

ISSUE 07. NOVEMBER / DECEMBER 2016

Central Park NEWS

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Douglas Pharmaceuticals

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FROM THE TOP



Busy Times

I hope that you have all recovered from the American reality TV show called the ELECTION!

What a busy month the CPBA district has had - many varied and interesting events have happened: the Westpac West Auckland Business Awards, advocacy work around the intended Lincoln Road widening submissions and Henderson Lincoln's BID (Business Improvement District) process, to continual traffic issues in and around Central Park Drive - and then also throw in a Council Election! Your Board has been working overtime.

We congratulate Motion Design, Mitre 10 Mega Westgate, Black Sands Brewing Company, McDonalds West Auckland, Josef Rakich Fitness and Thomas Civil and Environmental on recent success at the West Auckland Business Awards. Well done to you all and also a huge thank you to the category sponsors. Without you, we couldn't have awards.

We submitted on members' behalf a written document to Auckland Transport on the designation for works, being the construction of improvements (including road widening) to Lincoln Road and local road connections and the ongoing operation and maintenance of the improvements, known as the Lincoln Road corridor improvement project.

A few of the reasons we gave for opposing it are the requirement will have a significant adverse effect on the environment (which includes the operational requirements and financial viability of local businesses), and does not give adequate consideration to alternative sites, routes or methods of undertaking the works. We also commented on customer vehicle access issues, car parking reductions, reduction in area of premises (land they will take), and significant business reductions. It's a comprehensive submission and I hope to upload this to our Facebook page for you all to see.

Traffic issues around Central Park Drive continue to be congestion all day; other areas are congested during AM and PM peak hours. I have stood outside our premises at 1pm and the traffic is banked up from Lincoln Road intersection to Paramount Drive. It makes running a business near impossible for our clients to get to! If you have any problems in your roads please ring or email me. I hope to make a representation to our Henderson Massey Local Board.

Due to our Constitution not being altered in time we have missed the opportunity for our AGM, however we will hold in its place a Special General Meeting on Wednesday 7 December same time and venue as previously advised. We will give you an overall view of our year to date and bring to your attention what is happening with Henderson Lincoln's BID process and what we (CPBA) would like to happen for you, our members, I would recommend everyone attends this meeting as its about YOU and YOUR BUSINESS. We will email you soon with the Agenda.

RBA have their monthly hosting on 29 November at the Trusts Stadium, and a combined RBA/CPBA Christmas Party is being hosted on 8 December by South Pacific Pictures, so I'm looking forward to seeing you there!

I hope that you have all recovered from the American reality TV show called the ELECTION! The world waits with interest (and bated breath) to see what happens after the January 20 Inauguration of Donald Trump. Maybe another 4 year reality show!

John Schipper, Chair CPBA
johns@davisfunerals.co.nz

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and Rosebank Road



Cover:

Jeff Douglas, Douglas Pharmaceuticals

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The Central Park News is published by the Rosebank Business Association Inc for the Central Park Business Association. 3000 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

New CPBA members in October

MD Aluminium For windows, doors & more at 19 Paramount Drive, Henderson.

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Western Auto Electrical Since 1983 Wayne Grimmer and his team offer a complete solution for all your Auto Electrical, Air Conditioning, Vehicle Servicing, and Mechanical requirements.

Tristram European VW Coming next year into brand new space off Central Park Dr, featuring a Service Centre & Showroom.



SpaceMax's Luella Whalan accepts the award from SSAA sponsor Guy Wilson

Celebrating the BEST in Self Storage

In September The Self Storage Association of Australasia (SSAA) held its 2016 Convention in Melbourne at the Park Hyatt Hotel.

At the Gala Dinner our very own SpaceMax (on Lincoln Rd) scooped the 'New Entrant of the Year' Award. Heralded on the front cover of SSAA Insider Magazine, it was noted in the Awards feature "SpaceMax takes a holistic approach to storage, offering storers a package with easy move in and move out options including a free truck and two men to load and unload."

