



MAY 2023

Creating spongier cities with APD

Crossing land, sea and air – meet freight experts EIF International

BBM Foodshare – Feeding families and changing lives

Te Whakaoranga o Te Puhinui: Te Puhinui Regeneration



# DEEP DIVE INTO INNOVATIVE SOLUTIONS TO FLOODING FROM APD



A publication of the Wiri Business Association.  
[www.wiribiz.co.nz](http://www.wiribiz.co.nz)

## Association update

It's been a busy few weeks for Wiri Business Association (WBA), with the move of our office to 10a Earl Richardson Ave - we are delighted to finally be located in the Wiri BID area.

We were pleased that a number of you were able to come along and see our new premises earlier this month and enjoy a coffee on us - members are welcome to pop in and see us at any time. One of the benefits of the new site is we've got a large meeting space that's available for our Wiri business members to use. It can hold up to 20 people in boardroom style, has a video conference unit, TV and whiteboard. Contact Michelle@wiribiz.org.nz for more information or book this space.

Recently WBA put in a submission on the Notice of Requirement: Bus Rapid Transit which also includes sections for Puhinui Station (in the vicinity of Plunket Avenue) and SH20/20B Interchange to Orrs Road that are inside the Wiri BID area. This submission covered our concerns around general impacts on businesses, access and parking effects on businesses, effects on freight movements, construction noise and vibration effects and an assessment of alternatives.



We also submitted to the Auckland Council consultation on its draft 2023/24 Annual Budget commenting on managing ongoing budget pressures, rates and debt, the storm response, and changes to other rates and fees and charges, including our opposition to council pausing the long-term differential strategy for business rates.

The intention of the long-term differential strategy is for the share of general rates paid by business properties to be made fairer. However, every time there is a budget challenge, Auckland Council pauses the long-term differential strategy. We are strongly of the view that this is unacceptable.

We've got a full programme of networking events coming up over the next few months and we

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hope you'll take the opportunity to come along to one of these events and network with other local business owners and operators.

We hope you enjoy reading this issue of Wiri Link and we look forward to catching up with you again soon is year.

**Gary Holmes,  
General Manager.**

## Our new office





## The war on moth plants – how did we go?

In the month of March, Wiri Business Association declared war on moth plants. One of Auckland's most noxious weeds, moth plant (*Araujia hotozum*) is a woody plant that can grow up to 8 metres high, has a sticky white sap which is common irritant and smothers native vegetation. One seed pod can hold over 1000 seeds and the removal of moth plant is costing ratepayers a large sum of money.

In partnership with New Zealand Biosecurity Services Limited (NZBSL), Wiri businesses where moth plant may have been prevalent, were approached. If permission was granted, NZBSL removed the plants then and there.

We're pleased to share that 7025 moth plants were collected, with over 1000 pods alone were collected at BLENNZ Homai Campus!

We were the first Business Association to run this type of programme for local businesses and look forward to offering more ways to look after our environment going forward.



## Wellbeing in Wiri – we'd love your input!

**Health checks. Financial literacy. Looking after our environment.**

These are just some of the ways that we could help contribute to your workplace wellbeing.

We know it can be tough for businesses to invest in workplace wellbeing when faced with the everyday demands of running a business.

Wiri Business Association would love to offer a collective wellbeing programme for Wiri businesses and their employees in the future.

To do this, we'd love to hear what might be of benefit to you or your business.

Email [michelle@wiribiz.org.nz](mailto:michelle@wiribiz.org.nz) if you have ideas to share or would like to learn more.



# Upcoming events



**WIRI**  
Means Business

**BUSINESS MANUKAU**

**FREE NETWORKING BREAKFAST**  
WITH SPECIAL GUEST ADRIAN ORR, RESERVE BANK GOVERNOR

**Join Us!**  
Time: 7.15am - 9.00am  
Date: Friday 26 May 2023  
Place: AUT South Campus, 640 Great South Road, Manukau City Centre, Auckland 2025  
Contact [michelle@wiribiz.org.nz](mailto:michelle@wiribiz.org.nz) to secure your seat

**ACTIVATE TAMAKI MAKARAURAU**



**DISASTER WILL STRIKE AGAIN.**

**Preparing your BCP: 1 June 8.30am -10.30am**  
Join our 'Mayday' Business Continuity Planning workshop and learn to prepare for the worst and reduce the impacts and costs of a future disaster. You'll join other business owners and gain valuable insights into how to keep your business running no matter what happens.

