



SUMMER 2023/24

Learn how Ross's Plumbing empower youth through meaningful employment

The way Wiri was - the changes that Pallet Supplies has experienced over the years

Being prepared for the worst - the importance of business continuity planning



Putting money where your mouth is - launching the Fongky Toothbrush





2023 has been a year of change – and progress – for Wiri Business Association.

At the start of the year, we moved into our new offices at Earl Richardson Ave, we had our long-term administrator Simone Davis leave for new opportunities after six years and her replacement Diana Viljoen joined us, and we have done a refresh of our Wiri brand and website.

Along with the introduction of several new projects, this has all served to put us on a strong platform as we head towards 2024.

Our recent Annual General Meeting was a good

opportunity for us to review our achievements over the past 12 months and have a look at what we have planned for the next 12 months.

The team are now working on initiatives and events for 2024 including a business breakfast with special guest Haydon Paddon, a focus on Emergency Preparedness and Youth Employment opportunities and developing a transport management plan to help Wiri businesses and employees. We look forward to sharing more information about these in the early part of next year.

We have arranged for daytime P4G security patrols to be in place from Monday 25th December to Tuesday 2nd January to help ensure we keep our business district safe and secure. This is in addition to the normal night-time patrols.

Our office will be closed from Thursday 21st December, and we will return refreshed and ready for the new year on Monday 8th January 2023.

On behalf of the WBA Board and staff, I wish you all a wonderful holiday break and we look forward to catching up with you in 2024.

Gary Holmes,
General Manager.

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Follow us more news and events!

Do you work at or own a Wiri-based business? Why not follow us on Facebook and Linked in!

We share loads of our local business stories, training courses, networking events and more on these platforms. You don’t want to miss out!

<https://www.facebook.com/wiribusiness>

<https://www.linkedin.com/company/wiri-business-association/>

If you’re not on our mailing list and want to be, email info@wiribiz.org.nz

Keeping an eye on crime in Wiri

Unfortunately in September, Te Pu-A-Nga Maara's container on Harbour Ridge Drive was broken into, with supplies from the Awa Rangers stolen. It was disappointing, as they are the team that are on a mission to restore Puhinui stream and surrounding areas in Wiri.

Wiri Business Association helped to replace some of the items that were taken including a hot water urn, toaster and a first aid kit. We hope this helps Te Pu-A-Nga Maara on their way to continue the important work they are doing in our environment.

Did you know we have a dedicated Security Patrol?

We contract P4G Security to provide a constant mobile security patrol throughout the Wiri Business district from 6pm to 6am seven nights a week. This involves guards driving through every street in our area 2-3 times each night keeping an eye out for insecure gates, suspicious behaviour (be that people or vehicles). The hotspot areas that attract boy racers, drinking and other anti-social behaviour are visited more often as needed. We receive daily reports outlining where the patrols have been and reports of suspicious behaviour, incidents of graffiti, and rubbish dumping which we then follow up as necessary with the relevant organisation. The patrols are often in direct contact with Police during the night.

Smile, you're on camera

We have a network of 32 CCTV cameras in the BID area. These are a mixture of general view and Number Plate recognition cameras. The cameras are connected to the Safer Cities Grid which means Police have real time access to the cameras should they be alerted to any incidents and post event footage can be downloaded if needed for follow-up action or prosecutions. We are currently installing an additional 25 cameras thanks for a funding grant from Auckland Council from the proceeds of crime fund from the government.

Monitoring of CCTV Cameras

CCTV Camera monitoring – on Friday and Saturday nights from 6pm to 6am the cameras are live



monitored by a dedicated P4G staff member who keeps an eye out for people and vehicles in places they shouldn't be at times they shouldn't be. This person can direct the vehicle patrols to follow-up suspicious incidents, and we have had great success in deterring bad behaviour and this has often involved Police being contacted for support. Again, we receive reports after each evening alerting us to what was found so we can follow-up as required. We are in the process of trialing an AI supported monitoring system that will enable us to monitor our cameras 24/7 for incidents (although this will be mainly focused on the night-time hours).

Have any concerns?

