



# BayBuzz

## DIGEST

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December 2009



## Who makes a difference in Hawke's Bay? Top 100 Buzzmakers

By Tom Belford

Consider this edition of **BayBuzz Digest** a social experiment.

**BayBuzz** has attempted to identify one hundred individuals in Hawke's Bay who make an uncommon impact on the well-being of the region.

How can one make an uncommon impact? By excelling in some field of endeavor. By influencing the direction of local government on a regular basis. By leading and motivating others to become involved in community activities. By financially, or by outstanding personal service, supporting community causes and human needs. By championing our environment. By modeling important values and behaviours to others in the community. By significantly driving the region's economic, social or cultural development.

The point of this exercise is to celebrate such contributors to the community. To give recognition and show appreciation, to cheer them on to do even more, and to encourage other people to make similar contributions.

In making our selections, we have tried to emphasize today and tomorrow over yesterday. But some individuals have made such a major mark on the community over time that they are included as well. Similarly, since this list is about Hawke's Bay, we have emphasized individuals whose major focus is here in the region, as opposed to bigger ponds... although clearly the Bay is well-endowed with individuals who carry significant influence in the nation and even internationally.

Some might say a "Top 100" list is an audacious notion. That surely hundreds if not thousands of additional people around the Bay in one way or another make life in the Bay better for the rest of us. Does a "list" not detract from their contributions? And who decided this list anyway... what were their biases or blind spots?

Indeed, for some, the very idea of singling out an individual – however deserving – for his or her achievements, is un-Kiwi. It besmirches anti-tall poppy Kiwi egalitarianism.

It's a terrible idea that only a crass American would think of.

Fair enough ... such concerns are legitimately felt and deserve being weighed. Each reader can come to his or her own judgment.

However, in support, this project has been greeted almost universally with enthusiasm. Of the twenty-five people – representing a broad swath of sectors and networks in the community – who were asked to "nominate" candidates for the list, only three did not respond. The rest were pleased to have an opportunity to call attention to individuals they believe deserve recognition. Some wrote amazing testimonials, full of detail, about people they admire. Remarks like:

*"Loved, admired and respected by his students"*

*"A modest, unassuming man who makes a difference."*

*"She is just an amazing person."*

*"She is strong, but quiet and with the humility that often accompanies truly great leaders."*

*"This is one amazing man. I am in awe of him."*

The reality is, people have these positive impressions and feelings ... why not express them?

Altogether, almost two hundred individuals were nominated, covering all sorts of sectors, interests and activities. I take full responsibility for sifting this splendid pool down to the finalists, as well as for further selecting a "First Fifteen" list (with Reserves).

As you will see, some of the Top 100 Buzzmakers (actually, Top 90 ... more on that in a moment) are prominent, active across a range of interests, and probably known to most readers. Others operate "below the radar" or in a specific sector and are not widely known by the public, but clearly have strong reputations and a following within their area of focus.

As for the First Fifteen, here is my reasoning. If you had to put only a limited number of people in a room and ask them to address

any challenge we face here in the Bay, this is the team I'd want on the case. This is a group with a wide range of skills, experiences and perspectives. If these fifteen strong personalities all agreed on a strategy or solution, you can bet that it would be deeply and comprehensively examined, prudent in business terms, future proof, tasteful, culturally sensitive, just, environmentally sound, and in the broad public interest.

Hmmm ... maybe we should elect them Councillors!

So, meet the Top Buzzmakers inside. Come up with your own First Fifteen. No doubt you will disagree with some of the selections. I myself disagree, strongly, on certain issues with some of these individuals. But, by and large, I hope you will agree with our nominators that this is a group of Hawke's Bay's finest citizens and contributors, deserving of our recognition.

Actually, as I mentioned, so far there are only 90 Top Buzzmakers. The final ten are up to you.

If there's someone not on the list who you believe should be, let me know. Send your nominee(s), with a few sentences of background, to [nominee@baybuzz.co.nz](mailto:nominee@baybuzz.co.nz). Or mail your recommendation to BayBuzz, PO Box 8322, Havelock North 4157 (you can use the form on page 7). And in our next **BayBuzz Digest** (February), we will announce the final ten selected and top off the 100 Buzzmakers of Hawke's Bay.

More importantly, if there's someone not on the list who you believe should be, let them know. Your recognition will mean heaps to them and help keep their fire burning.

*Special thanks to Elizabeth Sisson for helping to compile Buzzmaker backgrounds.*

### BUZZMAKERS

#### First Fifteen

Kevin Atkinson  
Morry Black  
John Bostock  
Murray Douglas  
Rodney Green  
Claire Hague  
Douglas Lloyd Jenkins  
Pat McGill  
John Newland  
Graeme Norton  
David Renouf  
Jim Scotland  
Neville Smith  
Claire Vogtherr  
Alayne Watene

#### Reserves

Graeme Avery  
John Buck  
Rod Drury  
Greg Hart  
Anne Maloney  
John Paynter  
Ngahiwi Tomoana

Brendan Webb  
Columnist



## Pewkus



The geologist carefully picked up the deeply tarnished plate. He rubbed some of the dirt off and uncovered a name: Lawrencia.

It confirmed his instincts that this pile of rubble and half-completed seating was some form of monument, or temple, to the reign of the regional governor known as Lawrencus Yulus.

He guessed that the tarnished plate was to be placed on the building when it was completed. For some reason, the Lawrencian Colosseum had been abandoned, possibly about the time of the uprising that had followed the combining of the two settlements on the Plain of Heretuspany. There was little left of the old settlements now. People had moved away over several hundred years, unable to afford new water taxes, grass taxes, the air tax and the crippling grandiose monuments levy.

Behind him in the distance, the arid hills looked like parchment. A handful of goats could be seen but otherwise the land was empty of livestock. He took measurements of the plaque and placed it in a box.

Around him long-abandoned vineyards had become entangled with empty clumps of orchards. Roads were largely empty. People living near the old port relied on tourist ships bringing visitors to see the ruins of the Artus Decus city of Napierion. The more adventurous made the arduous trip to the old site of Hustings, only its partly-disintegrated clocktower rising above the ruins of its shopping malls.

Now a few organic farmers subsisted on produce grown on their small holdings and sold at a weekly farmers market. An enterprising few sold coffee beans to the great city of Jaffas in the north.

.....

Two centuries earlier, a centurion had been standing guard on the wall forming the border with Napierion.

He turned east and sniffed the air. A south easterly wind coming over the Hills of Havus carried a foul smell. The centurion knew it was marsh gas from the Tukas River winding along the valley below Martyr's Peak.

The centurion, Incredulus, was scanning the Plain of Heretuspany for any trouble.

Continued pg.3

FROM THE EDITOR

Tom Belford



This edition rounds out the year for BayBuzz Digest. We've published ten issues this year, with each edition usually focusing on a regional theme...

BayBuzz Digest wouldn't be possible without heaps of help, first and foremost from my wife Brooks, who has done everything - write articles, edit copy, manage production & distribution, sell ads, do the bookkeeping, and bring good taste to bear.

Then there's the writing. I do much of it, but I'm assisted by a small army of volunteer guest writers to whom I'm massively indebted. The "regulars" include Mark Sweet, Elizabeth Sisson, Brendan Webb, Roy Dunningham, Tim Gilbertson and Andrew Frame.

We've also had growing support from advertisers. Altogether, we've had 38 different advertisers this year, with many repeats. Not bad for having no dedicated ads salesperson (note: we're looking for one!!).

If I may be frank, I think advertisers come to BayBuzz Digest because: a) thanks to all that writing help, it's an intelligent publication that appeals to people who actually like to chew over serious issues...

We hope to expand circulation next year, resources permitting, with a goal of doubling distribution to 20,000 homes (that's the circulation for this issue).

With respect to resources, BayBuzz - the Digest and the website/daily blog - is supported partly by advertising and partly by contributions. And I'm not ashamed to say... we need more of each!

If you advertise in any other publication in the Hastings-Napier environs, you should be considering BayBuzz, print and online, instead. All the necessary details are on the BayBuzz website.

And as an individual, if you want to support feisty "watchdog journalism" that provides in-depth coverage of local and regional issues - and effectively nips at the ankles of our elected officials - then open your wallet and make a contribution. All of us will be deeply appreciative (well, maybe not the politicians). You can contribute easily online on our website.

As you know, 2010 is a local body election year. It's a hugely important time for BayBuzz to be in the thick of it, covering the issues and candidates with a depth and persistence that no publication in the Bay will match, full stop.

Whether you help underwrite our efforts or not, we encourage you to give us your feedback. For awhile now, we've had a reader survey available online for this purpose. Almost 300 readers have given us terrifically useful feedback, and a few have cursed us out.

BayBuzz Digest will take a brief sabbatical 'til February, but our daily blog will remain on the watch, except for a few holidays off.

I hope you enjoy this edition. And my apologies if you're not on the Top 100 Buzzmakers list ... maybe next year!

Issue Updates

What kind of growth?

Initial consultation has opened regarding the Heretaunga Plains Urban Development Strategy. You have until January 15th to speak up.

This planning exercise, jointly conducted by the Napier, Hastings and Regional Councils, will carry into next year and will then drive revisions to formal district and regional plans.

Three preliminary growth scenarios are being "road-tested." All make a common set of assumptions about existing land use, projected demographic trends, economic growth, environmental considerations, etc.

The study covers the Heretaunga Plains including settlements on the fringes such as Maraekakaho, Puketapu, and Paki Paki, as well as Waimarama, Ocean Beach, Te Awanga, Haumoana and Waipatiki.

Briefly, the three scenarios are:

Option 1 involves carrying on as we are, continuing to expand outwards on the edges of our existing settlements;

Option 2 involves some consolidation while allowing some growth off the Plains (on the hills);

Option 3 involves intensive development within the existing urban boundary.

All of the options, with supporting background papers, are presented on the project website: www.hpuds.co.nz If nothing else, you should read through the four-page briefing newsletter, which includes a submission form to download or complete online.

Send in your views! This is your opportunity to address the balances you would like to see our Councils strike as they stipulate future rules that will determine our region's growth and land use patterns; our approach to urban design and meeting our housing needs, our commitment to protecting valuable soils, ecosystems and landscapes; and our commitment to sustainable lifestyles.