**First Aid 1 Course with WBA & St John**

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



2023 dates: 20 July & 13 September  
Courses held in Manukau/Wiri location

Contact [Michelle@wiribiz.org.nz](mailto:Michelle@wiribiz.org.nz) for details

**WIRI**  
Means Business

**WOMEN IN WIRI NETWORK**  
WORKSHOP & NETWORKING EVENT



**EMMA MCLEAN**  
Workshop: Making boundaries work for you

Tuesday 27 June  
3:00pm - 5:00pm  
WBA, 10A Earl Richardson Ave, Wiri

Email [Michelle@wiribiz.org.nz](mailto:Michelle@wiribiz.org.nz) to secure your space

**WIRI**  
Means Business



**WIRI**  
Means Business

**UPCOMING NETWORKING BREAKFASTS**

**HON. MICHAEL WOOD**  
Minister of Immigration, Transport, Workplace Relations and Safety, Auckland

**HILARY BARRY**  
Multi-Award Winning Presenter, TV Newsreader & Journalist

**SAVE THE DATES!**

**THURSDAY 15 JUNE**  
DETAILS TBC

**THURSDAY 9 NOVEMBER**  
DETAILS TBC



Networking Breakfast with special guest Dave Letele (BBM)

Dave Pizzini presents Dave Letele donation from Wiri Business Association



Ako After 5 with Amble and Birch



International Women's Day with special guest Sonia Gray



Welcoming Wiri Business Association to the neighbourhood



# CCTV Camera Monitoring

Over the past few years WBA has established a network of CCTV cameras around the Wiri Business District. These cameras, which include Automatic Number Plate Recognition cameras and are connected directly to the Police 111 network, are designed to help us with crime prevention and give the Police visibility in real time for any incidents in the area.



WBA is currently trialling proactive monitoring of these cameras on Friday and Saturday nights. Conducted by our security partner P4G Security, this initiative enables us to monitor for unusual or illegal behaviour and then direct our security patrols to address any issues that occur or advise Police, helping us to keep the Wiri business district safe and secure.



## Check out Amble & Birch

With its modern and inviting indoor and outdoor spaces, Amble and Birch deserves to be your next stop in Wiri. With a cabinet teeming full of delicious baked goods and sandwiches, food menu made to order and a weekly lunch special, there's bound to be something for everyone.

Opened back in March 2022, next to Frucor Suntory, there's no shortage of converts to Amble and Birch's delicious offerings. Staff from neighbouring businesses enjoy coming in for outdoor meetings and a coffee fix. They pride themselves on having quick turnaround for coffee and food, so you're not wasting your break waiting around. Their cabinet food is tasty and exciting, no boring sandwiches here!

Amble and Birch have an extensive catering menu for your business morning teas and lunches. And they do some beautiful canapes as well! Their café is available afterhours for catered functions if you need to hold an event. They have super friendly staff who are willing to work with you on your catering requirements.

**Check out Amble and Birch's menus on their website [www.ambleandbirch.co.nz](http://www.ambleandbirch.co.nz) or email [info@ambleandbirch.co.nz](mailto:info@ambleandbirch.co.nz) for more information.**



# Give your business a Digital Boost!

Backed by Ministry of Business, Innovation and Employment, [Digital Boost](#) is a FREE one-stop-shop with the expertise you need to future-proof your business. Whether you're new to digital tools, or looking to take them a step further, Digital Boost will show you how to take your business to the next level.

Targeted at small to medium businesses, Digital Boost has a range of tools to help including over 1000 how-to videos on a range of topics. From how to use collaboration tools like Miro, Trello and Google Docs

to Video editing tools and choosing a CRM system – there's bound to be something for everyone.

Their diagnostic tool Checkable is worth a spin as well. It evaluates your website's performance and identifies small changes that would make a big difference. You can even download a full report.

**Make sure to follow their [Facebook page](#) – they have a range of upcoming online events on specialist topics.**

Digital Boost are happy to run a virtual session on the tools they have available for Wiri members.

To register your interest, email [michelle@wiribiz.org.nz](mailto:michelle@wiribiz.org.nz).

Prefer to ask a question directly?

You can email them on [support@digitalboost.co.nz](mailto:support@digitalboost.co.nz) or phone 09 522 3891 to talk to one of their team.

Website is [digitalboost.business.govt.nz](http://digitalboost.business.govt.nz)



# APD – helping create spongier cities

**The recent flooding and cyclone events have made Aucklanders all too aware of how the cities we've built have become vulnerable to major weather events. Described as a 1 in 200-year event, parts of Auckland have seen nearly half a year of rain fall in less than two months.**

**One company in Wiri is part of the solution to create a spongier city. We spoke to Darien Warburton, Product Manager of APD, to find out more.**

You will see in your own neighbourhoods that there is an ever-increasing number of new developments.

As we build more hard surfaces like buildings, roads and carparks, there's less permeable surfaces to absorb the water.

The concept of a sponge city is simple – design and construct cities in a such a way that rain fall is captured, so they are more resilient to weather events. This is where APD can help.

'APD stands for Advanced Plastic Design – and our role is to revolutionise water management solutions for the New Zealand environment' says Darien.

'There's two main parts of the business – we create stormwater detention and retention systems, both

above and underground solutions'.

'We're also one of two companies in New Zealand that produce plastic fabricated chemical storage tanks to Health and Safety at Work Hazardous substance regulation 2017'.

