for valuations and talk about the impact of the recent increases. If you have any questions regarding property, please give Rob or Anton a call to find out more.



## Barfoot and Thompson contact details:

South Auckland Commercial

Rob Taylor – Mobile 027 251 1628

Anton Fatkin – Mobile 021 175 1938



# The future Port of Auckland

**INFLUENCED** by Aucklanders' demand for more public waterfront space and the desire to protect the harbour, Auckland Council has launched a project to find a new home for the port. Finding a suitable location, obtaining consents and securing funding must happen before construction can commence which is a process that will take many years.

In the interim, shipping needs to continue to flow through the existing port to meet the economic, social and environmental needs of Auckland in the future.

In early November 2017 Ports of Auckland released their 30-year Draft Master

Plan outlining proposed development for port operations while balancing the wants and needs of Auckland's expanding population. The plan describes a variety of projects to make

better use of space and increase port capacity.

Directly impacting our Wiri BID, the Draft Master Plan outlines the continued strategy to build a network of freight hubs at strategic

locations to extend reach into the supply chain and provide access to a broader range of shipping services. Ports of Auckland currently has three operational inland freight hubs including South Auckland, Manawatu and Bay of Plenty, with a fourth in Waikato due to become operational in 2018.

**Ports of Auckland has invited all Aucklanders to learn more about the Draft Master Plan and give them your feedback by visiting [www.masterplan.poa.co.nz](http://www.masterplan.poa.co.nz)**



# Meet our Executive Board

Meet the newest of our Association members to volunteer their time to serve on our Executive Committee.

## Teena Rhind



Teena is the Director of Adstaff Personnel Limited; a 'Kiwi' owned recruitment company based in South Auckland since 1963. (Adstaff was previously known as Advance Personnel Services Limited)

Starting her career in recruitment in 1992 with Drake International, Teena moved on to set up the Kelly Services

branch in East Tamaki in 1995. From there she was contracted to work for Advance Personnel Services Ltd In 1998, where she eventually bought out the owners of the company.

Adstaff has been based in Ash Road, Wiri since 2005 and Teena has seen growth and expansion in the area which is great for local business, economy and the people who thrive here.

Teena is very excited at the prospect of being involved with the Wiri Business Association Executive Board and hopes to be able to offer advice and support to promote our growing area.

## Joseph Liava'a



Joseph joined East Tamaki Healthcare (Nirvana Health) seven years ago as the legal counsel and currently works as the Community Liaison Manager. He is a qualified lawyer who previously worked for the Ministry of Economic Development where he was seconded for a period to act as the Private

Secretary to the Minister of Consumer Affairs.

In his current role, he represents the company on the boards of the Otara, Otahuhu, and Mangere East business associations; and is a former board member of Manurewa, Glen Innes, Dawson Road and Mangere Bridge BIDs. He also sits on another half dozen community boards and panels where he is developing strong governance skills.

He has a commerce degree from Otago University, a law degree from Auckland University and a post graduate diploma from Auckland Business School. Once the baby brain fog clears up, he will return for more studies.

## Gregor Botha



Gregor arrived in New Zealand 10 years ago to manage a premix plant for Tegel Foods in Takanini and settled in South Auckland which he has grown to consider home. Just over three years ago he joined Mainfeeds and today oversees the feed mill in Wiri and a smaller mill in Levin.

Gregor completed a Bachelor's Degree in Agriculture at Pretoria University. He subsequently gained experience at all levels of feed production, mainly for poultry. He

considers that for the last 34 years it has been, and still is, a great career choice in a global growth industry.

Involvement with the Wiri Business Association stems from Gregor's interest in the development and growth in the area over the last 10 years. Mainfeeds has a significant capital investment at Chonney

Crescent, and with head office based in the South Island, Gregor considers that networking with local businesses to influence local government on matters of mutual interest is important.

Gregor is keen to see local talent developed to supply a viable selection of potential employees that can contribute to their own, as well as Mainfeeds and South Auckland's success.

## Solei Paul



After 5 years working as an asset manager for Argosy Property Limited, Solei believes she can bring some valuable experience to our business community partners to help them grow and prosper. Argosy has a total property portfolio of \$1.46 billion with 185 tenants over a total of 63 properties, several of

which are in the Wiri BID area.

