



# BayBuzz

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May 2009



Napier Port

## The Other Economy

By Tom Belford

A few weeks ago, the Chamber of Commerce, Hawke's Bay Inc, EIT and others sponsored an economic summit for local business folks. The focus was how to grapple with the worsening recession.

A major topic was how the Bay's agriculturally-dominated economy would cope with this latest challenge. As usual for these types of events, several speakers reminded us that about 40% of the Bay's economic product came from the land-based "growing" sector, including manufacturing services (chiefly, food processing) associated with primary production.

But then, all of a sudden, there at the podium was one John Penny, CEO of a company called ABB (formerly Vectek). His company develops, manufactures and exports sophisticated electronic controls that govern power supply in precision industrial processes, like making silicon chips for computers. While he acknowledged the challenges presented by today's global recession, he described his company as one that has grown very strongly here in Hawke's Bay for years, employs highly-skilled labour, and exports its high tech products to some of the world's premier industrial corporations – Philips, BP, Samsung, Mitsubishi, Honeywell and others.

As he spoke, I was thinking... here's a flourishing business with a steep growth curve, that most Bay folks have never heard of, that has virtually no connection with the Bay's primary production sector. Hawke's Bay could never grow another apple or market another lamb chop, and this company would be

unaffected. Climate change or drought... not a problem.

How many companies are there like this around the Bay, I wondered. And to what degree do they, rather than primary production, represent the more robust growth potential of the Bay? Or more broadly, exactly what businesses and activities represent the "Other Economy" of Hawke's Bay... the 60% of the HB economy that does not live off our precious land?

It's beyond the resources of this modest publication to answer those questions in any substantial depth. But we've taken a bit of a stab here in a series of articles, and I hope others – including entities like the HB Chamber, HB Inc and EIT – will look at the question more systematically.

Understanding the nature of these companies, and what they require to prosper could be vitally important to fostering long-term growth – and especially sustainable growth – in Hawke's Bay.

As I asked various local business leaders to identify some companies they thought best exemplified HB's Other Economy, a number of names re-occurred: 3R Group, Furnware, Sirtrack, Vectek/ABB and a few others. So I asked our occasional BayBuzz Digest columnist Brendan Webb to take a look. His fascinating story appears on pp. 4-5 of this edition.

As I talked around and heard what Brendan had to report, three themes stood out for me.

### Intellectual capital

First, the exemplar companies of the Other Economy are – like their leading primary sector peers – exporters. But in this case, exporters not of commodities, but of high value intellectual capital imbedded in their products and services. They are demonstrating that intellectual capital – in the form of smart design, technical sophistication, out-of-the-box thinking – can drive world-class, globally competitive enterprises, from right here in Hawke's Bay. And what does that mean?

It means that Hawke's Bay gets the benefit of relatively higher-paying jobs (which translate into higher consumer demand for the Bay's other goods and services), more new income and wealth being pulled into the Bay from customers outside the Bay (indeed outside NZ), more demand for our local business services sector (from communications providers like Airnet to web developers like Mogul), and more economic growth that does not leave a heavy footprint on the Bay's own natural environment.

For those reasons, one would assume that business planners around the Bay, whether in the private or public sectors, would be burning the midnight oil trying to figure out how to attract more companies like these into the region ... and keeping them.

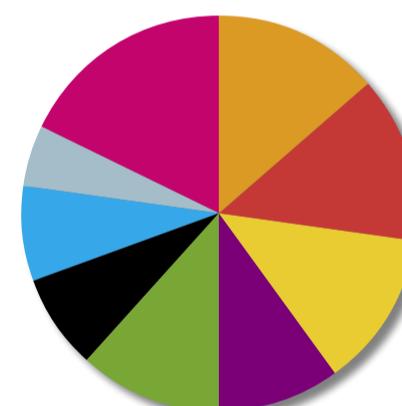
### Ambiance attracts the right people

Second, it all comes down to finding the right people ... and keeping them happy. One of the three key challenges that John Penny discussed at the Economic Summit was attracting the best employee prospects to the Bay ... a move he said many prospects with specialised skills consider risky. And then keeping them here.

You'll see this theme clearly in Brendan's article. And just as clearly, you'll hear the business leaders he interviewed talk about the ambiance of Hawke's Bay and the dominance of this factor as a selling point. "Ambiance" seems to be a composite of easy living, manageable scale, sufficient cultural opportunities, and – not least of all – access to an outstanding, protected natural environment. For these leaders and the professionals they need in their companies, working in Hawke's Bay is as much (and maybe even more) about enjoying a lifestyle as it is about traditional career advancement.

As the folks at RIOT, who focus on recruiting upper echelon employees, would say, few high-skilled, well-paid workers leave Auckland or Wellington expecting to make better money in Hawke's Bay... or to make the Bay a temporary sojourn before moving back to the big city fast lane.

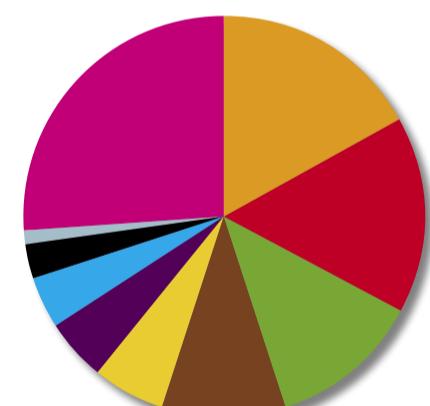
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**HAWKE'S BAY EMPLOYMENT BY INDUSTRY PERCENTAGE OF EMPLOYEES, 2007**

- Agriculture, Forestry & Fishing 14%
- Manufacturing 14%
- Retail Trade 13%
- Health & Community Services 10%
- Finance, Property & Business Services 12%
- Education 8%
- Construction 8%
- Accommodation, Cafes & Restaurants 5%
- Other 18%

Source: Hawke's Bay Inc, Industry Projections Report



**HAWKE'S BAY GDP BY INDUSTRY SHARE, 2007**

- Agriculture, Forestry & Fishing 17%
- Manufacturing (food & beverage) 16%
- Finance, Property & Business Services 12%
- Manufacturing (other) 10%
- Retail Trade 6%
- Health & Community Services 5%
- Construction 4%
- Education 3%
- Accommodation, Cafes & Restaurants 1%
- Other 26%

Source: Hawke's Bay Inc, Industry Projections Report

### INSIDE THIS EDITION

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## FROM THE EDITOR

Tom Belford



Heaps of economic stock-taking is going on these days, as Hawke's Bay begin to feel the full force of a global recession. For some, the recession is only one crisis. Farmers in the region must also contend with drought. And the tourism industry with swine flu.

As you'll learn in this edition, these two sectors account for about half of Hawke's Bay's economy, so their importance cannot be minimised. Yet, for such a rural "province," the region actually has a remarkably diversified economy which provides a sort of hedge against adversity.

BayBuzz decided to look at this "Other Economy" in Hawke's Bay... the 60% of economic activity that is not based on the land. Articles by Brendan Webb, Sean Bevin and me provide a picture of the players and characteristics of the Other Economy.

I asked Murray Douglas at the Chamber of Commerce for a list of the top fifteen or so employers in the region. Would it surprise you that the top five are public sector organizations? They are the DHB, EIT, Hastings Council, Napier Council, and the prison. Read more about these in HB's "Bloated" Public Sector?... one man's bloat is another man's core service.

The rest of Murray's list includes some very familiar names: Heinz Wattie, Pan Pac Forest Products, Lowe Corporation, Unison Networks, Johnny Appleseed, Mr Apple, Apollo Pac, ENZA Foods and Mission Estate.

But two on his list would probably be unknown to most BayBuzz readers – ABB (formerly Vectek, if that helps!) and Future Products Group (FPG). ABB manufactures high tech electronic controls that precisely regulate power supplies to other machinery and equipment. FPG designs, manufactures and installs the equipment used in food merchandising – that chilled food case you see in your supermarket.

FPG might still be categorized as a company operating within that broadly defined "agriculture and food-related" sector. But by the same token, if there were never another apple to be grown and shipped from Hawke's Bay, would FPG fold its tent? I doubt it.

But there's no ambiguity at all about ABB. As described in the lead article, ABB is a strongly expanding technology-based company. No connection to Hawke's Bay's soil at all.

And that's a key distinction to appreciate about the region's Other Economy. Many, if not most,

of its leading companies are not oriented to the land. They sell products whose defining input is intellectual capital, and they are concerned about access to transport, such as the Napier Port, not about access to limited Heretaunga soils.

We need to get to know these Other Economy companies better. I submit that a sizeable and growing cluster of them employ the best-educated, highest-earning part of our workforce. That they make a negligible adverse impact on our environment, certainly by contrast to our land-based sector, which can't seem to absorb enough chemical fertilizers, pesticides and insecticides... and water, while creating some of our most problematic waste products. We should be doing everything we can to ensure that Hawke's Bay is a region where such companies congregate and thrive.

Local government – and particularly the Regional Council and its Hawke's Bay Inc unit – has a role to play in purposefully fostering the region's economic development... and keeping it on a sustainable course. So we've invited HB Inc's chairman, Neil Kirton, and its GM, Janet Takarangi to present their plans for this key agency. Don't miss the accolades from some of their current customers.

Whatever the sector, these are tough times for business managers. So we asked experienced company director and advisor John Newland to offer some advice in *Unleash Your Employees!*

Also in this issue, look for BayBuzz updates on important issues before our Councils – Ocean Beach, Tukituki water quality, possible closure of the Blackbridge waste station, LTCCP submissions, and recent hot topics in Napier.

In our Arts & Lifestyle pages, Mark Sweet continues his series, *The Romance of Wine*, this time recounting the history of Te Mata Estate. Art aficionado Roy Dunningham reviews the Creative Hawke's Bay Invitational. And Brooks Belford introduces us to local music promoter Keith Gosney and his latest gig, the Irish folk band Grada who will be playing soon at the Hastings Playhouse Theatre.

Enjoy this month's **BayBuzz Digest**. Don't forget, it's all available online at [www.baybuzz.co.nz](http://www.baybuzz.co.nz)... and, for the first time ever, by direct postal delivery to **BayBuzz Friends**. Sign up now to enjoy special discounts from some terrific local merchants. See back page. We truly appreciate your support.

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## Updates

### Future of Ocean Beach

At a meeting on April 30 of its Works Committee, the Hastings Council decided to put any major consideration of future development plans for Ocean Beach on the back burner. The Council will not re-address the issue until it reviews its entire District Plan as part of a major overhaul in 2013. In the meantime, Council staff has been tasked with progressing discussions with relevant landowners at Ocean Beach regarding securing ongoing public road access to the beach and "adequate reserve provision."

### Blackbridge Waste Transfer Station

The Hastings Council proposes in its LTCCP to close the Blackbridge transfer station to save money. This site services Clive, Haumoana, Te Awanga, the Tukituki valley and Havelock North. All these residents would subsequently need to haul their rubbish to the Henderson Road station on the far side of Hastings.

Over one hundred citizens turned out on April 27th to voice their opposition at a community meeting in Clive with Mayor Yule and other HDC Councillors and staff. In their view, closing the facility would be an unjustified reduction in a core level of service area residents should expect from their basic rates. Hundreds more have signed a petition opposing closure, and you too can sign the petition all through the month of May. Petitions will be presented to the Hastings Council when opponents of the closure make their oral submission in June on the LTCCP.

