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FROM THE TOP



Doing your bit

Welcome to the fourth edition of the CPBA magazine. The CPBA Chairman, John Schipper, is currently overseas and that is why you hear from me.

From the feedback we have received, it appears that both CPBA and the working relationship between CPBA and Rosebank Business Association (RBA) are going well. We are thankful to the Board of RBA for their support.

We are pleased to report that the membership of CPBA is now 85, thanks to the efforts of Gary Bates. We are encouraged by the businesses that have come forward and become members. The larger the membership, the greater our influence and greater is the opportunity for cross-selling between members.

You are also invited to attend the formal joint hosting by the RBA/CPBA on 25 August 2016 from 5.30pm, at the Hangar Bar in Central Park Drive. You would have received information on this by email.

John has spoken before about an informal get-together. Please block out your diary for **Wednesday**, **7 September 2016 from 5pm until 7pm** for the inaugural informal get-together of CPBA members at the Hangar Bar in Central Park Drive. We are keen on members getting to know each other and, hopefully, doing business with each other. Please attend if you are able. If you wish to host an informal get-together at your place of business, please contact John Schipper.

The constitution is currently being updated by Nicole Snook (Secretary CPBA) in conjunction with Corban Revell Lawyers. It was resolved at our August Board meeting that the AGM will be

held in the month of December and the CPBA's financial year will be 1 July to 30 June.

As John has reported earlier, the CPBA website is up and running and so is our Facebook page. Please visit both of these. We welcome any feedback and please "like" us.

Additional revenue to fund CPBA activities comes from advertising in the CPBA magazine. 1,500 copies of the magazine are distributed throughout the CPBA and RBA precincts. There are approximately 1,200 businesses in both areas. This is a significant market for the CPBA magazine. We therefore welcome your support in placing advertisements in the CPBA magazine. For more information, please contact Garry Bates (E: garry@centralparkbusiness.org.nz) Similarly, please contact Garry if you have any interesting information for inclusion in the magazine.

Transportation issues in Central Park Drive - the two lanes have been reinstated at the Lincoln Road end of Central Park Drive, following submissions by CPBA. While this has improved the situation, it has not fixed the safety concerns. There still appears to be a bottleneck.

We thank you for your support and feedback. As always, if you have any issues that are affecting the CPBA precinct or your business, we would like to know. This business precinct now has a voice and will be heard!

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Lawrence Ponniah
Deputy Chair
E: lponniah@corbanrevell.co.nz



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Cover:

West Auckland Business AS Colour taking on the world with its colorful fashion products.





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Want more regular news? Like us at www. facebook.com/CentralParkBusinessAssn/ and you'll hear about things as they're happening!

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The Central Park News is published by the Rosebank Business Association Inc for the Central Park Business Association. 4000 copies are distributed free to approximately 1200+ businesses in the Rosebank and Central Park business districts. Editorial included in this publication reflects the opinions of the contributing authors and does not necessarily represent the views of either Association.



'The Goods' from Garry

Garry Bates, Business Development Manager

Rosebank Business Association (our Partner organisation) CEO Mike Gibson was recently invited to speak to The Seaview Business Association in Wellington, about what RBA has accomplished over the past decade.

The businesses in Seaview had met with Mike some ten years ago to discuss the idea of setting up a Business Association. Now after The Seaview Working Group has been up and running for six years, the group wanted to hear and learn from Mike's experience of what has worked, and not worked for Rosebank Business.

Seaview Working Group's Coordinator Claire Allen felt it was a good chance to hear and update on the progress RBA has made over the last ten years. Seaview Business District is looking at where to next, keen to grow, and produce similar great results as RBA.

"It is fantastic to hear what RBA has achieved, the enormous work to get their Members 'buy in' to have a strong voice in the Community," said Claire

CPBA has 85 members now and there certainly is a building awareness that our Association has relevance and purpose in the local scene. That our businesses must be speaking louder than the community is certainly brought to mind, with the upcoming local body elections. Business does not get a vote for the Mayor or for Council, although result can have an impact on our precinct.

In acknowledging that the Seaview business precinct is about 350 businesses, I spoke about how one of the keys to Rosebank's progressing. This was the awareness from day one, that it had to be driven from the bottom up (as in by the local business community), not the top down by Council. RBA had 150 members in year two, Mike told CP News.