Should you witness any criminal activity within the district please contact the WBA office on 09 262 0804 or info@wiribiz.org.nz or P4G on 09 262 0333



Upcoming events

Wiri Business Association presents



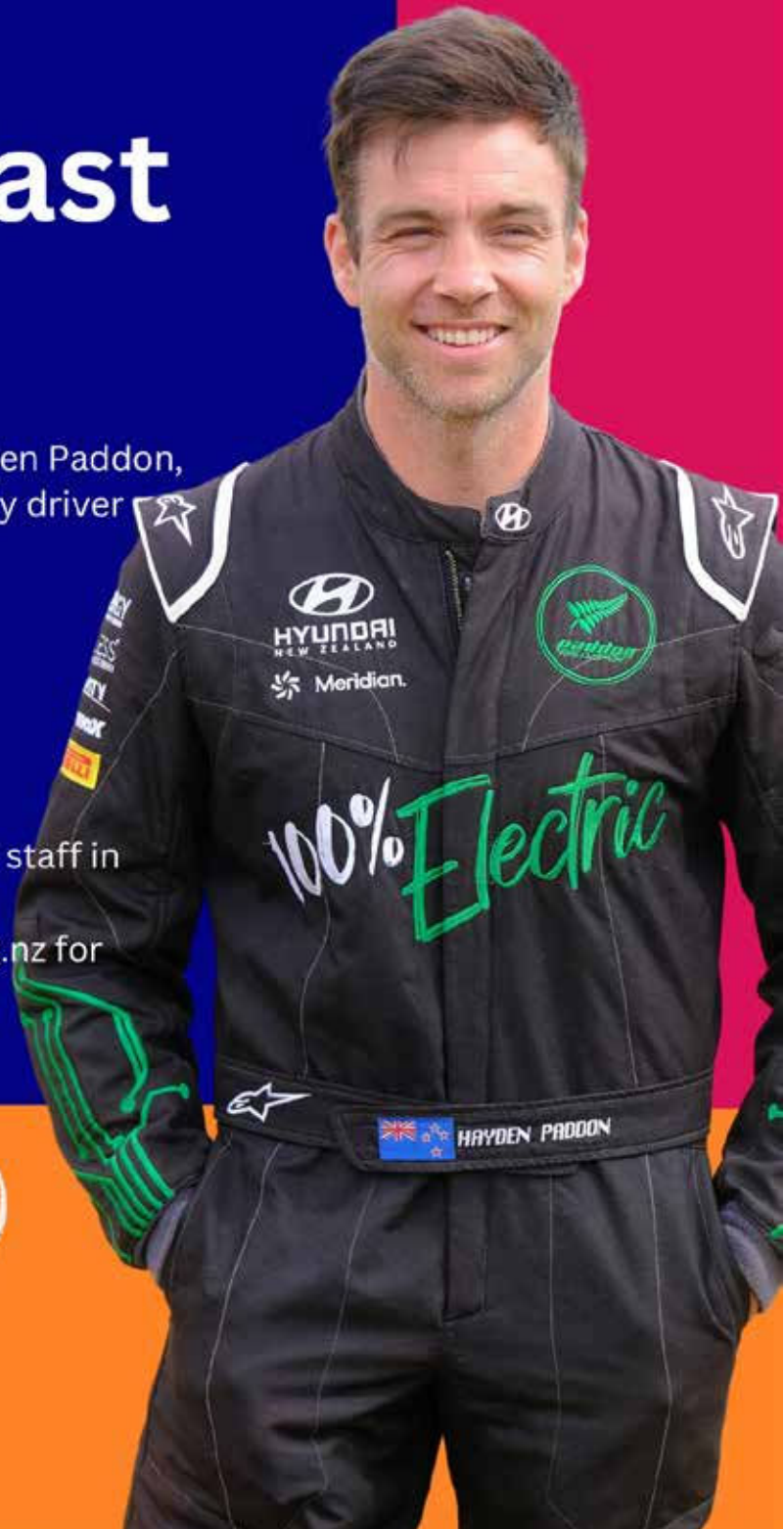
A free breakfast event

With guest speaker Hayden Paddon,
NZ's most successful rally driver

Tuesday March 12, 2024
7.15am - 8.45am
Due Drop Events Centre

RSVPs essential, open to staff in
Wiri Business District
Contact info@wiribiz.org.nz for
more information

Scan below to sign up!



Upcoming events

St John First Aid Level 1 Course

Accredited course in local venue which includes morning tea, lunch, afternoon tea for \$120!

2024 Dates: 22 February, 1 May, 23 July, 19 September

Contact info@wiribiz.org.nz for more information

Courses sponsored by Wiri Business Association
wiribiz.co.nz



Save the Date

INTERNATIONAL WOMEN'S DAY EVENT

8 MARCH



DOES YOUR WORK DESERVE A COFFEE SHOUT?