You can find petitions at just about any Clive shop, or call David Thomas, coordinator of the petition drive at 870-1177 to get a copy.

### LTCCP submission dates

Speaking of submissions, here are the final dates you can make your voice heard, via an official submission, on your community's priorities and spending over the next ten years. For the Hastings LTCCP, May 7. For the Regional Council LTCCP, May 11. For the Napier LTCCP, May 26.

Napier City Council has produced a snappy DVD to help present its plans in an easily digestible form. No substitute for a serious read of the LTCCP document, but at least you'll have a sense of what's going on! Pick one up at the Council offices, or call 835-7579 to order, or simply sit down at your computer and watch it on YouTube at [www.youtube.com/watch?v=vs1CUqkBZSo](http://www.youtube.com/watch?v=vs1CUqkBZSo) Don't sit back. Councillors take silence as approval. Unless you want "business as usual," you need to speak up quickly!

### Independent report on the Tukituki

In response to public uproar over a year ago regarding the shabby state of the Tukituki, the Regional Council commissioned an independent review of its water quality monitoring approach and data, alongside criticisms of same by the

Hawke's Bay Environmental Water Group (HBEWG), led by Bill Dodds, David Renouf, John Scott and Colin Crombie.

The review was conducted by the National Institute of Water & Atmospheric Research (NIWA), and its report recently made public. While not agreeing with all of HBEWG's statements and suggestions, there can be no doubt that the review confirms the main elements of public concern about the Tuki situation.

The report recommends additional monitoring sites and a change to compliance monitoring methodology below the CHB sewage oxidation ponds, both key objectives of HBEWG and both aimed at addressing public health risks downstream of the ponds. The report also recommended better collection and utilization of both land use data and water extraction data, in both cases to permit better assessment of impacts on water quality and related water management policies and practices.

The report noted evidence of increasing nutrient concentrations at some sites contrary to public policy objectives, as well as evidence that "nutrients and other contaminants adversely affect water quality and pose a threat to aquatic ecosystems or contact recreation during summer low flows ..."

In other words, neither HBEWG nor long-time landowners along the lower reaches of the Tuki nor long-time recreational users of the Tuki are delusional... the river quality stinks and needs fixin'!

You can download the report or read it yourself at [www.hbrc.govt.nz/WhatWeDo/Water/LetsTalkTukituki/tabid/819/Default.aspx](http://www.hbrc.govt.nz/WhatWeDo/Water/LetsTalkTukituki/tabid/819/Default.aspx)

### Finally, in Napier

Citizens won one and lost won, at least as I saw it.

On the one hand, the Napier City Council accepted the recommendation of an independent commissioner and turned down a proposal to develop a 61 unit townhouse complex on the former site of Hukarere Girls College in the Napier Hill Character Zone. Local residents opposed the development's overall scale and design, which were considered out of character with the area, as well as increased traffic congestion and safety concerns.

On the other hand, citizens demanding to move local public health services from Wellesley Road (at lease expiration) back to the Napier Hospital site seemed to get an unsympathetic ear from MP Chris Tremain and Mayor Arnott at a boisterous public forum the two hosted. At a subsequent DHB meeting, Board members Diana Kirton and Kevin Atkinson both pronounced the proposal dead. The Napier Public Health Action Group is determined to keep that option on the table. But so far, their proposal has yet to find a political champion. Maybe it's time to focus on the level of services rather than the location?

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# Unleash Your Employees!

Even in this recession, some businesses are performing well... even growing, as you'll read elsewhere in this Digest. Here are some thoughts on how struggling companies might buck the trend.

Responses to the current business challenges cover a broad range. We read and hear most about a combination of panic and retrenchment, but at the other end of the spectrum, we see businesses finding some advantage to capitalise on.

I believe that many businesses and organisations are ignoring their ability to move along this range, towards joining those which are coping well. The key reason for this is that they are too focused on reducing costs and working capital requirements, generally by reducing staff and inventory levels.

While I applaud the proactive approach to reducing waste and inefficiency, I do wonder why it has taken a "recession" to have these issues addressed. Reducing staff numbers and inventory levels is not guaranteed to fix the business. In some circumstances, these moves can have the opposite impact.

Here are two suggestions for businesses that want to thrive in adversity... both relate to "unleashing" your employees.

## Get everyone involved

It bothers me that managers and proprietors often believe that only *they* have the answers, and they must be seen to be decisive and proactive.

My view is that these leaders should make more use of that piece of universal office equipment – the whiteboard. A good proactive stance is one by a whiteboard ... as a facilitator for a group discussion on what options are available to the enterprise and the relevant merits of each. Not everyone will have a common perspective on this and it stimulates worthwhile discussion.

This process should not be limited to the senior management team or those with most responsibility. Mixing individuals from different areas in the business can add real value.

This requires good leadership. By this I don't mean having a strong influence on the direction or outcome of the discussion. In fact, I prefer to see facilitators keep their own views to themselves.

The key is to get a wide range of views on to the board and then encourage a discussion by which these are prioritised. Some may be eliminated and others added. I always consider that a good meeting is one at which I change my mind about something, through becoming better informed. If this process is handled well, the group finishes up with a great understanding of the issues and a commitment to the process of moving forward.

The "whiteboard" exercise is never an end in itself. It is part of a process which must be followed through. The group who were involved need to be able to see the outcome of the discussions. They can become great advocates, and having them through the business can help drive the changes that were agreed upon.

Not everyone is at their best in a group situation. Some people will have their best ideas after the discussions have been completed and there has been time to reflect. For this reason, it is important for the manager to take the time to talk informally with each participant on a "one to one" basis. Great insight can be gained in a short time during these discussions.

This leads to my second recommendation on dealing with the recession.

## Reinvent roles

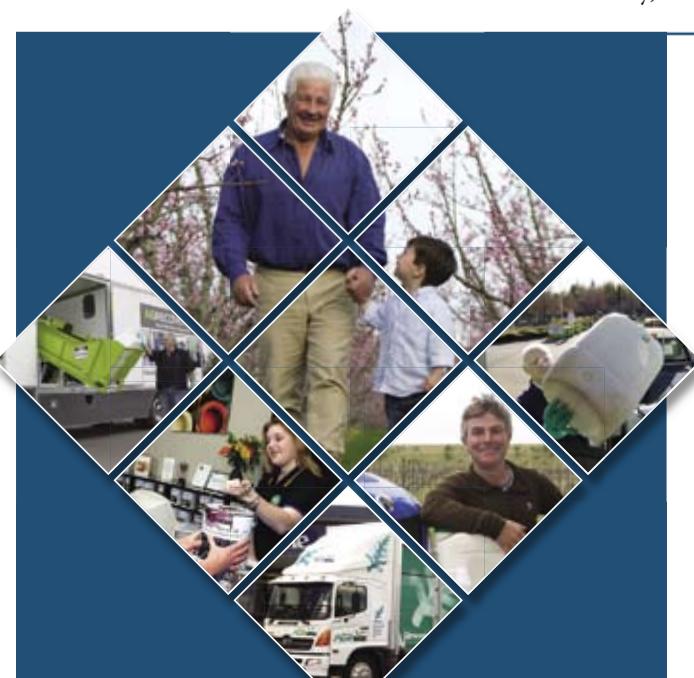
Managers need to look at the range of experience and skills in the business, and avoid the tendency to see people only in relation to their current roles.

I have always preferred to see people in terms of their potential. Real value can come from talking with individuals about the future of the business or organisation and particularly their place in that. Restructuring to better utilise the skills and potential of existing staff is worth pursuing and can have a really positive impact on both individual job satisfaction and internal morale. The importance of strong morale at all times cannot be overrated, but it is even more so when facing challenges.

As I write this, I recall my own efforts when I was in the brewing industry many years ago. Although employed as an accountant, I focused on convincing management to give me a chance at working as a sales representative. One colleague suggested at the time that my motivation was to secure a company car! I will not comment on that.

But I can confirm that my move from behind a desk on to the road, interfacing directly with the market, was one of the best I ever made to develop my understanding and skill set. Since then, I have always been keen to see personnel with potential, given the opportunity to achieve it. In the end the employer is a beneficiary of this.

As Jack Nicklaus, the American golfing legend, put it: "Achievement is largely the product of steadily raising one's level of aspiration and expectation."



**Sean Bevin**  
**Economic Solutions**

# HB Economy Primer The Other 60%

Much is made of the fact that the Hawke's Bay economy is powered primarily by its land based production sectors and the allied processing of the outputs of these sectors. These sectors include pastoral farming, fruit, horticulture, wine, forestry/logging, food processing, textile manufacturing and wood processing.

Latest available Statistics New Zealand information indicates that last year these sectors combined accounted for about one quarter of all businesses in the region, 40% of total regional GDP and approximately 30% of total employment in Hawke's Bay. These figures do not take into account the many other industries in the region that have business links to the above sectors, such as specialized rural equipment and materials manufacturing, farm building construction, freight transport, rural goods retailing and wholesaling, rural financial services, equipment leasing and tertiary education/training. Bringing these into play would further lift the above proportions.

What this all says is that Hawke's Bay's ongoing economic performance is obviously very closely tied to economic conditions facing its rural production and related processing and servicing industries.

However, we should not forget about the regional economic contribution of the myriad of other industries operating in Hawke's Bay. In broad terms, these include manufacturing other than processing activity, energy and water services, construction, retailing and wholesaling, food/hospitality/tourism services, transport and communications, property/financial/business services, public sector administration, education and training, the health sector, community services, cultural/recreation services and personal/household services. Whilst some of these activities are funded by the public purse, nevertheless, they employ large workforces and therefore make an important contribution to the regional economy.

Statistics New Zealand information shows that the manufacturing sector other than processing accounts for 3% of all firms in the region, 6% of total regional GDP and 4% of total employment. The services sector accounts for over 70% of all enterprises in Hawke's Bay, 54% of regional GDP and 66%

of total employment. From an employment perspective, the leading manufacturing industries in the region comprise fabricated metal products, and machinery and equipment. The leading service industries are the provision of health care and social assistance, retailing, education and training, construction, tourism/hospitality services and public sector administration.

The largest employing individual activities in Hawke's Bay are, in order, supermarkets, residential care services, hospitals, primary education, secondary education, cafes and restaurants, packaging, pre-school education, visitor accommodation, road freight, labour supply services, house construction, Government administration and food takeaway outlets.

The most significant employment growth amongst the different manufacturing and service industries in Hawke's Bay over the past decade has been recorded for, in no particular order: administration services, computer services, waste collection services, electrical supply services, building construction, food wholesaling, telecommunication services, construction services, residential care services, financial services, heavy and technical engineering, sport and recreation services, air transport, visitor accommodation and medical services.

It will be noted that the list comprises a fairly disparate mix of activities. But in broad terms it reflects significant observable economic changes in the region over the decade, such as the rapid growth of the computer age, major new housing growth in the region, the fast growth of telecommunications, aging population, growth of the tourism industry, growth in air travel, and the growing importance of sport and physical recreation activity and its links to healthy lifestyles. All of these trends have been underpinned over the period by the steadily increasing overall economic standard of living in Hawke's Bay.