"In essence that is also how and why we have adopted the

same approach with our commercial / industrial neighbours, the Central Park Association, with the goal being 120 members in year one, said Mike.

Claire added, "A huge thank you to Mike for his fantastic presentation which left the group very inspired about where they could go and what they could achieve. The experience of the Rosebank Business Association for SWG is invaluable."

CP & RBA MEMBER Promotions

AS Colour - 15% discount until October at their store in 84 Central Park Drive or online at - ascolour.co.nz with RBA as the password

The Falls Restaurant - 15% Discount Voucher available to CPBA and RBA Members for After Work Drinks and Dinners (contact garry@centralparkbusiness.org.nz) - thefalls.co.nz

facebook.com@CentralParkBusinessAssn

A Facebook page for your business allows an opportunity to attach a face, name and personality to your brand and to show the human side of the firm. For small business it can be an effective way to direct traffic to your business website ie search engine optimization (SEO). Often, when you 'google' a business as I do, you notice their facebook page will come up first.

The CPBA Facebook page has been created to update you with current news and events in our area. It can also be a vehicle for promotions, sales and deals by the members to show their products, services and more.

A SPRING promotion to grow our FB friend base.

Simply like our page from now until the end of September to go into the draw for Dinner for two at The Falls Restaurant with wine provided by Babich Wines (conditions apply). Like as your business and as yourself, open to all over 18 years.

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OUR TASTY DESSERTS DISAPPEAR IN MINUTES.

BUT OUR COMMUNITY SPONSORSHIPS NEVER END.



Altherm Jetsprint Team round two of the ENZED 2016 UIM World Championship



Altherm Jetsprint Team (Glen Head and Darryn Todd) took out round two of the ENZED 2016 UIM World Championship in the Superboat Series at Baypark during Auckland Anniversary weekend following on from their win in round one at Meremere the week earlier.

CP member and Altherm Window Systems local manufacturer Altherm Joinery West Auckland's Richard Prebble told CP Magazine, "Superboat Jetsprint is high on action and with that throaty V8 roar it's proving very popular with spectators. The methanol fuelled 1000 to 1400hp boats weighing only 500kg race individually against the clock around a course consisting of a series of channels about 5 metres wide with water barely half a metre deep."

Jetsprinting as an organised sport originated in New Zealand in the early 1980's is incredibly fast with often spectacular crashes when boats hit the bank at high speed and get tossed, sometimes spinning in the air before crashing back on the islands built between the channels of the course.

Major events at Central Park:

ACG Sunderland Open Day

Waipareira Ave, Henderson, Auckland Saturday 3 September 2016 10:30am - 2:30pm

The Trusts Arena

Sat 24 Sep 2:00pm / Family Entertainment Open Orchestra West - Auckland Philharmonia Orchestra

Sat 22 Oct 9:00am - more dates / Family Entertainment The 2016 Auckland Brick Show - NZ's Largest LEGO® Display

Sat 12 Nov 2:00pm / Wrestling "On The Mat" Charity Professional Wrestling

For more details of major events visit the Trusts Arena website which is updated each day - http:// thetrustsarena.co.nz/ Altherm Window Systems are proud to be sponsors of the Group A Series and the Altherm Jet Sprint Team. The sport has become big in many countries such as Australia, USA and Canada.

The next world championship is in 2018 so the Altherm Jetsprint Team has some time to bathe in the glory while preparing to defend their title in Australia.

For videos and images of the action visit the Altherm Window Systems facebook page - facebook.com/AlthermWindows. To learn more about the team visit facebook.com/ AlthermJetSprintTeam.

Coverage continues on on TV3's CRC Motorsport of the 2016 PSP New Zealand JetSprint Championship.

Congratulations from CP News.





CP PROFILE









Postcodes in NZ and Australia to Zip Codes in the United States have seen the growth and expansion of AS Colour. Founded by Lawrence Railton in 2006, from humble beginnings working in a garage in Parnell, to outgrowing a small Boston Road warehouse. Railton has grown and transformed his early idea of "Why can't we source a decent blank T-Shirt?" Into an internationally recognised quality Kiwi brand.

The early inspiration to create a T-shirt has become a tremendous success for Railton, fitting seamlessly with the three key principles of AS Colour.

