

# thrive

Hutt City Business News

thrive HUTT CITY

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# Economic Development

## Strategy Turns Economy Around



Mayor John Terris



**While wishing you all a happy and prosperous New Year, I would like to pass on some very good news for Hutt City.**

Eighteen months ago, Hutt City committed to a five-year economic development

strategy. Progress so far shows many positive results (see article later in this edition). For example, job growth here over the past two years accounted for two thirds of all new jobs in the last seven years. Results like these are encouraging after more than a decade of difficult economic conditions, and certainly give lie to the claims that Hutt City is a 'dog' – far from it in fact.

Our population is also growing and we now have our 100,000th citizen.

Last year Hutt City was ranked third in terms of business growth in the Wellington region, a result attributable in part to the new economic development strategy.

Work completed from the strategy includes:

- Development of a major visitor strategy and further investment in improvements to Jackson Street, Petone.
- A new 'Development Wainuiomata' project to target population losses.
- Naenae Shopping Centre upgrade.
- Partnership with local industry to develop Wingate.
- Continued funding for Positively Wellington Business (PWB) and establishment of a Creative Manufacturing Cluster to assist the large number of manufacturers in Hutt City.
- Continuing efforts directed towards industry and employment retention,

including the Griffins factory and the Civil Aviation Authority Head Office.

- Considerable effort attracting new retail activities saw local papers report nearly \$200m of new investment coming on stream over the next year.

This year a strong programme is in place to achieve further positive results, including:

- Better use by TVNZ of Avalon TV studios as a priority (see item in 'Business Briefs').
- Council promoting high-tech, high-value activity, specifically through a high-speed Internet access project (Smartlinx3).
- The city being better promoted to visitors and industry, through repositioning the Visitor Centre and the appointment of a Visitor Market Development Manager.
- Continuing emphasis being placed on business retention and growth and a new programme to attract businesses to Hutt City.

We know that economic development is a high priority for the people of Hutt City and believe business supports proactive strategies to deliver this. EDS initiatives implemented to develop our local economy have already made great gains.

I look forward to sharing more good news with you during the coming year.

John Terris  
MAYOR

# Briefs

## *Colour Aerial Photographs*

A new cost-effective method for capturing aerial images has provided us the opportunity to update our much-requested aerial shots of the entire city – in colour! (see photos to right)

You can see the fabulous results on the Property Enquiry System on [www.huttcity.info](http://www.huttcity.info). If you wish to purchase quality prints (up to A0 in size) please contact the Engineering Records Counter at Hutt City Council by phoning 570 6666

## *Business Delegation to China*

On 28 March 2004, Council's Chief Executive Rik Hart leads a business delegation to Taizhou, a city that supports the development of a business relationship with Hutt City. The delegation will spend two days in both Taizhou and Shanghai, where it will meet NZTE representatives.

Taizhou is home to five million people and growth there has averaged over 10% per annum in recent years.

This visit is a further opportunity to establish new contacts in China, or reinforce existing contacts within this fast growing city. For information on Taizhou, visit <http://fao.taizhou.gov.cn>

Contact Brian Cross on 570-6804 or [brian.cross@huttcity.govt.nz](mailto:brian.cross@huttcity.govt.nz) before Wednesday 25 February 2004, about either joining the delegation or sending information.

## *NZ Trade & Enterprise (NZTE) Launches New Business Growth Service*

NZTE Business Development Group Manager, Hans Frauenlob says NZTE's new "escalator" service is targeted at entrepreneurial New Zealanders and innovative small and medium sized enterprises (SMEs) with strong growth potential and a need for additional investment to expand, diversify or commercialise a new concept. The service will provide participants with the specialised knowledge and training needed to secure equity capital and/or strategic local or international partnerships.

For more information visit [www.nzte.govt.nz/escalator](http://www.nzte.govt.nz/escalator) or contact the NZTE Enterprise Helpdesk 0800 822 748

## *Hutt City Portal – One of the Best*

[www.huttcity.info](http://www.huttcity.info) profiles our city to the world and stores a wealth of information and resources.

A recent Auckland University survey named [www.huttcity.info](http://www.huttcity.info) the best Council site in the region and second best in New Zealand!

If you are not a regular visitor already, we encourage you to check out the business section. The site provides easy online access to many of our services, allowing you to do business when it suits you.