Regional growth forecasts recently prepared for Hawke's Bay Inc, our regional development agency, indicate that the fastest growing industries in the area over the next few years are expected to be, in order, agricultural production, the manufacturing of chemicals/rubber/plastics, personal and community services, food processing, wholesale trade, metal product manufacturing, property services, transport and storage, and forestry/logging.

Note that the list includes some of the service industries in the region. To the extent that regional service industries also supply goods and services to the primary production sector, then they will also benefit from growth within that sector. Overall, the broad services sector of the regional economy is forecast to grow by 4% in real terms over the five-year period 2007-2011. This compares with primary industries 11%, processing 8% and manufacturing 7%.

## Don't let this opportunity go to waste

Economic prosperity in the last 20 years has increased average per capita income, but it has also dramatically increased the amount of waste. Waste is a significant risk to human health and the environment, and tangible evidence that we are making inefficient use of resources.

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**Brendan Webb**  
Columnist



## Looking Beyond The Bay

A turtle swimming toward South America is carrying a piece of Hawke's Bay on its back.

Students in Dubai, Hong Kong, Australia, the Pacific Islands and New Zealand sit in comfortable classroom furniture designed by one of Hastings' longest-established firms.

And a small Hastings firm is involved in the collection and recycling of thousands of litres of unwanted paint sitting in Kiwi sheds, and picking up the plastic wrapping from bales of silage on the nation's farms.

These Hawke's Bay companies are not relying on sheep, cattle, fruit or grapes for their success. They just like the Bay's lifestyle and have the entrepreneurial flair to be able to run their businesses from here.

The province has always had its iconic images of hot dry summers, sheep and beef on rolling pastures, rows of orchards and vineyards, Mission Concerts and Art Deco architecture. The lifestyle those images conjure up has lured more than campervans and shiploads of visitors to visit the region.

They have also lured people who have opted for the Hawke's Bay lifestyle, often for family reasons, but with a sharp eye for opportunities that don't rely on the Bay's primary producers. Often they operate below the region's commercial radar, quietly building overseas export markets with innovative products.

When they talk about their reasons for basing themselves in the Bay, rather than Auckland or elsewhere, they have common themes. They enjoy living in the Bay; it offers good schooling for young families; the region has a good infrastructure of roading; the Port of Napier is a convenient outlet for exports; and most of the resources they need, including suitable staff, are available locally.

The region's local government does not play a key role in their success, but those **Baybuzz** spoke to believed councils would give them any support they needed.

Even the proximity of Napier and Hastings, often seen as an impediment because of their past political rivalry, is seen as providing the region with two distinct centres with their own roles to play.

### Wrapping up recycling

Innovative Hastings firm 3R Group was founded by Graeme Norton and former Waipawa man Bruce Emerson in 2004. It was the first company to devise a commercial recycling programme that set about recovering an estimated 20 million litres of leftover paint that sit around in New Zealand sheds and workshops. It also developed a way of collecting and recycling the estimated 320,000km of plastic used to wrap bales of silage and the millions of plastic agrichemical containers used on New Zealand farms every year.

The company's name is derived from the words "responsible resource recovery."

Both men had previously worked for All Brite Industries, so had a good understanding of the recycling industry. They considered that there were plenty of businesses picking the low-hanging fruit such as paper and plastic bottles, but no one was addressing some of the more problematic wastes such as old paint and on-farm plastics.

Shortly after the company was founded, 3R began to work with Resene Paints on a six-month trial to develop a recovery programme for old paint and containers in a controlled way. The result of the trial led to the development and rollout of Resene PaintWise. The programme has developed an impressive mobile paint decanting system and paint-can crusher. The PaintWise truck picks up the unwanted paint and packaging from Resene stores and other public outlets nationwide.

So far more than 300,000 paint cans have been collected, 120,000kg of steel cans recycled and more than 60,000 litres of paint have been



Bruce Emerson, left, and Graeme Norton, of Hastings firm 3R Group, which manages innovative paint and rural plastic recovery programmes throughout New Zealand.

donated to community groups to be used to cover graffiti. Now there are plans to introduce the concept into Australia. 3R, in conjunction with Fletcher Building, Golden Bay Cement and Resene, have also developed a product called PaintCrete, which uses waste acrylic and latex paint in concrete to reduce the cement content while extending the life of the concrete.

The Agrecovery rural recycling programme, which collects plastic silage wrap and agrichemical containers, came about when 3R was commissioned to design a solution to on-farm plastics waste by a range of primary sector stakeholders. The Agrecovery Foundation was formed in 2006 to govern the programme which started in April 2007. Like the PaintWise programme, Agrecovery has 50 nationwide collection sites and a purpose built truck which shreds the plastic agrichemical containers.

3R director Graeme Norton says Agrecovery and PaintWise are not just recycling programmes; they are examples of product stewardship. Every product has a life cycle and product stewardship ensures that the producers of a product take a whole-of-life attitude also, which means taking responsibility for the eventual disposal of that product. That's where 3R comes in – at the problem end of a product's life.

"Putting a cost on the end of the life of a product makes people think about the recycling of it," he says.

In Europe domestic appliances and other consumer goods have built-in costs or regulations covering their disposal. That cost encourages companies to look at ways of recovering that cost by looking at assembly methods and improving product designs.

Bruce Emerson said that in the case of Resene's PaintWise programme, the first principle adopted was that everything was recyclable and all the ingredients coming back were handled on that basis. Developing the mobile separation and crushing technology was no easy task with the initial prototype being destroyed in six months.

"As there was no precedent to follow worldwide we had to make it up as we went along, so we are now on our fourth version."

In 2007 3R received the Sustainable Business Network award in Sustainable Design and Innovation for the PaintWise mobile crushing technology. A static version of the crusher has proved so successful that there are plans to sell the technology outside New Zealand. 3R Group also won the Supreme Business of the Year award at last year's Hawke's Bay Chamber Westpac business awards.

"We've been successful because we have an eye for opportunity, but also because we thoroughly plan what we do and execute that plan with passion," says Bruce. "The challenge with that is to get everyone to share that same passion."

"Philosophically, we're learning we need to be more interconnected than we have been. It's almost at the point where we're so remote from activities that we don't see their effects."

While the field of environmental sustainability is becoming better understood, the difficulty of growing a business and accessing capital should not be underestimated, said Graeme. Ideally he would like to see a system evolve which encourages Hawke's Bay people to invest more in local businesses and feel they have a greater stake in their community.

3R Group also encourages its staff to become involved in community activities and self-improvement courses through its Good Friday policy, which allows staff to apply for up to six days of paid leave a year, on top of their other leave entitlements, for educational study, self-development courses such as Outward Bound, community and voluntary work or public duty such as the Territorial Army, jury duty or other public office requirements.

Bruce and Graeme and their fellow workers have cut firewood for the elderly and planted trees along the Karamu Stream for World Environment Day. They also support community initiatives such as Henare O'Keefe's Tunutunu campaign to tackle violent crime and plan to do their bit by joining him on his regular community sessions, where the mobile BBQ is dishing out sausages and meat patties to young people in need.

Graeme and Bruce could run their business from any part of New Zealand but Hawke's Bay's lifestyle ensures this is their base. "It would have been challenging 10 years ago to operate from here, but the living conditions here make it an attractive place to be," Graeme says. "It's reinforced for me every time the plane touches down at Napier."

### Old firm, new ideas

Another firm whose innovation is reaching out around the world started from modest beginnings in Queen Street West, Hastings, 75 years ago.

Furnware Industries is one of the Bay's success stories. It began the same week that Jim Wattie set up his fruit-canning business and it has the distinction of having PO Box 1 as its Hastings postal address. "We're very proud of that," says managing director Hamish Whyte.

The company shifted from Queen Street to Omahu Road twenty-five years ago and now operates from modern premises in the Omahu Road industrial area, manufacturing school furniture that has made it a leader in its field.

Hamish believes Furnware makes the best school chair in the world and the company's success with its range of school furniture is based on its extensive research in the classroom. "Everything we manufacture has been researched in the classroom. We measured 20,000 New Zealand kids and we know more about them than anyone."

### Discover the Karamu!



**Join in a community planting day on Saturday 6 June 10am – 2pm to plant new shrubs, flaxes and grasses on the eastern bank of the Karamu Stream near Havelock North.**

**You can help the Karamu Enhancement Group to bring back the birds, improve water quality and create a park area alongside this special stream for everyone to enjoy. We'll be planting to mark World Environment Day, Arbor Day and the start of Matariki.**

**It's a community project, it's a local project, it's a bit of hard work – and it's a lot of fun too!**

**You can register with Anita at Hawke's Bay Regional Council on 06 833 8085, anita@hbrc.govt.nz .**

Generations of school pupils spent hours on solid plywood and tubular steel chairs, designed for ease of stacking rather than for comfort. Then about four years ago Furnware introduced its Bodyfurn chair, whose pliable seat and backrest are the result of 18 months of trialling in New Zealand classrooms.

Hawke's Bay schools in particular became "a melting pot of knowledge" says Hamish. Pupils of Peterhead School at Flaxmere tried out prototype models of the Furnware's desk storage system, resulting in a design which has its books storage in a tilting bin down one side, instead of the clumsy lift-up lid conventional design.

Once the company made its investment in the Bodyfurn range, it realised it had a global product. Now it is by far New Zealand's biggest school furniture supplier and this year expects to triple its exports. It currently exports about 10 percent of its output but Hamish is confident that figure will rise to closer to 30 percent this year. In the past two years Furnware has used a distributor in Australia but now has a fulltime representative in Melbourne. Its school furniture is being used in classrooms as far afield as Dubai and Hong Kong, where one school put in an order for \$500,000 worth of Furnware products.

Some of that export success comes from New Zealanders who are principals in overseas schools and are familiar with the Furnware brand.

Hamish Whyte said the firm's research-focused approach is its point of difference. With its roots strongly embedded in Hawke's Bay, the company has never considered taking its operations elsewhere. "I think we're very global in Hawke's Bay," he says.

Among the benefits of being based in the Bay are the loyalty of local staff and the region's infrastructure, including the Port of Napier, with which it enjoys "a very good relationship." Another appeal of Hawke's Bay is the lifestyle balance, where work and relaxation in an excellent climate provide the best of both worlds.

While local government does not have a direct bearing on Furnware's manufacturing activities, Hamish says local bodies in the region are willing to help if called upon.

"They're very approachable". Other organisations such as the Hawke's Bay Chamber of Commerce and New Zealand Trade and Enterprise have been useful contacts for the company.

Hamish says Furnware had effectively reinvented itself in the mid-1960s after feeling the firm was "stalling" rather than looking ahead. It introduced a lean manufacturing process with the plastic being manufactured in Auckland and the rest of the components in Hastings. Now about 1000 schools throughout New Zealand have pupils sitting on Bodyfurn chairs, even though they are three times the price of other chairs. "We seriously believe we can be four times our size in five years," says Hamish. "We're trying to create classrooms that kids can learn in."

Even the fluctuations of the New Zealand dollar have not deterred the firm's export-led approach. "That's not a reason not to go on," says Hamish. And despite the worldwide economic gloom, he sees no reason the firm's market share will not continue to grow, provided it makes prudent decisions on how it invests. "With a fulltime person in Melbourne and another one in the Middle East this year, we're going for it."