"The company uses a retail oriented philosophy in site selection, its operating model and marketing strategy. SpaceMax developed a brand image to connect emotionally with storers, with friendly, respectful and honest customer relations."

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La Diosa wins the Gavelhouse.com NZ 1000 guineas at Riccarton



Timing is everything

On Saturday 12 November, I had the good fortune to be present at the running of the Gavelhouse.com NZ 1000 guineas at Riccarton. A long-time friend, Terry Archer, is the breeder and managing owner of what was the huge favourite for the event. Another part owner is RBA CEO, Mike Gibson, with whom I travelled to Christchurch.

The horse is called 'La Diosa' and won the Group 1 race very impressively... Now, clearly, the best filly in the country. All going well, big things are in the future for this team...Australian Racing beckons.

About timing.

In 2008, Mike accompanied me to (Now CP Member) the Avondale Jockey Club. As I was on the Committee at the time, Mike had asked me to show him local racing first hand - we ran into

Frank Ritchie (the trainer of the mighty Bonecrusher) and after a good chat, on to the President's room to meet members of the Committee including current head, Allan Boyle.

Mike enjoyed the experience so much, he asked how he could

get involved. Along came a horse called Showcause, also bred by Terry Archer. Mike became part owner of the gelding which was to achieve the title of 'NZ Champion Stayer', winning 3 major Cups races, trained by Frank.

In February 2000, Frank bought the Dam of La Diosa, Star Affair, for Terry Archer and together they won 4 races including a group 2 event, placing 7 times. Star Affair has been a terrific purchase, now possibly placing Terry in line for 'Breeder of the Year'. Mike was offered a chance to purchase in a bundle deal, 2 of her offspring, both fillies, one called La Diosa.

Our visit to Christchurch certainly brought home stark evidence of the earthquake especially trying to navigate Cathedral Square on a rainy night with so many landmarks gone. And now, as I write, news of an even bigger shake in the area we had just visited in North Canterbury,

Waipara, Culverton etc.

Southern hospitality is alive and well; we were shown such gracious goodwill as we talked with many people directly affected by the past disaster. Now again many with their lives dominated by this fresh shake...our hearts go out to them as the resilience of these hardy folk is tested again.

It is fair to say, I was glad I was back in Auckland before Sunday night.

"Timing has always been a key element in my life. I have been blessed to have been in the right place at the right time" - Buzz Aldrin



Mike Gibson

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Dave Snook



Nicole Snook

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this with only three of us but we are in need of more team members, so if you or anyone you know is interested in roles either here or in Australia please drop me a line.

We have only been in the Central Park area for 2 years now but when we first started our business we operated out

of Moselle Avenue before moving to Keeling Road for a while. We saw the light though and have moved back to Central Park in a wonderful premise on Paramount Drive.

Having passion and drive to succeed, both Dave and I are incredibly passionate about what we do. We stay strong to our values and keep true to our promises to our supply network and customers. Without passion you can not succeed.

To achieve my goals, I am a notorious goal setter, and the next long term goal is to be retired by the time I'm 50. Watch this space CPBA! By Nicole Snook

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Vivid Computers - West Auckland's IT gurus

For most of us, computer speak is like learning another language. This is why it's almost always in our best interest to leave our technical problems to the experts.

The team at Vivid Computers on Lincoln Road are a group of IT specialists whose skills are famed in their community for the outstanding work they've contributed to small-medium sized businesses and non-profit organisations.

Acclaimed as a one-stop-shop when it comes to anything IT related, managing director Matthew McLeod assures us there is nothing his highly skilled and professional can't take care of - whether you're looking to buy a new desktop, laptop or tablet and want advice on the best choice, require a system upgrade or just simply want your current device to perform better.

The company has recently introduced a new service to their skill set that is already proving to be a great money saver for customers. This is known in the IT world as a solid state hard-drive and is ideally suited to machines around 2-3 years old that are in need of a boost in speed and performance. Not only will this upgrade and extend the life of your computer, its speed is up to 10 times faster than a normal hard-drive and there are no moving parts, which makes it safer when transporting your device around.