LET US KNOW AND WE'LL BE THERE
MONDAY 15 JANUARY

OPEN TO SMALL BUSINESSES IN WIRI BUSINESS DISTRICT.
EMAIL [INFO@WIRIBIZ.ORG.NZ](mailto:info@wiribiz.org.nz) FOR MORE INFO



Come and meet your Wiri neighbours

Free coffee and treats!

6.30am to 9.30am at the following streets:

- Wednesday 13 December - Forage Hill Cafe
- Wednesday 28 February - Noel Burnside Road
- Wednesday 27 March - Chonny Crescent
- Wednesday 10 April - Ash Road

Check out www.wiribiz.org.nz for more information.



ENJOY NETWORKING DRINKS ON US

FIRST THURSDAY OF THE MONTH
FEBRUARY - NOVEMBER

Scan for QR code for event information



READY FOR DISASTER?

We are hosting a series of business resilience events to help your business prepare for the unthinkable.

Dates: Wednesday 21 February
Wednesday 13 March
Wednesday 8 May

Places are limited, scan to code to register online



Past events

Networking breakfast with Hilary Barry



Past events

Election forum and breakfast



Coffee cart at Mana Place



Past events

Street Clean Up



Our AGM





'There's the satisfaction of witnessing the design come to life. Every curve and contour of the vehicle serves as a canvas – it acts as a mobile billboard and a dynamic ambassador for Wiri Business Association'.

'The pull-up banners and flags that complement the branding add another layer to the visual identity. Each banner presents a unique colour representing a specific message to the community and along with the car branding, helps aid Wiri Business Association being recognised from a distance'.

Hopefully you will see the refreshed branding on the Wiri wagon doing the rounds or at an event sometime soon. If you take a photo with our car or signage at an upcoming event and send to us on facebook or email, you will be in to win a prize. Check out our Facebook page for more info (scan the QR code to go directly there).



If you want to know more about what magic Colourworx can create to your brand, visit their website colourworx.co.nz

A splash of colour – refreshed logo brought to life by Colourworx

This year, Wiri Business Association refreshed its logo and tagline to reflect the shift in focus towards the future – all for the benefit of Wiri.

Along with blue to represent business, four additional colours were chosen to represent areas of focus: Green for environment, red for security, yellow for advocacy and orange for community. This all ties into Wiri Business' refreshed vision, purpose and values.

To show off the refreshed brand, Colourworx, specialists in branding and signage, came to the table to create something truly eye-catching. Not only did they rainbow-ify the Wiri wagon, but they also created some colourful signage for indoor and outdoor events.

'We were pleased to assist Wiri Business Association with implementing their new colourful branding' says Shaun Jackson, owner of Colourworx.





Putting money where your mouth is – launching the Fongky Toothbrush

Entrepreneur and Business Owner Gavin Fong came up with a simple idea with the potential to have a big impact. Wiri Business Association sat down for a chat to get the heads up on the Fongky toothbrush, getting a handle on product design and the plan to reimagine the oral care industry.

85% of oral care waste – that’s toothbrushes, dental floss and toothpaste tubes - end up in landfill. With over 5 million people in New Zealand, replacing toothbrushes on average 4 times a year, that works out to be 20 million toothbrush waste going to landfill per year.

This is where Gavin Fong, creator of the Fongky toothbrush and owner of Wiri based-business Pluspac, had his lightbulb moment.

‘I was brushing my teeth with my daughters and then I could see that my toothbrush is due for a replacement. I looked at the handle and I thought, ‘This is crazy. The handle’s still really good quality. Why are we throwing this away every three months? Surely there must be a better solution for this’.

And the idea for Fongky was born. Fongky is on a mission to reimagine the oral care industry and look to eliminate oral care waste from landfill. The Fongky toothbrush has just been launched to market – it’s a sustainable, affordable and reusable toothbrush handle with replaceable heads.

Creating a product that looks to close the plastic recycling loop was important to Gavin.

‘The handle is made from 100% recycled plastic. The packaging is made out of FSC certified paperboard and is also curbside recyclable. The bristles are nylon bristles with a tapered trim that are charcoal infused’.

The process of coming up with an idea, design and product development has occurred over the last two years and has been an interesting journey for Gavin.

‘I’ve had several mentors, including Business But Better mentors and an industrial designer. They gave a lot of really good advice about the look and the feel of the product and what would appeal in the market. We also had some feedback from Wiri Business Association, KP Communications and Empower Your Social on website and marketing which has also been helpful’.