## Right on track

TV viewers have been given updates on Tarly, a female loggerhead turtle currently swimming around 40km a day towards South America.

Tarly is fitted with a KiwiSat 101 Argos PTT tracking device donated by Havelock North-based Sirtrack Wildlife Tracking Solutions, an independent commercial subsidiary of the Government's LandCare Research. It was set up in 1986 as an initiative of the Ecology Division of the former DSIR.

Tarly's progress is being mapped on Sirtrack's website as the once washed-up and dehydrated turtle makes her way to new feeding grounds and adds valuable data for conservationists tracking the little-known movements of these endangered sea turtles.

Elsewhere, in more than 74 countries around the world, a vast range of more than 550 species of wildlife, from whales to African lions, birds, Arctic foxes, lynx and zebras are being monitored with Sirtrack-manufactured telemetry. In New Zealand and overseas there is also a keen market for collar-mounted transmitters to keep track of pig dogs in the bush.

Tucked away down Goddard Lane, Sirtrack has been built on the experience and expertise of staff who pioneered wildlife tracking development in New Zealand back in the 1970s. Now the company has more than 40 staff, including two in the United States. In 1986 all of its sales were within New Zealand but now up to 85% is exported to Australia, the United States, Europe, UK and Africa. Most of the tracking equipment is bought by researchers and the company's products include VHF transmitters, GPS collars and satellite transmitters.

The original DSIR ecology department devices were developed to track possums, stoats, rabbits and other introduced pests to understand their behaviour and thus support effective management plans to control their numbers. The company moved on from possums to foxes and bigger creatures, such as kangaroos and camels.

At that stage devices were being bought from the US, but as funding became limited it was decided to save money by importing the raw electronics and making the transmitters here.

By 1986 there was more money to be made selling the devices than doing research with them. While many of Sirtrack's research customers are government or university-funded, private researchers and conservationists also buy them for game reserves in places like Africa.

In the past, the company has custom-made devices for its clients, but now has moved toward a more standardised range. The huge variety of sizes in the insects, animals, mammals, fish and birds that it has been asked to fit tracking equipment to has called for considerable skill and ingenuity from staff.



Sirtrack electronic technician David Halford working on one of the firm's tracking collars.



RIOT Recruitment's founding directors Ian Beattie, left, and Rohan Bowyer.

Transmitters have been glued on insects and crustaceans such as crayfish, implanted in fish and taped or fitted in harnesses or backpacks on birds, including the Australasian gannets that make Cape Kidnappers their breeding ground. Sirtrack provides the hardware for its products while Argos satellites bounce the GPS signal back from collars used for tracking large mammals.

Rowan Calder, Sirtrack's marketing manager, says the firm competes with about 15 other tracking device manufacturers in the United States and Europe/UK. He said one of the advantages of its location down a side lane in Havelock North is that electronics equipment testing often needs a quieter location than other manufacturing activities.

A South African who worked in the wildlife sector for 14 years after gaining his biology degree, Rowan says Hawke's Bay's lifestyle not only appealed to him and his family, but has been a strong drawcard for all of Sirtrack's staff.

The enterprise has grown spectacularly from a cottage-style industry where the local saddler actually made the leather collars for the electronic devices they sold. Now Sirtrack is a mainstream manufacturing company whose staff have had to adjust to their global marketplace. It is a good example of a Hawke's Bay-based company which has expanded outside the region to become a global niche supplier.

## Causing a Riot

Napier-based RIOT Recruitment's founding directors, Rohan Bowyer and Ian Beattie, set up their business in Hawke's Bay after moving with their families from Auckland and seeing the growth potential of the region. The company's name is an acronym of the four partners – Rohan Bowyer, Ian Beattie and their wives Odette and Tania.

Rohan has a technology background, having worked in Auckland with some of the bigger corporations including Deloitte's, TelstraClear and Vodafone. He and his wife Odette returned to her Hawke's Bay roots about four years ago, principally for the lifestyle and schooling advantages the region offers.

He says anyone moving from the corporate scene in Auckland to Hawke's Bay had to have a degree of flexibility in terms of employment and salary expectations, but at the same time, there is a broader range of opportunities. "You can utilise your knowledge in different ways here," he says. He became General Manager of Bayleys Real Estate and continues to have a board advisory role with the firm.

Unknown to them both, he and Ian Beattie at one stage worked in different parts of the same building in Auckland, but did not actually meet until they both shifted to Hawke's Bay and ended up living six doors from each other in Havelock North.

Ian has a background in sales and marketing, both in Auckland and offshore, working in corporations such as Telecom, TelstraClear and

Mainfreight. He also moved to the Bay about four years ago, becoming Advertising and Circulation Director for Hawke's Bay Today.

The formation of RIOT Recruitment in 2007 by Rohan and Ian brought together their commercial backgrounds in a way that enabled them to sit down with firms and understand their businesses. They say recruiting top people for key positions is historically very transactional but simply placing people in a key job and moving on is not their way of working. In fact they will return their fee if the person does not stay in the job for three months and they cannot replace them.

RIOT specialises in recruitment in the traditional management layer and above. It also recruits people in the Financial & Professional Services, Technology, Sales and Marketing, Operations & Logistics and Supply Chain fields. "We build a strong relationship with our clients over a period of time," says Rohan. Rather than work with one client then possibly their competitor a short time later, they prefer to deal with a smaller client base and help them to grow their businesses.

While it's a term that is often over-used, Hawke's Bay's lifestyle was the main attraction for the pair, says Rohan. "The region has a wonderful infrastructure in its roading and utilities and great capacity to grow." The spread of the population between Napier and Hastings may have some disadvantages, but it also means no traffic bottlenecks and a diversity in the two centres. Hastings is the service centre and attracts the bigger businesses while Napier's strengths lie in its professional and tourism services.

Rohan says that when recruiting key people for firms in Hawke's Bay, the region's schooling is an important drawcard. "A lot of people see schooling as essential, particularly if they've come back from offshore, larger markets," he says.

While there is a mix of both local and out-of-region recruitment, Rohan says highly specialised or top executive positions tend to be filled by people from outside the region. However he says he is constantly surprised at Hawke's Bay's "hidden gems" – people who choose to live in the Bay but commute to Auckland or Wellington for their work while they wait for the right job to come up here.

More than half of the job replacements they deal with are not advertised and remain in the shoulder-tapping or database-search categories. And in the current economic climate, there is no shortage of people both from New Zealand and overseas who are quietly putting out their CVs for a wide range of jobs.

Rohan feels that one area of Hawke's Bay's economy that remains under-utilised is adventure tourism, but he sees infinite capacity for growth and innovation in the region's traditional primary production sector. While the region is often seen as being a bit off the beaten track, technology is largely overcoming that and allowing people to work where they want to live, a trend that would continue to benefit Hawke's Bay, he said.

**GUEST BUZZMAKER****Neil Kirton****Chairman, Venture Hawke's Bay**

## Venture Hawke's Bay Sets New Pace for Regional Economy

Venture Hawke's Bay comes into existence on 1 July 2009, having operated as Hawke's Bay Inc for several years. Venture Hawke's Bay will take on dual roles as the region's economic development agency (EDA) and the regional tourism organisation (RTO).

Publicly funded through rates, Venture Hawke's Bay has the task of fostering regional economic performance in search of an inclusive and dynamic regional economy. Venture Hawke's Bay will also promote the region as a prime destination for people to visit for business, pleasure or special events.

These extremely important public functions have only recently been drawn under the umbrella of the Hawke's Bay Regional Council. Over the past decade or so, Hawke's Bay Inc spent \$1.2 million annually of ratepayer funds. The Hawke's Bay Regional Council, Napier City Council and Hastings District Council each contributed \$400,000 towards the activities of the organisation.

The results have been good in places, but often Hawke's Bay Inc experienced a bumpy ride, with much of its activities unaccountable, less than transparent, and captured by sector interests with a financial stake in having spending placed in certain areas of activity. Those people elected and accountable for its spending were unable to effectively direct the organisation.

The situation was not helped by staff in Hastings and Napier Councils with responsibilities for economic development and tourism falling into the age-old Napier versus Hastings parochialism bogey. Collaboration was often replaced with patch protection and duplication of effort. The region's ratepayers were the losers. This situation had to change.

The new Venture Hawke's Bay now has a sustainable home and is appropriately placed in a regional organisation. In an agreement with Hastings and Napier Councils, the \$1.2 million in ratepayer funding will come from the Hawke's Bay Regional Council. Napier and Hastings Councils are required to reduce their rate take by \$400,000 each so that there is no net increase to the ratepayers.

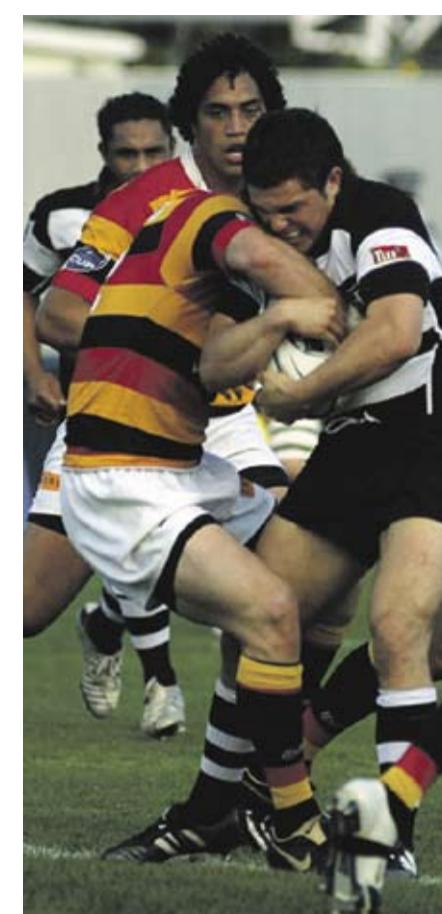
The trick in all this is for Napier and Hastings Councils to keep their end of the bargain. Ratepayers ought to be very vigilant and hard on their elected representatives so that they do not pay the price for any duplicity. The sign of infidelity will be seen in Napier and Hastings staff involved in economic development and tourism outputs pushing for more money and seeking to increase their empires. They can only do this if their political masters turn a blind eye.

It is vital that spending of public funds is transparent and duly elected people are held accountable for this spending. But critically at this time of global economic crisis, Venture

Hawke's Bay has to step up and meet the challenge of supporting a major transformation in the way business is done in the region.

The future prosperity of the region depends on everyone finding a new way in a vastly altered economic landscape. The risk is from Hawke's Bay's parochial councils and their leaders not getting over themselves. But also in our local politicians not seeing the need to be actively involved in driving the economy with sound and well-considered interventions.

A restructured, rejuvenated and regional Venture Hawke's Bay is the right vehicle to take on this task. Venture Hawke's Bay is gathering much better evidence about what strategies actually work for regions like ours. In an alliance with Auckland University School of Business the organisation is ensuring it has robust strategies to meet recession head on. For the first time, we now have an up-to-date set of economic indicators to measure economic health and to inform decisions. There is accountability and transparency with measurable goals. Now it's up to us to deliver.