Pretty important stuff, don't you think?!

Taking aboard this round of consultation, the planning group will evolve a preferred scenario to present for final public consultation next March/April. But once a scenario is blessed by the three Councils for final consultation, it will have heaps of momentum behind it. Now is the time to get your views in.

Promote Kea

Recently Sir Stephen Tindall launched the Hawke's Bay chapter of Kea, a worldwide network for Kiwis working abroad. New Zealand has the highest proportion of its citizens living overseas of any OECD nation (about 750,000)... including 24% of highly skilled New Zealanders.

Tindall, founder of The Warehouse retail empire, is the chairman of Kea, which numbers

25,000 members in 174 countries, chiefly in Australia, the UK, the US and Canada and a growing contingent in China.

Kea provides business and social networking opportunities for Kiwis within these various countries, connects Kiwis abroad with business people based in NZ, and vice versa. Tindall gave impressive examples of how entrepreneurs here in NZ have been able, through Kea, to tap into the small army of highly-placed Kiwis working overseas to advance their business goals.

And now with Venture Hawke's Bay serving as Kea's partner here in our region, that process can work in reverse. Kiwis abroad looking for business or investment prospects in Hawke's Bay can be introduced to relevant people and resources here, and can generally keep abreast of opportunities in the Bay through VHB's dedicated area on the Kea website.

If you do business abroad, you might want to check out the resources Kea can offer. And if you have Kiwi relatives, friends or business associates working abroad, tell them about Kea and urge them to sign up here: www.keanewzealand.com

Green Farmers

The HB Regional Council has formally joined the Ballance Farm Environmental Awards program, joining many other regions who participate. Some Councillors are concerned that getting in bed on a farming best practices awards program with Ballance, a big promoter of chemical fertilisers, will send a message contrary to the HBRC's sustainable land use orientation.

But a majority of Councillors, supported by BayBuzz, thinks this awards program is a good idea, precisely because they do reward sustainable farming practices (and Ballance isn't involved in the judging). To help motivate participation, an award must be significant in the eyes of farmers, and the Ballance Awards carry that prestige. So at least this is a good place for the HBRC to start.

Ironically, on the same day that the Regional Council was adopting this program, the Green Party was announcing its new "Good Farm Stories" program designed to celebrate the reality that indeed there are "green" farmers in New Zealand. This is a great idea for the Greens.

Said the Green Party's Jeanette Fitzsimons: "I think it is time New Zealanders heard more about the Good Farms Stories happening in their countryside - too often the focus gravitates to the issues of conflict, pollution or bad farming practice. But for every Crafar farm disaster there's ten good farmers doing good stuff and I'm keen to highlight their stories, their experiences and their contribution to keeping New Zealand clean and green."

Three HB farmers are on the list already - John & Vicki Bostock, Hastings; Bruce Wills, Napier; and Greg & Rachel Hart, Otane. Check them out and other exemplary farmers at: www.greens.org.nz/goodfarmstories

ACCOUNTANTS COMMERCIAL

Advertisement for Riot Corp recruitment featuring 'We Love JOBS' and 'Hawke's Bays Recruitment Specialists' with contact information for enquiries@riotcorp.co.nz and phone number (06) 835-4550.

Airnet logo and contact information: Broadband + Phone lines + Tolls, Phone: 0508 247 638

REVOLUTIONARY RECRUITMENT

## Tim Gilbertson Columnist



# Looking At The Stars

We had heroes aplenty in my boyhood days. Most of them were returned soldiers. We had so many war heroes that I didn't know until my twenties that one of my neighbours had won the Military Cross at Cassino, and another had been in Ngarimu's platoon on Takrouna when the Te Aute Old Boy won the Victoria Cross. No one talked about it much.

I had four boyhood heroes. The last of them died a month ago aged 93. Two of them achieved military distinction. One of them was prominent in civic affairs and good works, and the fourth was a champion all-rounder.

Their common attributes were modesty, integrity, a solid work ethic, the ability to express a view without rancour or giving offence, whether the view was fashionable or not. They were respectful of others but did not suffer fools gladly, and led by example. They treated everyone the same from the lowest of the low to the governor general. Although one of them did behave rather badly at a squadron reunion at government house half a century ago.

They were all well read, took a wide view of human affairs and got things done with a minimum of fuss and paper work. Best of all, they all shared that greatest of New Zealand characteristics: a delightful self-deprecating sense of humour, which, except in Parliament, never allows us to get too big for our boots. In short, the opposite aspect of the nefarious tall poppy syndrome.

There's been a sea change in public attitudes since those men lived and died. In principle we revere the modest Kiwi achiever. But I don't see that any of my boyhood heroes would have been comfortable advertising trinkets on television or selling photos of their baby to the Woman's Weekly.

But they must be out there. Perhaps the Greenies are the modern heroes. This week the

Government Laboratory in Hawaii measured carbon readings of 390 parts per billion, the highest in a million years. And the East Antarctic ice sheet is melting faster than we thought. Maybe those pesky doomsayers are the new heroes... The end of the world is at hand, so don't extend the airport.

You could pick out innumerable people who help out those less privileged or fortunate than themselves. The unsung saints will always be with us. But they tend to work locally and seldom change the world. The captains of industry are sort of heroic, although the mantra that full employment guarantees happiness is well discredited... except by Treasury and John Key.

Farmers used to be heroes. The country's prosperity rode on the sheep's back. But now they are villains who pollute rivers and spread 1080.

Perhaps television provides the new breed of hero. I wouldn't know. My set broke down in 1998 and I never replaced it. I once watched an entire episode of Shortland Street to win a bet. It convinced me that if the Street is even a remote reflection of modern post industrial society, the human race is a doomed species. And deservedly so.

If it comes down to choosing, I nominate the tree planters and foresters. They fulfill the requirements. They get out there and with a minimum of fuss, with professionalism, dedication and enthusiasm, they quietly beaver away to make the world a better and more beautiful place. If geography ultimately shapes history, they may yet save the planet.

In any case, the doer is more heroic than the talker, and there is no question that in the field of high achievement, the spade is mightier than the word.

Who knows? One day the Bogans of this world may be glued to their television screens, enthralled by the latest episode of Shortland Forest ... a gritty drama set in native bush, reflecting the concerns of contemporary Aotearoa.

Oscar Wilde, who never planted a tree in his life, said: "All of us are in the gutter, but some of us are looking at the stars." The true heroes are those who are quietly cleaning up the gutter while the rest of us talk about designer space rockets.

The good guys are everywhere, but if they are true heroes, most people won't even know they are there.

## Pewkus

Cont. from Pg 1

The water wars which had wracked the region for a decade had briefly died down but now it was spring, the unrest would begin again.

The rotting smell seemed to be getting worse these days. The river had died several centuries earlier and as the seasons got warmer, it had finally oozed to a stop. Its flow had already been choked off by the Waipukus people to the south, who had diverted its flow from the rugged mountains to the west. They now fiercely protected their valuable water behind thick limestone battlements.

The Waipukus were a tribe of stone collectors who had been stockpiling shingle around their riverbanks for centuries. When the land became denuded, the fine stones and lush loams of the Waipukus became highly prized for stone cottages, resulting in lavish stone-clad villas being built on the dry slopes of the bay's hills.

Many of the older tribespeople had been teens around 60AD, a decade often regarded by historians as the Second Stone Age. Many still paid loud tributes to their stone collections at special gatherings such as weddings or 60th birthday celebrations.

.....

The centurion walked along the wall above the river which flowed into the bay just a few hundred yards away. Incredulus was always uneasy when he was on duty near Napierion, with its solid, multi-storeyed homes looking south toward Awatotus, once a dilapidated collection of rusting buildings, now a giant dung works providing gas to the hilltop villas and heating public baths on the seafront.

Incredulus had reason to be uneasy. Only six months before, followers of the prophet Bertus had stormed the north gate, waving colourful cravats and brandishing umbrellas. Some had carried banners showing pictures of Barbarus Arnottus and the date 210AD.

Barbarus had been the Bodicea of the Antipodes, the Iron Maiden of Marineland, as Napierion had previously been known. She had single-handedly fought off the Hustings army of Lawrencus when it had swarmed toward her walls that year.

Lawrencus had made his move earlier, offering the Napierions six months of bottled water and a free braeburn apple tree to merge the cities into one big forum.

But Barbarus was not beguiled by the notches on Lawrencus' belt. She liked her air salty, not sulphurous. Napierion's port was its crown jewel. "Why shack up with a country bumpkin when you could get on board with a sailor?" she thought.

Barbarus knew she could always rely on seafarers and ships to save her city. They had come to its rescue after the great quake of 31. In fact she had toyed with the idea of making the city's slogan "Hello sailor."

On the day of the ballot, as Lawrencus carefully girded his loins for his hoped-for forced marriage with the Napierions, Barbarus had slipped into her leather riding gear and raced down the twisting lanes of the Napierion hill in her chariot, whipping her councillors into a fighting frenzy.

"Friends, voters, Napierions," she told them. "We must fight for our honour, our leadlight treasures, our sunburst frontages and our Corinthian columns. We need a groundswell at the Soundshell."

"They want to put their clay sheep in our palm-fringed boulevards, swap our blazers for black singlets, our silk dresses for home-spun cardigans. They see us as some quaint seaside museum, inhabited by odd people who like dressing up like their great-grandparents and entertaining seafarers."

She tapped her riding crop for silence.

"So we have a choice: Their soldiers or our sailors?"

"Hello sailor!" roared the councillors.

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Simon Tremain  
simontremain@tremaains.co.nz



Farmlands  
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### Tremaains blooper

The blokes (and some of the girls!) at Tremaains participated in 'Movember' this year with many shapes and styles coming out in support of mens health! Havelock North consultant John Edmonds decided to 'pike out' so Simon advised him he would need to dress as a girl for the final photo and beers! Take a look - he/she wasn't too bad!

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# Top 100 Buzzmakers

## Photos signify "First Fifteen"

### SANDY ADSETT

A leading Maori artist and gifted teacher who plays a significant role in the wider art community and amongst Maori. He initiated and drove the development of the Toimairangi Art School within Te Wananga o Aotearoa to teach contemporary Maori art.

