

ISSUE 13. MAY / JUNE 2017

Central Park NEWS

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CATO BOLAN

Peter Reaburn

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WEST AUCKLAND

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FROM THE TOP



Of Masters and Motion

As our merger with the Henderson/Lincoln Business Association nears fruition, it is good to see it coincide with the announcement of Auckland Council's Planning Committee approving an overall plan to unlock Henderson's potential.

Today I received a phone call to say our 10-minute presentation for the Lincoln Road - Plan Amendment 54 along with Mark Jago (North Western Toyota) was bought forward by an hour. On arriving we were notified that indeed it had been put back to its original time!

It's good to do these things face to face but like any other business owner your time is precious. This meeting is very important to our businesses along Lincoln Road and as I've said before it is the Gateway to our businesses, so let's get it right from the get go. Let's hope the Council listens to the plan's potential impact on our Gateway. I'm more than happy to give my time and energy to help local businesses. If there are any concerns in or around your business do **NOT HESITATE** to contact me.

It was great to see quite a number of locals participating in the World Masters Games in April. Well done all competitors and congratulations to our member medal winners. We at Davis funerals also had 2 of our staff enter the games. I managed to see a few of the football matches at Albany Stadium, as friendly as they were, none of the players gave an inch, the competitive juices were still flowing but alas the bodies were

slightly out of tune. Power to the competitors for attempting it.

As our merger with the Henderson/Lincoln Business Association nears fruition, it is good to see it coincide with the announcement of Auckland Council's Planning Committee approving an overall plan to unlock Henderson's potential. We will endeavour to keep members informed of progress. Early indications show a keen interest in our new organisation/partnership, with a number of companies already confirming membership. Call Garry (contact overleaf) if you wish to join with us or request information.

Businesses on Lincoln Road - please be aware that Auckland Council is due to crack down on sandwich boards/signage. We are advised that businesses have been notified including a leaflet drop. If you are unsure then check the 'Auckland Council signage bylaw 2015' which you can see online to understand compliance. If need be, you can contact the Auckland City Council call centre on 301 0101.

John Schipper, Chair CPBA
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Cover: Peter Reaburn, Cato Bolam - A Land of Knowledge

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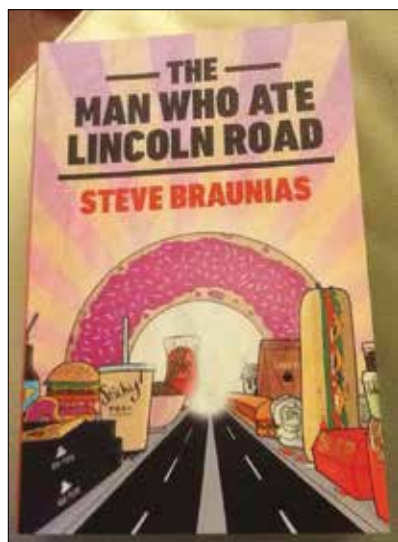
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'The Goods' from Garry

Garry Bates,
Business Development Manager



Ray McVinnie launches Steve Braunias' book

"THE MAN WHO ATE LINCOLN ROAD"

The event was hosted by Member Saten Sharma at his Coffee Club in Lincoln Road - Saten's café got a very good review in the book. Also receiving a good review was fellow Member Pita Pit owned by the renowned Steve Mason.

Lincoln Road is the second busiest road in New Zealand for traffic, carrying more than 45,000 vehicles per day and perhaps the busiest road for food. With 55 (or more) food places along the road, "heart attack alley or the beating heart of the west," Mr Braunias took almost a year to fulfil his task, reporting his findings in the NZ Herald each week.

"This is one of the truths I learned, that the franchise is only as good as the franchisee," he told The AM morning Show. "The Coffee Club is another example of great management," he continued. "You go in there and you feel special."

"Team Lincoln Road was stoked to host this event with many wonderful 'Westies' in attendance," Saten told CP News.