APD has already been part of providing water management solutions in modern development areas.

'We were encouraged with how modern greenfield development areas such as Hobsonville Point and Stonefields managed the excess stormwater volumes. APD have provided thousands of detention and retention tanks in these areas'.

'With greenfields build, there is a mandate on



stormwater detention in Auckland. For example, if you build a house, you need to detain water based on your roof size. It's not mandated anywhere else in the country yet, but I think we will see that happening in the future'.

APD have a range of solutions to help households and businesses with water detention and retention.

'Our range of tanks includes above ground, inslab and below ground options'.

'Our StormLite tanks can be used for both detention and retention and can be installed under the lawn or driveway, which frees up space on your property.

'The Rainworx rain harvesting system can help save on the water bill, collecting rainwater for usage in your washing machine, toilet and garden. When there's not enough water or there is no power, it automatically switches to the mains'.

'If a customer needs a bespoke solution, we can also custom make tanks to whichever shape or size they want'.

'APD is the only company in New Zealand to have a complete offering to meet residential and commercial requirements and all of our products are manufactured right here on site'.

Recently their product 'StormSlab' was the winner of the NZ Plumbing awards 2022 product of the year. It's an innovative stormwater detention and retention system designed to manage rainwater and stormwater when there are space restrictions.

'We saw there was a need for a product that could be installed under the house, as there are more space restrictions to consider in new builds.

'StormSlab has been designed in collaboration with our customers to provide a new system of inslab Detention / Retention tanks, to provide a system that is simpler to install and more robust than other systems'.

Though APD are plastic manufacturers, sustainability is important to the company.

'The plastic we use in manufacturing is polyethylene, which is 100 percent recyclable. Our tank could go on the ground for 50 years and we can dig it up and recycle the plastic to make something else'.

'We recycle even the smallest offcuts and buy back the recycled plastic for use in tanks where regulation allows'

APD have been in business for over 35 years and purchased their current factory on McLaughlins

Road five years ago. And with the need for creating sponge cities, it is likely that this growth will continue.

'When we came into the factory, we thought 'how are we going to fill this space?'. Now it is not big enough and we plan to expand the office block on the front of the building and add an additional 1000m2 to the factory'.

'The company has grown, and we employ approximately 60 people from twelve nationalities. Our diverse workforce helps shape our great team culture'.

'We're proud to be part of the solution for building spongier cities now and into the future'.



## Quick facts about APD

- APD have the largest sheet butt welder in NZ – they can weld sheets up to 50mm thick and 4 metres long. That means they can easily build tanks up to 100,000 litres!
- The difference between detaining and retaining: Detaining – water is held back. Retaining – holding onto water to reuse.
- Sodium Hydroxide, Sulfuric acid, Hydrochloric acid are just some the common chemicals that can be stored in their chemical tanks.
- APD produce other bespoke items including the top section of cell towers.



# Crossing land, sea and air – meet freight experts EIF International

**EIF offers a range of international sea and airfreight services and are brokers in 3PL logistics. They are an MPI Approved Transitional Facility (ATF) with Biosecurity approval. This means they offer devanning and delivery services to their customers who are not ATF approved or do not have sufficient space or equipment to unload containers.**

'We can take 20 containers in the front and 18 containers at the back. From an import perspective we turnover 100-140 containers a week. On the exports side, we do 10 containers a week' says Ann-Maree Lund, Director of EIF International.

EIF International was set up in 2005 as Ann-Maree saw a gap in the market for high quality, end to end customer service in freight. Their point of difference from the hundreds of other companies working with freight, is having dedicated account managers who are solutions-focused.

'Every client has a dedicated account manager responsible for all their shipments. They build a relationship with you, they track the orders and keep you informed of what's happening with them. They do your imports and your exports, customs clearance delivery, and invoice up the job'.

When I worked for a multinational company, we were all in separate departments. There was the import department, customer services department, brokerage department, etc. When something went

wrong, people start pointing the finger at each other. So that's why we set our company up with no departments, so account managers were able to be effective problem solvers and build up a rapport with the client'.

EIF International is a family run business, that has created a family at work.

'I wanted my people to feel like they were more just numbers. At the multinational I worked at, there was no fun and no celebration, for example, if you won an account. I wanted to create an environment where it was fun to go and work and that's why we started EIF'.

EIF was an essential service during Covid lockdowns which posed its own challenges.

'We worked all the way through for two years, constantly delivering bad news. We've had extremely upset clients as the shipping container costs went up significantly, in China they went from three to 13 thousand dollars.'

'Even now, the recent cyclone meant some vessels decided to omit New Zealand, so containers were left in Australia. Other vessels delivered to Northport. This means that clients are left with the additional costs to get containers here.'

'Constantly delivering bad news has an effect on you psychologically. We've been lucky and haven't lost staff through Covid, however I know a lot of people have left the industry completely.'

Their strong team culture, which has been built from day one, has helped them through.