#### About Sandy Adsett

"Sandy Adsett is a 'gentle giant' - loved, admired and respected by his students and the art community. His official title is "Pouako Matua" (Leader). His dedication and total commitment to his students is legendary. He encourages them to transcend boundaries and to put their work out into the community."

### IVAN APLIN

Avid cyclist who manages the 330-member Ramblers Cycling Club, second largest in the nation. Champion of the proposed velodrome as part of the regional sports park.

### KEVIN ATKINSON

Owns and directs business software company Information Management Systems Ltd (IMS), servicing over 10,000 companies nationwide. Director of Unison for 12 years, now Board Chair. Health advocate as occasional Chair of the DHB. Financial Director of the Hawke's Bay Rugby Board (IMS is corporate sponsor of the Magpies) and retired Deputy Chair of The Eastern and Central Community Trust. Serious badminton player.

#### About Kevin Atkinson

"We would not have HB Rugby where it is without him! In the past he has done the same for HB Basketball."

### GRAEME AVERY

Owner and CEO of Sileni Estates Winery. Nationally recognised for his contribution to health publishing, elite and developmental sport, and tourism in New Zealand. Instrumental in the establishment of the "Hawke's Bay Wine Country" brand, Food Hawke's Bay and the

Hawke's Bay Farmers Market. Currently Chairman of the New Zealand Food & Wine Tourism Network.

### JOHN BAKER

Lawyer and Rotarian in Havelock North, chairs the Hastings Rotary Pathways Trust. The Trust works with the similar Napier Rotary Pathways Trust and with councils and agencies to fund, build, extend and maintain the growing network of bicycle paths in Hawke's Bay

### BRUCE BEATON

Managing Director of Apollo Pac. Operates one of the Bay's leading export packing and cool storage facilities and grows fruit on over 400 hectares. A major provider of seasonal jobs in the Bay. Port of Napier Director. With brother Iain, owns Greenmeadows New World and Taradale McDonald's.

### MORRY BLACK

Director of the Mauri Protection Agency. An expert on resource management policy, Morry is the "go to" advocate when Maori interests need to be represented in RMA matters. An accredited hearings commissioner, Morry also serves on the Maori Committees advising the Hastings and Regional Councils.

### JOHN BOSTOCK

President of J.M. Bostock Ltd. Largest grower of organic apples in NZ, along with onions, squash, stock feeds ... and Rush Munro ice cream. His business philosophy: "The company is fortunate to be operating in one of the most wonderful clean and green locations on earth. It is our duty to leave the fertile soils, rivers and underground artesian aquifer undamaged for future generations to enjoy." Company goal of 100% organic by 2016. Champions a GE-free NZ.

#### About John Bostock

"Guys like Bostock are amazing... from nothing built a \$100M a year business."

### ROSS BRAMWELL

Former chair of HB Regional Council. Chaired the McLean Park Trust and now chairs the HB Rugby World Cup 2011 committee. "A modest, unassuming man who makes a difference," wrote his nominator.

### JOHN BUCK

A modern "Godfather" of Hawke's Bay winemaking. Chairman of Te Mata Estate. Recognised NZ-wide and beyond, including an OBE, for his contribution to the wine industry. Chairman of the HB Opera House. Established NZ Poet Laureate program. Avid golfer.

#### About John Buck

"Put Hawke's Bay wine on the map."

### BRUNO CHAMBERS

Farmer. Defender of Ocean Beach and the Tukituki. Chairs Te Mata Park Trust board.

### JUNE CLIFFORD

Retired Napier Girls' High music teacher. Spent decades bringing music and music appreciation to New Zealanders locally and nationwide. Now active with Chamber Music NZ, staging concerts throughout the country. Currently assisting with fundraising to refurbish Napier Cathedral's organ. "She is just an amazing person," wrote her nominator.

### ANDY COLTART

Farmer turned designer, builder, developer. With Kim Thorp founded Black Barn Vineyard and Winery, with bistro, accommodations, amphitheatre, art gallery, and producer's market. Also built and operates guest properties in Tuki Tuki valley and Waimarama Beach.

### SIR SELWYN CUSHING

Contributor to various HB civic activities. Involved with public companies for almost fifty years, has multiple director and board chairman positions to his credit. Currently chairs boards of Rural Equities Ltd., New Zealand Rural Properties Trust Management, New Zealand Symphony Orchestra, Skellerup Holdings, Air New Zealand, Carter Holt Harvey, and others.

#### About Selwyn Cushing

"Selwyn Cushing's business interests in the region are vast. He has made large charitable contributions to the arts, most notably his family contribution to the Hawke's Bay Opera House. Most of these contributions are done without any public knowledge."

### GILLIAN DAVIES

Has directed numerous sell-out theatrical productions in Napier and "is no ordinary director," writes her nominator. "She is recognized nationally... as being an exceptional person." Has taught speech and drama in Napier for many years and has long-time involvement with the Napier Performing Arts Competition. Life member of the Napier Operatic Society.

### MURRAY DOUGLAS

CEO, Hawke's Bay Chamber of Commerce. Advocates business interests in a socially and environmentally aware context. "Inside" perspective from experience as former CEO of the Dunedin City, Sydney and Waikato Regional Councils. Chair, Opera Hawke's Bay. Grower of cherries, peaches and figs.

#### About Murray Douglas

"Murray Douglas has done a great deal to put the Chamber on the map and to fuel/champion the debates we need to have about the performance of Hawke's Bay. He goes above and beyond the call."



### ROD DRURY

Founder and CEO, Xero, a business and personal accounting software developer. On Board of NZ Stock Exchange and Advisory Board of TradeMe. Twice NZ's Tech Entrepreneur of the Year. Strong advocate of bringing serious broadband to the Bay. Instigator of www.fruitbowl.co.nz - a network for the Bay's ITC community. Action sports enthusiast.

#### About Rod Drury

"He has passionately facilitated the development of a regional fibre strategy and initiative."

### DOUG DUCKER

Managing Director, Pan Pac Forest Products, the Bay's largest private sector employer. VP of HB Chamber of Commerce Board. Also chairs the NZ Forestry Council.

### MARIE DUNNINGHAM

As Secretary of Hastings Grey Power, serves as a frequent advocate on Council and DHB matters on behalf of 2500+ members. Started Grey Power's weekly program on Radio Kidnappers and presented the show 'til last year.

### HAMISH GALLOWAY

Model dairy farmer in Takapau. On Regional Council's new dairy liaison group. Using biological farming methods, he has achieved a positive carbon footprint and increased soil carbon from three to seven percent in less than three years.

### JUNE GRAHAM

Member of Dept of Conservation's East Coast HB Conservation Board. At age 77, committed member of the BayWatch environmental team and frequent submitter to Councils. Represents the voice of those elderly people who feel it is pointless to even make an effort. Says her nominator: "June gets the bouquet of the year for driving to Wellington to make a submission on the Resource Management Act changes. She is a generous soul who never loses hope!"

### RODNEY GREEN

Napier businessman and philanthropist. Owns and operates the city's Bluewater Hotel. He is a significant supporter of sport and recreation in the Bay, including the Pettigrew-Green Arena, McLean Park and Centennial Hall.



### CLAIRE HAGUE

Deputy Chief Executive at EIT Hawke's Bay. Former principal of Napier Girls' High School. Awarded the Officer of the New Zealand Order of Merit for services to education. Has taught at Tamatea High School, Colenso High School (now William Colenso College), Whangarei Girls' High School, as well as at Napier Girls'.



### ANGELA HAIR

Member of Baywatch, HB's environmental watchdog group. Frequent submitter and advocate of sustainability before area Councils.

### GREG & RACHEL HART

Own and farm the 600 hectare Mangarara Station at Patangata on a sustainable basis. With Air New Zealand launched a program where passengers can donate to environmental projects - in the Harts' case, planting what soon will be 87,000 trees on



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**DAMON HARVEY**

With Anna Lorck, he founded Attn! Marketing, which promotes numerous prominent Bay projects and organizations. Board member of Sport HB and a trustee for the Jarrod Cunningham Youth Sports Trust.

**SANDRA HAZLEHURST**

President of Hastings City Marketing, a voluntary elective position from which she energetically advocates for the city's retail and other businesses.

**CRAIG HICKSON**

Managing director of Progressive Meats Ltd. Recently named the HB Chamber of Commerce Business Person of the Year. Runs a mixed 1,200 hectare sheep, deer and beef farm in Hawke's Bay and is a director of the New Zealand Meat Board.

**PETER HOLLEY**

CEO of Mission Estate, NZ's oldest winery and host to the region's premiere annual music event. Board member of Venture Hawke's Bay. One of the most sustainable wineries in the country, Mission has substantially reduced its water use in the vineyards, uses five times less energy to produce its wine than the average winery, uses organic fertilizers ... yielding one of the lowest carbon footprints in the industry.

**TAMA HUATA**

Formed the The Kahurangi Maori Dance Theatre 40 years ago to create cultural, educational and employment opportunities for young Maori people in traditional performing arts and to present these arts in a dynamic and contemporary manner. The theatre's touring teams have traveled the world. Named an Officer of the New Zealand Order of Merit.

**TE RANGI HUATA**

Driving force behind the Hastings Festival of Lights, the city's official alcohol-free New Year celebration, as well as the Hawke's Bay Waitangi Day celebrations and the Fishhook Festival. Founded the Matariki winter solstice festival.

**RICHARD HUNT**

Managing Director of Haulage Transport. Lives and breathes rugby. Chairs the Hawke's Bay Rugby Union, which sponsors the Magpies, for whom he played 148 games, served as captain and, when he retired from play, as coach.

**SANDY IBBOTSON**

Started the all-volunteer Napier Community Patrol three years ago. Now consults with patrols in eight Hawke's Bay communities and represents the district at the national organisation.

**VERY REVEREND HELEN JACOBI**

As Dean of Waiapu, leads the Napier Cathedral community. First woman to be appointed Dean of a Cathedral in New Zealand.

**DIANA KIRTON**

Assistant Head of School, Health, Recreation and Sport at EIT. Mental health advocate. Elected to Hawke's Bay DHB and the HB Power Consumers' Trust.

**CAROLINE LAMPP**

Manager, DOVE HB, which provides support and education programmes for women experiencing family violence and Stopping Violence programmes for men who have offended. Also serves youth who have witnessed or been victims of family violence.