Locals pick up medals at The World Masters Games

Lyn Maxlow - the surf-lifesaving Maths teacher from Waitakere College picked up 4 medals in the Surf Lifesaving Competition...

- Bronze in 4 man canoe
- Bronze in Individual Surf Ski
- Silver in Taplin Relay
(one person ski, one person board, one person swim)
- Gold in Board Relay (3 people)

Corban Revell's Cherie Roberts (Reception) won a bronze in Badminton and John Kahukiwa (Law Partner) achieved Gold and Silver medals in Basketball.



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Dodge 'n Diesel...The Hellcat and now the Demon



Dodge has actor Vin Diesel fronting a new series of commercials called The Brotherhood of Muscle.

The Dodge-loving star of The Fast and the Furious movie collection has signed as the latest spokesman to power the US carmaker's performance products, Fairfax Media recently reported

Diesel's first commercial of the series, dubbed Rally Cry has gone to air and features plenty of smoking tyre action and the range of Dodge's SRT/Hellcat/Demon hot rods in the Challenger, Charger and Durango sport utility vehicle (SUV).

It's timed to coincide with the rush surrounding the eighth instalment of The Fast and the Furious.



The 2018 Dodge Challenger SRT Demon has been unveiled at the New York International Auto Show; this beast is rated at 840 horse power with and an incredible 1043 Newton metres of torque. Powered by a supercharged 6.2-litre Hemi Demon V8 engine, "The result is a nine-second muscle car unlike anything that has ever come before it." Dodge passenger cars head Tim Kuniskis says.

Diesel says his favourite vehicle since The Fast and the Furious began has been the 1970 Dodge Charger. "As Dodge is a partner in making the Fast and Furious films, I've gotten to know what they stand for ... as well as their passion for creating high-performance cars like the Hellcats and the Demon," he says. "They're bringing muscle

back the right way and these are my kind of cars."

CP Member Wayne Grimmer (Western Auto Electrical) says "I've always had a passion for American Muscle Cars especially Mopar, so when Chrysler released the Dodge Challenger SRT Hellcat I really wanted one." Wayne has the 2015 Hellcat, and before the 'Demon,' the most powerful American Production Muscle car ever made with its tyre melting 707 horsepower. "It is very streetable and could be your daily driver but get into the gas pedal it quickly turns into an angry beast." He went on to say "it brings a smile every time I'm driving it, I'm looking forward to getting it onto the drag strip and circuit track where it really belongs" ...That's something I'd really love to see.

Member's Car (featuring a member / staff member car each month)

The 1970 Mach 1 Mustang

Sai Kumar, owner of the iconic Falls Restaurant & Café bought his car in May 2012, completely refurbishing the 'muscle car' over eight months. It was imported by ClassicRides.co.nz and features a 351cu Cleveland V8 (5.8L),

with a C4 Hurst four speed manual Trans.

"Ford Motor Company will release this fall a brand new \$100 million engine designed for the 1970s," read an August 15, 1969, press release. "A 510,000-square foot addition to the company's Cleveland Engine Plant #2 was built to produce the new 351 engine." Hence the name Cleveland had arrived.



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West Auckland Hyundai & Isuzu have their Grand Opening

Saturday and Sunday 6 and 7 May

Saturday was frantic they reported, and Sunday was a little more leisurely albeit I spotted Mums and Dads, individuals and 'tradies' looking at the range of both the Hyundai's and Isuzu's on display.

There were kids in the castle, Auckland Rugby lads doing the BBQ, papering the car. "We saw it on the TV Commercial and thought take a shot at making our own Paper Mache WRC i20 at the Grand Opening," said Marketing Executive Carena West. "Even our Dealer Principal Grant Vincent was getting involved!" Quite a few of the visitors were having a go at the very cool simulators in the stylish showroom.