'We've got a good team that have worked together for many years that have each other's back. If somebody's stressed, somebody else will come and say, 'Hey, can I help you?'

'It's interesting that as a team they've decided to be in the office and don't want to work from home. The team said we want to work in the office because if we can see each other and work together, we can help each other. It wasn't my directive at all, so that was rather interesting.'

Ann-Maree makes a point of knowing her people and it shows that she cares about them. She still has many of the staff from when she set up 18 years ago.

'I make it a point to know what people are doing in their lives, as it affects work life as well. I can tell you their kids' names, what their partner does, where they are in life.'

The heart of EIF International is its people, so their business plan has evolved to what areas and skills their people were passionate about developing.

'I just want to see all these guys succeed. I want them to like what they're doing and love watching their personal growth.'

'One of my guys came to me and said, I want to go and focus on growing Tonga". So that's where we went. We also have offices in Fiji and Australia.'

'Starting 18 years ago, I didn't think that we would have offices overseas. It's been an interesting journey so far as a small family-owned business' says Ann-Maree.

**Part of the EIF team (from left to right) Liz , Lima, Gautam, Ridhima, Morag, David, Mike, Wayne, Ann-Maree, (front) Tyson**



# BBM Foodshare – Feeding families and changing lives

**Brown Buttbean Motivation or BBM** was the brainchild of Dave Letele. As he recently joked at our network breakfast, 'It's not a business model you want to replicate if you want to make money!'

Rather BBM's ethos is to make a difference in the communities they serve, helping to 'better the lives of those that society has left behind, to give them a push-start to get back on track'.

They achieve this through their bootcamps, youth programme, food education workshops, social supermarket and foodshares.

30 Hobill Ave is where you'll find the Wiri BBM Foodshare, supporting the community with food insecurity. This is where we met Ina Walters, manager of the Wiri branch.

'The BBM Food share is a place where people can come and get kai if they are struggling. We love to feed our family, they will not be judged on their circumstances. Often it's those that are on a benefit, or low incomes, and people that lost their jobs during covid – but it's anyone that's in hardship' says Ina.

'We've been at the current Wiri site for around a year now. We were originally a food bank operating on Jack Conway Ave - we slowly evolved from operating out of a back of our gym to this space on Hobill Ave as a food share'.

Ina (left) with the Wiri Business Team

In the past, the food share was run on just volunteer help. We now have staff and we get casual volunteers from larger corporates.

You might be wondering what the difference is between a foodbank and a foodshare. Ina explains that 'Food banks tend to have more of an 'ours and them' mentality and people need to meet criteria to receive help. With the foodshare, it's for anyone that needs help, you don't need to show any paperwork except some ID so we can record who's coming to visit us'

'We're supporting on average over 200 families per week. On a busy week it can reach up to 800. Through the floods, there were thousands that needed our help'.

Ina herself has faced some big obstacles and found herself at rock bottom not dissimilar to Dave Letele's own story.

'I went to prison twice for drug offences - I was using drugs to numb the pain of my partner's suicide. I felt so unworthy and I just couldn't cope'.

'I was in that cycle, I've seen it with my family. I've seen it with the people around me. I just didn't want that life for me and my kids'.

Ina has been part of the BBM family for over three years and with their help, has managed to turn her life around.

'When I was in prison, there was a rehab programme where I learnt the tools and once I left I knew that I needed to use to them. I had put on a lot of weight and exercise was one of the things I needed. But I couldn't afford going to a gym. But BBM was free and I jumped into my first class and haven't stopped going since'.

Having lost over 40 kilograms, Ina has become one of BBM's success stories. She's even one of the trainers now.

'My kids, my mum, my dad, my sisters - all had unconditional love for me and wanted a good life for me. I had to do it for them if I wasn't doing it for myself'.

'I'm a totally different person now. BBM, Dave and his wife have done nothing but empower me'.

If you would like to support the foodshare, you can contact [foodshare@thebbmprogram.com](mailto:foodshare@thebbmprogram.com) or Ina directly [ina@thebbmprogram.com](mailto:ina@thebbmprogram.com).



## Don't do FOMO, just click follow!

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

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 [michelle@wiribiz.org.nz](mailto:michelle@wiribiz.org.nz)**

### **Did you know it costs \$0 to feature in the Wirilink?**

We're always looking for local businesses in Wiri to feature in our newsletter. WiriLink is emailed and delivered in person to businesses every two months. If you think you've got a good story to share, email [michelle@wiribiz.org.nz](mailto:michelle@wiribiz.org.nz)



# 8 effective employee retention strategies



By Nick Stanley, kindly republished and edited for length with permission from myHR  
<https://www.myhr.works/nz/>

## The success of your business relies on the individual and combined skill of your people.

Below are eight strategies to keep your top performers and make your company a place where people want to come to work.

### 1. Be proactive

Many companies overlook the need to have a long-term strategy for retaining their skilled people.