Solei is excited about the opportunity to promote the Wiri Business Association along with providing strategic real estate and business insights that will hopefully further this already thriving Board. She looks forward to becoming part of a conscience community that is collectively aiming for economic growth in the Wiri area.

## Anton Fatkin



Anton is a local property owner and also works as a commercial/industrial sales and leasing agent at Barfoot & Thompson specialising in Wiri area. Anton has enjoyed success in a large number of sale and lease transactions, all within Wiri area. Anton already knows many of the local property and business owners and hopes that his youthful approach will make a positive impact on the association.

Anton grew up in Russia but now calls New Zealand home. Anton completed a Bachelor of Commerce/Bachelor of Property conjoint at the University of Auckland. Outside of work, Anton has represented NZ in Muay Thai Kickboxing at the World Amateur Tournaments (IFMA) in 2010 and 2011. He also enjoys surfing and spending time with friends and family.

## Otara-Papatoetoe Local Board

As a section of our new boundary falls within the Otara-Papatoetoe ward, our newly elected Executive Committee will include a representative from their Local Board. This person is yet to be advised.



# With the success of the Wiri BID expansion, our Executive Board has increased to 11 members elected at our AGM in October. Returning board members are listed below.

## Richard Mason – Chair, Mason Tool & Engineering



After a successful expansion campaign, the Wiri Business Association now represents the greater Wiri area meaning better security, lower crime rates and better management of the environment. The rubbish and graffiti removal and continual improvement of the overall cleanliness and feel of the area will

benefit everyone. Combined with our access to transport networks, these improvements make Wiri a desirable place for businesses to be.

I believe the challenge now is to encourage the businesses of Wiri to interact more and make the most of the many networking opportunities and events that the association organises and hosts. Ultimately, we are funded by the businesses and would like the benefits and opportunities to flow back to them.

## Maureen Collins-Wright – Treasurer, Ross's Plumbing



With the increased membership through the successful Wiri BID expansion, Maureen is excited about providing the Association's services to our growing membership. From early 2018 we will offer a wider range of networking opportunities for everyone.

Our contract with provider Barcon Security, means we can roll out our security services to all Wiri BID members. Based on the success of our random night patrols from the original BID area, we are confident in our ability to achieve similar results in deterring crime across our extended boundaries, making Wiri a safer place to live, work and play.

With the addition of newly elected members to our Executive Board, we have broadened our governance expertise, and we are focused on renewing the future strategy for the Wiri area over the next 12 months.

## 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.



## Past Board Member David Renwick – Transmax

At our AGM in October, David stepped down from his position as an elected officer on the Executive Board. Our thanks go to the long service that David has made to the Wiri Business Association, both as a board member and serving for a period of time and chairperson.

## Lyndsay Mason – Deputy Chair, Direct Mechanical Services



As a foundation member, Lyndsay helped establish the Wiri Business Association to combat the rising burglaries in the area. Returning to serve on the Executive Board in 2016, Lyndsay has shared his expertise in compliance to run the tendering process for selection of our security provider.

With the united Wiri BID now in place, we can look forward to developing and growing relationships within the new businesses and property owners. With the high level of security services in place with the Association, we have been successful in impacting crime reduction in our area which adds to the attraction of having a business based here.

Lyndsay is a strong supporter of 'local business first' and urges business owners to ensure they are listed on the free business directory on the Association website.

## William Brown – Trimtex



'Trimtex moved into the Wiri BID area in 2010, and we started attending the Wiri Business Association breakfast and After 5 functions to see what it was all about.

Not only have we had the opportunity to meet other business owners at these networking events but we have been able to hear some useful speakers talk about

various business and social points of interest. I would encourage others to come along to these events.

As a member of the committee, I am pleased that we can offer better security, lower crime rates, better management of the environment with rubbish and graffiti removal, and continual improvement of the overall cleanliness to our members. Keeping our BID area like this makes Wiri a more desirable place to do business, and we will all benefit from that.'

## Associate Member Advisor

### Karyn Spencer



The Vodafone Events Centre has long been 'a place of gathering' to celebrate and engage. The event centre is proud to work with the Wiri Business Association in supporting meaningful engagement for its members through the Southern Business Market, Networking After 5 and the many other face to face events.