‘It’s taken several iterations and finding the right manufacturer, however now we have landed at the right spot’.

Being a business owner of a plastics manufacturing business that produces recyclable plastic trays has provided Gavin with invaluable knowledge and connections.

'I'm involved in external groups that focus on sustainability and waste and I've been able to use that knowledge and experience and turn it into practice. I know what the limitations are with the New Zealand waste system and I understand the waste hierarchy'

And what's in the name you might wonder? Gavin needed to find something that is catchy and original.

'Originally we had come up with the name Toothly. We planned to trademark the name and Toothly was too closely aligned with toothbrushes and too difficult to trademark'.

'We needed to find something more unique. We used name generators but nothing really stuck. It was over drinks with friends which the idea of using my surname came about'.

Gavin has ambitions of taking the Fongky toothbrush to the wider world in the future. And once Fongky takes off, there will be no stopping them.

'Our short-term plan is to launch in New Zealand and Australia. We are going to start with e-commerce and then look to get our range into retail stores. In the long term, we are aiming for the international market'.

'Once we get bigger, we'll be looking into recycling of the replacement toothbrush heads. We're already thinking about what the next of product will look like'.



How amazing it would be to help save 20 million toothbrush waste to landfill each year.

If you would like to get behind Gavin's sustainable Fongky Toothbrush, you can buy from the Fongky website: fongky.co.nz

Is Fongky greener than the alternatives?

Did you know it can take as long 5-10 years for a bamboo toothbrush to breakdown in your garden?

Branded Electric toothbrush heads cost an average of around \$7 a head.

An electric toothbrush costs between 29c to 61c in power consumption per month.



All cisterns go – Ross’s Plumbing pipeline of potential youth employees

For 2024, Wiri Business Association is focussing on youth employment at our local Wiri businesses. In the last issue of WiriLink (Spring 2023), we heard from Pete Jones, Manurewa High School Principal, on how the school is looking for opportunities to support and grow their rangatahi (young people). Below is the take from Ross Collins-Wright, owner of local business Ross’s plumbing on why employing rangatahi is good for business and good for the community.

Ross has had a 50-year career in the plumbing industry, starting off as an adult apprentice. As you can imagine, he has seen a few changes in the job and he’s always learning.

‘When I started, all the pipe work I was doing was in copper. All waste pipe work was in cast iron and lead. Then it slowly changed to PVC, now there is nearly 50 different plumbing systems on the market and we are supposed to know each one’.

As a past student of Manurewa High School, Ross was open to giving back to his former school.

‘We’ve been involved in the Business Academy trade programme for the last five years after we were approached by Manurewa High. Someone gave me a hand and took me under their wing when I started my career in plumbing. It’s my opportunity to do the same and show them what the plumbing trade is all about’.

Mindset and the willingness to learn and get stuck in is what Ross’s Plumbing are looking for in the young people that come through their doors.

‘If someone is interested and keen, I’ll take them on’.

‘We help them grow their confidence, along with their skills and work ethic – to see that blossom is really great to see’.

The commitment by Ross’s Plumbing has been ongoing and Ross emphasizes that businesses that get behind youth employment initiatives need to be involved for the right reasons.

‘We take students for one day a week, for nine months of the school year (excluding school holidays).

‘It’s not about digging trenches – we don’t use this as an opportunity for free labour. They do renovations, maintenance and the full spectrum of plumbing’.

Ross’s Plumbing are extremely proud that they’ve helped four people gain their trade certifications and registrations through their company. They have all gone off to start their own businesses.

‘When I see one of the guys, he always comes up to me to

shake my hand and say thanks. Because the experience, the knowledge that he gained with us put him in good stead for starting his own business’.

Ross is behind the work that schools like Manurewa High and others are doing to reach out to businesses.

‘If someone is interested and keen, I’ll take them on’.

Ross Collins-Wright

‘There is such a void of young people coming into the trades – and that’s not just plumbing. If we can get small businesses to work with schools and students, it might kindle an interest for a young person’

There are of course some challenges and obstacles you guys have encountered in implementing youth employment.

‘The only issues that have popped up on rare occasions is

students not letting us know that they are late or sick early enough – but that can be worked on as long as they have the right attitude to the work’.

The feel good factor is why Ross’s Plumbing will continue to offer work experience to rangatahi.

‘I’m happy to pass on my skills to younger people because they don’t get those skills through their tertiary training institutes’.