Design an [employee retention](#) program to give your top people reasons to stick with you. Don't wait until you feel an employee is going to leave – or worse, you're sitting in the exit interview – and try to convince them to stay or match another job offer.

Ensure you understand each person's needs and can meet some or all of them, whether it be better pay, improved work-life balance, career development, or more benefits.

### 2. Hire the right people

Staff retention starts right at the beginning of the employment process. It sounds obvious, but there are many things to think about before you even schedule an interview.

Identify the sorts of skills, backgrounds, or personality traits your top employees have in common.

Understand your company culture and pinpoint the aspects of it that are particularly relevant to the job.

When you start screening applicants, think about how candidates might fit with the company and the existing team, and whether they have the skills to assist your business with its short and long-term goals.

People who show commitment, are self-motivated and interested in developing their skills and careers will be more loyal than those motivated by money and power.

### 3. Support wellbeing

The disruption and pressures of the past few years have shone a spotlight on employee health and wellbeing.

People now expect their workplace to prioritise not only their physical health and safety, but their mental wellbeing as well.

There are many aspects to supporting employee wellbeing, from offering an [Employee Assistance Programme](#) to raising awareness of mental health and promoting open conversations with your team.

### 4. Offer career paths and professional development

Plan for the long term. While top talent may naturally exceed in their roles, there's no guarantee they will want to stay there forever.

You need to understand how key staff see their career progressing.

Identify their career goals, then work with them on a plan to attain them and grow with the company.

Promote from within as often as possible and provide equal opportunities. This sends a clear message that you are committed to developing future leaders, and you want your people to drive the company's success and share in it.

Learning and acquiring new skills need to be another core focus. The nature of work keeps changing and employees (and companies) need to keep pace.

### 5. Make your employee benefits personal

We all have different motivations, so tailor your staff retention strategies to individual employees.

Find out what fires up your skilled staff. Financial incentives might not be as high on the list as you think.

Instead, your top performers may care more about being challenged by their work, learning and growing, or having more workplace flexibility.

### 6. Keep communication open

If your workplace has an open environment where management shares information and employees feel free to speak their minds, you will foster a sense of shared purpose, and you can expect it to be easier to retain skilled staff.

Make communication regular and ongoing, both formally and informally. Give performance feedback, hold meetings so people can offer ideas and ask questions, and encourage individuals and teams to share information.

Occasionally, it may help to bring in an impartial third party for staff to talk to so you can get a gauge of how they really feel.

Listening to your employees and acting on what they say will help them feel valued.

### 7. Make work meaningful

Rather than reactively managing your people's performance, concentrate on finding ways to keep the work they do meaningful and challenging.

More than most, your high achievers will want to use and extend their skills, so encourage them to take the initiative, remove barriers to getting work done, and offer job flexibility as much as possible.

Listen closely to what your top employees say; you'll get many good ideas, not only for improving work conditions, but other areas of your business as well. You'll also get a better understanding of why people

might be attracted to your company, which will help with recruitment.

### 8. Reward success, understand failure

Understanding and accurately measuring employee performance and satisfaction, and then recognising and rewarding achievement, will support your ongoing retention efforts.

Again, this should be built into the company culture, not only as part of your formal performance review system, but also more casual acts of appreciation, such as lunches out or simple workplace congratulations.

Look at ways to offer rewards for employees who stay with you for a predetermined period or exceed their performance goals.

Your high achievers might not be the only ones who go above and beyond, and if you reward every good example, you'll create a culture where everyone wants to be one.

## Partnering with myHR

MyHR provides expert HR consultancy combined with easy-to-use HR software and platform. It's a great option for small and medium businesses that may not have an HR person or need some extra support.

Wiri Business is pleased to be partnering with my MyHR to deliver a series of HR seminars on a range of topics:

- Employment basics – the do's and don'ts of being an employer, managing your legal risk and setting good employment foundations with your team.
- Pay and Remuneration - managing cost of living increases and how to manage conversations about pay.
- Performance and conduct – managing poor performers, what you can and can't do, tools to respond.

Make sure you're on our mailing list so you get these invites, email [michelle@wiribiz.org.nz](mailto:michelle@wiribiz.org.nz) if you're not!

# Te Whakaoranga o Te Puhinui: Te Puhinui Regeneration Strategy

**Te Puhinui runs for 12 kilometres from Manukau city to Manukau Harbour. What was once a free-flowing stream providing for the local community, has become one of the most polluted waterways in the city.**

Regeneration of the Puhinui stream has been in the works for some years now. A project called Te Whakaoranga o Te Puhinui has been established to regenerate the wellbeing of the awa, the catchment and its people and Wiri businesses have an important part to play.

A wide range of project partners and collaborators including Te Waiohua (mana whenua Māori iwi : Ngaati Te Ata, Ngaati Tamaoho and Te Ākitai o Waiohua), the Auckland Council family, crown agencies, community organisations and community members have been involved in the development of the regeneration strategy, being led by Eke Panuku. After a period of establishing the governance with Te Waiohua and project partners

working group, now is the time to bring the strategy to life.