The Magpies vs Waikato

**Janet Takarangi  
General Manager  
Hawke's Bay Inc**



## Marketing the Bay

location in which to visit, live, work, invest and grow.

We are a business unit of the Hawke's Bay Regional Council and, subject to current public consultation, will be future funded by that body (replacing funding from Napier, Hastings and Central Hawke's Bay Regional Councils).

My hope is that ratepayers (our ultimate funders) will develop a sense of ownership and pride in an organisation that is working hard to provide relevant services to businesses across the region; supporting other agencies within the region and marketing Hawke's Bay to New Zealand and the world on a daily basis.

Exactly one year ago I was appointed as General Manager of Hawke's Bay Incorporated. I would like to share with you what we have achieved in that time.

In the past, our organization has been asked to undertake a wide range of tasks, often with no funding, because someone, somewhere (sometimes in Wellington, sometimes in Hawke's Bay) "thought it was a good idea." These tasks were taken on by a staff already stretched and sometimes with no real clarity around what might be the benefits to the region.

My first task was to review our varied activities and to define exactly what our role is. The most significant change was to refocus the organization to leverage regional growth from three clear platforms:

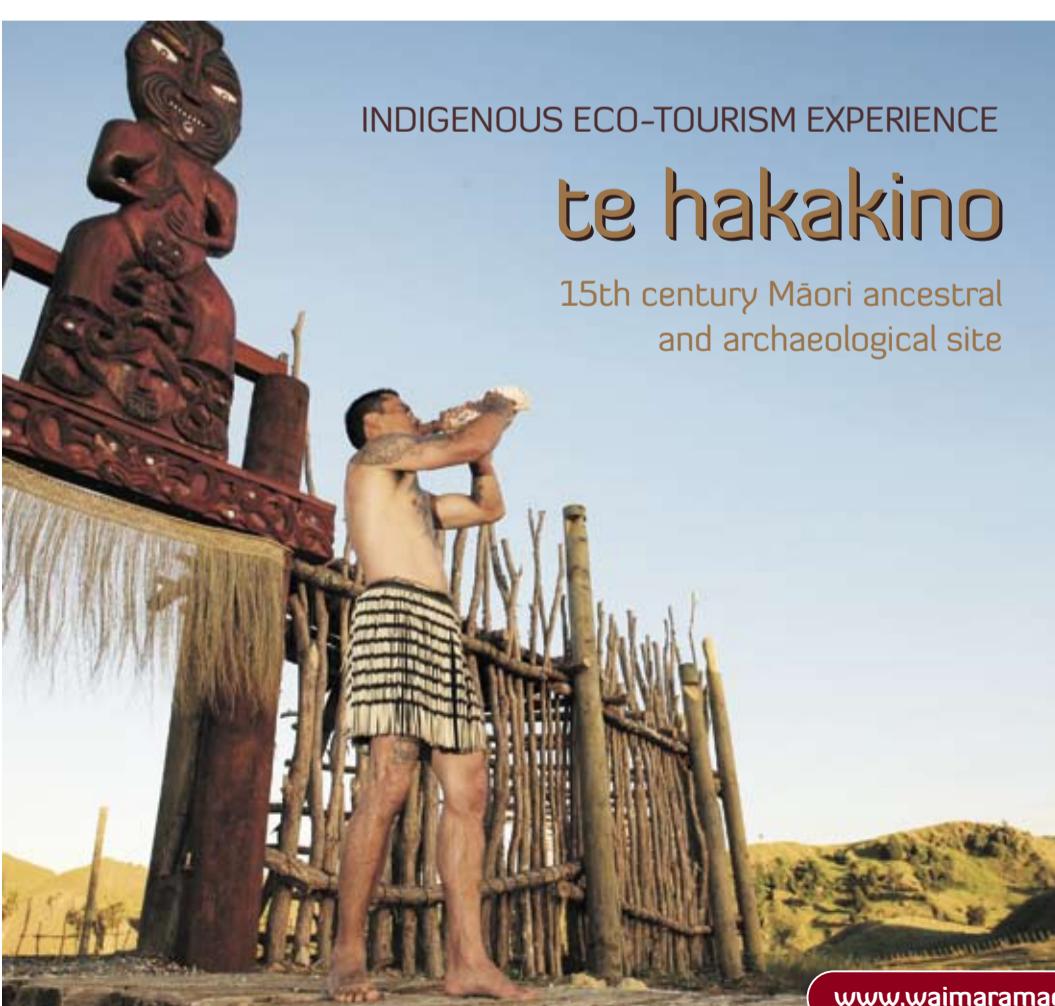
- Regional promotion and marketing;
- Innovation and productivity; and
- Investment and planning.

New managers have been appointed for each of these areas. People with excellent private sector experience now head up these three teams, supported by new staff with communications expertise.

Here's how we go about our business:

- We work with the region as a whole, from Wairoa to Central Hawke's Bay;
- We focus on region-wide needs – we

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are not membership based, so do not have to balance the needs of individual members with genuine regional needs;

- We work with a future-focus and concentrate on the medium to long-term development needs of the Bay;

- We partner – we can't do everything on our own! We have developed strong working partnerships with groups such as Sports Hawke's Bay, Food Hawke's Bay, Hawke's Bay Wine Country Tourism Association, Maori Tourism Organisation, Creative Hawke's Bay and the Chamber of Commerce.

In some cases we contract these groups to undertake management of initiatives for the benefit of the Region. The Sustainable Tourism Project (STAR) is one example of this. Providing services to individual companies in need of immediate business advice to handle the economic impacts is another.

- We act as the access point for Central Government inward funding for the Region. You might be interested to know that we have been able to leverage regional funding of \$1.2million with additional Government funding to a total annual funding of \$2.8million in 08/09.

We have developed a collaborative working relationship with Auckland University Business School. If we are to effectively help firms and companies in these hard economic times, we need to make sure that we are using tried and true methods to make a difference. Dr Ian Hunter, Director of the University's Business Case Centre, is working with us to ensure our economic models give us a true picture of what is happening, develop a productivity toolkit, undertake an innovation assessment with key companies across the region, and explore the concept of a Regional Development Fund to help companies grow.

Overall, the last 12 months have been extremely busy ones and it is gratifying to see the organization finally take a strong shape. Our strong base within the Regional Council gives us a degree of funding predictability to ensure we are working with a medium to long-term view in mind. And with the strategic support of the Board under Chairman Neil Kirton, we are now well positioned to influence how the region will grow and develop. We plan to make our mark with confidence, on your behalf, in support of a region we can be proud of.

If you want to talk further, get more details, or just talk over any issues you think we can help with, feel free to contact me, Janet Takarangi at [janet@hbinc.co.nz](mailto:janet@hbinc.co.nz) or (06)834 1918.

## Working out of recession

Hawke's Bay Inc. has taken a leadership role with other key groups and has developed a regional plan for supporting Hawke's Bay businesses in these difficult economic times. This plan builds on current government-funded support programs already in Hawke's Bay such as the mentoring service provided by Napier City Council and the BIZINFO service provided by the Chamber of Commerce.

Companies needing immediate business advice are directed to the Chamber of Commerce as the co-ordinating agency. The Board of Hawke's Bay Inc. has made funding available to the Chamber of Commerce in order to assist in the provision of urgent, immediate support.

Our focus is helping companies in the medium to long term recovery, and we have identified three main areas for support through working with companies. Companies need:

- Help to maintain international connections and market relationships. We work collaboratively with New Zealand Trade and Enterprise in this area with their network of offices across the globe, offering expertise and networks as well as programmes such as Beachheads.
- Support to maintain staff with essential skills in R&D and design areas, as well as critical technical skills that may have been accrued over time.
- Support to use any downtime in the current environment to refocus on product or process innovation, including productivity improvements.

For more information please visit  
[www.investhawkesbay.co.nz](http://www.investhawkesbay.co.nz)

## Hawke's Bay Inc. – Twelve Month Performance

Here is a snapshot of some of our key accomplishments for Hawke's Bay over the last twelve months.

- We were one of only nine regions to tender successfully for funding from the Ministry of Tourism for the Sustainable Tourism Advisor in Region programme (STAR). As a Region, we receive \$88,000 from Government and we have matched this with regional funding over three years to work with tourism businesses to become sustainable. Our regional goal is to have 300 operators meeting the STAR criteria by 2011, coinciding with the Rugby World Cup. Hawke's Bay Wine Country Tourism Association has been subcontracted to run this project.
- We are one of nine regions nationally that has a partnership with TECHNZ, the Government funding agency for Research and Development. Our TECHNZ expert Jenny Brown has been successful in obtaining over \$600,000 of inwards investment funds since June 08. This funding is matched dollar for dollar by Hawke's Bay companies who will benefit from research and development, ensuring their growth and economic contribution to the Region. There is more to come with some very big and exciting projects in the pipeline.
- We work closely with the Department of Labour on labour market and skills issues. Within the Regional Council, we have developed new economic models that provide us with a clear picture of what is happening across the region and the economy. We have recently published our first report and this will become a regular publication.

With Food Hawke's Bay, we have worked to refresh our regional presence at the Auckland and Wellington Food Shows. We have been doing this for the last 7 years on behalf of our region's food and wine producers. Hawke's Bay is still the star attraction at the shows. Our success year after year is testament to the strong companies we have in this region who understand the need to collaborate under the regional brand, Hawke's Bay Wine Country.

- We are the project manager for the Hawke's Bay element of Rugby World Cup 2011. We have secured the services of Peter Mooney – formerly of Art Deco Trust, to work with the HB Inc. team to ensure that the event is well run, that the region achieves maximum benefit for its companies and economy, and that visitors coming to Hawke's Bay for the Rugby World Cup enjoy a high quality experience. We need to be smart in what we do so that we capitalize upon the Rugby World Cup event for future regional development.
- We manage and maintain the regional website [www.hawkesbaynz.com](http://www.hawkesbaynz.com). We are currently redesigning this site to ensure the successful online promotion of Hawke's Bay to New Zealand and the world as a place to live and work, visit and do business with.
- HB Inc instigated and is now the contract manager of a \$2.6 million project to help the pip fruit industry reposition itself to meet global changes in consumer demand for fruit that have low or nil chemical residues. This is a three year project involving Hawke's Bay, Nelson and Otago – the three regions exporting some 85% of NZ apples in a \$360 million per year industry. PipfruitNZ is the industry partner.

See [www.applefutures.org.nz](http://www.applefutures.org.nz)

# Satisfied Customers

By Tom Belford

What's more important to any business than satisfied customers? And despite getting knocked around a bit by politicians, Hawke's Bay Inc has its growing share, as these comments indicate.

**Hawke's Bay Opera House:** "HB Inc has been the major instigator in achieving a collaborative approach to conference marketing in our region ... Recently we worked with HB Inc to bid for the Conference & Incentives NZ (CINZ) member conference. The Opera House was one member of the committee that won the bid which resulted in bringing major conference organisers to Hawke's Bay and to our venue. This was a real coup for the area and without a doubt would result in generating new conference leads for our venue as well as right across the region ... HB Inc has provided us with vital research on the conferences held in Hawke's Bay and regularly updates us on training and networking opportunities."

