



# Association update

**WE HAVE ACHIEVED** a 2018 goal to bring you (our members) this newsletter every quarter. Please read and enjoy!

The Association held two events in the last quarter, our 2017 end of year wrap function in December and our Wiri Property Breakfast in conjunction with our sponsors Barfoot and Thompson in February.

We have a lot more events scheduled for 2018 – so be sure you are on our email list to receive notifications. You can do this by registering your name and email address on the front page of our website [www.wiribiz.co.nz](http://www.wiribiz.co.nz).

Just before Christmas, we received confirmation that our submission to Auckland Council to secure funding for establishing a waste management advisory service was successful. This project is a two year collaboration between Wilkinson Environmental and the Wiri Business Association and presents a significant opportunity for our members to manage waste and recycling in a variety of ways.

We are currently working on submissions reviewing stormwater and wastewater plans for the area. These plans have the potential to impact your business and your associated

operating costs, so I urge you to take a look at the Council documentation for the proposed updates. I have a copy here at my office if you would like to look it over.

With the increase in illegal rubbish dumping, we are asking all members to provide any CCTV footage they capture that may assist us to identify the people concerned. To resolve this problem, we need the help and support of the whole Wiri business community. We continue to work on ways to provide broader coverage of the area using CCTV and expanding on the network recently installed by Auckland Council.

Our security patrols have been increased to include multi random patrols on our higher incident nights to combat the rise in dumping and antisocial behaviour. All members will now have a minimum of one additional random multi patrol on high incident nights and the areas with the highest crime will have more. Please ensure that if you see any suspicious activity, you report it immediately!

Our new Business Showcase series kicks off on the 12th of April hosted by Colourworx. This is the first showcase where we will network, explore the business through a presentation



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

and premises tour and have the opportunity for a Q&A session after this.

We're delighted to have the next Southern Business Market planned for 1 August 2018. This is an event that we created to offer unique value to businesses in our region with opportunity to network and promote their products and/or services. We're offering an earlybird rate for exhibitors securing their stands before 31 May 2018.

We have a variety of events planned for 2018 – so be sure to stay in touch!

## 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.

## Your business

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.

# Wiri BID future direction

**THE LONGER-TERM** vision of our Association ensures we focus on where we're heading. Our strategic plan is the document that assists us to stay on track and convey our intent to our members. We base our annual business plan on our longer-term strategy to ensure we focus on the right things and know what we need to measure to track our progress.

Our current strategic plan runs through to December 2018, and we have Auton and Associates underway with a strategic review process to assist us to define a new strategy for 2019 – 2024.

### Strategic Planning Public Workshops

As part of the review process, we are holding two public workshops for members to attend. We encourage all Wiri Business Association members to come along and have their say about our future direction.

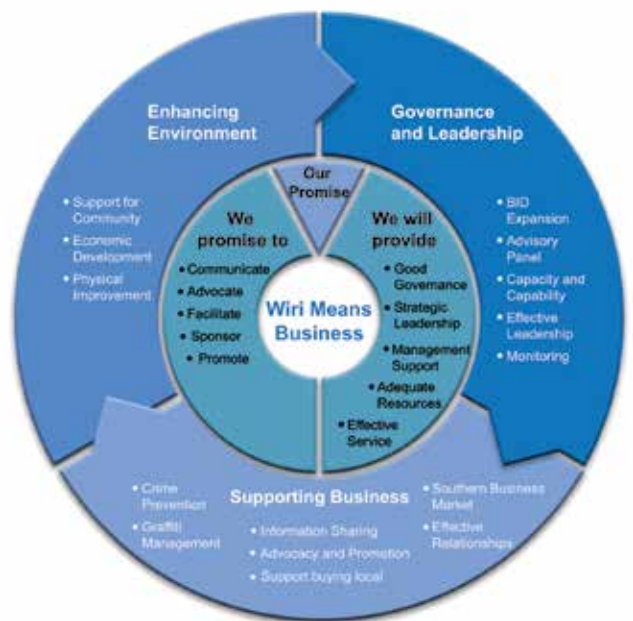
If you would like to know more or be part of this process, please make sure you give Audrey a call on 09 262 0804.