As well as being able to fix almost every sort of device around, the team at Vivid Computers are also experts in website development and hosting and have assisted many local businesses and organisations in setting up servers and emails, and offering advice on the best IT equipment for their operation.

In fact, most customers find they'll go above and beyond to find a solution to their problem, while delivering an efficient and reliable service that speaks real value for money.

Vivid Computers is at 8A Lincoln Road, Henderson and is open Monday to Friday 8.30am - 5pm and Saturdays by appointment. For a free assessment phone 838 0030 or visit www.vivid.net.nz for more information.

Major Events at the Trusts Arena

2nd, 3rd & 4th December 2016

New Zealand Secondary Schools Athletics Championships
Douglas Waitakere Track

Saturday 17th December 2016

Waitakere United Vs Wellington Phoenix U-20

- Round 9 of the Stirling Sport Premiership, second home game of the season
- Tickets are on sale at the gates only - \$15 adult, \$5 Seniors & Students, Under 16 years are free, Kick Off at 2pm

Sunday 8th January 2017

Waitakere United Vs Hawkes Bay United

- Round 10 of the Stirling Sport Premiership, second home game of the season
- Tickets are on sale at the gates only - \$15 adult, \$5 Seniors & Students, Under 16 years are free, Kick Off at 2pm

Sunday 15th January 2017

Waitakere United Vs Hamilton Wanderers

- Round 11 of the Stirling Sport Premiership, second home game of the season
- Tickets are on sale at the gates only - \$15 adult, \$5 Seniors & Students, Under 16 years are free, Kick Off at 2pm

Sunday 29th January 2017

Waitakere United Vs Eastern Suburbs

- Round 13 of the Stirling Sport Premiership, second home game of the season
- Tickets are on sale at the gates only - \$15 adult, \$5 Seniors & Students, Under 16 years are free, Kick Off at 4:30pm

Saturday 18th February 2017

Raggamuffin Festival X

- 10th Anniversary for the iconic Raggamuffin Festival, to celebrate this they bringing the festival back to its roots with a strong focus on Reggae.
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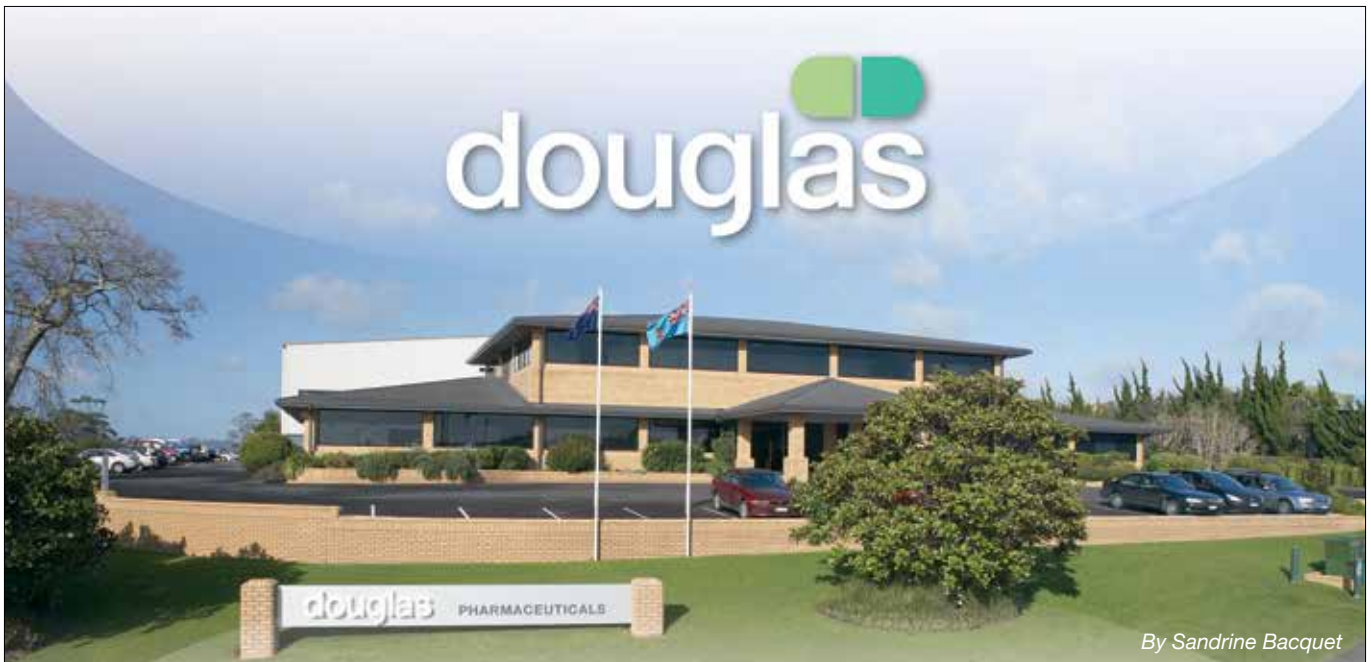
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By Sandrine Bacquet