**MATTHEW LAWSON**

Principal in Lawson Robinson law firm. Often represents Hawke's Bay councils. Chair, Environment, Conservation and Outdoor Education Trust (ECOED).

**ANDRE LE GEYT**

Programme manager for Kahungunu Hikoi Whenua, a \$5 million innovative Maori health promotion programme for the Ngati Kahungunu Iwi rohe, focusing on community delivery of preventative health care.

**DOUGLAS LLOYD JENKINS**

Directs the Hawke's Bay Museum & Art Gallery. Spearheading the Museum's redesign and renovation. Nationally recognized design historian, writer, critic and lecturer. The face of TVNZ's *The Big Art Trip* and recipient of the Montana Book Award for *At Home: A Century of New Zealand Design*.



**GRAEME LOWE, QSM**

Founder President and Managing Director of Lowe Corporation. Involved over forty years in meat processing, tanning, fellmongering and rendering. His predecessor company, Lowe Walker, became NZ's largest privately owned meat processing company. Has supported many community causes, including the rescue helicopter service, the HB Opera House, HB Rugby Union, and McLean Park's Graeme Lowe Stand.

**About Graeme Lowe**  
"Revolutionised meat processing in NZ."

**DAVID MACKERSEY**

Managing Director at Mackersey Construction, a major commercial builder (e.g., Ahuriri's Crown Hotel), developer and property manager in Hastings and Napier.

**ANNE & PADDY MALONEY**

Environmentalists. Projects include protecting Ocean Beach and mentoring award-winning Waimarama Maori Trust. Paddy's Waimarama Coast Care group earned a HB Environment Award for its work on restoring Waimarama's coastal dunes.



**BRIAN MARTIN**

Professional company director, business consultant and financial adviser. Until recently, Chairman of Unison. Director of Wakefield Health Ltd and Mission Estate Winery. Spearheaded redevelopment of Royston Hospital. A sponsor of Hawks basketball for many years.

**IAIN MAXWELL**

Regional Manager of Fish & Game NZ. Extensive involvement with the management of sports fish and game bird resources in the Bay, Taupo and Rotorua. Outspoken on water pollution in the Bay and instrumental in initiating action to address it.

**ROD McDONALD**

CEO and chief winemaker of Matariki Wines. Chairs Hawke's Bay Winegrowers. Active industry advocate, marketing strategist and judge.

**PAT MCGILL**

Founder of Napier Pilot City Trust, advocating that Napier should be a model for social experimentation. Influenced central government and Napier City policy on social services in the late 80s & early 90s, and at age 85 is still going strong. Sponsor



of the Robson Collection on Justice Issues at Napier Library. He's the nemesis of the Sensible Sentencing Trust.

**About Pat McGill**

"Pat has made a significant difference to Napier in championing biculturalism, supporting the underdog, showing us the 'little people' who work out of the limelight, and thus helping weave the many threads in our community together."

**MARGIE MCGUIRE**

As representative of the Chadwick Family Trust, she successfully led Maori opposition to the Northern Arterial Road. Says her nominator: "She is strong, but quiet and with the humility that often accompanies truly great leaders. But don't be messing with her – the woman has courage and tenacity. She was the key galvanising force for Maori."

**RAY MCKIMM**

Founder and managing director of Big Save Furniture, with nineteen stores throughout NZ. Moved headquarters from Auckland to Napier and developed \$30 million Ahuriri Business Park.

**STUART McLAUGHLIN**

Partner at Langley Twigg law firm. President of HB Chamber of Commerce.

**MAREE MILLS**

Directs Hastings City Art Gallery. Dedicated to making HCAC a key player in the region's art scene and a major cultural destination for Hawke's Bay residents and visitors. Has published on Maori and digital media.

**KEVIN MITCHELL**

President of Federated Farmers Hawke's Bay. Tackles all the issues and events that affect local farmers: economic recession, drought, snow, sustainable land use, regional transportation, RMA matters and Councils' policy-making.

**JOHN NEWLAND**

Business and local government consultant. Director or advisor to broad range of HB enterprises, including Marist Holdings, 3R and Stewart Financial Group. Chair of HB Power Consumers' Trust. Chair of HB Helicopter Rescue Trust. Former CEO of Farmlands. Avid thespian and Patron of Theatre Hawke's Bay. Pianist and whitebait fisherman.



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**SIMON NIXON**

Video producer. On Board of HB Wine Country Tourism Assn. Champion of airport runway extension. Council gadfly and occasional Hastings mayoral candidate.

**GRAEME NORTON**

Co-owner and director of award-winning 3R Group, perhaps the "greenest" company in the Bay, with a mission of helping other companies and entire industries adopt sustainable business practices. Member of Executive Committee for NZ Business Council for Sustainable Development. Board member of HB Chamber of Commerce (3R sponsors the Chamber's Sustainable Business Award). Founder with 3R partner Bruce Emerson of the Product Stewardship Foundation.



**HENARE O'KEEFE**

Social activist and champion of Flaxmere. Hastings Councillor. Director of U-Turn, a charity organized to support community betterment projects in Flaxmere, such as a community garden and a 2010 calendar featuring "heroes" of Flaxmere.

**DENNIS OLIVER**

Led establishment of the Havelock North Community Patrol, putting together and coordinating a group of 30 volunteers. Has been member of the Hastings Safer Community Council, foundation member of the Tiaki Tamariki Trust, Board Member of the Radio Kidnappers Charitable Trust. Ran the Napier/Hastings YMCA until his retirement.

**SAM ORTON**

New Chair of HB Wine Country Tourism Assn. With wife Mary has operated Orton Catering in Hawke's Bay for over 20 years. The company operates food services at Black Barn Vineyards and Sileni Estates. Sam received the Outstanding Hospitality Personality award in the 2009 HB Hospitality Awards.

**JOHN O'SULLIVAN**

Managing Director of Tumu timber and building supplies. Mentor to many in the Tumu Group and supports Habitat for Humanity and local sports. Says his nominator: "John is a strong but silent supporter of many HB charities."

**JOHN PALAIRET**

Chair of the Hawke's Bay Airport board. A chartered accountant, he has been a partner at Palairret Pearson and its antecedent firms in Napier for 33 years. On Boards of Unison Networks, Anglican Care, the Te Aute Trust and Creative Hawke's Bay. Has been consultant to the Napier and Hastings Councils.

**JOHN PAYNTER**

Orchardist. Founder of Johnny Applesseed, one of the Bay's biggest apple producers. On the board of ENZA for about 20 years, and was founder chairman of Zespri. Awarded Officer of the New Zealand Order of Merit for service to horticulture. Having planted perhaps 1000 hectares of fruit trees on the Heretaunga Plains, he is a consistent advocate for protecting the productive soils of the Plains. Unsuccessfully opposed siting of the sports park; successfully challenged the proposed Northern Arterial Road.



**About John Paynter**

"He is pro-development. His only reservation is that there has been a lack of understanding as to how good our combination of soils, climate and water is. Development needs to be cognizant of these issues and appropriately located."

**SIR RUSSELL PETTIGREW**

Founder of Freightways. Major Bay philanthropist, contributing to Pettigrew-Green Arena, McLean Park, HB Opera House, HB Rugby Union (former President of the NZ Rugby Union), and others. Initiated the Petane Domain in Bay View.

**JANE POA**

CEO of CIFICAP Trust, a Hawke's Bay Pacific health service provider. Fully involved in Pacific Islands church and community activities in HB and nationally. Trustee of Eastern & Central Community Trust. Board member of Volunteering NZ.

**LIONEL PRIEST**

Long-term supporter of Theatre Hawke's Bay, currently serving as secretary after years as president. His nominator described him as an "absolutely tireless and dedicated worker, organizing the business, building the sets, fundraising." He also hosts Radio Kidnappers' Theatre Themes program.

**DES RATIMA**

Chair of Hastings Council's Maori Committee. "Mayor" of Whakatu. Chair of Te Aranga Marae. Trustee of HB Maori Tourism Trust

**DAVID RENOUF**

Citizen watchdog on water quality, wastewater, roading and infrastructure issues before the Councils. Works on water quality issues via the HB Environmental Water Group with Bill Dodds, John Scott and Colin Crombie – a key force behind cleaning the Tukutuki. Fishes at Lake Waikaremoana.



**About David Renouf**

"The technophobic water diviner ... David takes on the water quality issues of the Regional and district councils, defending clean water as if it was his own flesh and blood (which it is of course!). This man deserves a medal!"

**RT REVEREND DAVID RICE**

Fifteenth Anglican Bishop of the Waiapu Diocese. Previously served as Dean of Dunedin's St. Paul's Cathedral. Acts as a unifying force for the diocese and is responsible for the delivery of the diocesan social services.

**JOHN ROIL**

Founder and managing director of Cottages NZ which won the 2006 HB Chamber of Commerce Business Awards. Company partners with EIT to train construction students. In response to current recession, obtained resource consent to build an accommodation complex for forty workers to keep staff employed and alleviate housing shortages in harvest season.

**JIM SCOTLAND**

Chairs the Port of Napier Board. Sits on the new HB Airport Board. Vice-Chair of HortResearch. Other directorships include Te Awanga Vineyards, Seeka Kiwifruit, The Crown Hotel, Ahuriri Waterfront Holdings.



**JACOB SCOTT**

Architectural designer, artist, and principal of Scott Design. Pioneer in promotion and development of contemporary Maori art and Maori arts education. Founder and former head of EIT's Art and Design School. Led the establishment of the Maunga Kura Toi degree, NZ's first degree level programme in Maori carving and weaving.

**ROSS SCRIMGEOUR**

Headmaster of Hereworth School. "A man leading the idea of bringing up boys in a way that allows risks to be taken and makes the young men face up to the consequences of their decisions," writes his nominator. "I think this will do more to change the future of our region than anything else I can think of."

**BRIAN SIMPSON**

Innovative Principal of Wairoa College. Concerned whether traditional schooling approaches were working, introduced an Agricultural Academy where students undertake practical on-farm learning along with agriculture theory and/or Maths and English etc. He has changed the traditional timetables and teaching techniques with fantastic outcomes.