‘It feels good to give back to my community in Manurewa – the community that supports our business and one I’ve lived in for 65 years’.

Ross would love to see more small businesses offer opportunities to youth.

‘Being involved in the Business Academy trade programme has been good for the business in the long term. Students transition from the work school program to an apprentice, to a tradesman, that’s where it’s good for the business’.

‘You’ve got the experience and the knowledge of your business. When you go, that all gets lost. Why not pass on that knowledge and experience to somebody else who’s going to come in behind you in your shoes?’

Wiri Business Association would love to hear from more businesses that would like to be involved to make a difference in youth employment. If this is something your business is interested in, contact Gary@wiribiz.org.nz.



Ross's Plumbing

NEW HOUSING

HOT WATER CYLINDERS

BATHROOM RENOVATIONS

KITCHEN RENOVATIONS

UNBLOCK TOILETS / DRAINAGE

PLUMBING MAINTENANCE

SPOUTING - REPAIR

ROOFING - REPAIR





Nailed it: Pallet Supplies' long history in Wiri

What originally started as a side gig, Pallet Supplies has grown over the years to be a major supplier of pallets in the New Zealand market. We caught up with Brett Rudd, former joint-owner of Pallet Supplies who helped his father John Rudd, grow the business and found out how much the industry (and the Wiri landscape!) has changed.

The year was 1982. Robert Muldoon was Prime Minister, Split Enz' Six months in a leaky Boat was blasting the radio and the Falklands War started and finished.

It was also the year that John Rudd set up Pallet Supplies. As a builder with 25 years' experience, with possession of a crew looking for work during rain days, he set up pallet making as a sideline business initially.

'He could see the potential in the pallet and packaging industries. He was also at the stage where he knew it was time for a change, so worked hard to set up the business' explains Brett.

The business quickly outgrew the backyard and in 1985, John decided to purchase in Wiri.

'He bought 25,000 square metres down by Roscommon Road. It was just scrub and tussock, there was nobody down there, it was just a gravel road running past us. But he saw the potential of what Wiri could be. Buying in Wiri gave him the opportunity to expand and the business really took off.

Pallet Supplies' first customer in 1982 was Winstone Wallboards with an order of 10 pallets. After the site move, they quickly secured other contracts, including Fletcher Building.

'We became one of the biggest suppliers, if not, the biggest pallet supplier in Auckland. We quickly had buildings build on the site and shortly after a building was completed, they weren't big enough!'

Brett himself came into the company full time in 1991 and brought half of the business in 2000. Half of the site ended up being sold and part of the business moved to Langley Road. Having split sites ended up as an advantage to the business.

'It gave both sites real focus and specialisation. We were able to concentrate on streamlining pallet manufacturing at Langley Road and Jerry Green Street could focus on pallet repairs and recycling.'

As you can imagine, pallet making has changed significantly with the help of technology. Cutting, nailing and painting is now all automated. Once upon a time they could make 300-400 pallets a day – now they can make 2500.





'There is a lot more to pallets than what people think. And when you're making up to six different sizes and they are all going through the factory at the same time, the measurements must be right. It's down to millimetres'.

'We were always keen on investing in new technology and setting up an in-line process to keep labour costs down and remain competitive.

And where do all the pallets go? Around 50% are made for the export market and one of their biggest customers is Loscam.

'New Zealand has grown in the export market, which was been good for the company. When Loscam came into the New Zealand market in 2012, we became an exclusive supplier for their pallets. We have built around 750,000 pallets for them so far'.

In June 2023, Brett decided to step away from owning Pallet Supplies and the company was sold to Timpac, which is coincidentally based in Wiri as well. Brett, however, remains a co-owner of the Jerry Green land.

Brett is complimentary of the time he spent at Pallet Supplies and credits their success to the long time and loyal staff at Pallet Supplies. Many have remained with the company for 30 or 40 years.

'The company wouldn't have been such a success without the staff. Pallet Supplies have good staff and the best management team. They really make it happen and a good bunch of people'.





King of the Hill – Meet Ricky Nguyen, the new owner of Forage Hill Café.



Tucked at the top end of Mclaughlins Road near Matukutūreia (McLaughlins Mountain), is hidden gem Forage Hill Café. Bright and modern, Forage Hill Café opened back in May 2021, but has recently changed hands. Ricky and his family are now the proud new owners and looking forward to meeting more Wiri people.

'We're excited to be based in the Wiri area, there's a lot of good neighbours around here' says Ricky.