Project partners and collaborators have come up with a programme of both physical work and strategic initiatives. There is over \$30m planned investment in the coming five years across the Puhinui catchment, with more to follow.

Auckland Council will soon be undertaking a project to improve water quality in the catchment.

Stormwater management is important on industrial sites due to the potential type, range and quantity of contaminants which could reach vulnerable environments.



Microbead pollution



Oily Sheen Ash Road



Puhinui dyed blue



Water quality testing suggests that there are contaminants that are often linked with Industrial or trade activity sites that are finding their way into the waterways. This doesn't mean that people are necessarily putting things into the stormwater on purpose but there may be poor practices which are unintentionally contributing to the contamination of the waterways.

Auckland Council officers will begin inspections of businesses that undertake industrial or trade activity in the Wiri area in mid-May. This is to understand how businesses operate, identify any risk practices, and ensure that minimum standards are being met.

At the other end of the water life cycle progress is being made to restore the ecology of the Puhinui Awa. Enthusiastic South Auckland rangatahi (youth) are taking up employment opportunities to reverse the ecological degradation through an initiative led by the Sustainable Business Network. Since January 2022 the local crew have grown and planted 15,000 locally sourced native plants, established a pest control programme over 5 hectares on the catchment and pulled countless tonnes of rubbish out of the stream.

### **There are loads of ways that everyone can do to help with the regeneration of Te Puhinui.**

- Take part in one of the many clean up, planting or activation days along Te Puhinui.
- Contact us about how you could become a funding partner to support the delivery of the strategy. Contact: [team@tewhakaorangaotepuhinui.co.nz](mailto:team@tewhakaorangaotepuhinui.co.nz).
- Adopt a spot – find a section of the stream which is dear to your heart and contact Manukau Beautification Charitable Trust to explore how you / your organisation can become tiaki (carers) for this area.
- Change your behaviours – think about the impact of your personal and business behaviours on the people, place and nature of Te Puhinui. Where possible choose behaviours that support the health and wellbeing of this tupuna (ancestor).
- Demonstrate your commitment to collaborating in the delivery of a healthy and thriving Puhinui by signing up to Te Whakaoranga o te Puhinui Charter.

We look forward to sharing more about Te Puhinui Regeneration on our social channels and providing future opportunities to look after our local environment. If you want to learn more about the project, visit Te Whakaoranga o te Puhinui - EkePanuku.

## **Key initiatives currently underway**

- Waiohua Maramataka and Te Reo Initiative
- Empowered Communities Initiative
- Wiri Industrial Pollution Prevention Programme
- Sustainable Business Network's Puhinui regeneration Project
- Signage and Wayfinding Strategy
- Ongoing planting in Tōtara Park and Puhinui Reserve
- Place-based Education
- Te Puhinui Food Sovereignty
- Te Puhinui Living Lab

## **Key projects currently being developed**

- Hayman Park repo (wetland)
- Raataa Vine Stream naturalisation and park upgrade
- Counties Manukau District Health Board stream improvements, walkway and wetland
- Puhinui Reserve planting, improvements and water supply
- Puhinui path feasibility study
- Blackgate Reserve upgrade
- 770 Great South Road stormwater pond renewal

# See H&S in a new light with seeo

In the March edition of WiriLink, we learnt that the South Auckland Freight Hub utilise AI technology called seeo to aid them with health and safety compliance. We talked to founder Bede Cammock-Elliott for the run down on what seeo has to offer.

## What is seeo?

seeo is an AI-driven video analysis platform that provides businesses with a deeper (often hidden in plain sight) level of insight into their operations.

seeo enables organizations to see with 'new eyes' - we help employers know the current state of their workplace safety, so they can address process and compliance issues and protect their people. We call it 'work as done' versus 'work as imagined'.

## How does it work?

seeo analyses recorded CCTV footage for events that may indicate gaps and weaknesses in health and safety culture.