**NEVILLE SMITH**

Instrumental in getting the Art Deco focus established in Napier and a major sponsor (Brebner Print) of Deco events over the years. Established and maintains the NZ Navy's involvement in Art Deco Weekend. As NZ Navy's honoree representative officer in HB, was instrumental in getting the new vessel Rotoiti to home port in Napier. Has organised fundraising events to help children with sight impairment and for cancer treatment. Established a Scholarship for boys at NBHS.



**About Neville Smith**

"This is one amazing man. I am in awe of him."

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MARY STEWART

Initiated Project K in Hawke's Bay. The mentoring programme supports positive youth development and teaches essential skills such as teamwork, goal-setting, planning, preparation and communication. Also introduced and initially organised The Hospice Holly Trail fundraising event in HB, which takes place every two years and raised \$170,000 for Cranford Hospice in 2008.

COLIN STONE

CEO of Sport Hawke's Bay, a charitable trust that develops sport in the region. On Boards of Sports Park Trust and Pettigrew-Green Arena.

KIM THORP

Widely-respected advertising creative guru. Instrumental in launching the "Hawke's Bay Wine Country" brand. With Andy Coltart, founded Black Barn Vineyard and Winery with bistro, accommodations, amphitheatre, art gallery, and producer's market.

KEITH THORSEN

Community Arts Advisor with Creative Hastings. Leading advocate and promoter for arts and culture in Hastings. The driving force behind many of the area's most popular cultural events from free music concerts and literary events to the annual Blossom Parade.

PHYLLIS TICHININ

Soil expert and biological farming advocate. Through her company, BioAgNZ, advises farmers throughout Hawke's Bay who want an alternative to chemical-based farming.

NGAHIWI TOMOANA

Chair, Ngati Kahungunu Iwi, with the third largest Iwi population in NZ. Also Chair, Te Ohu Kaimona, whose statutory role is to advance Maori interests in the marine environment and to allocate to mandated iwi organisations fisheries assets held in trust from commercial fisheries settlements. On Boards of Regional Sports Park and Hawke's Bay DHB.



About Ngahiwi Tomoana

"A tireless advocate for a healthy multicultural community."

GERALDINE TRAVERS

Principal of Hasting Girls' High School. Recipient of a National Award for Excellence in Leadership, which recognizes secondary school principals whose "leadership qualities inspire outstanding learning outcomes for children, and who set ambitious but achievable goals for their school..."

SIMON TREMAIN

Principal of Tremains Real Estate, a sponsor of many charitable and community-building efforts in the Bay, including the annual Corporate Triathlon and the Christmas Lights Festival. Accomplished charity auctioneer with demonstrated ability to squeeze money from stones.

About Simon Tremain

"I've been impressed with Simon Tremain. His management of his staff is outstanding and he's got a great business. He's a quality guy in every way from what I can see."

DAVID TRUBRIDGE

Internationally acclaimed furniture designer and global advocate for culturally sensitive, environmentally sustainable design and production. Winner of NZ's highest award for design excellence. At his Cicada Studios in Whakatu, a mentor and "incubator" of emerging artists/designers.

HELMA VAN DEN BERG

With business partner Tim Turvey has produced fine wines and fine food at Clearview Winery in Te Awanga for twenty years. On Board of HB Wine Country Tourism Assn.

CLAIRE VOGTHERR

Proprietor of Holly Bacon. Ardent education and small business advocate. Member of the Ministry of Economic Development's Small Business Advisory Group. Supports and assists education programmes for young people, such as Secondary Futures and Education for Enterprise. On boards of Venture Hawke's Bay and HB Chamber of Commerce. On the Board of Proprietors of Iona College, as well as the College Foundation.



About Claire Vogtherr

"Took responsibility for a family business at a young age and grew it successfully against the pressure from large scale producers."

MARK VON DADELSZEN

Partner in the Bannister and von Dadelszen law firm. Handles the outside legal work for Hastings Council. Convenor of the Environmental Law Committee of the NZ Law Society. Expert woodturner.

ANDY WALKER

Co-founder of AdPlus Communications, one of the top three independent advertising agencies in NZ. Its many regional clients include Tremains, Farmlands, Port of Napier, Unison, and Napier Life.

ALAYNA WATENE

General Manager of Te Taiwhenua o Heretaunga, an iwi-based organisation in the Hastings district that facilitates the social, cultural, economic and educational advancement of Hastings area Maori. She received HB Chamber's Businessperson of the Year Award in 2008, and the top Maori Business Award in 2007.



MEKA WHAITIRI

As Chief Executive of Ngati Kahungunu Iwi Inc, manages staff and finances, and provides strategic leadership.

HAMISH WHYTE

Managing Director of Furnware, a significant exporter of ergonomically-advanced school furniture, documented to improve student learning behaviour. Committed to environmental sustainability, the company has gained the Environmental Choice NZ license for some of its products. Strong supporter of Hawks Basketball, helping the team overcome its financial crisis last year.

MARTIN WILLIAMS

Lawyer representing area Councils and HBDHB in resource management and consent issues. Involved with Napier neighbourhood preservation. Chair of the Napier City Pilot Trust.

DINAH WILLIAMS

Almost twenty years of public service as a Regional and Hastings Councillor. Still engaged by politics and issues, from local to international. Member, Havelock North Community Patrol. Devoted bridge player.



Your Buzzmaker Nominees Please

Perhaps you've noticed, the Top 100 list currently includes only 90 Buzzmakers. The final ten are up to you.

If you know someone not on the list whom you believe should be, please nominate them here, along with a bit of background. We'll take it from there.

I'd like to nominate:

Name: \_\_\_\_\_

Background: \_\_\_\_\_

Mail your recommendation to BayBuzz, PO Box 8322, Havelock North 4157. Or email your nominee(s), with a few sentences of background, to [nominee@baybuzz.co.nz](mailto:nominee@baybuzz.co.nz).

In our next BayBuzz Digest in February, we will announce the final ten selections and top off the 100 Buzzmakers of Hawke's Bay.

Advertisement for hakikino featuring a Maori man in traditional dress, text: "hakikino", "Enjoy an unforgettable Maori experience. Share our culture, get to know our people and feel the power of our sacred native landscape.", "Walk with the Ancestors Tour, Daily 10am", "Paths of the Past Tour Saturday, January 23rd and 30th at 5pm", "waimaramaori", "www.waimaramaori.com", "Bookings essential, call 021 057 0935 or email info@waimaramaori.com", "Winner of the Chamber of Commerce Venture Hawke's Bay Visitor Industry Award 2009"

Advertisement for MOGUL featuring a stylized 'M' logo, text: "MOGUL BUILDING INFLUENTIAL WEBSITES", "GOT A WEBSITE BUT NO ONE CAN FIND IT?", "We can improve your search engine ranking. Talk to us today.", "06 8777478 | info@mogul.co.nz | www.mogul.co.nz"

## Mark Sweet & Pat McGill Columnists



# Unsung Heros

When Tom asked me to contribute to the list of 100 Buzzmakers in Hawke's Bay I was immediately resistant. A passage from the Dao De Ching came to mind: "Not to value and single out men of superior ability is the way to keep the people from rivalry." In modern parlance, I take this to mean that in compiling a roll of significant people there will inevitably be some equally deserving of inclusion who will be overlooked, which is both unfair and contentious.

Tom then asked if I would collaborate with Pat Magill in writing about those people who work in the social services.

My first memory of Pat is from Westshore in the late 1950's when the beach was still sandy. He and my father would compete in who could land farthest up the beach from body surfing a wave.

Sentiment, and admiration for Pat's dedication to social justice persuaded me to partake, but we were confronted with the vexing decision of who should be included, because in Hawke's Bay there are legions of citizens who work tirelessly on behalf of others, their lives spent in service to the community often working with those least privileged in extremely difficult circumstances.

They are the unsung heroes of our society. Their substantive contribution is mostly unrecognised, but the character of these folk is such that they don't seek or need recognition.

These are our teachers, doctors, nurses, and social workers, many working way beyond their contracted agreements, because it is service they are dedicated to, not remuneration or recognition. And lest we forget, there are hundreds of men and women who coach or support sports teams and cultural activities, visit hospitals, the elderly, and the prison, and care in one way or another for their fellow citizens.

So too do many family members, who put aside their own needs and desires to spend time with children and the elderly in their families, many with special needs for caring.

Those who volunteer their time and expertise in supporting the afflicted, the suffering, the struggling, and the dispossessed are a foundation without whom our society would collapse. And like the foundations of a building they are under the surface, unseen, but absolutely essential to the integrity of the structure.

Appreciation of the invaluable role played by the volunteer sector, and those who go the extra mile in their community service careers, is lost in a society increasingly individualistic and obsessed with personal status and the cult of celebrity.

So in naming a few, we must remember the many, and that those mentioned are representatives of the collective who do outstanding work in our communities.

**Sheryl Papistock** is HB coordinator for the Sycamore Tree Project which is a restorative justice programme "about offenders coming to a proper understanding of the impact of their actions and making atonement, and victims getting the healing that enables them to move on with their lives." Victims have the opportunity to "explore the concepts of repentance, forgiveness and reconciliation," while the perpetrators, often for the first time, come to "understand the results of crime on victims and the community" and "agree to take responsibility for their actions, and begin to make amends."

**Carl Foreman** founded the SALT initiative under the Salvation Army umbrella, which is based in the old McWilliams Winery in Farraday Street, Napier. His philosophy in mentoring young men between the ages of 11 and 17 is to assist them in finding their identity through a combination of sport, activity, and communication. Ten volunteers assist in the program and as Carl recognises, "we set it up and do the talk, but they do the work."

**Mihi Rigby** works with Te Kupenga Hauora, an NGO that delivers health, social and disability services from a kaupapa Maori perspective. As well as contributing as an active member of the Maori Women's Welfare League, Mihi works tirelessly in her community supporting those in need.

**Sister Peter Chanel Hoban** was principal of St Patrick's School in Napier for 23 years and led the challenging task of schools amalgamation. Now retired from teaching, Sister Peter continues her lifetime work in the community in the pastoral care of children and families in a variety of situations.

**Gwyneth Whelan** has volunteered at Cranford Hospice for the past fifteen years and is among 350 volunteers who cook all the meals, wash all the laundry, provide flowers, and care for the grounds. Others work in the two shops and organise the Hospice Holly Trail which last year raised \$180,000. Cranford Hospice has been a

model of palliative care in the community by partnering volunteer workers with health professionals.