**Wiri BID Strategy Workshop #1 - Thursday 5 April from 5pm-7pm**

**Wiri BID Strategy Workshop #2 - Tuesday 24 April from 5pm-7pm**

Both workshops will be held at the Association offices 13 Inverell Ave, Wiri

**Download a copy of the current strategy document from our website:**  
[www.wiribiz.co.nz/resources-page/](http://www.wiribiz.co.nz/resources-page/)



**Wiri Business Association Strategic Direction 2014 – 2019**

# Wiri property trends

**TO FURTHER** cement our successful partnership with Barfoot and Thompson who sponsor our property news and updates, we hosted a Wiri Property Breakfast in February.

As members of the Wiri Business Association, our property owners are a significant proportion of our database and we have focused on providing property related content for them. This focus was acknowledged by those who attended as a great value-add for members.

Rob Taylor, Anton Fatkin and the team from Barfoot and Thompson South Auckland Commercial shared their knowledge of the latest trends and challenges impacting the property market in our area.

After the introductions, Rob and Anton talked us through their business framework and covered the implications of regulatory compliance that governs their work. From a wider viewpoint, they indicated that high LVRs (loan to value ratios) have negatively impacted residential sales, but that commercial sales had largely remained unchanged. They also cautioned that finance is becoming more difficult to obtain.

Statistically across Auckland, commercial/ industrial vacancy rates are just over 2% while Wiri is at 2.2%. In the Wiri area, warehouse rentals range from \$90m<sup>2</sup> through to \$130 m<sup>2</sup> for prime warehousing. Office rentals range from \$145m<sup>2</sup> through to \$2300 m<sup>2</sup> for prime office space.

With the increasing construction costs through a shortage of materials, labour and tradespeople, Rob and Anton predict rents will increase to justify costs of new construction. They highlighted the increased construction with examples in the Wiri area of Browns



Road, Roscommon Road and Puhinui Road land sold for development and housing redevelopment happening in Kerrs Road and several surrounding areas.

The team indicated trends in the market with strong investor interest and highly competitive offers for desirable tenancies. From a vendor perspective, auctions are picking up with properties selling well above reserve. Security of premises, public transport accessibility and car parking have become trending issues with car parks now attracting weekly rentals.

**A more comprehensive outline of the presentation will be available on the property page of our Wiri website [www.wiribiz.org.nz/properties](http://www.wiribiz.org.nz/properties).**

**Alternatively, get the information directly to your inbox by subscribing to the Wiri Property News <http://eepurl.com/c93bcL>**

## **Barfoot and Thompson contact details:**

**South Auckland Commercial**  
**Rob Taylor – Mobile 027 251 1628**  
**Anton Fatkin – Mobile 021 175 1938**



# Enhancing our environment

**THE PUHINUI STREAM** runs through the heart of the Wiri Business District and was once considered by locals to be an important natural waterway.

The stream is currently attracting a lot of interest from the community and Auckland Council and its restoration is 'Key Move 1' under the Panuku Developments

transformation plan. This restoration will be a long-term and complex project requiring a great deal of planting and storm-water infrastructure improvement.

During the middle of 2018, the Manukau Beautification Charitable Trust will be holding a planting day on the banks of the stream where it passes underneath Plunket Ave.



We are getting a crew of our members together to help out and would love to have you join us – please give Audrey a call if you would like your name added to our planting crew and we will let you know the date when it is scheduled.



# Winning the battle over



## Adstaff

**Adstaff Personnel is a recruitment company based in Wiri with a focus on operating in the greater South Auckland region. Director Teena Rhind believes that the issue of traffic congestion impacts their business in a variety of ways.**

Two years ago the Adstaff Personnel business operated standard business hours for their employees. Hearing constant feedback from her staff about the challenges they faced in getting to and from work, Teena recognised the constriction these hours placed on productivity and morale. Staff arrived at work stressed and were staying later in the evening to avoid traffic which had a negative impact on the business.

From an employer perspective, to grow the business meant adapting the business model to enable workloads to be scheduled around congestion. Teena has gradually implemented changes to provide staff with flexible work hours and work from home options over the past 18 months.

The business has adopted technology and use it productively to enable staff to work around the traffic, so if there are delays due to accidents or congestion staff can stay in touch and deliver on their promise to clients and candidates. Teena believes they have created a wholly mobile workforce, whether working from home or driving using hands-free.

Teena is passionate about looking after her staff. She recognises that staff are your biggest asset and they are what keep the wheels turning in your business. She explains that she treats her staff the way she would expect to be treated. She has listened to them, given them what they wanted and in return she expects results! She feels it is part of her role as a leader to make sure her staff know what's required and to assist and support them to achieve success.