We very much look forward to welcoming our new members and creating a stronger Wiri and community.

# Ongoing rubbish causes headaches

**ILLEGAL** rubbish dumping is still a significant problem in our area. For example, over the last weekend in November we reported 72 isolated cases of illegal rubbish dumping in the Wiri area. We are focused on finding a way to resolve this.

Our security officers note and photograph all instances of illegal dumping. We report every case to Auckland Council along with the evidence. Councillor Newman is also copied into these reports as he is working closely with us to ensure we have resources to help resolve this.

Working in conjunction with Auckland Council we have identified our top 5 hotspots with number one being Diversey Lane.

We have approached the problem from a variety of perspectives. We have the property owners constructing perimeter fencing to protect their properties. Once the fencing is complete, Auckland Council will conduct a clean-up and install camera coverage of the area. Wiri BID will erect clear signage to deter dumping.



Auckland Council will prosecute all identified instances of illegal rubbish dumping. The project to clean up Diversey Lane is a

pilot which will be rolled out into the other top trouble spots once refined and tested.

## Senseless vandalism

**APPROXIMATELY** 1000 homes and businesses were left without phone/internet lines when a Telecom substation near our Wiri office was deliberately burned out in November. With a complete rebuild required, the area was without services for almost a week.

This senseless act happened in our residential community and impacted the surrounding area including the local school. With phone lines down, monitored alarm systems and electronic transaction facilities don't work. Sales transactions need to be done through a manual Eftpos system, and security for nearby businesses and homes compromised.

While there are ways to work-around this situation, the loss of productivity and additional expenses rapidly mount up.



## Pass it on!

We're always keen to hear your stories. If you have news you'd like to share with our members, or hear something newsworthy to our area, please let us know. Call our office on 09 262 0804.

## Rapidly report rubbish or vandalism

**Don't leave it to other people**

Contact Audrey on 027 947 4249 or 09 262 0804  
or email [manager@wiribiz.org.nz](mailto:manager@wiribiz.org.nz)

# The business of preventing crime



**THE** area of patrolled security coverage increased by over 450% with the BID expansion which meant Barcon Security expanding their resources to provide additional coverage and support. They have three patrol vehicles based at the Wiri Centre security office, and a dedicated Wiri Operations Manager there to take care of the Wiri BID members.

Investigations into the latest reported burglaries in our area indicate they all had an element of inside help. The phrase 'inside job' means your staff, or visitors to your site, are compromising the security of your business. In one case, a supervisor was deliberately lured away from her desk by a contractor before her keys were stolen and used for a break-in later that week. In another instance, security camera footage of a burglary showed that the perpetrators knew the exact location of every camera and were able to avoid them and then remove the actual recorder to ensure no evidence remained. They also disconnected the alarm via the power control panel as they knew the access.

## How do we counter this?

- Be sure to change alarm and access codes on a regular basis
- Do not share access codes with other staff members
- When a staff member resigns, ensure they return keys before final exit
- On employee's last day change passwords for computers and email to prevent access

As many of our businesses shut down for a period over Christmas, it is critical to prepare for this. Now is an excellent time to book additional security services for the Christmas period if you will require them. The Association provides extra daytime mobile patrols to cover the Wiri area over the statutory break.

**For further security information call  
Dennis Conroy on 021 278 2710**

## Northern Stars makes premiership debut

The final pieces of the Northern Stars jigsaw are being put into place but the fledgling club remains on the hunt for something special to ensure it builds from its early foundations.

New Zealand's newest sporting club made their debut in the ANZ Premiership this year and with the backing of a new coach in Kiri Wills, have set the benchmark high for the 2018 season.

A new player roster – featuring Silver Ferns Kayla Cullen, Grace Rasmussen and Maia Wilson along with experienced international Ama Agbeze – will prove competitive in one of the game's toughest leagues.

Coming from the south Auckland, the Stars represent one of the country's largest communities and have been quick to engage with their fan base.

"The Northern Stars are one year in and have made great strides which have been crucial in laying the foundations for the club," Wills said.