**Kerry Kitone**, like many who work on behalf of the community, has several strings to her bow. As well as being a Pilot Action Trustee, she has assisted in facilitating Treaty of Waitangi workshops with Robert Consedine. Over ten years 450 participants, including school principals and local government leadership, have come to understand the significance of partnership between Maori and the Crown. A typical observation is, "Why were we not taught this at school," and the result is a deepening of understanding and cooperation.

**Genesis Keefe** is deeply immersed in serving her community by engaging rangatahi in after school activities and running holiday recreation programmes. She also supports offenders by attending the courts, all the while studying at EIT for a degree in Social Welfare, which will enable her to more effectively facilitate the essential changes in her community.

**Zita Smith and Rita Rouse** are Maori Wardens providing a security presence. They are also tireless fundraisers for various community projects through organisations like the Little Oaks project and the Napier Warehouse Inspiration team. They are shining examples of doing the hard work to raise funds for worthwhile causes.

**Linda Larrington** is the manager of Red Cross in Napier and in addition to her general administrative role co-ordinates Meals on Wheels to elderly folk in their homes. 170 volunteers deliver 3,000 meals a month. Linda cited one volunteer who recently retired after 32 years of service.

**Colleen Hall** typifies the spirit of volunteers when she says, "it's rewarding and helps me keep busy." And busy she certainly is, often spending four days a week driving buses for the elderly, and sorting clothes at the Red Cross Centre. Colleen was reluctant to be on our roll pointing out she was just one of forty volunteers working in the shop.

**Mereana Pitman** works with DOVE which offers a range of education programmes aimed at stopping domestic violence, providing support for women, monitoring of courts and police, and a coordinated interagency response to family violence. Mereana also facilitates workshops where, with extraordinary patience and aroha, she explains the history and consequences of colonisation and the role of the Treaty of Waitangi in redressing the past and moving toward a positive future.

We have barely touched the surface of the people and organisations in Hawke's Bay who give support and care in our community ... care that is essential to our stability and well being. As Pat Magill says, "Communities thrive on volunteers. Many people don't know there's a need. People don't know how valuable they are."



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**Roy Dunningham**  
Columnist



# Ten Hawke's Bay Artists to Enjoy



Clock – Ben Pearce

This is the season when columnists produce “best of the year” lists – best books, best films etc. Well, I don't have “best” artists but, for what it is worth, I have ten local artists whose work I have found especially engaging this year.

**Chris Bryant** of Toi Mairangi takes strength from past artists and traditions but uses modern materials and found objects to make contemporary comment on topics ranging from Maori art and Museology to the environment. The metaphors he uses to tell his stories are often cryptic but the elegance of his telling makes it well worth spending time deciphering them.

These days **Gary Waldrom** is better known outside Hawke's Bay than he is locally yet he is, perhaps, our most truly local artist. James Mack, writing in “Art New Zealand” tells how

Waldrom “in Waipawa, taught himself to paint like a renaissance master.”

Often his work features child-like figures who gaze out at us with a disturbing mix of innocence and worldliness from a Central Hawke's Bay setting of high summer heat. His brushwork is sublime and he has an unerring eye for picture construction.

The least well-known of my artists is probably **Helen Kerridge**, but I rate her meticulously crafted paintings because they are loaded with ideas. These ideas can be cynical comment on the super-heated marketing of international art stars like Damian Hirst or a kiwiana re-visiting of a Goya etching. I have long conversations with her work.

The best known artist here is **Dick Frizzell**. A survivor from the new wave of the 1960s and 1970s artists who reshaped New Zealand art, Frizzell is, as they say, “still on the road”.

Although one of the few artists of that era to be touched by Pop Art, he is the most difficult to typecast stylistically. Whatever interests him at the moment is what he does. The late Bryan Dew described him as being “like a kid, still crazy about art”. I can't imagine a greater compliment to pay an artist who is approaching the senior stage of his career.

**Paratene Matchitt** too, emerged with that influential 1960s group but galleries and critics were slower then to recognize Maori artists. Drawing upon a rich vocabulary of symbols from traditional sources and from luminaries such as Te Kooti, Rua Kenana and Picasso, Matchitt creates sculptures of considerable graphic strength and presence. He is one of the most successful exponents of that demanding field of sculpture for public places.

**Nicol Sanders-O'Shea** is the quiet achiever of this list. Her stylishly drawn scenes of domestic life, printed in post-Pop Art style on throw-away plastic plates look at how real life is now



Cul-de-sac – Wellesley Binding. Acrylic on canvas, 2009

increasingly perceived through advertising and reality TV.

**Jo Blogg** exemplifies Picasso's dictum “I do not seek, I find”, as she converts materials ranging from jigsaws and women's magazines to old traffic signs into visual puns with provocative comments on human behaviour. She shows us that the stuff of art is all around us if only we have the eyes and the wit to see it.

There is no apparent content, message or agenda in the sculptures of **Ben Pearce**. His whimsical assemblages are pure surrealism in their intuitive design and look like sophisticated 3D doodles. They appear at first to be rickety but in fact are beautifully

constructed and provide a playground for the imagination

**Riks Terstappen** has also charmed, entertained and beguiled me with the originality of his sculptures, especially his work in public places. When some of it was installed in the Hastings CBD, the town vandals paid him a compliment by tagging the nearby trees, but not his sculptures.

Is **Wellesley Binding** the Godfather of Hawke's Bay painting? His influence as a teacher and mentor as well as by his personal

achievement is considerable.

More than anyone he can touch our souls with paintings which speak of the tragi-comedy of the human condition. He is no Olympian though, passing judgement from above; he is down there in his pictures, like Goya, as tragi-comic as the rest of us. Technically and intellectually his work is never less than impressive.

This is just one person's list and there are quite a number of other artists out there who deserve our attention. Give yourself a treat in the New Year and get around the galleries and enjoy them.



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# Port of Napier – A Working Model

By Tom Belford

Farming, forestry, food processing ... 40% of the Hawke's Bay economy (GDP). Where does it all go?

Most of it ships out through the Port of Napier – nearly 730,000 tonnes of logs, 200,000 tonnes of apples, 160,000 tonnes of meat (with 650,000 tonnes of stuff, including fertilizer and oil products, coming in). Altogether, almost 3 million tonnes of cargo and 50,000 cruise ship passengers per annum move through the Port these days, carried on roughly 570 vessels.

For its efforts, the Port generated revenue of \$45 million in 2009, with a \$9 million profit after taxes. From that, it paid \$6.5 million in dividends to the HB Regional Council, which owns 91.7% of the Port's shares, subsidizing expenditures you and I would otherwise pay for in our rates.

The Port itself employs about 155 staff, with another 160 or so people working at the facility (from stevedores to reps of exporters and transport firms operating at the Port). but that's the tip of the iceberg. According to a report prepared last year for the HB Regional Council, with data reflecting 2007/08, the total economic impact of the Port and businesses directly depending on the Port was equivalent to maintaining 800 jobs annually, increasing the Bay's GDP by \$70 million annually. And when indirect and flow on effects were taken into account, the Port was considered to support around 20,900 jobs in the region, or about \$1.38 billion of our GNP.

That sort of puts the airport in perspective!

By any standard, the Port is one of Hawke's Bay's most important strategic assets ... perhaps the most important man-made asset, if you consider soil and water as natural "givens" (maybe Unison would dispute that, or in 5-10 years time, the broadband advocates).

Thank god the place works!



New No.4 Herrick Wharf

It moves the product.

It co-exists remarkably peacefully with the community, including the Seascope environmental group, considering the inherent noise and environmental risks associated with such an operation -- three formal noise complaints in 2008 (and a new noise abatement program and subsidy negotiated with Napier City), and three environmental incidents (with Hardinge Road beach restoration almost complete).

And it makes money, which can be said of few Council-owned, sponsored or operated facilities in the region ... and of course none of comparable scale. The Port's 2009 after tax return on assets (6%) compares favorably with larger ports at Tauranga (5%) and Auckland (1%), and even another competitor port like Wellington (0%).

I'd suggest the Port works because its political owners stay out of the way!

The Port is governed by a seven-member Board chaired by Jim Scotland, and run day-to-day by Chief Executive Garth Cowie. The directors all have impressive "major league" business credentials and requisite skills; Cowie traded up for sun and scale after running South Port in Bluff. The Board, through Scotland, reports to the HBRC on a periodic basis, with Cowie relating to Regional Council CEO Andrew Newman as the occasion requires. No muss, no fuss, no political interference ... the Board essentially renews itself, ensuring the experience it needs (which

apparently it can only find amongst men).

I spoke to Scotland and Cowie recently about the Port and their plans for its future.

The new No.4 Herrick Wharf, opened officially on November 13 by Transportation Minister Steven Joyce, is their immediate pre-occupation. The new wharf, completed under budget and ahead of schedule (a novelty for a public facility these days), represents a capital investment of \$47 million and, importantly, provides the added capacity for the Port to handle two container vessels at the same time. The first ship to use the new wharf will be name?? on date ??

Presently, in peak months like March/April, the Port can handle 24,000 containers per month. With volumes down in "shoulder" months October-January, the Port handles about 165,000 containers per year. With the additional capacity – and assuming an increased supply of goods – the Port could handle 300,000 containers. And at that rate, total tonnage through the Port might increase to five million annually from the present three.

And what about that increased supply? Clearly, Scotland and colleagues spend a fair amount of energy pursuing new business. Recent developments speak well for the future. In some cases, a major business, like Ray McKimm's Big Save, will decide to re-locate its distribution hub to Hawke's Bay. Similarly, Fonterra has decided to use rail to bring more of its North Island product through fewer ports, with Napier selected as one of the few. And KiwiRail has indicated it hopes to bring growing volumes, including logs, from Gisborne.

I asked about the role of Venture Hawke's Bay in supporting the Port and its growth. Jim Scotland believes that the Port team must front up itself for the Port with respect to business development. When persuading a shipper of the comparative advantage of the Port of Napier over other options, the devil is in the detail of comparative costs and operational intricacies. As he sees it, Venture HB can contribute to the "case" with data that establishes the Bay's overall business dynamism, infrastructure support, and lifestyle attractiveness. But the Port team needs to find the ripe prospects and close the sale.