- Quality is Key
- Respect the Detail
- Keep it Simple

It is not only the iconic t-shirt that you will find at AS Colour. The range includes: shirts, sweatshirts, knitwear, jackets, pants and shorts, headwear and accessories with the introduction of an underwear and socks range for 2016.

Locations:

New Zealand

Head office is now based at 84 Central

Park Drive and boasts a state of the art distribution warehouse 3000m² in size. To make sense of the size you could store up to 2million t-shirts in this space. Based here are the head office team and the model retail store which leads the merchandising for all AS Colour stores in New Zealand and Australia.



In 2011, Railton moved to the Central Park site, and stage two of this site was developed three years ago to meet the demands and growth of the brand. Why West Auckland? "Not at all on my radar, until I came to view the site." So when Railton did see the site the central location attracted him in respect to

attracting staff, transport routes readily available to other Auckland areas with the infrastructure being developed, amenities nearby such as banks and food which are essential not only from a business point of view but including the wellbeing of his employees.

Newmarket, Britomart, Mt Eden and Ponsonby round up the stylish retail stores. Britomart introduced AS Colourmatic in 2014 - a machine which rates your outfit out of 100 and provides expert tips. This is a world fashion first - the Art Watchers Collective worked alongside AS Colour to develop the technology.

Australia

Head office and showroom are based at 22 - 28 Business Park Drive, Melbourne and is the site of largest of the three distribution warehouses for AS Colour - measuring in at 8000m², able to store up to a staggering 6 million t-shirts. A larger population in Australia pioneered the warehouse move from Sydney to Melbourne three years ago, to meet the 50% year on year growth since expanding into the Australian market.

The Australian operation includes retail stores in Sydney, Newton, Gold Coast and Melbourne.

United States

Charles Willard Street, Carson, CA zip code 90746, is the location of the AS Colour warehouse and showroom for US/Canada. Web-based orders predominantly can range from one blank t-shirt to quantities in the thousands, with the music industry a trailblazer for volume orders. AS Colour providing quality printed t-shirts for sold out concerts such as The Cure and Taylor Swift, Railton has seen a demand from the music industry for quality t-shirts for their merchandise products, and this is where AS Colour reigns supreme.

Social Responsibility

One notices a strong sense of pride from Railton when it comes to the subject of social responsibility.

AS Colour is "On the Journey" to being accredited by the "Child Labor Free" organisation of New Zealand. Founder and Director Michelle Pratt leads a team of dedicated experts, who are engaged with global leaders in social and ethical compliance to conduct rigorous audits and reports, collaborating with experts in the field.

Manufacturing for AS Colour is done in various locations in China and Bangladesh - the reason for more than one manufacturer is the quality and fabric requirements, spreading the risk from a business point of view to ensure constant supply on orders. These sites are regularly visited and audited by an assessor, who submits a report which determines accreditation.







In the recent publication released in April 2016 by Baptist World Aid who assessed 87 Australian and Kiwi fashion brands, AS Colour was graded B- which is in line with another leading brand Kathmandu.

AS Colour warehouses are all environmentally clean and friendly, usage of recyclable plastic and cardboard. Railton says, "Our product does not get individually packaged in plastic, as this is not best practice for the environment and is very labour intensive. Imagine if 2million t-shirts arrived in stock from manufacturers." Not to mention environmental effects of plastic packaging statistics show that "1.5 million animals are killed each year from plastic pollution" (ref - statisticbrain.com/environmental-recycling-statistics). So it is safe to say that AS Colour are big picture thinkers and consider the wider impact on not only their brand and employees but the environment as well.

This then leads on to the generous contribution Railton continues to make to up and coming designers in fashion, via "The Little Help Project" created in 2009.

This is an annual t-shirt design competition and online retail store for emerging creatives. Artists submit designs, AS Colour chooses finalists, and their designs are printed and sold in-store and online throughout the contest period. A grand prize of \$5,000.00 NZD is awarded to the winner, Submissions for 2016 are now open and close in October, with the winner announced April 2017. You can see more about this project at http://www.ascolour.co.nz/lhp-about/enter.