The traffic is a dominating factor when Adstaff Personnel is scheduling client visits, and it can impact negatively on staff ability to achieve results through loss of productivity. Teena urges mobile staff to work closely with their in-house support staff to maintain productivity while on the road.

### Clients and Candidates

Adstaff Personnel market themselves as local, and the advertisements they place to attract candidates are specific to the greater South Auckland area. Stating the job location gives applicants the opportunity to decide whether or not the proximity will suit them. As a lot of clients are industrial, candidates often have early morning starts when the traffic is a little less congested.

Most candidates prefer to work locally and therefore make a conscious choice to apply for roles closer to where they live. Adstaff Personnel always gives candidates the option to accept or decline roles in locations where they need to travel. Teena acknowledged that many of their candidates travel to and from work against the congested traffic at this point.

Teena believes her business needs to help clients think differently and grow productivity through adapting their work model to better fit staff. She suggests business owners and managers buy into what their staff are trying to tell them and genuinely understand what their staff are wanting.

Business owners and managers need to examine the model they have in place to look for potential opportunities for staff to start and finish earlier or start and finish later.

Teena suggests other alternatives for a business to consider such as flexi hours 6am – 6pm four days per week or split shifting to maximise machinery operating hours.

Teena cautions businesses that the choice of applying for a role in any location is for the candidate to make. An employer should not discriminate based on where a candidate lives in proximity to their job. She maintains that selection of quality staff is about choosing the best people for the job, no matter where they reside.



# traffic congestion...

## Ross's Plumbing

**Ross's Plumbing based in Wiri originally established their business with a core focus on property maintenance for private and rental customers. Historically the company operated in a broad geographic area south of the Auckland harbour bridge. Their plumbers covered Westmere and surrounding areas up to Mount Roskill and Hillsborough, all of east Auckland and down as far as Meremere to the south.**

Director Maureen Collins-Wright said that 2 years ago they began to notice changes to traffic congestion were negatively impacting their ability to deliver on one of their key customer values of arriving on time to a job. All customers were given an expected time for a job, but with plumbers caught up in worsening traffic congestion, these timeframes were increasingly hard to deliver. Delays were exacerbated by the wide geographic spread for jobs and peak traffic times on the motorway. Time wasted in traffic reduced billable hours and ate into the profitability of the business.



The frustration with constantly battling traffic led to a negative culture with disengaged staff reluctant to continue work in such a non-efficient environment. With staff constantly missing deadlines and the business losing billable hours with plumbers sitting idling in the traffic, profitability also took a massive hit.

These challenges led Ross's Plumbing to review their business model to accommodate and better manage the impact of traffic congestion and the associated employment issues arising from this. Maureen acknowledges that they worked hard to analyse what was working and what wasn't in order to make informed decisions about future changes to their business.

The main areas Ross's Plumbing considered in changing their business model included analysis of the business profitability, employee dissatisfaction, customer dissatisfaction, identification of key customers and redefinition of their core business.

From a profitability perspective, a key focus was to reduce the billable time lost while staff were caught idling in traffic. Two years ago the maintenance plumbers could do 8 – 9 jobs per day but with

the congestion issues they can only do 6 – 7 jobs per day now. This reduction of 2 – 3 jobs per day is lost opportunity for Ross's Plumbing. They have added renovation work to their business as this is often minimal travel with all day spent on one job.

Reviewing the geographic model led to a decision to narrow the area of business operation to minimise time lost and enable more proactive management of job routes to avoid congestion. Unfortunately plumbing emergencies don't occur in geographical sequence! Ross's Plumbing enabled time segment slots for jobs to enable plumbers to take a logical route to each job to provide a better workflow sequence.

The timing of jobs also impacted profitability, with early morning jobs no longer viable with increasing congestion issues. The solution Ross's Plumbing implemented was a modification to their customer value proposition providing a timeslot for a job rather than a specific time.

When spread across a fleet of vehicles, the fuel costs with vehicles sitting in stopped traffic rapidly escalates. Minimising the time to jobs where possible, has helped reduce fuel costs for the business.

The review of their business model led to a redefinition of the Ross's Plumbing core business.