The interdependence of the Port with effective rail and road transport is a strategic issue that occupies Port management. The Port has an



Container loading operation

interest in seeing the southern extension to the Expressway completed, to facilitate movement of product from the south, including as far away as Wellington. And if the Regional Council ultimately proceeds with its CHB water harvesting and irrigation scheme, significantly more production from that part of the Bay would flow through the Port.

Rail will be of increasing importance, as the Gisborne forestry and Fonterra dairy product examples illustrate. Historically, only 15% of goods shipped from the Port have arrived via rail. Now, with increased use of rail by shippers like Wattie's, rail has increased to 25% (and one-third of containers) ... presumably good news from a sustainability standpoint, as well as to Napier drivers, cyclists and road-side residents.

Apart from increased supply (especially in shoulder months) and transportation access, other factors Scotland and Cowie mention that conceivably might constrain the Port's growth are physical storage space at the Port itself, and skilled labour.

Storage might be addressed by holding goods at satellite locations outside the Port facility.

Labour – specifically, attracting and training young people into the skills required at the Port – sounds like a bigger issue for the long term. And the problem isn't with salaries. Jobs at the Port are well-paying ... operations jobs pay \$40,000 up. A skilled crane operator – the guy who carefully ferries each container to its precise spot in the vessel – can earn in excess of \$70,000 for adept use of a joystick. One of the issues noted by Cowie is the 24/7 schedule of the Port: "A ship can arrive at 10pm and need to be unloaded and re-loaded for a 6am departure the next morning. How many 25-year-olds want to work that shift?!"

Listening to Garth Cowie describe the intricacies involved in "packing" a ship that might contain 4,000 containers, with different off-loading destinations, different stacking limits, etc, the word that comes to mind is choreography ... every step and movement is precise and calculated.

Listening to Jim Scotland anticipate future challenges, you get a similar impression ... in a complex environment with many moving parts, things have been carefully thought through.

Whatever formula they and their team have, I say: "Bottle it!" It represents some of Hawke's Bay's best vintage. The Port of Napier is a model that works.



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# The Grandson Drives the Porsche

By Tom Belford

“Hawke’s Bay Wine Country” ... conjures up nothing but positive images. Sunshine. Grape-heavy vineyards. Conviviality. Long relaxed lunches on winery terraces. Great tasting – and award-winning – wines, in many varieties.

With all this to offer, the wine business must be rolling in dough. After all, winemaking is the glamour biz of Hawke’s Bay.

Too good to be true? Well, it isn’t exactly true.

Watch media headlines over any length of time and you’re likely to be puzzled. On the one hand, example after example of Hawke’s Bay wines winning prestigious awards and tastings. But on other days, gloomy headlines about falling consumption worldwide, a glut of product on the market, desperate price-cutting, grape growers with cancelled purchase contracts, and wineries for sale.

A confusing message: Hawke’s Bay is producing terrific wines ... that lose money.

At least confusing to me. So I set out to learn more about the situation, interviewing several leaders in the wine industry – Graeme Avery at Sileni, Steve Smith at Craggy Range, Peter Holley at Mission, Nicholas Buck at Te Mata, Rod McDonald at Matariki (also chair of HB Winegrowers). I talked to some others under “deep cover.” And read up on the official line from NZ Winegrowers and HB Winegrowers associations. Here’s what I learned.

First, some basic facts. HB has about 71 wineries and 172 grape growers. We have about 4,700 hectares of wine-producing grapes, including the largest plantings of red grape varieties in NZ (2,022 hectares). Reds make up about 50% of plantings and production. But chardonnay is the largest single variety planted, at 26% (followed by merlot at 25%). With this profile, HB Winegrowers promotes the Bay as “New Zealand’s Red Wine Capital.”

And as the awards testify, our best reds are world-class. Go reds! But, as one winemaker said, “Medals don’t translate into money in the till.”

Unhappily for our reds, 55% of NZ wine sells abroad. And when the world’s consumers look at New Zealand wine, they see white! Specifically ... sauvignon blanc, mainly from those over-producing opportunists in Marlborough! Currently, fully 80% of all wine exported from NZ is sauvignon blanc ... “the workhorse of the NZ industry.” If New Zealand wine has a brand image abroad, it is sauvignon white ... bought in supermarkets more than wine shops.

## The white problem

This white image causes our red region some problems.

Firstly, when the “externalities” of global recession, flattened demand growth, and over-supply force wine prices down worldwide, our exports immediately take a hit, most notably all that sauvignon blanc. But reduced margins for “sauv” ripple through the industry. As Graeme Avery says: “Everyone in the industry needs a sauv to market ... it’s the door opener that allows us to introduce other varieties.” While the top end reds make the reputation, said several of my experts, all producers need a lower price “commercial offering” to generate cash flow and pay the rent. And if sauv prices are driven down, it’s that much harder to maintain prices for more expensive reds.

Secondly, compounding the global forces, with favorable climatic conditions and “speculators throwing vines in the ground,” Marlborough sauv had two extraordinary production years in 2008 and 2009. The first came somewhat as a surprise; the second time around, said one HB observer, “they should have known better.” Meaning ...

they should have dampened supply; there’s simply too much. HB winemakers anticipate the 2010 Marlborough sauv production with some angst.

Thirdly, sauv is the lowest cost wine to produce. The Bay’s red merchants describe sauv almost as the “poor cousin” to reds’ (and chardonnay’s) more demanding and sophisticated pedigree. Reds require “expensive dirt” as Peter Holley put it, oak barrels, vines with lower yields, longer maturation ... all adding up to higher cost.

Those higher cost, higher priced reds are destined for the international marketplace, where there are more palates and wallets suited to more expensive red wines. But with the new recession-induced consumer frugality, HB reds – despite their quality and recognition – have suffered the same falling demand and margins as everyone else. “It’s a consumer feast out there now,” said one winemaker.

Where to, then? Given recognized quality, and assuming the recession has bottomed in key export markets (NZ’s top three are Australia, UK, and US), how do HB winemakers find their way to profitability?

## Better marketing

The unanimous answer ... better marketing. Without doubt, HB winemakers can make a superior product. But the industry, relatively young in NZ, is still “adolescent” when it comes to marketing. Said one winemaker: “We’re sitting on something here in Hawke’s Bay that everyone wants. But we’ve got to tell our story better.”

Each industry leader I interviewed started the marketing conversation by noting the underlying importance of the New Zealand brand. That positive image – largely on the basis of spectacular landscapes and a perceived “clean, green” environment – is seen as a hugely beneficial platform.

But from that point, views differ on how best (or even, whether) to market a wine identity for Hawke’s Bay. Marlborough is sauvignon blanc. Central Otago is pinot noir. Hawke’s Bay is ...??

Rod McDonald says: “Our curse is our ability to do lots of things well.” He argues that HB must yet establish a primary category like the other two regions. Merlot blends? What about our largest planting ... chardonnay?

Steve Smith would agree that “Hawke’s Bay” has branding value: “Hawke’s Bay is the most glamorous wine-growing region in New Zealand.” However, he sees that value in terms of attracting visitors – including wine aficionados (one winery has built a database of 9,000 or so visitors) – rather than as a regional identity to leverage



Craggy Range Winery

directly for selling wine ... a la Bordeaux.

He too believes “Hawke’s Bay has a problem of diversity.” But to him the region’s ability to produce well a wide range of varieties dilutes the story “Hawke’s Bay” can tell as a region.

To Steve, selling high-end wine is about telling compelling stories unique to the wine’s production. To focus the story, “we (Craggy) associate ourselves more with Gimblett Gravels than with Hawke’s Bay.” The approach of Craggy Range is to ally itself with eleven other “family” brands from throughout New Zealand – the Family of Twelve – to market collaboratively abroad. What links the group is a philosophy – a personal, authentic style of quality winemaking – as opposed to a region.

Peter Holley at Mission Estate (which certainly gets more than its share of “wine country” visitors) also emphasizes the emergence of Gimblett Gravels as the region’s only true wine appellation. In marketing wine, “big is bad,” he says. “Small and approachable” is better. As he sees it, Gimblett Gravels is a compact, defined area with a distinctive product and story to tell ... and producers there are consolidating marketing resources.

Another conundrum facing all wine marketers is what Peter calls the “brand promiscuity” of wine aficionados. Sophisticated marketing aims to build loyalty amongst the specific best customers for one’s product. In most businesses, these loyalists sustain the highest profit margins.

However, high-end wine buyers by nature are constantly on the prowl for new, better, undiscovered. Even if they stick with a winemaker, they need to be re-impressed by each annual vintage. Making loyalty-building even more difficult is multi-tiered distribution, separating winemakers from end consumers. Establishing direct contact with individual end customers is difficult, if not impossible. Steve Smith and

Rod McDonald agree that online social media will create more opportunities to engage end customers directly and encourage their brand evangelism.

All in all, wine marketing presents daunting challenges, even in the best of times.

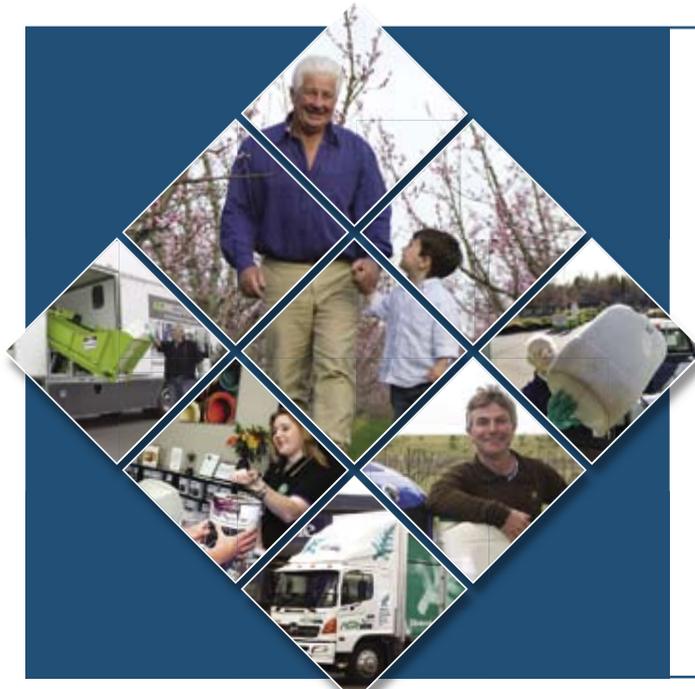
## The future

So, are HB winemakers profiting at present from making wine? Each winemaker I questioned answered first with silence, then with a smile, then cautiously. From what I heard, I’d bet on Te Mata Estate. Of course, all said generalizations were impossible, given different business goals (i.e., profitability might not be paramount), level and maturity of capital investments, impact of allied businesses (like restaurants), specific varieties planted, and access to technical expertise.