If you have a success story you'd like profiled on the portal please email us at [business@huttcity.govt.nz](mailto:business@huttcity.govt.nz)



## GoodNews Business Update

### **Industrial development at Wingate**

Wingate is set to cement its position as the centre of manufacturing in the Wellington region. Building Solutions recently purchased 6 hectares of Wingate land to develop the Wingate Industrial Park. Buildings Solutions have four such parks already in the region.

### **Carpetmaker flat out**

Feltex carpets has boosted its workforce by 105 staff, doubling the capacity at its carpet spinning plant from four to seven production lines. 85 jobs were created in 2003 and a further 25 people will be employed over the coming year.

### **Scrap metal mountain goes to Seoul steel mill**

Seaview based metal recycling company Macauley's is shipping a massive 10,000 tonnes of steel scrap metal to Korea. The container load is part of an ongoing contract in Korea.

### **Visual Arts Degree a Wellington First**

Wellington Institute of Technology (WelTec) will offer a Bachelor of Visual Arts Degree this year – the first of its type in the region.

The announcement caps off what has been a landmark year for the polytechnic's Centre for Creative Industries. Student numbers have grown significantly with many of its former students now representing New Zealand internationally.

### **Hercules star sets up film company**

A new film company called Screen Adventures has been set up by Hercules star Michael Hurst and former Cloud 9 executives. It will be based at Avalon Studios.

# Charta Packaging

## – Packing a Punch

**New Zealand's corrugated cardboard packaging industry continues to grow apace in New Zealand.**

The main competition is between three of New Zealand's major international paper companies and a privately-owned Hutt City company called Charta Packaging. Charta is a smaller operation than its competitors, but clever marketing and a sound plan for growth and innovation, have seen the company grow its market share considerably since its humble beginnings in 1978.

Twenty-five years ago, vision and sheer determination saw John Winlove establish Charta on the back of 19 years experience in the packaging industry. A few months after its 25th Anniversary, it's easy to see why Charta is proud of its history. With four employees originally, the company now employs around 100 staff, with a presence in Hawke's Bay, Christchurch, Auckland and Hutt City and customers throughout the country.

Production is undertaken at the plant in Gracefield, Hutt City. General Manager Trevor Burgess says it's the perfect spot for Charta, being almost next door to half a dozen of the main transport operators in New Zealand, and good infrastructure in the area. Trevor has a history in the packaging industry. His association with Charta began when he started consulting to the company in 1995; 18 months later, then Managing Director John Winlove, made Trevor General Manager of Charta. John retains a stake in the company (and a directorship) along with private New Zealand investment and holding company Stokes Holdings Limited.

During the past five years, Charta's plan has been to expand into new markets throughout New Zealand. This has seen the company use its edge in technology to carve a successful niche

for itself in the packaging industry. Over 50% of its production is now high-quality packaging for, among others, specialist healthcare manufacturers and well-known members of the wine industry.

In fact, part of Charta's plan has been to actively target the wine industry. This has paid off with 60% of New Zealand's wine companies now using Charta for their high-quality packaging needs. To many of Charta's customers, packaging is not just for shipping, but part of their product's image. Charta's appreciation of this and constant investment in the best technology available means it can provide products of the highest quality. This approach has seen Charta win several Gold industry awards for their products.

Charta's technology and size also allow it to provide a highly responsive and efficient service to its customers, whose needs often differ in the extreme from week to week.

*"To many of Charta's customers, packaging is not just for shipping, but part of their product's image."*

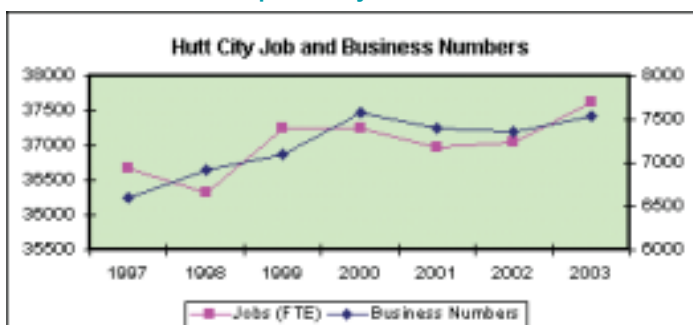
"We really commit to the "no job too big or too small" philosophy and it has paid off, we've got loyal customers the length and breadth of the country," says Trevor.