A very private and humble individual, Railton has no hierarchy approach to his company. Rather a flat management structure. "AS Colour staff know the director and this is the way I like it to be," says Railton. A low staff turnover is a result of internal promotion and opportunities for relocation which staff are happy to undertake. Nationally and internationally combined, AS Colour has up to 110 employees - all are proud to be a part of an iconic Kiwi fashion brand.

Use code: 'RBA' and 15% off AS Colour clothing
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Excludes deal and sale items / Expires October 1st 2016

DEVELOPING PROPERTY



The New Auckland Unitary
Plan and Central Park

Peter Reaburn
Director - Planning
Cato Bolam Consultants Ltd

The new Auckland Unitary Plan is entering its final stages and will soon be the main plan giving direction to Auckland's future growth over the next 30+ years. Peter Reaburn is Director - Planning at Cato Bolam Consultants in Central Park Drive. Peter has had a major involvement in the Unitary Plan exercise, serving a number of clients' interests in the around the Auckland Region.

Peter says most of the Central Park business area has been placed in a new Light Industry Zone. In general this a similar zoning to that historically applied in the area. It caters for most industry types, as well as trade suppliers and limited food and beverage and other commercial activities. As before, most other categories of retailing are not permitted. Probably the biggest change has been brought about through excluding new office buildings in the area - offices are now to be focussed in town centre and main arterial route locations. Otherwise offices are limited to those associated with the primary industrial activity on the site.

Peter agrees with the concern that constraints on offices will be an issue to some land owners and developers, as it will mean less flexibility for future development or redevelopment of sites. Cato Bolam itself is located in purpose-built office premises. These buildings can only continue to be utilised under existing use rights.

Perhaps the bigger issue, as Peter sees it, is that a lot of effort has been put in to creating new opportunities for residential development, but there is a question whether this has been matched by land identified for business use. Business land can't often be intensified in the same way that residential land can be - there's only so much "up" that you can do - it's usually ground floor plate that business seeks.

Major new growth areas have been flagged by the Unitary Plan, notably to the north-west, around Redhills, Westgate, Whenuapai and Hobsonville and further to the north at Kumeu - Huapai. These areas will be progressively introduced

through live zonings in the coming years, with the plan being to accommodate a further 30,000 households - the size of a major new city for the west. It is expected that new business land will be introduced as part of these changes, with the Whenuapai area the next major location for detailed planning.

At the same time, the existing urban area will intensify through changed zonings that encourage a higher density of development in more central locations. Peter says this combination of growth measures will slowly change people's perception of this part of the Region. Central Park will become more of an inner suburb, serving an area that will both mature and evolve as greater development possibilities are realised.

The question on a lot of people's minds will be what happens to the traffic. Together with the major growth, which in itself will add to traffic volumes, the Waterview connection is planned



One of Cato Bolam Consultants projects - the iconic Trusts Arena.

to open in 2017. While major road works are underway to accommodate these changes it remains to be seen what the actual impact is going to be. Providing further public transport options may well be the key to avoiding even greater congestion on our roads, and the social and economic consequences that brings to us all.

Peter says Cato Bolam, with over 40 years' experience as a land development consultancy serving the west, is well-placed to assist in this exciting new phase of development. As well as planning and resource consents, Cato Bolam provides a full range of civil engineering and surveying advice and services.

For more information contact:

Cato Bolam Consultants Ltd
89 Central Park Drive, Henderson 0610
PH: 09 837 0486

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DEVELOPING PROPERTY



Urban Development

Paul Robinson
Chief Executive Officer
Soil & Rock Consultants

As we experience an increase in urban development across West Auckland and the wider region, the opportunity for people now to subdivide or buy a section and build, is increasing at a dramatic rate. Given the Auckland Unitary Plan is opening up swathes of Auckland for development or rezoning, the focus on building has never been higher.

When deciding if subdividing or building a new house (or commercial premises for that matter) is right for you, it's very easy to forget about some important details;

- **Project Management:** Selecting a competent person to project manage your build or development, and choosing the right builder is paramount. It can be fairly straight forward if you have great referrals or a strong local network.
- **Budgeting:** This is one of the biggest considerations to ensure you're not overstretching yourself through the project so you can actually enjoy the end result without having to take on an extra job to pay for the overruns.
- Land Considerations: So what are some of the potentially hidden, but critical aspects of your development or build project you should be acutely aware of? Have you or your builder considered the land that you're purchasing? Not how it looks on the surface but what's the condition of your investment underground and how stable is that slope that you're building next to?