Ricky and his family have operated small businesses for over 10 years and moved into the café scene around four years ago. Impressed with the building and location, they brought Forage Hill Café in August 2023 and have started bringing their own flavour to the café.

'We still have the same chef however we have made a few small changes to cabinet food and the menu. We have also introduced bubble teas to help customers cool down over the summer months'.

Forage Café is a great place to get your coffee fix or have a casual catch up – indoors or outdoors.

There is a sumptuous selection of cabinet food, however if the donuts and scones can't tempt you, there's always the blackboard menu with delicious offerings.

'If you can't decide, give the Bacon Beef Burger a try. It's our chef's special recipe that he has come up with. Otherwise, you can't go wrong with a cheese scone!'

With an extensive catering menu to suit all budgets and tastes, we hope Wiri businesses and their staff get behind Forage Hill Café.

We're pleased to be supporting Forage Hill Café on 13 December for a Meet Your Neighbours Coffee and Treats event on 13 December, from 6.30 to 9.30am. Wiri Business Association hope to see you there!



We've got more wonderful Wiri art in our midst

In our Spring issue, we showcased two cabinet art pieces that depicts our Wiri landscape. We're pleased to show off the final two pieces for local businesses to enjoy.

Our brief was to create artwork that pays homage to our natural flora, fauna and landscape in Wiri such as Puhinui, the Wiri lava caves and maunga.

In particular, we wanted to see representation of Ash Hill, a small volcano which remains hidden by industrial development.

A big thank you to Manukau Beautification Trust for facilitating this project, One(NZ) and Chorus for allowing us to get cabinet makeovers.

Corner of Hobill Ave and Joval Place Mural By Luca Bempensante

Artist Luca Bempensante's mural depicts the natural environment of Wiri, Auckland.

The mural shows Puhinui Creek and Matukutūruru (Wiri Lava Cave Mountain) a unique Auckland landmark.

The mural also includes a few Kererū flying in the sky.

The back of the cabinet is a typical rural New Zealand landscape.



Kellow Place mural By John Crouch

John Crouch is a Papatoetoe based artist.

His cabinet depicts Matukutūreia (McLaughlins Mountain), a thriving Te Puhinui with flourishing birdlife.

The water tank servicing Papatoetoe is depicted on top of this mountain, however it was later removed in 2010.



**Volunteer day to use?
Want to help keep Wiri waste-free?
Join us at a street clean up!**

Contact info@wiribiz.org.nz to organise a day for yourself or a team.



Business Continuity Workshops – helping you plan for the best outcome in the worst situation

In November, the Wiri Business Association hosted a business continuity exercise facilitated by Simplexity and Maelstrom Consulting. This session, the first in a series of four, brought together local business owners and staff for an immersive experience focused on organisational preparedness and resilience to disruptive emergencies.



The workshop commenced with a warm-up session for participants to consider their priority services and customer base, setting the tone for a deeper understanding of each business's unique strengths and vulnerabilities.

The highlight of the exercise was a thought-provoking scenario simulating an extended business disruption from a chemical spill and large fire, requiring a prolonged evacuation of the area. The scenario evolved through several time-jumps which advanced the situation to explore issues beyond the initial evacuation process.

Participants were guided through a journey of critical decision-making. From immediate evacuation strategies to long-term business adaptation, the exercises tested their readiness to handle unexpected disruptions. The discussions were not just about business survival but also about the agility and innovation required in the face of adversity.

One key takeaway was the emphasis on collaboration. In times of crisis, the strength of a community like Wiri's can be a game-changer. The workshop encouraged exploring potential synergies with other local businesses, turning challenging times into opportunities for joint ventures and mutual support.

The workshop concluded with a debriefing session, focusing on lessons learned and preparations for potential future events. While the specifics of these discussions remain with the participants, the underlying message was clear: readiness and adaptability are crucial for business continuity.



Feedback from the Session:

“ Really great session, made me think about things differently and will be taking this back to the team to review our current plans ”

“ Enjoyed the session and look forward to the next one ”

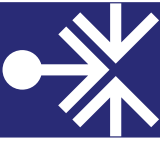
“ Good information and a relevant scenario ”





WIRI

means business



Free networking and courses



WIRI

means community

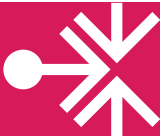


Keeps you up to date



WIRI

means security



Safer streets



WIRI

means environment



Keeping Wiri tidy



WIRI

means advocacy



Advocating for your business