We all like a good success story

Walking in the impressive Douglas Pharmaceuticals building surrounded by perfectly manicured lawns and landscaping, you don't expect to be welcomed so warmly. A business giant with such an approachable attitude is really refreshing.

We had the pleasure this week to meet with Jeff Douglas, the Managing Director, to learn a little more about his business.

Most of us are already aware of the success story behind the pharmaceutical empire, started nearly 50 years ago by Jeff's father, Sir Graeme Douglas.

In case you are not aware, he started in 1967 when, as a chemist in Te Atatu, he created a cough syrup called Kofsin, a product that won local acclaim and kick-started his manufacturing business.

The business also began importing specialist drugs, then repackaging and distributing them to other pharmacists.

This enterprise evolved into Douglas Pharmaceuticals, which by the late 1980s was a major domestic supplier and exporter.

In 1988, Sir Graeme was appointed a member of the New Zealand Order of Merit for services to the New Zealand pharmaceutical industry.

Before his passing a couple of months ago at the age of 87, the pharmaceutical mogul and philanthropist was also well known for his overwhelming generosity to charity.

From donating an MRI scanner to Starship children's hospital, (still today the largest of its kind,) to supporting the

West Auckland Hospice, the Waitakere City Athletics Club and the Waitakere Trust Stadium, there is no wonder that he was knighted in 2010 for services to philanthropy and athletics. He was a true leader of the West Auckland community.

Jeff Douglas credits his father's success to the commitment he had for the company and his staff. "He was a people person, he was extremely loyal to the company, his staff and his friends. That is his legacy."

Today, run by Jeff, Douglas Pharmaceuticals employs 450 people and supplies some 30 generic products to more than 60 customers in 35 countries from a \$21 million facility in Central Park Drive in Henderson. It also now has an annual turnover of \$185 million. Pretty impressive growth from a

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cough syrup, don't you think?

And like his father, Jeff will carry the philanthropist torch for many years to come.

Jeff, who began work for his father in 1979, was initially working part-time as a student, then moved on to full-time employment in various roles including sales representative to doctors, pharmacists and hospitals then on to product, sales and export management. Jeff is a Trustee of the Waitakere Trusts Stadium and a Bay of Islands Swordfish Club Board Member, and he farms cattle on 90 acres at Kumeu.

So Jeff has his work cut out. With a wide range of products, his company specialises in treatments for immuno-suppression, oncology, dermatology, erectile dysfunction and has also added nutritional supplements for the young and elderly to their portfolio, a project started by the late Sir Graeme when he 'retired'.

Jeff Douglas says that the company will continue its strong focus on expanding export markets, particularly the US and South-East Asia, while further developing its successful domestic business.

'New Zealand needs to focus on export and I applaud anyone who even tries. Agriculture and Tourism are wonderful industries but to continue the country's economic growth, we need to diversify risk by increasing our manufacturing and high-tech industries,' says Jeff.