And Charta are loyal providers, too. When the company celebrated its silver anniversary last year, 150 customers, friends, staff and associates came together to toast the first 25 years. A fun open day held the following day attracted more than 450 visitors, including staff and their families. Organised by Charta, the celebrations were simply to say "thank you" to all those who helped make the first 25 years such a success.



## Business and Employment on the up in Hutt City

A recent report prepared by BERL showed there were 514 new fulltime equivalent jobs in Hutt City for the year to March 2003, an increase of 1.4% on the previous year.



Large increases in the property and business services, and health and community services sectors, offset losses in the communication services sectors.

The number of new businesses operating within Hutt City grew by 2% – in total there were 176 new businesses for the period. The main increases occurred in the business, community, recreation and financial services sectors, and construction.

Surprisingly, Hutt City GDP shrank by 1% (compared to a 2% decrease for the previous year). Although some questions have been raised about the accuracy and validity of GDP figures at Local Authority level, this result fits with the positive trend of improving business and employment conditions.

For more information please contact [harry.anderson@huttcity.govt.nz](mailto:harry.anderson@huttcity.govt.nz) or phone 570 6974

# SME Corner

## Environmental Laboratory Services (ELS) – Testing the water



As we lament the steady decrease in the number of invaluable science graduates New Zealand turns out each year, Environmental Laboratory Services (ELS) in Seaview is busy using its extensive scientific knowledge to service clients the length and breadth of the country.

The company is in the business of environmental monitoring and testing. In other words, its experienced staff determine the effect of human activity on our environment.

ELS holds important contracts with City, District and Regional Councils, consultants, industrial companies and several international firms. Its laboratory has some of the most modern and sensitive environmental analysis equipment in the country.

Locally, ELS provides, to a large client base in the Hutt Valley, analysis of trade waste discharges before it enters the sewerage system. Swimming pools, crayons, concrete, effluent and the atmosphere are included on the long list of what is tested by ELS. The company also tests a wide range of manufactured food products – from

export meat to tomato sauce – to ensure they are safe for consumption.

Originally part of Hutt City Council, ELS has been a commercially-run company since 1995.

Back then, ELS employed four staff. It now employs 27. General Manager Rob Deacon says ELS's growth continues at pace:

"In 1994, we were processing 3,300 samples a year; last year that figure grew to 43,000."

That's serious growth.

So, remember, the next time your two-year old is caught munching on a non-toxic crayon, it may well have been tested by ELS. And be assured, if ELS tested your tomato sauce, it will have a healthy level of micro-organisms.

[www.els.co.nz](http://www.els.co.nz)

## Film Friendly

Hollywood hit Hutt City in November 2003 when major production *Without A Paddle* shot in four different locations throughout the city – and Hutt City businesses came to the party ensuring all location filming went smoothly.

The film industry injects millions of dollars into the regional economy and provides hundreds of jobs. Local co-operation means we continue to play our part in regional economic development.

Hutt City Council is a "Film Friendly" organisation, meaning we have an agreement with Film NZ to try and accommodate filming requests.

For further information contact [duncan.chisholm@huttcity.govt.nz](mailto:duncan.chisholm@huttcity.govt.nz) or phone 577-0397

## Guest Column

### Considering Overseas Talent? Help is at Hand!

Many New Zealand companies find it difficult to locate specialist talent in our limited workforce pool. Hiring talent from overseas can be a daunting and expensive exercise, especially for a small organisation but Shawn Gilhooley, Immigration Project Manager at Positively Wellington Business (PWB) says proper planning and knowledge of your options can considerably reduce the risks and costs associated with overseas recruitment.

"The main causes of unexpected costs and delays are not providing accurate information on job offers, migrants applying for the wrong type of visa and using recruitment agencies that are inexperienced in overseas recruitment," says Shawn.

"The factor most often neglected, and potentially the costliest, is ensuring the new migrant and their family settle and assimilate in New Zealand."

PWB (partly funded by Hutt City Council) manages the Wellington Migrant Attraction Programme, a joint project between New Zealand Immigration Service and the region. Free to employers and new migrants, the



*"We have a database of potential migrants and ex-pats interested in relocating to New Zealand."*

programme's objective is to assist employers who wish to attract skilled migrants to the region and to help new migrants through the assimilation process. PWB can assist your organisation to plan a recruitment strategy, provide advice on immigration policy and act as liaison between your company and New Zealand Immigration Service.