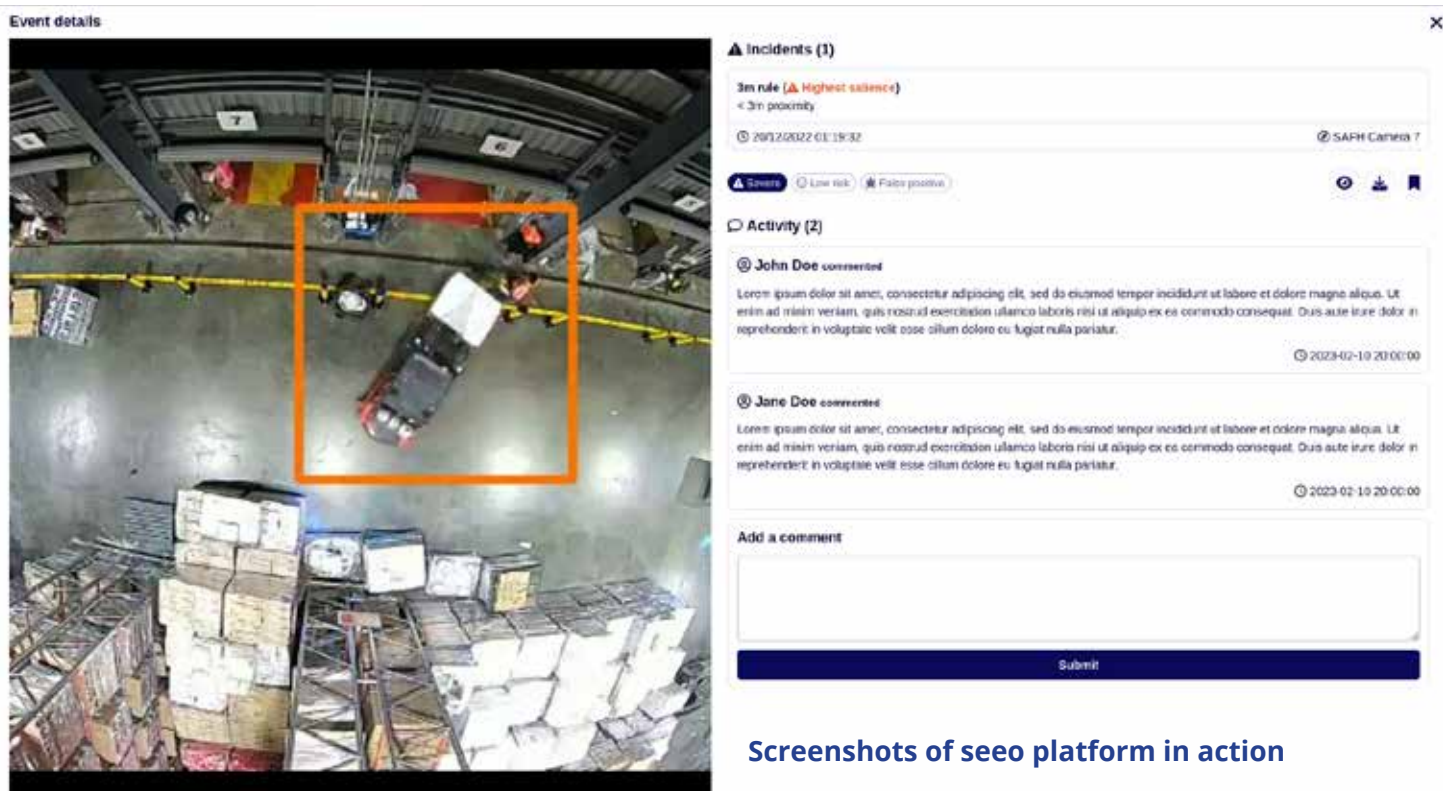
seeo recognises the objects in the scene, whether they are people, forklifts, trucks, shipping containers or packages. With that knowledge, you can apply logic to how those objects should be interacting within the scene. seeo knows about people being too close to a forklift for instance.

Most organisations have generic modes of working such as people should maintain three metres'

distance from forklifts. But not all events are equally as dangerous, so we worked with health and safety specialists to understand the components of different risks and built an AI-driven algorithm to ensure the most 'dangerous' events are top of the list of seeo events. We call this feature salience. For example, a person within three metres of a forklift that slowly moves in the opposite direction might not be considered as dangerous as a person walking straight in front of a moving fully laden forklift. Salience can tell between the two events.

Short video clips of where behaviours that don't reflect a business' agreed health and safety culture are presented in the seeo app for review. All processed data is stored in a secure cloud environment for twelve months.

The software then analyses the data to create statistics and reports to monitor any changes and shift in safety culture.



The screenshot displays the 'seeo' platform interface. On the left, a video feed shows a warehouse interior with a forklift and a person. An orange bounding box highlights the forklift. The right sidebar contains the following sections:

- Incidents (1)**: A notification for a '3m rule' violation with a 'Highest salience' rating. It includes a timestamp of 20/12/2022 01:19:32 and identifies the camera as 'SAFH Camera 7'. Below this are buttons for 'Save', 'Low risk', and 'False positive'.
- Activity (2)**: A list of comments from 'John Doe' and 'Jane Doe', each followed by a placeholder text block and a timestamp of 2023-02-10 20:00:00.
- Add a comment**: A text input field with a 'Submit' button below it.

Screenshots of seeo platform in action

## Do seeo alerts work in real time, can it alert me to an event as it's happening?

This is something that's in the pipeline. In theory it's a good idea, in practice, it's a bit more problematic as we see that a lot of work environments are chaotic. It is important that any Health and safety system does not become a crutch in any way.

For example, if we have multiple forklifts in the scene, how do you alert that just one is involved in an incident? Do they all stop if you sound an alarm?

A real time seeo would be ideal where there is an exclusion zone or no-go area for people. Many sites have machinery only areas – detecting pedestrians in there would be most helpful.