Due to differing regulations in each market, Douglas has a mix of business models. The best margins are in the US, where it joint ventures with three major partners going 50:50 on drug development costs and profits. In Europe, it sells the IP for each drug and enters into an exclusive five-year supply agreement and, in Asia and the Middle East, it licenses the IP and has a supply agreement.

And the success keeps on coming for Douglas Pharmaceuticals, as rewarded recently for their international accomplishments. In August this year, the 17th Annual AmCham DHL Express Success & Innovation Awards saw Douglas Pharmaceuticals winning the Supreme Award for trade with the United States, their biggest partner.

Award judging panel member, Alex Broughton said, "Douglas demonstrates a very high standard of business



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strategy, operation and performance. The establishment of Douglas Pharmaceuticals America in 2003 to sell generics into the US pharmaceutical market has delivered standout growth with Douglas Pharmaceuticals on track to grow their global sales to \$244m by 2020."

The Judges also noted that Douglas Pharmaceuticals are "committed to continuous Innovative Research and Development investment."

Mark Foy, Country Manager for DHL Express New Zealand, who announced the supreme winner, said: "Douglas Pharmaceuticals epitomises the Kiwi success story and reflects the entrepreneurial and innovative businesses that are experiencing ongoing growth trading with the U.S. As a rapidly-expanding pharmaceutical company, with a reputation for high manufacturing standards, Douglas Pharmaceuticals has grown their export business into the U.S.

in a relatively short timeframe and we congratulate them on their success."

A big pat on the back moment!

The great news is that the company now counts the next generation of Douglas in the mix. One of Jeff's daughters is fully involved in the business working out of the Melbourne office that focuses on robotics that fill medicine compliance packs.

So despite the passing of a true legend, Sir Graeme Douglas, his family and his staff will keep driving Douglas Pharmaceuticals with passion for the business and the West Auckland community.

We all like a good success story.

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Congestion Mapping
Central Park Drive and
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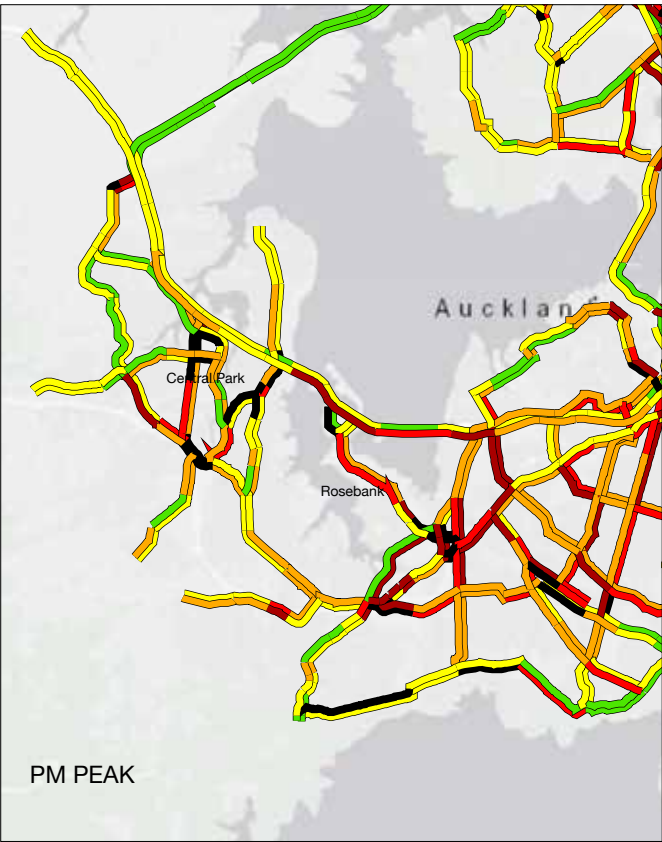
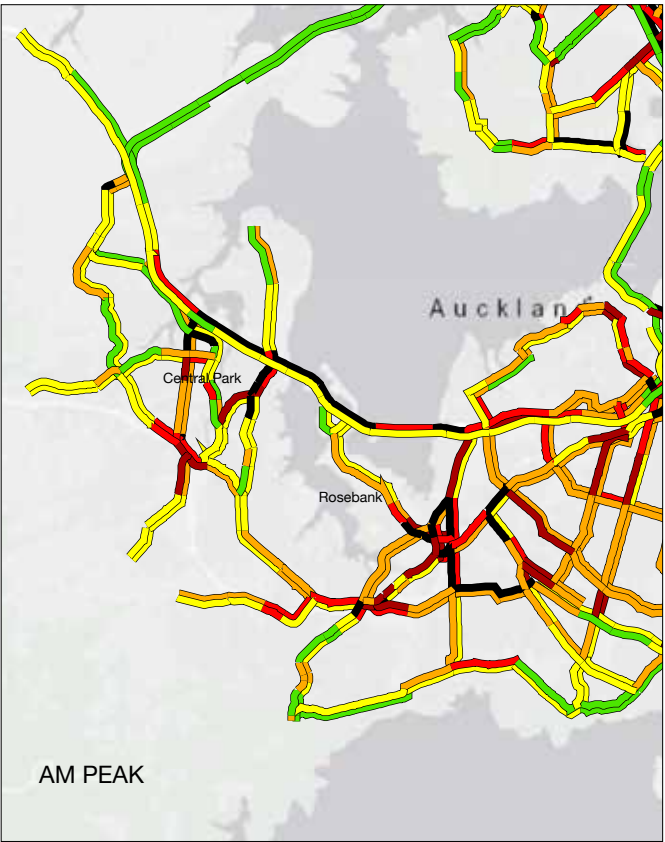
Dr Grant Hewison
Director, Grant Hewison & Associates