"We may even be able to assist in identifying suitable applicants for your position," says Shawn.

"We have a database of potential migrants and ex-pats interested in relocating to New Zealand and access to skilled people who have lodged an "Expression of Interest" with New Zealand Immigration Service."

The New Zealand Immigration website provides comprehensive information on visas, employer requirements, fees and self-assessment for potential migrants: [www.immigration.govt.nz](http://www.immigration.govt.nz)

# Currently Consulting On

## Retail Strategy

Council's Retail Strategy is aimed at maximising Hutt City retailing opportunities and providing more jobs.

A draft strategy has been developed with input from retail groups in the CBD, Petone and a number of our suburban centres. The draft goes to Council's Strategy and Policy committee this month before being made available for public consultation.

To receive a copy of the draft, please email [harry.anderson@huttcity.govt.nz](mailto:harry.anderson@huttcity.govt.nz) or phone 570-6974

## Draft Amended Community Plan/Annual Plan 2004/2014

### (Draft Community Plan)

This year's Draft Community Plan consultation process is:

- 14 April: Copies of the Draft Community Plan available for collection by the public at community libraries and Council service centres.
- 14 – 17 April: Draft Community Plan summary document is distributed to every household and post office box in Hutt City.
- 19 April – 18 May: During this consultation period submissions are welcomed on the Draft Amended Community Plan/Annual Plan.
- 14 May – 15 May: HCC Community Plan Expo, Town Hall.
- 2 June – 3 June: Submission hearings for those members of the public who wish to present their submissions to the Mayor and Councillors.
- 16 June – 17 June: All community submissions considered at a special Council meeting. Final decisions made about what is to be included in the Amended Community Plan/Annual plan. Amended Community Plan/Annual Plan adopted.

For more information please contact [frances.allen@huttcity.govt.nz](mailto:frances.allen@huttcity.govt.nz) or phone 570-6805

## Gambling Venue Policy

Hutt City Council is seeking submissions on its draft gambling venue policy for restricting gaming (pokie) machine venues and TAB venues in the city.

Relevant information is available at [www.huttcity.info](http://www.huttcity.info) or phone the Council on 570-6666.

Submissions close Friday 20 February 2004.

## Draft Sale of Liquor Policy

Council is currently consulting on a draft Sale of Liquor Policy. The draft Policy focuses on the elements of host responsibility, education and communication, and hours of operation. The draft Policy and details on making submissions can be found at [www.huttcity.info/council/consulting](http://www.huttcity.info/council/consulting) or you can email [robyn.fisher@huttcity.govt.nz](mailto:robyn.fisher@huttcity.govt.nz) (phone 570-6915)

## Expo Hutt City

At Hutt City Council we are the first to admit getting people interested in what we are up to is not always easy!

As part of the 2004 Draft Community Plan consultation we are hosting an expo. To be held on 14 and 15 May, at Hutt City's Town hall, the expo will include a range of displays and information booths highlighting Council services and facilities.

For further information about the Expo contact Frances Allen, Corporate Planner on 570-6805 or [frances.allen@huttcity.govt.nz](mailto:frances.allen@huttcity.govt.nz)

# Key council Projects



## CBD Improvements – Keeping It Green

"Hutt City Council and retailers' group CBD+ are joining forces again to continue their commitment to the central business district improvement programme," says Joe Daly, General Manager of CBD+.

This year's focus will be Queens Drive – between Laings Rd and Bunny St.

Joe says the work will mirror that undertaken in High St in 2003.

"This means a continuation of the "paint it green" theme for street light and parking meter poles and refuse bins. More attractive fan palms will also feature in the development. As well as this, the concrete footpath on the eastern side of Queen's Drive will be replaced with pavers," he says.

The cost of the project is \$200,000 and work begins this month.

For more information please contact [bruce.sherlock@huttcity.govt.nz](mailto:bruce.sherlock@huttcity.govt.nz) or phone 570 6833.

## Library face-lift

Do you need information to run your business, or a relaxing read after a hard day at work?

The Central Library building is being renovated to reduce the risk of earthquake damage and enhance our commitment to health and safety requirements. During the renovations the Central Library staff will continue to provide the same services at their temporary location in the Horticultural Hall.