That said, my takeaway is that in this recent year, few winemakers in Hawke’s Bay (or NZ) will have turned a profit. “It would be the exception, not the rule,” said one winemaker. Is that fatal? As one local expert said: “Everything is cyclical and wine will return to profit. It may take time but it will happen.”

All the HB winemakers I interviewed did share one view. As one put it: “An opportunist can make money in Marlborough. If you’re in the HB wine industry, you’ve got to be in it for the long-term.” In other words, if serious winemaking – making a profit from consistently producing high quality wine – was in fact the chief goal, it had to be approached as a long-term proposition. Even multi-generational. The founders of Craggy Range were advised to think in terms of a building legacy for their grandchildren.

Or, to paraphrase Peter Holley ... The old man labours to establish the first plantings and dies young and penniless. His son continues and, if he does well, builds the business to modest success. The lucky grandson eventually gets to drive the Porsche!



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# It's Anybody's Game

By Tom Belford

If a local body election were to be held anytime soon in Hastings, and I were an incumbent Councillor or the Mayor, I'd be a bit worried. Hastings voters express a number of significant concerns about issues confronting the District. And the majority of them are "up for grabs" as the 2010 election year begins.

That's the warning signalled by a recent scientific survey of Hastings voters commissioned by BayBuzz.

Figuring that current and aspiring officeholders might be contemplating their futures over the summer and holidays, we asked SIL Research, a prominent market research firm based in the Bay, to take the pulse of Hastings voters about a year out from next October's local elections. SIL conducted 400 completed phone interviews amongst a random sample of voting age Hastings residents, representative of the Hastings District in terms of age, gender and community.

Voters were asked their views about a number of local issues, as well as their present assessment of the Hastings Council. Here's what we learned.

The core of our survey centered on possible issue concerns. For example, voters were asked about their depth of concern, on a 1 to 5 scale, about a series of issues ... from day-to-day services to rates and debt to the environment. Their highest degree of concern is signified by a "5" and no concern by a "1".

As you can see from the chart above, on five of ten issues, half or more of respondents indicated a high level of concern. With nearly 50% also expressing high concern about two additional issues.

Even BayBuzz, which has campaigned noisily about Ocean beach development plans and the polluted state of the Tukituki (and other area rivers), was surprised by the strong concern expressed about "environmental protection of our beaches and waterways." There's surely a political message in this result for all would-be officeholders.

The next highest concern is expressed about "maintenance of our infrastructure, such as roads & footpaths." The Council has already felt the

heat on this one. The new Hastings long-term plan (LTCCP) intends to accelerate spending on footpath repair, where required maintenance and renewal has fallen behind. Why this situation has occurred is sure to be a contentious issue in the election year.

The third highest concern is expressed about "residential and commercial growth extending into the area's farming and orchard land." This issue has been pushed to the fore most notably by the dispute over siting of the Hastings sports park, the proposed northern arterial road, and before those, proposals for "big box" development along the Expressway. Respondents were not in a mood to see valuable agricultural land squandered. The Heretaunga Plains Urban Development Strategy (HPUDS) planning process now underway represents one opportunity to rein in such development. [See **Issue Update** item, p.2.]

As for concern about "Council's management of assets like the Opera House, Splash Planet, and the Holiday Park" ... what can we add?!

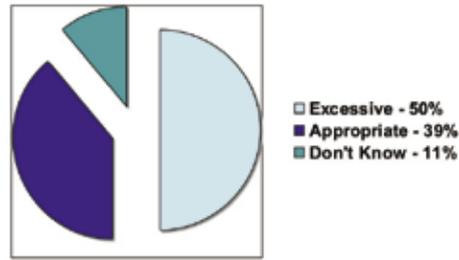
Significant levels of concern were expressed about "The Council's level of spending and debt" and about "The accountability and openness of the Council." We asked additional questions about these issues.

For example, voters were asked which of two statements about "the level of rates and debt increases the Council has approved over the last few years" best represented their view. Here are the statements:

- "I think these increases have been appropriate and pay for necessary services and infrastructure."
- "I believe these increases have been excessive and the Council is trying to do too many things."

As the next chart indicates, 50% chose "excessive." The Council will have some explaining to do in 2010. The budget deliberations for 2010/11 should prove interesting!

## Rates & Debt

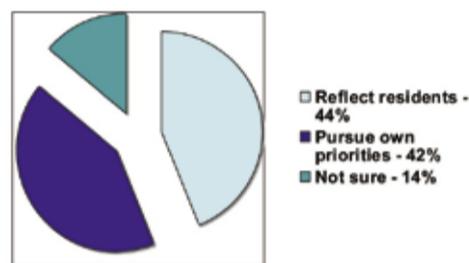


Similarly, voters responded to the following. "People seem to disagree about whether the Mayor and Hastings Councillors listen to and represent the interests of average residents. Which of these two answers best represents your view?"

- "Yes, I believe by and large they do reflect the interests of average residents."
- "No, I think they mostly pursue their own ideas and priorities."

As the following chart indicates, a narrow plurality (44%) says "reflect residents." 56% say "pursue own interests" or are up for grabs. Not a great starting point for incumbents seeking re-election. I'm sure they'll be "listening" in 2010!

## Do They Listen?



Since Mayor Yule announced he is campaigning as a champion of amalgamation, we asked specifically about that issue. Voters were given three options:

- "I'm a supporter of amalgamation in principle, realising there are important details to work out."
- "I believe there are other issues for Councillors to deal with that are more pressing for the community."
- "I'm not yet convinced that the possible benefits of amalgamation are enough to make it worth the effort."

## Amalgamation

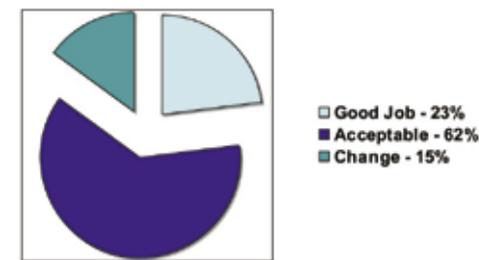


As this chart indicates, amalgamation enjoys majority support (52%), but is not a particularly rousing cause at this time. Perhaps Mayor Yule will be lucky to face an opponent who wants to plead the case for separatism.

Finally, we asked voters directly for their present assessment of the Hastings Council. Here's our question: "Which of these three answers best describes how you feel about the Council's management of the District?"

- "I'm satisfied, the Council is doing a good job."
- "I have some concerns, but by and large the Council is doing an acceptable job."
- "I'm not satisfied, it's time for a change."

## Ready For Change?



As the previous chart indicates, a year out from the election, there are two opposing groups at the margin – 23% saying "good job" and 15% saying "time for change." But the majority (62%) seem complacent, choosing "acceptable job."

To a politician or political consultant, this big segment indicating "some concerns" would represent the "swing" voter ... in this case, one might say "satisfied but not solid."

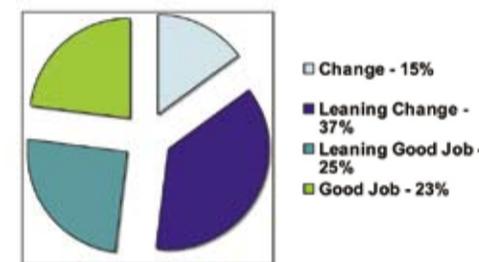
So we looked more closely at this group.

We examined which of the "some concerns" group shared EACH of the following attitudes:

- Thought Councillors pursued own interests, and ...
- Thought rate and debt increases were excessive, and ...
- Assigned a "most concerned" rating (#5) to one or more specific issues.

This sub-group amongst the "some concerns" segment we've measured and termed "Leaning toward Change." With this further sorting, here is the voter profile.

## Winning the "Concerned"



As you see, 52% of respondents fall into "Change" or "Leaning Change" and 48% into "Good Job" or "Leaning Good Job." A toss-up.

In Hastings, the 2010 election will be about winning the concerned. If you are an incumbent seeking re-election, you would need to be mindful that a full eight months before any official campaigning begins, more than half of the swing voters (60% according to this survey) might be vulnerable to defection. If you are a newbie contemplating running for office, this is an uphill but perfectly winnable situation.

And what about you Hastings voters? It would appear that you can actually make a difference in 2010! No cause for complacency. The folks in office have no "lock" on this election.

If you support the current team, they're going to need each and every one of you come October. If you want to give the boot to the current team, you'll certainly have a good chance of succeeding, with more than half of the "swing" voters open to persuasion.

Your job is to get out there in the coming months and talk about the issues that concern you ... you're likely to find responsive ears.

In short, the 2010 election will be anybody's game.

## Issue Concerns

	Concerned (4s+5s)	Neutral	Unconcerned (1s+2s)
Protect beaches & waterways	73%	11%	16%
Maintenance of roads & footpaths	62%	9%	29%
Growth into farming & orchard land	56%	15%	29%
Management of assets like Opera House, Splash Planet	52%	17%	31%
Level of spending & debt	50%	31%	19%
Council accountability & openness	48%	22%	30%
Personal security & safety	48%	12%	40%
Pace or scale of development	37%	22%	41%
Amalgamation	36%	22%	42%
Quality of day-to-day Council services	32%	25%	44%



## About BAYBUZZ

BayBuzz Digest is a community publication that examines hot button local issues and promotes public awareness and debate. A mix of independent editorial commentary, in-depth behind the scenes reporting, and a healthy dose of humour. You can also find BayBuzz online. Go to [www.baybuzz.co.nz](http://www.baybuzz.co.nz) to sign up for fresh – and free – daily online articles not available anywhere else.

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