“The attached congestion maps show that while the flow of traffic along other arterials tends to ease during the interpeak period, it appears from the maps that Central Park Drive remains ‘congested’ for all periods. This accords with the experience of drivers on Central Park Drive and further supports

the concerns being raised by the Central Park Business Association with Auckland Transport and the Henderson-Massey Local Board around traffic congestion problems.”

“The attached congestion maps also show that while the flow of traffic along Rosebank Road and Patiki Road tends to be uncongested during the AM and interpeak period, it becomes very congested during the PM peak period. This too accords with the experience of drivers on Rosebank and Patiki Roads and further supports the concerns being raised by the Rosebank Business Association with Auckland Transport and the Whau Local Board around traffic congestion problems.”

As part of its reporting to the Board of Auckland Transport, the staff of Auckland Transport have started to introduce congestion maps as part of their monthly indicators reports.



Legend and Explanation

Arterial road level of service is measured by average speed as a % of the posted speed limit for AT’s arterial roads, and categorised as follows:

Level of Service	Speed Range
A	90% and greater
B	70 – 90%
C	50 – 70%
D	40 – 50%
E	30 – 40%
F	less than 30%

Level of service D - F broadly represent “congested” conditions.

The maps are designed to give a broad indication of trends across the network for Auckland Transport’s monthly monitoring report, rather than detailed intersection by intersection analysis.