The All New Hyundai IONIQ EV, Isuzu MU-X SUV complete with leather and sidesteps, the super cool Veloster, the i20 Hatch, made famous by flying Kiwi Haddon Paddon and the iLoad vans were all on show.

I spotted a lady ogling the Veloster, but



Team Steven Gibb, GM Sam Coley, James Henare and Henry Huang

saying "dammit, it's a bit wide for my garage; I'm getting a new car so will go with the i20." She was happy with her choice saying, "I've had Hyundai's for years and have always had a good run with them."

The sales team were kept busy and it took a while to get some of them together for a photo. Not to worry, the 'sausies' were good and their coffee is very good. It's enjoyable to spend a little extra time in their yard.



Paper Mache WRC i20 & simulators Sales



Carena West - Marketing Exec (seated) works on the WRC i20

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Mike Pero Real Estate Henderson

Mike Pero Real Estate Henderson is conveniently located at the Lincoln North Shopping Centre, across from Animates in the alleyway, on the corner of Lincoln Road and Universal Drive in Henderson.

Terri Newman-Hodge and Brendon Hodge are the Brand and Territory Owners for the Henderson area, operating under the Mike Pero Umbrella in this area for three years now, having first opened their office in May 2014.

Having lived and worked in West Auckland the majority of their lives, Terri and Brendon know the Henderson area and surrounding suburbs extremely well and have worked through many market changes over the years.

Understanding the importance of a strong brand, Terri joined the team at Mike Pero in early 2013 and Brendon in early 2014. Between them they have numerous years' of real estate experience across the greater Auckland area, and have covered all manner of real estate marketing including residential, rural lifestyle as well as prestige.

Level-headed, meticulous and hard-working, Terri and Brendon are always looking to attain the best possible results for their clients. Operating with a team of four salespeople and one administrator, life is consistently busy. Having achieved some fantastic results over the past three years, this can all be attributed to the close teamwork synergy operating within their office.

"You will find our team Positive, Proactive and Professional. Our number one aim is to exceed expectations by providing the highest service standards possible - through Efficient Effective Processes, and utilizing Innovative, Smart Marketing Strategies," says Brendon.

Our Objectives Are:

- To provide you with the very best outcome for the sale of your property
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- To utilize the most cost-effective marketing
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With the ever changing face of Henderson - we work it, we live it and we love it.

Mike Pero Real Estate Henderson are honoured and privileged to be of service to YOU

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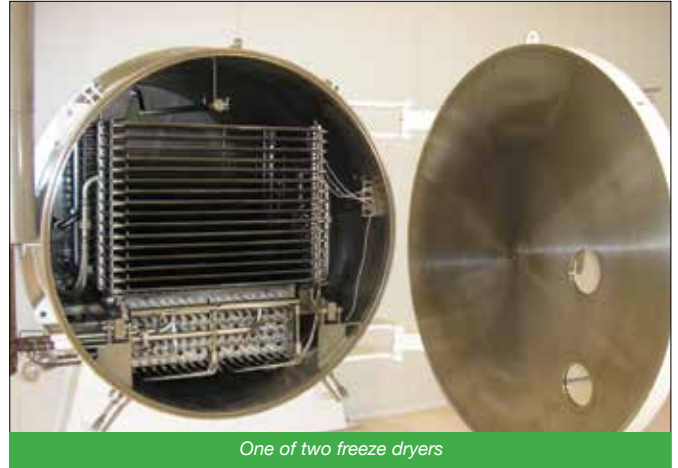
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One of two freeze dryers

MP Biomedicals New Zealand Limited

MP Biomedicals New Zealand commenced its operations in Auckland in 1983 and moved to Henderson in 2002.