The above parameters are often overlooked when budgeting for your project and given that the majority of land already developed has been 'good land', it goes without saying that the more difficult developments are left till last. Not only are the conditions underground a big consideration when it comes to the foundations of a build, but often slope stability such as retaining walls are not considered or included in the quoted cost of the build. Given these are expensive to design and build, any extra financial shock to an already tight budget can be a nightmare.

My advice, once you have your project-land surveyed, is not to start from the ground up, but to start 'under the ground' at the earliest stage of planning. Engaging with a highly experienced local consultancy such as Soil & Rock Consultants can remove surprises well before they become a financial burden or derail the project entirely. By investigating what is below the ground, Soil & Rock Consultants can provide an in-depth investigation report and recommendations to satisfy Building Consent and Council requirements.

Sound geotechnical advice is a core offering of Soil & Rock Consultants; however environmental considerations are also of greater demand in this day and age. This means ensuring there is no contamination present, conducting stormwater and soakage investigations and wastewater and dispersal



The investigation and construction inspection that was done for Cato Bolam's new office on Central Park Drive.

parameters are identified. Soil & Rock Consultants' team of environmental specialists is providing professional services both locally and nationally to many challenging development projects. Once we know what's underground, we can then provide the critical advice on your foundations, slope stability and design you an effective retaining structure that will stand the test of time.

Based on Lincoln Road, we've been servicing West Auckland and projects nationally since 1987 and have extensive knowledge of the local geology given that we've conducted geotechnical and environmental investigations on many areas in West Auckland and the wider Auckland region.

Some of our local projects include: Mitre 10 Mega, Countdown Supermarket and Morrison's Funeral Home and a large portion of Don Buck Road. We've also been heavily involved from the beginning, through to the current state of Hobsonville Point and now Moire Road in Massey. These high-profile projects have developed Soil & Rock's brand to one that is trusted by local homeowners through to national developers, Project Management and construction companies where a responsive service with professional advice is required.

We have over 35 staff in West Auckland and 10 in Christchurch with the business being led by three working Directors and CEO who are all very passionate about the service we provide both locally to West Auckland and nationally. Being part of the local community and seeing the wider Auckland region grow, especially when you're working at the very first stages of development, is something we take very seriously and are of course very proud to be a part of.

The future of West Auckland is an exciting one with a focus on further development and expansion, there are huge opportunities for local people and businesses to work in greater collaboration with each other and jointly be part of the growth that will be realised in the coming decade.

I'm really excited to be part of this community and continue to provide sound advice and guidance to many more locals and business leaders.

ISSUE 03

For more information contact: Soil & Rock Consultants PH: (09) 835 1740 www.soilandrock.co.nz

CP BUSINESS NUTS & BOLTS



Family Trusts at Risk

Tom Allen Registered Legal Executive Corban Revell Lawyers

Most family trust deeds contain clauses giving the settlor and trustee the power to appoint and remove beneficiaries. Quite often, family trusts are not properly managed; there are no resolutions passed in respect of key decisions; there are no proper financial accounts and there are no annual meetings or minutes kept.

If your family trust falls in the above category, you need to be aware of a recent decision of the Supreme Court of New Zealand, particularly if the trust has been set up with the intention of preserving your assets for yourself in the event you enter into a personal relationship with another, e.g. where you have signed a pre-nuptial or a post-nuptial settlement agreement.

Further, it is more common now for creditors and in family law claims to attack the trust and to have assets held in the trust declared as the debtor's personal assets.

A settlor (person who set up the trust) who was also the sole trustee, had powers in the trust deed to allocate all of the capital to any one beneficiary, to bring forward the vesting date, to appoint and remove beneficiaries (including the power to make himself the sole beneficiary) and a broad resettlement power.

The Supreme Court of New Zealand found that the cumulative effect of the above powers, together with other clauses in the trust deed, meant that the powers held by the settlor/sole trustee were properly classified as personal rights or assets acquired by the settlor/sole trustee personally after his marriage was entered into. Therefore, the powers were collectively "relationship property".