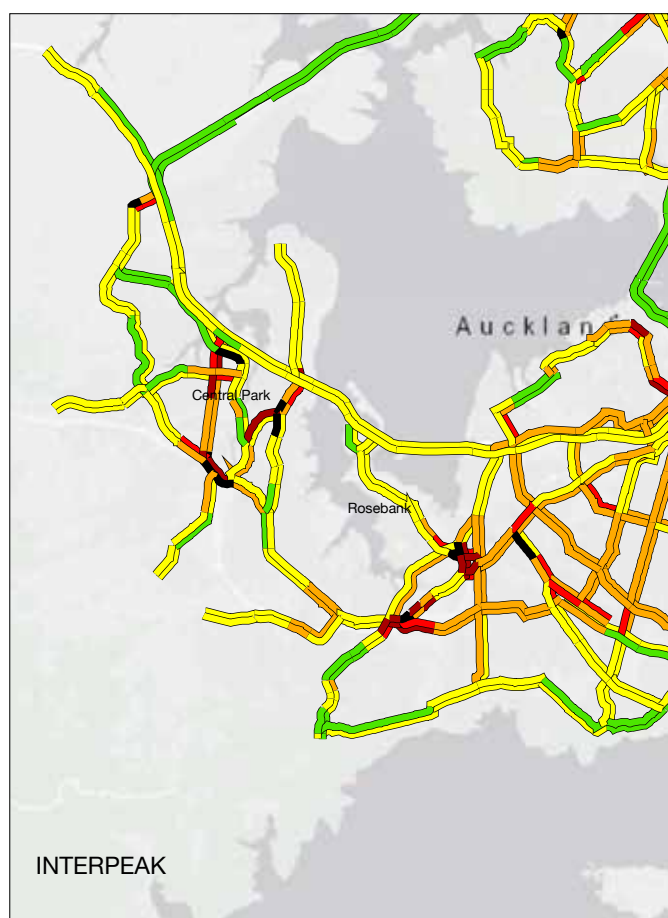
The data is collected from an in-car GPS source, which provides a useful indication of broad network trends in travel speed. However, due to the fact that the map is an attempt to summarise a range of traffic movements (such as the complexity of a large multi-lane intersection) with the sample size varying from place to place, Auckland Transport advise that the maps should be treated with caution when it comes to individual intersections or short lengths of road. This is especially if the area seems to be markedly better or worse than the surrounding network.

These maps show the typical level of service across the arterial and motorway networks during the AM Peak (7.30am to 8.30am), the interpeak period (9am to 4pm) and PM Peak (4.30pm to 5.30pm.)

Overall, in the month of September 2016, Auckland Transport staff say 75% of the arterial and motorway network was operating efficiently, at speeds of at least 50% of the speed limit (A - C). The congestion level in September was 25% (D+E+F). This is an 11% decrease on August 2016 and a 9% increase from September 2015. This reflects the trendline for a 2 - 3% annual increase in congestion.

Central Park Drive Roading Issues

The Central Park Business Association is concerned about the congestion on Central Park Drive and has raised the following issues



- The current Soljan Drive/Central Park Drive intersection lane arrangement (one lane widening to two at signals, narrowing to one and widening again close to Lincoln Road is causing problems; drivers queuing in the cycle lane, some drivers crossing the centerline

- There is insufficient parking for businesses, especially on Central Park Drive between Paramount Drive and Lincoln Road (perhaps some of the broken yellow lines could be removed)

- Drivers are encroaching into the cycle lane, putting cyclists at risk, with it being suggested that the cycle lane be taken out and the wide footpath be converted to a shared path

- The congestion for long periods along Central Park Drive is due to over capacity for long periods of the day during the week and on weekends. The signals have been set up to prioritise Lincoln Road as the regional arterial route. Lincoln Road and Triangle Road approaches also experience significant delays and Auckland Transport have been prioritising the main road and the exit from the motorway.

Rosebank Road/Patiki Road

The Rosebank Business Association has advocated for some time to have a number of traffic management mechanisms introduced, especially to better manage traffic congestion in and around the Patiki/Rosebank roundabout from mid afternoon onwards.

In the opinion of the RBA the issue of congestion is primarily caused by the mid afternoon start of ramp metering that occurs in Patiki Road in time to regulate traffic on the North Western Motorway. In tandem with this is the fact that the Rosebank - Patiki Road link reduces to one lane at the Roundabout and this reduction causes traffic to bank up through the Roundabout and back down Rosebank Road in a southerly direction.

It is made more acute by the increase in commercial traffic, ie Couriers, B Train truck and transport operators who are all endeavouring to exit Rosebank from 3.30 / 4pm onwards.

The Association has recommended that Auckland Transport implement a traffic control mechanism such as a refuge island or ride on (raised) roundabout near the intersection of Timothy Place and Rosebank Road, or that Auckland Transport look to widen the Rosebank /Patiki Road section (using the footpath / berm) to accommodate two lanes in a northerly direction from Timothy Place through the Rosebank Roundabout and down to the North Western motorway link.



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