Formerly known as ICPbio International Ltd, it was taken over by MP Biomedicals in 2010 and more recently by Valiant Fine Chemicals Co. Ltd in 2016. MP Bio is primarily a Life Sciences and Diagnostics company operating in many parts of the world, with key operations situated in USA, Singapore, NZ, France, Germany, India, Japan and China. We serve a diverse set of customers from various industries such as Biopharmaceuticals, Diagnostics, Biomedicals, Electronics, Chemicals, Analytical, Animal health and Agrochemicals.

New Zealand operations

The NZ site specializes in the manufacture of high purity proteins of bovine origin and sources all its Plasma, which is the key raw material in the manufacture of bovine proteins, from NZ cattle. Our manufacturing processes and systems are governed by the highest quality standards, with ISO 9001 certification and adhering to GMP principles.

We provide all our customers, situated globally, with the highest level of product traceability and assurance of product quality.

The processes being employed by us for the manufacture of proteins is the best in the world and helps our customers get products that gives them a substantial edge in terms of end results and productivity. Our manufacturing facility is state-of-the-art and uses the latest technologies in purification and solution drying.

Our people

Our team at MP Biomedicals comprises people with diverse experience and backgrounds. Each of them is highly skilled in their area of work and have joined MP Biomedicals after having worked with some of the best organizations in their individual fields of expertise. Every team member is trained and given an opportunity to upgrade their skills as required. Clear goals are set for each employee and an open and constructive feedback mechanism exists whereby we bring out the best of each person.

What drives us?

For each of us at MP Biomedicals, the customer is uppermost in our minds. We are always looking for ways to serve our customers in the best way possible. To that end, we are very flexible in our operations and work with our customers on 'tailor made' products.

We have maintained an informal work environment where every employee feels empowered and is part of a team that makes a difference to our customers. A monthly morning tea is a great opportunity to share updates and hear team members voice their opinions. Such meetings are usually accompanied by informal chats and celebrations. We follow the credo of our Founder who said, "Everybody has priorities and YOU are mine." We apply this to all of our customers and employees as we come to work everyday.

MP Biomedicals New Zealand
37-39 Waipareira Ave, Henderson
Phone: 09 838 4205
Web: mpbio.com



Large Scale Chromatography (separation) systems



Henderson Timbers Ltd - New Zealand

Henderson Timbers Ltd was first registered as a company in April 1974 by founder Ron Farmer and was based in the Henderson Valley area in West Auckland. Along with selling timber and building materials, they would manufacture and supply wall frames to their Auckland customers. Roof trusses were not part of Henderson Timber's offerings but were acquired from a different manufacturer and then supplied to meet their customers.

By 1982, Henderson Timbers Ltd outgrew the original yard and moved their premises to 'The Concourse' at the northern end of Henderson where they are based and trade from to this day. The new location, a bigger yard with its new buildings and the proximity to the motorway, proved to be a success for Henderson Timber.

To complete the offer to their customers, Henderson Timbers Ltd began to manufacture trusses in association with PrydaNZ (Truss & Frame Manufacturers) soon after their move to The Concourse in the early eighties. And so began our association spanning over 30 years. With the ability to supply the full range of building materials, timber, wall framing, roof and floor trusses, Henderson Timbers Ltd has serviced the upper north island, the Pacific Islands and even as far as Hawaii.

When Ron decided to retire in 2002, Eric Martin who was already employed at Henderson Timber as a Sales Representative bought into the business. Henderson Timbers Ltd is still independently owned by Eric Martin to this day.

Henderson Timbers Ltd has become



something of an institution in West Auckland and Eric attributes this success to a number of factors: a loyal customer base, customer service, full range of building supplies, a loyal and erudite team as well as their approachability.

Henderson Timbers Ltd is a member of the FTMA (Frame and Truss Manufacturers Association) with Eric Martin as an active member of its committee. They are also members of the Certified Builders Association of New Zealand and BCITO (Building and Construction Industry Training Organisation.)