Ruth Halliday, Manager, Libraries says changes to the Central Library building will include more fire exits and a larger lift. There will also be a new public entrance direct from the carpark. Work on the building is due to be completed by August 2004 and staff will be back in the Memorial Building in early September.

For more information please contact [ruth.halliday@huttcity.govt.nz](mailto:ruth.halliday@huttcity.govt.nz) or phone 570 2704



# Regulatory Column

## Legislative Changes in the Wind

### New Building Act

Nationwide concerns around leaky buildings and untreated timber have seen the introduction of a proposed new Building Act. The main aim of the new legislation is to tighten up on building standards and the quality of building materials.

A high level of publicity and scrutiny have already led to pressure on the building industry to enhance current standards and safeguards e.g. moves to ensure there is a cavity behind monolithic cladding systems and assurances that treated timber is used on external walls.

To assure consumers of the increased scrutiny on the industry, the new Act includes proposals to increase the level of qualification for builders and inspection agencies.

Hutt City Council is already putting in place many of the changes required by the new Act. For example, it is dealing with the issue of Code Compliance Certificates for buildings that incorporate monolithic cladding, but do not have cavities, on a case by case basis. To ensure each case is safe, it requires separate certification for each job of this type and it is incorporating an additional level of final inspection.

### Hazardous Substances

The change from Dangerous Goods licences to a new system of test certification under HASNO (Hazardous Substances and New Organisms Act 1996) will become effective on 1 April 2004 for most industrial users and suppliers of a range of substances including Class 2 (Gases), Class 3 (Flammable liquids), Class 4 (Flammable Solids) and Class 5 (Oxidising Substances). The transition for mixtures such as paints and adhesives will not occur until 2005 or 2006.

The auditing of test certificates in the workplace will be largely administered by Occupational Safety and Health with some involvement from the Police, LTSA, Maritime Safety and Civil Aviation Authorities, the Gas Safety Service (Ministry of Consumer Affairs) and the Ministry of Health. Until the Test Certification system is fully operational, the Environmental Risk Management Agency (ERMA) says existing dangerous goods licenses will roll over for a year.

Any questions regarding these proposed legislative changes can be directed to the Environmental Approvals or Inspections and Enforcement Divisions, phone 570-6666.

## Comparing Local Authority Financial Performance

### “Benchmarking survey shows Hutt City’s costs per ratepayer are 22% below average”

Councils throughout New Zealand are regularly criticised for their financial performance. Sometimes this is justified, but many times it is not. Often this is because the information has been extracted without understanding the differing accounting treatments and service delivery methods of each council.

To provide useful comparisons, Hutt City and other large local authorities have participated in benchmarking studies conducted by Ernst & Young. These studies thoroughly analyse the financial results of each participant and adjust accounting treatments, to ensure ‘apples are compared with apples’.

The first study, completed two years ago, showed that Hutt City had the lowest costs per

ratepayer – 29% below the average. The second study is almost finalised and draft results indicate costs per ratepayer are now 22% below the average (the increase is due to the commissioning of our wastewater treatment plant in 2002).

Both studies demonstrate successful cost containment by Council. Unfortunately this does not all translate into comparatively lower rate levels mainly because some other local authorities are able to partially offset their higher costs with investment revenue from share holdings in, for example, airports, ports, forestry, and energy companies.

At Hutt City Council we will continue to focus on efficiency in order to maintain reasonable rate levels.

For more information please contact [tony.stallinger@huttcity.govt.nz](mailto:tony.stallinger@huttcity.govt.nz) or phone 570 6781

## Resources for Business



*Sibbald, Peter*  
*Slash your taxes now!: The tax saver's A-Z guide for business & self-employed people*

They're legal, they're guaranteed to save you money, and most people don't take advantage of them. This is the first and last word for small businesspeople on how to cut your tax payments to the IRD.

*Gelb, Michael.*  
*More balls than hands: juggling your way to success by learning to love your mistakes*

Learn how to balance your personal life and professional career, deal with continual change, and get more done in less time.



## We value your comments!

*A great place to live, work and play*



This newsletter aims to give businesses more information about Council's policies and issues and other relevant stories. We'd love to hear from you if you have any story ideas or ways to improve this publication. Please send an email to [rowan.ferguson@huttcity.govt.nz](mailto:rowan.ferguson@huttcity.govt.nz)

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