Balancing the original property maintenance business which provides strong cashflow with the growing renovation business that offers excellent billable hour returns, the new model delivers increased profitability.

Alongside the positive financial impact of the new model, staff and customers have responded positively. Maureen believes a key to the successful transition was transparent and honest communication, and strong support and input from the team and the customers.

After seeing the company proactively working to resolve the impact of traffic challenges, the plumbing team has become a lot more accepting and open to the new ideas the company has gradually implemented. Staff morale has improved and many of the changes made have arisen from ideas put forward by the current team.

Maureen acknowledges that it took the Ross's Plumbing management team a lot of courage to turn away customers in a competitive market like theirs in order to create a more financially viable business. The team all agree that with new model improving profitability, staff morale and customer satisfaction, the changes have definitely paid off.



# Our Executive Board are here to assist!

If you have questions or concerns about what's happening in the Wiri area, please feel free to get in touch with one of our board representatives.



**Richard Mason**  
Chair,  
Mason Tool & Engineering



**Lyndsay Mason**  
Deputy Chair,  
Direct Mechanical Services



**Maureen Collins-Wright**  
Treasurer,  
Ross's Plumbing



**William Brown**  
Trimtex



**Teena Rhind**  
Adstaff Personnel



**Gregor Botha**  
Mainfeeds



**Anton Fatkin**  
Barfoot and Thompson



**Solei Paul**  
Argosy Property



**Joseph Liava'a**  
East Tamaki Healthcare



**Angela Dalton**  
Manurewa Local Board



**Audrey Williams**  
General Manager,  
Wiri Business Association



**Karyn Spencer**  
Associate Member Advisor,  
Vodafone Events Centre



## 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.



# An idyllic setting to finish 2017!

As a thank you to our supporters and members, each year the Wiri Association hosts a casual end of year wrap up. We held the 2017 wrap event at the Sunset Bar beside the Vector Wero Whitewater Park in perfect weather.



Thanks to Christopher John Photography for the images

## Did you KNOW?

### The Lion Foundation Young Enterprise Scheme (YES)

encourages year 12 and year 13 students to build entrepreneurial thinking and develop foundation business skills.

Following class discussion on absenteeism and health issues, a group of four Manurewa High School students identified an opportunity to improve hygiene practices through an innovative concept for dispensing hand sanitiser.

Voluntarily mentored by Alex Holley from South Harbour BID, these young entrepreneurs have completed initial research into the dispensing options and are in the process of building prototypes for their product.

Ready to move to the next stage of their process, the group are looking to find a business in the Wiri where they can create an innovation partnership and potentially develop their product.

If you are interested in exploring this opportunity further, please contact Jenne von Pein from Jungle Strategy on 021 590 662 or Alex Holley from South Harbour BID on 021 535 855.

## Be prepared

Accidents and medical emergencies can happen anywhere and anytime.

First Aid Level 1 is the minimum requirement for our nominated workplace first aiders to comply with Health and Safety in Employment regulations. Everyone should know the basics of delivering effective First Aid when we need to.

St John is partnering with Wiri Business Association to offer a fantastic deal for our members to complete their First Aid Level 1 training. This is ideal for anyone who wants to learn basic first aid or needs to refresh their first aid qualification.

St John is registered with the New Zealand Qualifications Authority (NZQA) and this is one day course delivers NZQA unit standards 6401 and 6402.

Our special Wiri member price is just \$99 per person (including GST), and is valid for groups of 20 people or more. If you don't have 20 people, no problem! Just register your interest with our office at Wiri Business Association and we'll coordinate getting a group together.



# What's On

We have kicked off 2018 with some great events planned!



## Showcase your business

The first of our **Business Showcase** events is scheduled for **Thursday 12 April 2018**.

This will be hosted by Colourworx at their premises from 5.30- 7.00pm. Combined with networking, a guided tour and a Q&A session, these showcases promise to give us insight into each business we visit.

As space is limited, numbers are strictly limited to 35 attendees for this event.

To book visit our website [www.wiribiz.co.nz/events](http://www.wiribiz.co.nz/events)



## Strategy Planning Workshops

We have two public planning workshops scheduled.

**Thursday 5 April 2018 – 5pm-7pm**  
**Tuesday 24 April 2018 – 5pm-7pm**

Both will be held at our Wiri Centre, 13 Inverell Ave, Wiri

## Southern Business Market

1 August 2018 – 2pm-7pm