Along the full range of building supplies, Henderson Timbers Ltd is a proud manufacturer and supplier of:

- Precut/prenail wall framing
- Buildable Truss Layouts
- Pryda Roof Trusses
- Pryda Longreach and PrydaSpan Floor Trusses
- Pryda Claw and Fitchbeams

We know timber so well - It's in our name!

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66 The Concourse, Henderson
Phone: 09 838 8075
Web: hendersontimbers.co.nz



What's On

Night Markets - KMart car park,
 Waitakere Plaza, 25 Newington Road, Henderson
 Thursdays 2, 9, 16, 23 & 30 June from 5:30pm - 11:00pm.

ACG Sunderland Open Day
 6 Waipareira Ave, Henderson
 Saturday 17 June 2017 1:00pm - 5:00pm.

I Love The 90s, The Trusts Arena, 65 - 67 Central Park Dr,
 Saturday 3 June 2017 7:00pm - 12:00am - Color Me Badd,
 Coolio, Vanilla Ice, Salt N Pepa, Tone Loc, Young MC.

2017 Auckland Darts Masters,
 The Trusts Arena, 65 - 67 Central Park Dr,
 Friday 11 August 2017 - Sunday 13 August 2017.

Fine Art Expo & Silent Auction
 Waitakere College - 42 Rathgar Road, Henderson
 Friday 16 June to Saturday 17 June.



The concept of turning a paddock into a town centre can seem daunting.

The whole process starts with zoning the land, getting resource consents from council, then designing and managing the construction of all the various works required - including earthworks, roads and drainage - before the buildings can appear. Many of us would be put off by such a complex development project. But we know who can do it with you all the way.

Cato Bolam is a planning, civil engineering, environmental and surveying consultancy with their main base in West Auckland.

The company was originally established as Cato Consultants in 1976, working from offices in Montel Avenue. After a move to Waipareira Avenue, Cato merged with an Orewa consultancy to become Cato Bolam Consultants in 2001. Later, more offices became established in Manukau and Whangarei. In Henderson, they are now based in attractive offices in Central Park Drive, next to the Trusts Arena complex.

We meet with Peter Reaburn.

Peter is one of Cato Bolam's Directors in the Henderson office. He and fellow Directors John Wisker, Mark Parker and Joe Verryt provide services to a wide range of clients across Auckland and

throughout New Zealand.

Unlike many of us, Peter grew up knowing exactly what his career would be:

Planner he would be, Planner he became and Planner he will always be.

So obviously he manages the firm's planning and resource management services. He has been with Cato Bolam for over 16 years, after a career in local government that included 10 years as the Waitakere City Council's Planning Manager. Looking back at the development of West Auckland since the time he arrived in 1985, Peter has contributed to the enormous growth in the area. In his time, he has seen the Central Park area develop from vineyards, orchards and paddocks to the thriving commercial, service and industrial area we know today.

Peter lives in Titirangi with his wife Lianne and regards himself as a committed and proud Westie. He considers himself lucky to be able to work in the West.

From a personal interest as well as an expertise, Peter also thrives on helping environmental community groups for the sake of 'protecting New Zealand's natural landscape'. His reputation in this field has him working all around the country from the Northlands (with iwi groups) to the South Island's Mackenzie Basin.

This passion for our environment may have been genetically passed on as his daughter Jessica is an ecologist for the Orewa office.

In West Auckland, Cato Bolam is particularly proud of its involvement as the lead land development consultancy to the New Zealand Retail Property Group for the development of the Westgate Centre.

The Cato Bolam team has been involved in that development since the original Westgate Centre was established, through to the current day expansion across Fred Taylor Drive.

Peter says: "The development overall is a massive one and in time will become one of Auckland's largest town centres."

Peter has seen a further change of direction now that the Auckland Unitary Plan is in place. More and more Cato Bolam clients are now looking to develop their land at a higher density, taking advantage of the greater opportunities the new plan provides. "I see this as a positive move, with greater emphasis now being placed on good urban design and developments in areas that will promote use of public transport and support for local shopping and services. Cato Bolam is currently involved in a wide range of exciting projects across Auckland, ranging from terraced housing to multi-level

CPFEATURE - Cato Bolam

apartment buildings,” confides Peter.