## Is seeo like Big Brother?

It's a question I'm often asked - we don't see ourselves as Big Brother. We only use the technology to automate the detection of pre-harm events organisations are already recording. Our use cases care about monitoring health and safety practices, we don't and would not apply it to keep tabs on how long Bob takes for smoko or some other equally intrusive use case.

## Shouldn't we trust people to do the right thing?

Take this example: there are millions of stop sign interactions per day across the country, where the Police trust people to stop before entering the intersection.

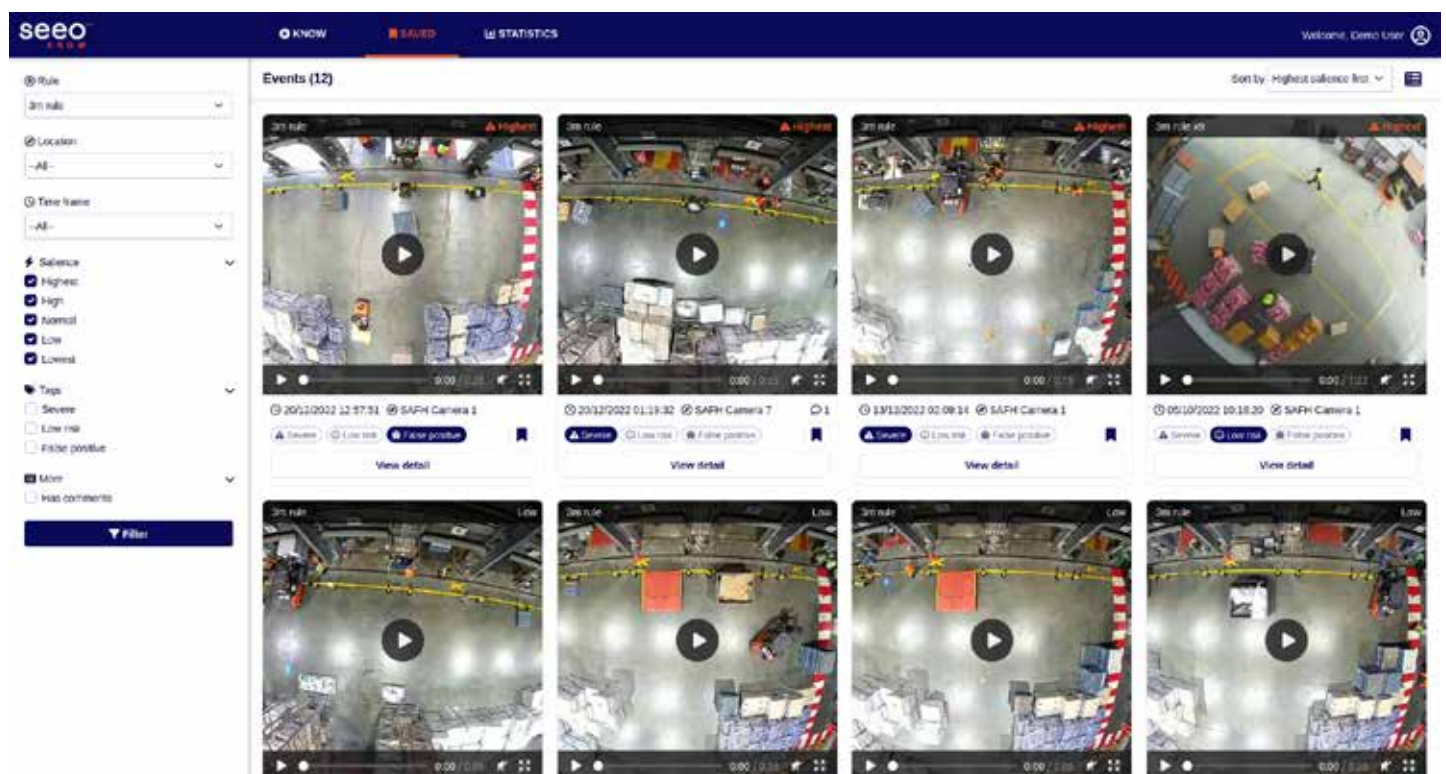
Most of users do, and sometimes people drive straight through and there's no one else there; but

one time someone may get hurt or worse. A high trust environment doesn't mean that people don't unwittingly do things that put themselves at risk – we're only human after all.

You want to build a culture that makes it culturally unacceptable to do certain high risk things. People keeping themselves and others safe needs to be 'how we do things around here when no-one is watching'. It's quite profound when you sit a person down and say 'I'm going to show you three things you did in relation to Bob in the forklift'. When you show them the events and have a discussion, often people have no idea the degree of risk they have taken, and will better check their behaviour in the future.

## How do businesses get in touch to learn more?

Best way to contact us is completing our online form, we're more than happy to give you a demo of how seeo works. Visit: [www.seeo.ai](http://www.seeo.ai) or phone me directly on 021 469 460





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