

FYI

**Business
North
Harbour**

ROCK SOLID

Building from a firm foundation

Business North Harbour Expo 2017

Photos and feedback Pg 8

Bill English

The PM talks to Business North Harbour Members Pg 7

C3 goes live!

Get student assistance for your business via the new Portal Pg 26

ROCK SOLID

15 years ago North Harbour was principally known for its orchards, with few roads and no buildings. Now it's outgrowing Auckland City.

Right now, Business North Harbour supports 4,500 business and property owners and about 28,000 employees. This kind of growth can only come by building on solid foundations.

Last year, the percentage growth (over four years) for employees was higher in the **Business North Harbour** area (11.8%) than for Auckland as a whole (10.6%). The current prediction is for 40,000 more jobs over the next 30 years. The residential growth rate jumped to 24% between 2013-16 - that's three times the rate for Auckland as a whole. And the number of people in the area is expected to rise by 100,000 by 2046. (predictions from Statistics New Zealand used by Auckland Council and NZTA)

The Auckland Council Unitary Plan includes sound responses to this continued growth. There are special precinct provisions for the Albany centre and Massey University, residential zones with wide choices of housing types, and significant proposals on supporting employment in the Albany and wider North Harbour general business and light industry zones.

Intense development means buildings in North Harbour range from A-grade to C-grade, and are competitively priced compared with much that's available in the

city centre. Which is one of the reasons businesses are choosing to set up their head-offices in the North Harbour Business Improvement District. A North Harbour base also negates the cost of having a client, supplier or office over the bridge, which currently means factoring in the time, travel and 'frustration' of dealing with traffic. As many **Business North Harbour** Members point out, the sheer number of local specialists in the area means a choice of who to collaborate with. And who can argue about the benefit of having the world-class Massey University on our doorstep, providing the training, research and international connections our entrepreneurs and innovators need for the future.

The feedback we consistently get is that the North Shore is a great place to do business. Many local companies built up from the strong roots they already had in the area. Others used the networks and infrastructure linking local business to local business to grow their success. All can point to tried and tested work practises and business methods that they and their local partners use to be innovative and make a difference.

Here's advice from five rock solid **Business North Harbour** Members on building up from our solid foundations.

Working together to become the postcode of choice



ToHo Business consultancy

Les Probert

18 years

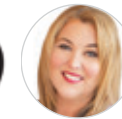
"Old fashioned values like honesty, transparency and looking after your staff never go out of style. It's only the delivery system that's gotten faster."

ToHo's predecessor was one of the very first developments on William Pickering Drive, and Les thinks that doing business through referrals and your contacts is, and always has been, the way to go. And social media is the next new way to find like-minded people, to network, and grow your business in the North Shore.

Les remembers the days when North Harbour was like 'the Wild West' - with hardly any infrastructure and a high crime rate. But the Albany Basin Business Association (which later became Business North Harbour) brought security patrols and a sense of mutual cooperation that built a firm foundation and increased everyone's business advantages.

"Everything you need is in this area."

Strong networks, there to be used



Breakthrough Business Solutions Business growth specialist

Fiona Clark

5 years

"Reputation is everything. Every client is gold. And if my clients are successful, I'm successful."

Fiona believes the foundations of a successful business are links with your local area. That's why she attends Business North Harbour events, connects with as many local people as possible and gets to know local companies. She thinks North Harbour is ideal for business, because there are so many innovative companies close by and it's a real growth area.

Fiona's advice for business growth is to get out there and meet other local companies. Build a great network around you and refer people to each other.

"The more people who know what you do, the more can recommend you. You can't be the best kept secret!"

Trust builds firm foundations



GBPensions Pension service

Tony Chamberlain

5 years

"We like to do business with like-minded people. It creates stability. It helps our business partners and it helps our customers."

The pensions business is highly regulated and the legislation surrounding it is stringent. So GBPensions are used to following recognised practises. But at same time, long-term partnerships are what makes up the 'human side' of the business.

"Some deals people enter into are literally life changing," says Tony, so everything has to be in place and be trustworthy. The company appreciates face-to-face opportunities like the Business Expo because it's about people supporting people. Tony is happy to be able to work with his neighbours rather than go through the "nightmare" of going into the city.

"Drive up William Pickering and you'll see massive companies next to small ones. There's so much potential talent right on your doorstep."

Infrastructure on the ground and in the Cloud



MiIT Managed cloud services

Robert Elcombe

8½ years

"Businesses in the North Harbour area have access to some of the very best infrastructure available."

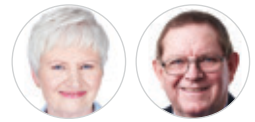
With its ultra-fast broadband, regular bus services into Auckland, a variety of similar-sized businesses to trade and partner with, and road infrastructure (despite its rush hour traffic issues), Robert thinks there are chances for local businesses to link, connect, work together and grow in this area.

He recommends that Members use the geographical and networking opportunities available to meet new people, expand your circle of contacts, and renew and reinforce relationships. Like checking the Business North Harbour web site and event calendar to keep abreast of local issues, topics and concerns.

"A collective group (like Business North Harbour) gets its views heard by local, regional and national government bodies."

"Everything you need is in this area."

The supplier next door



EmbroidMe Albany *High quality branded apparel*

Vivian and Robert Scott

10 years

"It's the personal aspect that makes the difference. People know us as Rob and Viv. They know who we are."

When EmbroidMe Albany opened in March 2007 it was during the recession. But the business has grown every year since. They've seen a lot of competitors come and go. They put a big part of their success down to their accessibility and hands-on approach. They have a showroom where people can see and feel the garments and samples. It's not the same experience as ordering from a website.

Viv and Rob pride themselves on their ability to be flexible and deal with small runs – which ideally suits the small and medium businesses in the area. "A good satisfaction rate means referrals," they say. And satisfaction comes from working with a local company who actively responds to local needs.

North Harbour businesses are doing all the right things to take advantage of this rapid growth area.

The physical and networking infrastructure is expanding, and supported into the future. Find the companies you need to communicate with, work with and collaborate with to strengthen your foundations in the North Harbour Business Improvement District.

See page 12 for information on updating your listing details



**Check the Business
North Harbour Directory**



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