"Now we, as players and coaches, need to step up because the commercial reality is we need people to be attracted to us.

"The only way we can do that is by getting stuck in to our community so that people know who we are – they can put a face to the name."

The Northern Stars want to align themselves with a naming rights partner for the new season whilst also securing an Official Team Sponsor and Match Day Sponsorships available.

Wills knows it is up to her side to put out performances to attract not only the fans but also those willing to back the side financially.

"I am confident we will generate some strategic partners, because in the end, that will be how we survive, and the best way we can do that, is by winning more games!"

The 2018 ANZ Premiership starts on May 6 with the grand final to be played on August 12.

The Northern Stars are looking for sponsorship partners and have a variety of options available.

**Please contact Rebecca Annan  
for more information.  
Email: [Rebecca@netballNZ.co.nz](mailto:Rebecca@netballNZ.co.nz)**



# It was a laugh a minute!

Our inaugural united Wiri BID Welcome Event held in September was an evening of drinks, nibbles and hilarity provided by Invercargill Mayor and renowned celebrity Tim Shadbolt. Regaling attendees with stories from his journey through life and describing some somewhat hair-raising escapades, Tim certainly entertained the crowd. Thanks to co-sponsor Vodafone Events Centre for providing the venue and catering.



Thanks to Christopher John Photography for the images

# What's On

Our first member event in February 2018 will be focused around property with our sponsors Barfoot and Thompson – keep an eye on your email for details.



## Showcase your business

We have a vast variety of organisations in our area. From early 2018 we will be running a new event called **Business Showcase**. This event will be run at a time to suit each business and will allow a maximum of 40 attendees per event. Visitors will book to attend and for approximately 1 ½ hours will take a guided tour of your business, have opportunity for a Q&A session and spend time networking.

This concept is a great way to network and showcase more about what your business does. If you would like the chance to host a **Business Showcase**, please let us know.

## Your events

If you have an event happening in our area – please let us know! We are always happy to promote relevant events for our members.

## Stay in Touch!

Are you regularly receiving our email updates? If not please go to our website [www.wiribiz.co.nz](http://www.wiribiz.co.nz) and sign up at the top of the front page.

Did you know we have a Facebook page where we regularly post news and information? Be sure to go to [www.facebook.com/wiribusiness/](http://www.facebook.com/wiribusiness/) and follow us.

Is your business listed in our directory? Go to [www.wiribiz.co.nz/directories/](http://www.wiribiz.co.nz/directories/) and list your business. This is a great way to encourage people 'buy local' and tell other businesses about what you do.

## Did you KNOW?

### Mainfeeds

- Mainfeeds Limited is a fully owned subsidiary of Mainland Poultry
- Head office is in Dunedin and the Wiri plant at 18-22 Chonney Crescent
- Mainland Poultry recently sold off a majority shareholding to an offshore investment company
- The Company has two major operating divisions:
  - Zeagold Foods (eggs and egg products)
  - Mainfeeds Ltd ( monogastric stock feed)
- New Zealand's largest (and only) vertically integrated egg production operation, controlling and managing all aspects of its operations.
- Produces and markets around 30 million dozen eggs (approximately one third of New Zealand's eggs)
- Manufactures over 140 000 tons of feed.
- Annual sales revenue is in excess of \$160 million dollars
- Employs 350 people across its operations spread throughout New Zealand



### New Zealand Office Supplies

- NZ Office Supplies is a 100% Kiwi owned company
- Locally based at 57H McLaughlins Road, Wiri
- Formed through acquisition of New Zealand Office Supplies (Auckland), Astra Office Products Depot (Wellington), Astute Office Supplies and Canterbury Office Supplies (Christchurch)
- Established to directly compete as a nationwide B2B supplier of office supplies
- Over 15,000 products from general office supplies, business consumables and cafeteria products to packaging supplies, office furniture and the very latest technology.
- Pro-actively source environmentally sustainable products
- Customer-centric service model with their promise of 'legendary customer service'
- 'Pay it forward' social responsibility supporting a variety of recognised charities such as New Zealand Riding for the Disabled Association (Wellington), Ronald McDonald House, Life Flight Trust, St John and the Westpac Rescue Helicopter.