**Ross Bramwell, HB Rugby World Cup 2011:** "(We are) starting the work required to make sure that Hawke's Bay makes the most of

what RWC has to offer by showcasing the region and generating maximum economic benefit. HB Inc. is now driving this project ... this organisation has been involved with the process since day one and is well placed to see the job through ... It has extensive links with business, key sectors, and other partner agencies allowing it to make sure that all potential is achieved for regional businesses and people. It is involved with key national agencies which are focusing strongly on RWC at a national level, ensuring no duplication of effort... I am fully confident that the role HB Inc. will play in this project will ensure that the region gets maximum return."

**Southern Lights Biomaterials:** "We have made extensive use of Hawke's Bay Inc. We have had grants to support a range of development needs (Market Development and Global Expert) via the NZTE programmes. We have also been introduced to the local support of NZTE by HB Inc. in a variety of ways, including market intelligence, translations, etc. for a number of new markets. HB Inc has also been instrumental in making introductions to local potential investors in our company, and in managing the process of our securing a substantial Tech NZ R&D grant. HB Inc has provided invaluable support to our expansion."

**Waimarama Maori Tourism:** "It is difficult for a small business like Waimarama Maori Tourism to pay for their own international marketing promotion, and therefore having access to Hawke's Bay Inc has been very important to the growth of our business internationally. The Regional Marketing Team at HB Inc are motivated, hard working and knowledgeable, and they are a great one-stop shop for tourism advice. Waimarama Maori Tourism has utilized their

expertise in many facets of the tourism business ... and they have a number of marketing tools available to tourism operators' in the region."

**Johnny Ormond, Wallingford:** "... as a new operator where does one turn to for help and advice, particularly as one is so absorbed in just doing and learning the demanding day to day stuff of the people business. For us much of that fuel came directly from the enthusiasm and time that HB Inc staff put into our small venture. Goaded to attend meetings to meet other operators and share experiences, pushed by e-mails to join HB wide promotional efforts, or just being available by phone to help, and their enthusiasm is of course infectious – but of all those things these people bothered to actually visit our small establishment and see what the offer actually was all about and then give advice."

**Polymer Systems International:** "Being a small plastic manufacturing company, new to the region and new to applying for any type of government funding, we were somewhat unsure where to turn for professional advice. We were referred to Hawke's Bay Inc and found them very helpful ... (They) looked into the projects we were working on and what we were striving to achieve. They explained the government schemes available to assist businesses and recommended the appropriate paths we should consider. It became apparent that both TechNZ and NZTE funding schemes could be applicable to our situation. With their further assistance, the appropriate forms were filled out and both of our applications were successful ... Working with HB Inc has eased the hoops and hurdles that need to be negotiated in dealing with government departments."



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Sean Bevin  
Economic Analyst

# ARTS & Lifestyle

Roy Dunningham  
Guest Columnist



## Exhibition Review Creative Hawke's Bay Invitational

Sometimes it is good to be proven wrong.

I was dismayed when I learned that Creative Hawke's Bay had, for the 2009 Invitational Exhibition, now showing at the Hastings City Art Gallery through May 31, decided to stand down artists who had shown in these Invitationals for the past two years. This meant removing 20 of last year's exhibitors, 20 of our best and brightest; and I did not believe that 50 more artists of sufficient quality with Hawke's Bay connections could be found to mount a credible exhibition.

The good news is that, even without artists like Wellesley Binding, Sandy Adsett, Riks Terstappen, the 2009 Invitational looks fine.

Along with a healthy contingent of locals, there are some expatriates of national standing such as Louise Purvis, Neil Dawson and Don Driver. The Hawke's Bay connection may be distant and tenuous in some cases but their presence is very welcome.

Of the work itself, I found the sculpture uniformly impressive.

Para Matchitt confirms his standing as a major New Zealand artist with "Pataka", a massive, mounted cube in stainless steel with facets cut into cross and lozenge shapes enclosing

a labyrinth of coloured Perspex planes. Our attention is caught by what we cannot see but would like to see. It is a work of great presence.

The sheer improbability of William Jameson's "Waka" made from a lattice of steel bands invites us to consider more deeply the nature of both the materials and the subject itself.

"Flying Backwards Here" is Perry Davies affectionate view of a time when innocence and integrity characterised domestic architecture.

Others to evoke the past are David Guerin, who contrasts early migrants' nostalgia for home with the industrial realities of their new colonial world; and Martin Selman, whose marble land wars muskets and koru metamorphose into cloth folds which echo other, older master carvers like Bernini.

Chris Bryant might be Hawke's Bay's most under-rated artist. There is an engaging intelligence about his work and in "For Mana and Museology" he looks at the changing attitude of museums towards Maori art, referencing the Pou tokomanawa in the Hawke's Bay Museum and paying tribute to its first Kaitiaki, Raina Tutaki.

Neil Dawson *Old-New-Borrowed-Blue*

Internationally, Neil Dawson is probably New Zealand's most successful living artist. His "Old/new/borrowed/blue" shows why. In this laser-cut steel plate piece he plays with light and space with a design that suggests the willow pattern (from domestic china) coming to the South Pacific. It shows a rare combination of energy and refinement.

Liz Earth bridges painting and sculpture in "Mind Your Hand". While this work is an intuitive assemblage of random images, in true surrealist manner, it does reflect the artist's concern for life both in its creation and destruction. A nest suggests nurturing but the eggs are dice suggesting an uncertain future. Metaphors abound; a fertility goddess morphing into a chicken carcass, a circular nest echoing the nearby moon and ink spatters which echo the drawn foliage. These devices give the work coherence, as does her admirable control of techniques. Liz Earth is an artist who continues to grow quietly in strength.

I love work that makes me think and Helen Kerridge's still life does just that as she takes us on a journey from traditional painting to the philosophical issues surrounding Damien Hirst's Turner prize-winning bejewelled skull and the inflated values of a wealth-fueled international art market. The artist's own view is suggested by her inclusion of a print from Goya's satirical "Los Caprichos" series.

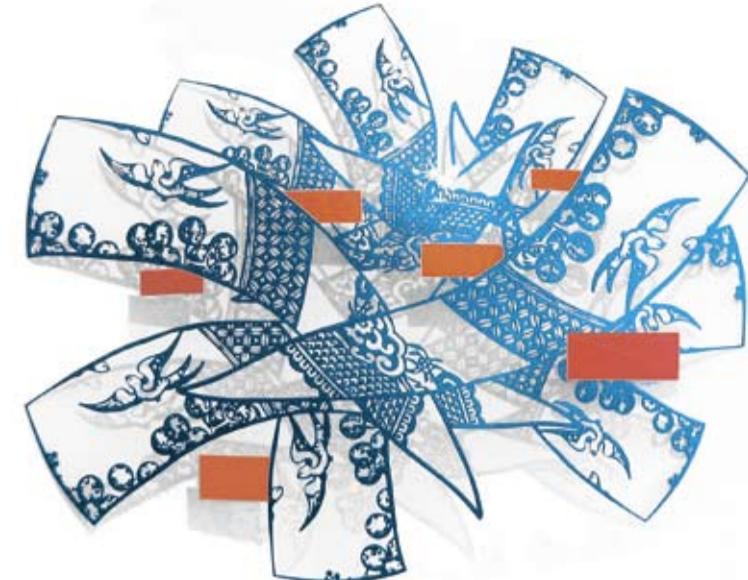
The painting is technically satisfying too – check out the glazed vase – as it plays between the "real" foreground of objects and the paper reproductions behind them. Skilful composition keeps our eye on course in its voyage round the picture. This is a very complete work of art.

By contrast, Jo Blogg uses retired road signs in her triptych "too old, too slow". The past life of the signs becomes part of the work as all those who have used and abused the signs contribute to the texture of wear. Over this Blogg places a precise layer of concentric circles made up of coloured dots. The result suggests a wicked metaphor of colour vision tests (what number do you see?) and stressed out motorists grappling with road directions.

Paula Taafe also involves the viewer with a set of simian faces which appear to interrogate us with a range of human emotions.

All the photographers offer something interesting, from Denise Wilkinson's mysterious floods of light to Jeff Drabble's improbable moment of street theatre where a lone eccentric acts out a magic-making rite. By accident or design Drabble has the figure surrounded by temples: one to art (the museum), one to god (the church) and one to commerce (the skyscraper) towering in the background. You couldn't make this up!

I really enjoyed the drawing on show. Lesley Falls' wall drawings extend her interest in mark making to the rhythms and cadences of written language and a whimsical ink drawing from



Ben Pearce shows he can do 2-D as well as 3-D.

Grant Beran's tribute to surrealist Joseph Cornell is daring and edgy. Using photochemicals to actually make images rather than just securing them, he shows an unsettling view of a world in constant change. Perhaps this is the most truly contemporary work in the show.

Printmaking is represented in Nicole Sanders O'Shea's monumental chronicle of the theatre of domestic life. She draws upon the imagery of mid 20th century advertising but the results have the timeless dignity of Japanese woodcuts.

The variety in this exhibition is almost overwhelming. It also includes some beautifully wrought fabric art, some impressively innovative furniture and a splendidly expressionistic ceramic bowl by Kim Morgan.

It seems churlish to quibble about such a pleasing show but I do have some problems with the format. The inclusion of fifty artists does result in some tailing off of quality and the absence of any curatorial presence has resulted in one or two of our leading artists showing work that does them less than justice.

Viewing so many single works from each artist is difficult. It is like meeting a crowd of people; you say "hullo" but it is hard to have a conversation.

Sometimes seeing 2 to 3 works by an artist makes it easier to tune into their thinking.

As the Hawke's Bay Review loses credibility with artists through erratic selection (last year's Review was the worst that I can remember), so the Creative Hawke's Bay Invitational has emerged as the major showcase for Hawke's Bay art. With a little fine tuning it could be even better. Nonetheless, this is a most enjoyable exhibition and it would be a picky viewer indeed who couldn't find something here that they can relate to.



Para Matchitt *Pataka*

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# Great Music You Wouldn't Otherwise Hear: Grada

By Brooks Belford



Irish Folk Band Grada

"Grada epitomizes for me some of the very best young talent playing on the world music circuit at this moment," says Keith Gosney. He is the local, independent music promoter responsible for bringing this Irish folk band to the Hastings Playhouse Theatre on May 22nd.

Though Gosney has an obvious vested interest, and all I know about Grada is what I've read in the press release and heard on My Space, I have no doubts about his claim.

At age 14, Keith was organizing dances in the Waiouru Community Center. Soon thereafter he discovered folk music and found himself caught up in the music revolution of the 1960's. "I was simply hooked," he says. "I realized very early that if we in New Zealand were ever going to see or hear international artists, I, among others, had to do my bit." And so he has. Andy Irvine, Brendan Power, Martin Carthy and Vin Garbutt are among the long list of artists he's brought to the Bay.

"It's a hobby interest." Keith says of his music work. I only aim to cover costs and to send the artists and audience home after having a great evening." But there's more to it than that. Keith flat out loves good music; loves supporting musicians on their way up; and loves giving people the chance to hear and experience something great.

"All artists have to start somewhere, and it's often through the generosity of small, part time promoters as well as their own drive and commitment, that these artists become 'mainstream' so to speak. Without promoters driven by their passion for music, you would not get the diverse range of music that we have. Small promoters, small venues—including bars and cafes, and even the artists themselves--have to go out on a limb financially just so we can hear something new! But this is how music is grounded."