The company utilises state-of-the-art equipment to gain excellent results. Their services include the following:

- Civil engineering
- Contaminated land assessment and remediation
- Ecological assessment
- Land and subdivision development advice and information
- Project planning, tendering and management.
- Resource consents - land use, subdivision and coastal consents
- Resource management
- Strategic, statutory and environmental planning
- Surveying and subdivisions

While Cato Bolam has now grown into a relatively large company with over 70 employees, Peter is keen to point out that the company's reputation for providing a personal touch is very much still intact. Peter affirms that a core part of the company's services is helping out those people who are not familiar with the complex processes that need to be followed to get their development through. Peter says, as an example, Cato Bolam has well-known expertise in the area of rural subdivision. More often than not, those who subdivide rural land are the landowners themselves. This may be the first and only time they have to endure the subdivision process, and Cato Bolam's job is to make that as painless as possible for them.

Peter and his team are not only helping their clients but the West Auckland community as a whole. They pride themselves in supporting all sorts of good causes. From the Westpac Helicopter Trust, to Waitamata Rugby Club through to Soap box derby, they regularly donate funds to show their community spirit.

Every year they take part in sponsoring golf tournaments through the Waitakere Rotary Club. As well as a free round, they get the satisfaction of helping the West Auckland Hospice.

“We want to be fully involved in our community professionally and emotionally,” says Peter.

And if you, in turn, would like to talk to Peter and the Cato Bolam team, do not hesitate to contact them on:

CATO BOLAM Consultants, Phone: 09 837 0486 or
email catobolam@catobolam.co.nz
or visit catobolam.co.nz for more information.



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Business Exit Strategy, Part 2

By Michelle Coughlan
Foci Solutions

Is your business sale ready?

In today's transient and everchanging consumer and staff's needs 'n' wants, it is important to exercise an agile business model that is responsive to all your business inputs and outputs.

Understanding your business core competencies, brand voice and tangible/intangible resource audit/allocation along with optimising capacity is the initial step towards solid business foundations.

Creating a viable business model for which another person can take over is of paramount importance when developing an exit strategy. This is an attractive offer to an investor.

Below is a simple line structure model of what an SME should exercise in their business. There are many more relationships and objectives regarding this model and can stretch on for the needs of the business. We are focusing on the red box.

To implement these strategies and practices come in the form of Management Organisations and Control Systems.

Management Organisation and Controls

This list is very achievable with the help of your team and is a requirement for any business operations. Staff and customers feel safe in your business when the below controls are operational and are the key ingredients to involve your team to get the desired results.

STRATEGIC CONTROLS

Daily, weekly or monthly reports from senior staff regarding flow of the business: Feedback from staff regarding operational procedures and how they benefit serviceability for the customer and ease of delivery, then adjust if necessary by updating or adding new operational policies and procedures : Performance reviews and critical incident reports of staff to see gaps in service levels : Introduce new concepts and ideas with the Brand Voice as the main benchmark to qualify new or evolved ideas "does this reflect our brand?"

FINANCIAL CONTROLS

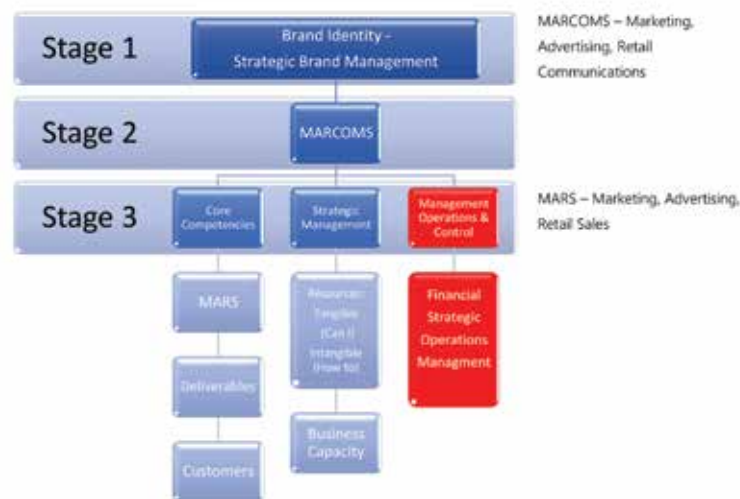
Cashing up and balancing books (Management Information