The Court also concluded that the value of the "powers" as an asset was equal to the value of the net assets of the trust. This meant the assets of the "trust" had to be taken into account in the distribution of assets between the settlor/sole trustee (as principal family member) and his wife.

It was a key factor that the settlor/sole trustee was free from the

normal obligations imposed on fiduciaries in family trust deeds. There was a lack of constraint on the exercise of the settlor/sole trustee powers, even to the extent of making decisions in the settlor's/sole trustee's own favour to the detriment of the other discretionary beneficiaries.

The Supreme Court decision has immediate significance to relationship property disputes, family law claims and insolvency claims. If you have a family trust, you should have your trust deed reviewed by your legal adviser or contact Tom Allen at Corban Revell Lawyers (E: tallen@corbanrevell.co.nz or phone: 09 837 0550).





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BUSINESS NUTS & BOLTS

The Badge is back

Back in November last year, Youth Connections and the Rosebank Business Association teamed up to deliver the Whau Badge. This pilot project was funded by the Whau Local Board and the Tindall Foundation that provided short workshops for local businesses and young people after which completion they were awarded the Whau Badge.

Darrin Hewitt from Spark and Michael Hawkins from Blum were two local employers who got involved in the pilot project. Darrin was involved from the very outset of the project - contributing to its design to ensure it was meeting the needs of local businesses; as well supporting the workshop training delivered to groups of young people and giving them the chance to test out their newly learned skills in mock interviews. Spark went on to employ one of the young people, Badge holder Alison Bourne, "We interviewed three young women who had been through the course. With Alison, I saw everything we'd taught her was coming straight back at my face. She has proven she listened and learned a lot. Taking Alison on has been beneficial to the business," said Darrin.



All businesses - large and small - can be part of this project.

"You don't have to have a vacancy for a young person to make a difference - your time, knowledge and experience can make a huge difference to the outcomes of young people in the labour market," says Tracy Watts Project, Co-ordinator. Spark, along with Methven, C-Tech, World Moving and Storage, First Scene and Odyssey, provided their time and expertise to give young people a taste of the real world of work. In the workshops, delivered by Youth Service West, the young people were supported to identify their own strengths and skills and then talk about them confidently to an employer in a series of mock interviews. Darrin from Spark commented, "I believe the Whau Badge has immense value. Our goal was to give them an edge. We taught them they just need to translate the things they've done to fit an employment perspective."

International research has shown that young people who have had four or more contacts with employers at school are five times LESS likely to become unemployed. Tracy went on to say, "Mock interviews with real employers give the young people the practical experience they so need and help build their confidence in readiness for the real thing, and the fact that these young people can interact directly with local employers and talk to them about what employers are really looking for gives them a real 'leg up' in the labour market."

The Badge also runs FREE 2 hour workshops for local businesses on the Effective Hiring of Young People covering everything from job adverts to interviews as well as induction and onboarding. The workshop has been developed by local HR expert Jason Ennor from MvHR.

"Hiring young people who have never held a job before can be a challenge. Most employers rely on asking questions about previous jobs to look for transferable skills, then speak to referees from a list of past employers to get an idea about the candidate's qualities. But if the job candidate is coming straight from school they don't have this history to call on," said Jason.

So, as an employer, how do you find out if somebody has these base level skills and (more importantly) the right attitude for your job? How do you conduct quality job interviews and knowledge based reference checks when somebody hasn't worked before? The Badge can help. Jason explained, "The employer workshops are designed to give employers practical skills and tools to help with the efficient hiring of young people. We will provide resources and templates to take away. At the end of the workshop, we expect the employer to be able to hire young people effectively, then induct them into the workforce." Following the workshop, local businesses can get support with the hiring process including fit-for-purpose employment agreements and support during the first 90 days of their employment.

This is a call to action to all local businesses - if you're thinking of hiring a young person or feel you can support local young people to become 'employer ready' - contact Tracy Watts: tracy@tracyelwin. com or call 021 243 4701

FREE WORKSHOP FOR EMPLOYERS

(including light refreshments)

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hosted by MyHR; professional HR Consultants, Trainers and Employment Advisors

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Wednesday 31st August 4 - 6 pm OR Thursday 1st September 12 - 2 pm

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To book a place email tracy@tracyelwin.com or call 021 243 4701.