In all respects, Gosney's music work truly is a labour of love. (Day job: engineer, Harris Pumps & Filtration). But it's earned him a loyal following. It's also made him a key figure in establishing the folk side of a viable alternative music scene in Hawke's Bay. "There is a whole underground music scene within the Bay—small venues, small promoters risking everything to keep alternative or even

'not' alternative music alive. There are some great artists who have visited the Bay but who generally would never see the bright lights of a small downtown venue if it were not for these dedicated folk."

Not surprisingly, most mainstream music offerings are driven by the sobering realities of "astronomical" costs. "Without question there are different but parallel music worlds within Hawke's Bay," Keith says. "And it's often hard to convince people to step out of their comfort zone and take the punt on another genre of music. But get them through the doors and you have won. My experience is that most people are hugely grateful for having been given the opportunity to listen to something that's not mainstream—and actually affordable."

Case in point: Grada, one of Ireland's most successful touring bands on a 150 city world tour including performances at the Royal Glasgow Concert Hall, The National Geographic Society Headquarters in Washington, DC, Dublin's National Concert Hall, and the Sydney Opera House. The muscle behind the band is two former Wellingtonians, double bassist Andrew Laking and guitarist Gerry Paul. They launched Garda in 2001. "Their sound is deeply rooted in the Irish tradition, but also layered with fresh, jazzy tones and strong rhythmic grooves. Think Irish music that's off the beaten track, blended with a diverse range of influences such as Americana, Jazz, and NZ roots that, in the words of the Irish Times, 'come together as if they were lifelong bedfellows.'"

This is the second time Keith Gosney and willing assistants have brought the Garda to Hawke's Bay. Their first appearance was a sell out. Likely this one will be too, says the press release. I'm sure it will be.

*For further details and tickets contact:  
Keith Gosney ph: 876 5867  
kgosney@xtra.co.nz*

Mark Sweet  
Guest Columnist



## Legendary Te Mata

*Fourth in a series on the history of Hawke's Bay wineries, this installment follows the rise and fall – and rise – of one of the regions most iconic wineries.*

The Maori legend is well known: The giant Te Mata lies where he fell after choking to death on rocks he was tempted to devour. Passion was his downfall.

Te Mata was in love with Hinerakau, the beautiful daughter of a Pakipaki chief. Persuaded by her elders to seduce the warrior from Waimarama who constantly threatened their security, Hinerakau succeeded. The besotted Te Mata fell for her impossible challenge of eating a passage way through the hills from Waimarama to the Heretaunga Plains.

The mythic profile of Te Mata's prone body is the most prominent landscape in Hawke's Bay. Nearly within his shadow sits one of New Zealand's finest wine producers, Te Mata Estate.

Vines were first planted on Te Mata by Bernard Chambers in 1892. He was the third son of Quaker educated Englishman, John Chambers, who arrived in Hawke's Bay via Australia in 1854.

A lover of music and literature, his wine making interests appear to have been generated as much by his desire to drink good wine as by commercial considerations. In time, however he succeeded admirably in that respect.

The first vines, Pinots and Black Hamburgs, were planted at the foot of the breast shaped hill at the end of Fulford Road. Today a house sits atop, and recently planted vines cover the north facing slope. Bernard Chambers named the vineyard 'Mamelon,' the French word for nipple, revealing a risqué sense of humour. Perhaps he was also honouring the woman who encouraged him to make wine, French born Hermanze Beetham, who had visited Te Mata and considered the area eminently suitable for grape growing.

After inspecting wineries in France, California and Australia, Chambers applied his research by converting a brick stable into his cellar, and by 1898 was able to record in his diary, "My wine is turning out very well. I made claret and chablis and have given a lot away. I won't begin selling for another year, until the wine is more matured."

Within 10 years, and under the supervision of Australian winemaker J.O. Craike, Te Mata Vineyards was the largest producer in the country having expanded to 15 hectares of vines producing 55,000 litres of claret, hock and Madeira. Plantings included Meunier, Syrah, Cabernet Sauvignon, Riesling and Verdelho. Skilled workers from Europe were given the cost of their passage to work on the vineyard, and the payroll included the names Santoni, Schulz, Cacciopoli and Delavarua.

The greatest threat to Bernard Chambers' burgeoning wine business wasn't lack of finance, skilled labour, or weather, but a tiny aphid related insect which feeds on the root

of the vine. Phylloxera, which had devastated French vineyards in the 1870's, was widespread in New Zealand, and rapidly destroying the vines.

"Unless existing vines were promptly replaced by American resistant stocks the vineyards of New Zealand would disappear one by one" reported viticulture expert Romeo Bragato in 1903. He recommended the destruction of all infested vines, and the supply of phylloxera-resistant stock from government nurseries.

When in 1903 it was proposed to site a 'state vineyard' in Hawke's Bay, Bernard Chambers sold 30 acres, with an option over a further 84 acres, and the Te Mata Viticultural Station was established.

S.F Anderson, who had managed Henry Tiffen's Greenmeadows Vineyard from its inception was put in charge, and the nursery sourced vines from all over Europe to graft onto American root stock.

Even though Hawke's Bay had escaped phylloxera, most of the old vines were uprooted at this time and replaced by the new disease resistant stock from the Government nursery at Arataki.

Bernard Chambers decade of prosperity with wine making came to an abrupt end in 1914. Winter frost destroyed over half the vines, and war was consuming Europe. "The vines are in a disgraceful state, unhoed under the rows, and generally neglected," wrote Chambers in 1916. War, the prohibition movement, and cheap wines imported from Australia had combined to cripple the local industry.

In October 1917 Bernard Chambers sold his winery to merchants, Reginald Collins Limited, and 5 months later he sold the bulk of his 2000 hectare estate. He retained a 50 hectare holding across the road from the winery where he built a new house high on the slopes of Te Mata.

The winery was renamed TMV Wines and by 1929 only 4 hectares of grapes remained. In 1945 brothers Alrick and Warren Toogood bought the business and for 30 years produced the golden elixir of Havelock imbibers... Sherry: sweet, medium or dry. On Friday afternoons there was always a queue filling up flagons from the wooden barrels in the cellar.

Then in 1974, the Toogood's sold TMV to two men with a vision of winemaking as enthusiastic as Bernhard Chambers': John Buck and Michael Morris. Along with winemaker Peter Cowley, they are responsible for Te Mata's current status as a premier boutique winery. Their story will be told in a future installment.

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Furniture: New Zealand's biggest school furniture supplier

photo courtesy of Prodesign

## The Other Economy

Cont. from page 1

One hopes that our local elected leaders "get" that point. It should lead them to put a far higher priority on protecting and improving the essential elements of the Bay's ambient appeal, starting with our environment. Local Councillors can't order up more sunshine (or rain, for that matter), and they can't control the value of the NZ dollar, but they can choose – or not – to nurture the environment. And they can give higher priority to funding the cultural sector, which today's accounts for less than 1% of the Bay's GDP.

It's good for business... and maybe essential for fueling the Other Economy. Which brings me to the last theme. Local government can sit on the sidelines, or choose to matter.

### Local government support

Few of the Other Economy business leaders that Brendan or I have talked to spontaneously mention local government – what it does or doesn't do – as a direct factor in their business success. The role of government occasionally comes up indirectly, for example, good infrastructure (Port, roads), appropriateness of rates, environmental sensibilities.

To date, local government has had a fairly limited toolkit when it comes to directly attracting businesses to the region, or supporting the prospects of existing companies with high growth potential. Perhaps a few promotional tools – a slick brochure (now a DVD!) and website, a presence at some "big city" trade shows, maybe a promise (or even a "Key Accounts" rep) to "expedite" some enabling infrastructure or consents.

But that isn't the whole story.

Local government – especially in its regional incarnation – can be more proactive. Some of its activities can be fairly traditional, like export training and assistance, or helping to

access government-funded R&D grants, or developing region-specific economic models, or planning and implementing marketing programs for the region.

Hawke's Bay Inc has been a favourite whipping boy of local politicians, and with some justification. But as Neil Kirton, new chairman of HB Inc argues in these pages, the organization is now better staffed, securely funded, and strategically focused. It is properly positioned to deliver as a true regional catalyst for growth. And, in fact, Hawke's Bay Inc can increasingly point to success stories that are validated by the organisation's ultimate customers: local businesses.

But Hawke's Bay Inc is also exploring more innovative tools to assist local businesses with high growth prospects (both Other Economy and land-based). One such possibility is a regional investment fund, which would blend capital from a variety of public and private sources (e.g., local high net worth individuals) to finance and accelerate the expansion of existing local companies with demonstrated success and high growth potential. Indeed, HB Inc's parent, the HB Regional Council, is testing public support via its LTCCP consultation for the concept of using some of its own financial assets in this manner.

The idea is not to invest like venture capitalists in innovative but high risk start-up companies, but instead to help fuel established companies with exceptional growth potential.

Personally, I would like to see this kind of investment directed primarily at Other Economy companies, because I see these companies as providing Hawke's Bay with risk-averting economic diversification, higher growth and income potential, and less stress on our environment.

Unlike the land-based economy that

represents 40% of Hawke's Bay's GDP, the Other Economy is not resource-constrained or weather dependent. Arguably it is as unlimited as Kiwis are smart, because at the end of the day, the Other Economy is based upon renewable intellectual capital, not depletable water and soil.

That said, it's not an "either/or" proposition. There's plenty of room going forward for innovation and added-value in HB's land-based economy. With a finite amount of land to exploit, the same brainpower must be brought to bear on the optimal, sustainable use of that resource. That's a subject we'll turn to in the June edition of **BayBuzz Digest**.

all local personnel from mayors to staff at Splash Planet and fire and police services. It also includes the regional operatives of central government ministries. For example: ACC at 50 employees; NZ Transport at 15; Department of Corrections at 470; Department of Commerce at 42; Ministry of Justice at 80; Ministry of Fisheries at 17; and so on. And note: it does not include the army of lawyers, consultants and other contractors who supply services to local government.

Education – 7.9%, 5,878 employees. OK, it's true, not every person in the education system is paid entirely with public money. For example, private tuition pays for some students and activities. And there are private sector skills training programs. But the fact remains, however broadly one defines education here in Hawke's Bay, ultimately the vast majority of it – from public grammar schools to EIT – is being paid for by taxpayers.

Health & Community Services – 10.1%, 7,544 employees. Here again, not every provider of a health service is compensated with public funds. For example, most alternative practitioners, psychotherapists, fitness trainers, yoga instructors and others are paid from private pocketbooks. And other providers, like your GP, are paid from both public and private purses. Still, from surgeons at the DHB to general practitioners to our ubiquitous physios, the public-funded medical industrial complex is huge indeed.

It remains to be seen how impervious this sector of the Hawke's Bay economy is to major recession. My intuition says that most of these jobs fall in the "rather safe" category (though I'm sure this statement will draw some complaints!).

But even if one discounts my public sector total – say by 20% – for the privately-paid component of these services, we are still left with a public sector in the range of 16% of the Bay's workforce. Whatever one thinks of the ultimate value or necessity of each and every service rendered, it cannot be disputed that the public sector is a major and stable anchor of our regional economy.