Systems) : Checking all receipts and cash payments : EFTPOS reports of daily takings : Stock taking and stock reporting : Production and service costing : Financial algorithm reports - a regular snapshot of how the business is performing.

OPERATIONAL CONTROLS

Training Manual and training reviews : Operational policies and procedures manuals : Employment Contracts - up to date with legislation : Service Benchmarking - through performance reviews and trainee sheets : Resource allocation – rosters and hours of work (could be salaries) : Communication of operational updates and policies through full staff meetings followed up by email : Terms and Conditions of service delivery : Digital Systems (Management Information System)

MANAGEMENT CONTROLS



Critical Incident staff reporting : BARS – Behaviourally Anchored Rating Scale with Absolute Ratings : Benchmarking of service through training review charts with scale : Quality Control of product and service and reporting on this with weekly meetings : Training & Development - focusing on job enrichment which builds middle management staffing levels : Training

manuals - benchmarking service delivery and quality per the business policies : Excel CRM systems linking multiple parts of the business and focusing on customer data collection Once your business has mastered these four main operational controls, this in turn creates a seamless transition for any exit strategy as they have a fiscal value attached to them.

Michelle Coughlan

Foci Solutions with the BIZNZ Solutions group

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Panuku Project - HENDERSON

There have been a number of catch phrases to do with the long awaited invigoration of the West's heartland... Henderson. 'Love Hendo' was one, 'The Golden Dawn of Henderson' another. Then came the catchy 'Chuck it up Bro' and now it's to flourish as a 'revitalised urban eco centre' - BRING IT ON!!

The future of Henderson in West Auckland took an important step forward early this May with Auckland Council's Planning Committee approving an overall plan to unlock its potential.

The High Level Project Plan (HLPP) explores opportunities to revitalise a number of council-owned sites, as well as partnership opportunities with central Government and the private sector.

Panuku will initially focus on the area around the former Waitakere City Council building, which sits in the heart of Henderson, directly over the train station and next to the town centre. A second site at 21-33 Henderson Valley Road will also be developed into approximately 40 Housing for Older People and additional terraced homes.

The Auckland Unitary Plan has identified future capacity for more than 3,000 additional homes and over 80,000 square metres of business floor space in Henderson's metropolitan centre.

Henderson-Massey Local Board Chair Shane Henderson says this will build on



strong existing plans and support for redevelopment, including the board's previous 2014-2017 plan, which aimed to enable a safe, attractive and vibrant mixed-use environment, unique to Henderson. "We need more people living, working and having fun in the traditional heartland of the west. Making it possible for more people to live in Henderson is a key focus for our board. Our community are telling us to get it done, and we thank Panuku for their ideas and strong partnership approach."

Panuku Chief Executive Roger MacDonald says the organisation is in a good position to deliver quality regeneration in Henderson. "We can now

confidently progress our plans to enhance this unique west Auckland suburb for the local community." Mr MacDonald says Panuku will also explore partnership opportunities with central Government and the private sector to ensure an approach which best benefits Henderson.

Development-associated initiatives which focus on upgrading public spaces and enhancing walking and cycling links also form part of the overall plan. The public will have the chance to be involved in these elements when they start to take shape.

The approval of the HLPP allows Panuku to develop more detail around the first two projects to be progressed.

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