By comparison, we hear over and over how dependent our regional economy is on tourism, a sector subject to major fluctuations due to external factors from exchange rates to swine flu, that is estimated to comprise about 10% of local GDP. One would have the impression that tourists are the lifeblood of our cafes, restaurants and shops.

Surely they play a significant role. But the next time you're inclined to kick a public employee, consider that they might have a lot more to do with your own livelihood than the typical family on holiday from Oz or Invercargill!

\*Source: Hawke's Bay Inc, Industry Projections Report

## HB's "Bloated" Public Sector?

By Tom Belford

Everybody is for high employment except, it seems, in the case of the public sector. Voters are primed to denounce "bloated bureaucracies" at the drop of a hat, making public employees a convenient target for politicians. Sometimes deservedly, sometimes not.

Of course politicians, reflecting their constituencies, are shrewd in their targeting of public employees. When was the last time you heard a complaint about a "bloated" Fire or Police Service?! Criticisms of the public sector usually relate to some underlying individual grievance, as in "we have too many consents officers, driving us crazy with unnecessary paperwork," or "we have too few, causing unconscionable delays in processing the most routine applications!"

No discussion of the "Other Economy" in Hawke's Bay can be complete then, without a look at our public sector. And by "public sector" I'm referring to people whose wages are paid directly by taxpayers or ratepayers.

By that definition, would you believe that, in Hawke's Bay, the public sector is the largest segment of the workforce? By my reckoning, fully 20% of the HB workforce – 15,051 people – are employed in the public sector.\* That compares to the next two largest sectors – Agriculture, Forestry & Fishing, and Manufacturing – each at 14%.

Consider these three core categories that make up the public sector:

Government Administration & Defense – 2.2% of region's workforce, 1,629 employees. Nobody would argue with that count. This is the hard core of the public sector. It includes

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# BayBuzz BrainFood

A monthly calendar of nutritious food for thought



Welcome to BrainFood, our monthly sampling of what's going on around town. Please contact the organizations listed for more information and to find out what else they have on offer. And, if there are other events and programs you think we should include, please let us know. Just email brooks@baybuzz.co.nz. Special thanks to BrainFood sponsor Clearview Estate Winery & Restaurant.

## BLACK BARN ART GALLERY

Black Barn Rd., Havelock North  
Open 12-4pm, Thurs – Sun or by appointment. 877 7985 [www.blackbarn.com](http://www.blackbarn.com)

TREASURES FROM THE SKULL CAVE – DICK FRIZZELL May 21 – June 14  
Preview May 20, 5:30 – 7pm



NEW WORKS – SIMON KAAN  
Through May 17

## CREATIVE HASTINGS

Hastings Community Art Centre  
106 Russell St South, Hastings  
878-9447 [www.creativehastings.org.nz](http://www.creativehastings.org.nz)

### COMMONWEALTH WRITERS' PRIZE WINNERS

Five Commonwealth Writers' Prize winners read and discuss their work with time for Q&A. Appearing are Marina Endicott (Canada), Mandla Langa (South Africa), Joan Thomas (Canada), Mo Zhi Hong (NZ) and Uwem Akpan (Nigeria). A rare opportunity to hear leading international writers.

May 11, 8pm. Gold coin

Performing Arts Centre, Lindesfarne College. Contact Keith Thorsen [kthorsen@clear.net.nz](mailto:kthorsen@clear.net.nz) to ensure seat availability.



Marina Endicott  
(Canada)

Uwem Akpan  
(Nigeria)

**ARTISTS' CHALLENGE - KEYS, TREES & BROLLIES**  
Annual themed exhibition presents an eclectic, often amusing mix of works in any media by diverse array of area artists. Always worth a visit. **May 26 – June 13. Hastings Community Arts Centre.**

## ENVIRONMENT CENTRE HAWKE'S BAY

220 Russell St., Hastings 870-4942

### COMMUNITY EDUCATION COURSES

Starting May 4: new term's worth of informative, practical courses to help you manage your home, garden, and environment. Courses include: Sustainable Living; Introduction to Permaculture; Native Trees for Hawke's Bay; and Plant Propagation. **Contact Environment Centre for full course listings and details.**

### ECO BUILDING

This workshop introduces concepts of eco design, sustainable building, & sustainable materials. Topics include energy, waste water, materials and more. **May 16 - 17**

**Contact Environment Centre to register.**

### WORKSHOP: FLAX – HARAKEKE

Learn the practical uses of this amazing native plant. Includes sourcing, preparation and weaving project.

**May 16, 10 am-3pm. \$50**

**Contact Environment Centre to register**

### WORKSHOP: SOURDOUGH BREAD MAKING

**May 16, 1- 4 pm. \$10**

**Contact Environment Centre to register.**

## HASTINGS CITY ART GALLERY

201 Eastbourne Street East, Hastings; 871 5095 [www.hastingscityartgallery.co.nz](http://www.hastingscityartgallery.co.nz)

### CREATIVE H.B. INVITATIONAL 2009

Exhibition and sale of new works by emerging and established contemporary artists.  
**Through May 31**



Nichol Sanders OShea Home Executive (detail)

## HAWKE'S BAY CHAMBER OF COMMERCE

205 Queen St., Hastings; 876-5938  
[www.hawkesbaychamber.co.nz](http://www.hawkesbaychamber.co.nz)

### LUNCHEON: CAMERON BAGRI, CHIEF ECONOMIST ANZ BANK

**May 27, 12 – 2pm. \$25**  
The Old Church Restaurant, Meeanee Rd.

## HAWKE'S BAY OPERA HOUSE

101 Hastings Street South, Hastings  
871 5280 [www.hawkesbayoperahouse.co.nz](http://www.hawkesbayoperahouse.co.nz)

### PRETTYFULL WOMAN – THE LAUGHING SAMOANS

One of New Zealand's most successful comedy duos returns to Hawke's Bay with their latest hit show. **May 9, 8pm. \$35/\$25**  
**Book through TicketDirect**

### FOOTNOTE DANCE 2009: MADE IN NZ

Unique showcase of original home-grown dance works by top Kiwi choreographers, set to NZ music. [www.footnote.org.nz](http://www.footnote.org.nz)  
**June 6, 8pm. \$35/\$25**  
**Book through TicketDirect**

## HAWKE'S BAY MUSEUM & ART GALLERY

9 Herschell St., Napier  
835-7781 [www.hbmag.co.nz](http://www.hbmag.co.nz)

### LOOK SOUTH – TEXTILES BY CLAIRE PLUG

One of NZ's leading applied artists, Plug creates contemporary art quilts. The dozen or so quilts in this exhibition are a response to her recent arts residency experience in Antarctica—a place she describes as "a time capsule, an ark and an early warning station." **May 8-Nov 1. Exhibition opening: May 7, 5:30pm. Free**

**GALLERY FLOOR TALK** – Ursula Ryan from the Antarctica Foundation and artist Clare Plug will discuss the Look South exhibition and "Artists in Antarctica" programme.  
**May 8, 11am. Free**

### LAST LONELIEST LOVELIEST – New Zealand & The Empire

This exhibition uses a range of items to examine what the British Empire meant to New Zealanders under its mantle. It investigates how Empire style objects were used as strategic reminders of 'Britishness'. **May 30 – Sept 13. Exhibition Opening: May 29, 5:30pm. Free**

## KEIRUNGA GARDENS ARTS & CRAFTS SOCIETY, INC.

Pufflet Road, P.O. Box 8265, Havelock North  
[www.keirunga.org.nz](http://www.keirunga.org.nz)

### ACRYLIC PAINTING – 4 Week Course

Starting May 6, 7-9pm. \$60

**Tutor: John Spittle**

**Contact: Marjorie 877 8125 or Maggie 877 6567**

Francis Bacon Studio, Keirunga Gardens

### WEAVE A UNIQUE SCARF

Learn basics of 4-shaft weaving

**May 23 – 24, 9:30 – 4pm. \$87.50**

**Contact: Jenny Cook 877 5653**

The Homestead, Keirunga Gardens

## LANDMARKS HISTORY GROUP

Meets 2nd Tues each month  
Hastings Library. **Contact: Michael Fowler 027 4521 056**

### LECTURE: CHIEF TE HAPUKU

by Jerry Hapuku, MNZM, local Kaumatau and direct descendant of Chief Te Hapuku.  
**May 12, 5:30pm. Gold Coin**

## LIVE POETS SOCIETY

Open poetry readings. Meets monthly at Hastings Community Arts Center, Russell St, Hastings. **Contact: Jenny Dobson 876 3463 [jenny-dobson@xtra.co.nz](mailto:jenny-dobson@xtra.co.nz)**

### GUEST POET: CHARLOTTE SIMMONDS

Join the Wellington based poet and established playwright for original poetry reading.  
**May 4, 8-10pm. Free**

### GUEST POET: GLEN COLQUHOUN

The award winning poet, children's writer and doctor returns for another inspiring evening. **June 8, 8 – 10pm. Free**

## MOSTLY ACOUSTIC MUSIC

Open to any musician including vocalists. Meets last Weds of every month 8pm. Take Five, Marine Parade, Napier. **Contact: Richard Nicholson 878 4643.**

## NAPIER MUNICIPAL THEATRE

119 Tennyson St. Napier 835 5905  
[www.napiermunicipaltheatre.co.nz](http://www.napiermunicipaltheatre.co.nz)

**ISLA GRANT with Al Grant & Friends**  
**May 16, 7pm. \$63**  
**Book through TicketDirect**

### ED BYRNE

Ireland's master stand-up comedian returns with his critically acclaimed new show.

**May 17, 8pm. \$47**  
**Book through TicketDirect**

**NEW ZEALAND SYMPHONY ORCHESTRA**  
Matthias Bamert Conductor, Steven Osborne Piano. Program includes Salieri, Mozart and Mendelssohn.  
**May 19, 8pm. Pre Concert talk: 7:15pm**  
**Book through TicketDirect**

## NAPIER OPERATIC SOCIETY TABARD THEATRE

Coronation St., Napier 835 8775  
[www.nos.org.nz](http://www.nos.org.nz)

### DINE & DANCE

One special weekend offers two evenings and an afternoon of sumptuous dining and dancing to live music. Each event is themed:

**May 15, 7:30pm – Roaring 20's Dinner & Dance. \$43**

**May 16, 7:30pm – The 80's Dinner & Dance. \$43**

**May 17, 12pm – Light luncheon, afternoon tea dance. \$30**  
**Book through TicketDirect**

## PLAYHOUSE THEATRE

704 Hastings St., Hastings 878 5946

**GRADA** – This innovative Irish folk band "is to Irish music what Arcade Fire is to the Indie scene – informal, prodigious, and full of spirit." (Washington Post)  
**May 22, 8pm. \$30.**

**Bookings: contact Keith Gosney 876 5867 [kigosney@xtra.co.nz](mailto:kigosney@xtra.co.nz)**



## WAIMARAMA MAORI TOURISM

P 879-9302 M 021 057-0935  
[www.waimaramaori.com](http://www.waimaramaori.com)

**WALK WITH THE ANCESTORS TOUR**  
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# BIG ISSUES GOT YOU BUGGED?

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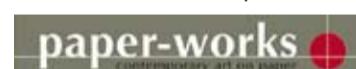
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