

thrive

Hutt City Business News

thrive HUTT CITY

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Hutt City - a hub of activity



Mayor David Ogden

This past quarter has been a great one for Hutt City.

The pace and scale of building activity continues to be the best endorsement of the future of our city. As reported in our 2004/05 Annual Report, in the past financial year Council issued over 2000 building consents with a combined value of over \$173 million. That is the largest value of building consents ever issued in a 12 month period, and represents an increase of 90 per cent over the previous year.

In a few weeks the expanded Westfield Queensgate development will open, comprising around 160 specialty shops and large department stores. It will provide direct employment for 700 people, with more downstream servicing jobs likely.

Building of the Harvey Norman retail complex at the corner of Rutherford Street and Melling Bridge is also underway. Council officers worked with Harvey Norman and Greater Wellington Regional Council to ensure that adequate car parking could be incorporated into the new development, a good example of Council assisting business to deliver an excellent outcome.

In September I led a business delegation comprising Business Hutt Valley, Eyede International, Tohu Wines, Indeserve and Positively Wellington Business to Taizhou in China. The trip resulted from a Chinese delegation's visit to us earlier this year. Sales have already occurred as a consequence of this trip. Some of the party also visited Japan where we hosted the new Mayor of Minoh at the World Expo. This was to celebrate the 10 year anniversary of the formal relationship between our two cities.

Returning from our trip has given me a fresh perspective on the growing confidence in our city. I believe the work on the Wellington Regional Strategy is helping focus attention on our strengths and attributes and our

place in the region. We have had our challenges, but the economic picture has been showing real signs of improvement. Our GDP is growing at one of the strongest rates in the region, unemployment is falling and nearly 300 new businesses were established in the last financial year. I am always amazed at the dynamism, creativity and tenaciousness of the city's businesspeople.

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Alongside the hard work we have been doing to attract new businesses and nurture existing ones, we are keenly aware of getting the basics right and ensuring that we have invested appropriately in our infrastructure. We will continue to work with the Regional Council to improve our flood defences and transport options. I am always happy to hear your feedback on how the Council is addressing your needs. If you have any issues or concerns, please feel free to contact my office and arrange an appointment.

David Ogden
Mayor

Projects

CBD Retail Connector starts soon

The CBD Retail Connector development work will start soon.

The Retail Connector, the part of Margaret Street between Queens Drive and High Street, will be the main thoroughfare for shoppers moving between the redeveloped Westfield Queensgate and the main street shopping areas. It will be developed as a slow vehicle mall, with wider footpaths making it easier for pedestrians.

The opportunity is also being taken to upgrade the underground services along Margaret Street, with the sewer and storm water systems being improved.

The underground services work will start soon and finish in late November. The above ground improvements will start in early January, working towards a March 2006 finish.

For further information contact gary.craig@huttcity.govt.nz or phone 570 6920.

Wingate blooms

Work on Wingate is drawing to a close, with landscaping improvements at the entry of the industrial area almost completed and the large iconic signage to be installed shortly.

A voluntary design guide is being developed for businesses in the area if they want to align their properties to complement the Council's landscaping work. The guide will provide property owners and tenants with landscaping ideas, which will eventually establish a unified look to the area. Council is also planning landscaping projects along the berms of Peterkin Street and Eastern Hutt Road.

For further information contact gary.craig@huttcity.govt.nz or phone 570 6920.

Another crane on the Hutt City skyline

The \$5.25 million extension to The Dowse is now officially underway, with the appointment of Mainzeal as principal contractor.

The site is currently being cleared in preparation for the staged demolition/construction programme. Work on the site

will be completed within 12 months, leaving plenty of time for the Dowse staff to install exhibitions for the re-opening celebrations in early 2007.

At a Dowse Foundation function in August, guest speaker Dame Cheryl Sothorn congratulated local business supporters for recognising the value a redevelopment like The Dowse can add to the social and economic dynamism of a city.

"You guys are heroes," she said, praising Hutt City business for understanding that the development was 'good for business'. Selig Real Estate has now added its support to the project, joining Sherwin, Chan & Walshe, Hills Hatts/Eskay Ltd, Boulcott Hospital, The Hutt News, Bank Shoes, Thomas Dewar Sziranyi & Letts, Hutt City New World and Gee & Hickton.

For further information contact tim.walker@huttcity.govt.nz or phone 560 1480.



The upgraded Dowse will be a great asset to Hutt City business.

Moera to get a makeover

Now that the upgrade plans in the CBD are well underway, Council is also looking to upgrade and rejuvenate other suburban shopping centres. First stop: Moera! Planning is beginning for Moera, with a community meeting to discuss possible upgrade concepts being held soon.

As part of the Suburban Shopping Centres Fund Policy adopted by Council earlier this year, Council will concentrate on two or three large projects each year. Each centre will be addressed over the course of the next five years. Homedale in Wainuiomata is next on the list, with consultation beginning in the New Year.

For further information contact nicholas.lucas@huttcity.govt.nz or phone 570 6872.

Winning vision in architecture

Hutt-based Stapleton Design Group has won the "Urban Design" Award in a national competition run by Housing New Zealand. Stapleton Design Group beat nearly 100 competitors in a drive to utilise space within state-owned housing in large cities.

New fast Cat comes to town

A new \$1.2 million state-of-the-art 'Cobar Cat' went into service on 12 September. The ferry, operated by East by West Ferries, can travel between Days Bay and Wellington in just 16 minutes, four minutes faster than the previous ferry. Having a second ferry will enable a new 15 minute Petone service to begin once the Petone Wharf has completed its upgrade.

Honda lot sells for \$2.2 million

The property housing the Honda Cars outlet has sold for \$2.2 million. Current tenant, Ross Cars Ltd, has a 12 year lease with two-yearly rent reviews. It was described as attractive to investors because it is a well-leased building in a good growth area.

Local café wins Wild Award

Lower Hutt's Mange Tout Café secured a win in this year's Wellington Monteith's Wild Food Challenge. Their award-winning entry consisted of a beer-matched eel entrée followed by a wallaby and puha main course.

Orica turns 70

Orica NZ celebrated its 70th year in operation, with 66 years manufacturing paints at its Gracefield plant. The Hutt Valley continues to be an important base for Orica, which has 120 permanent employees at Dulux in Gracefield, and created an extra 30 jobs when it consolidated a number of its Australian customer service centres into one operation.

Help for smart businesses



WelTec's Centre for Smart Product is a smart initiative that can assist Hutt companies that design, make and sell innovative products internationally.

As part of the Centre, the R&D Jumpstart Programme has been developed in association with Industrial Research Limited (IRL). R&D Jumpstart sees project teams, consisting of WelTec staff and students under the guidance of IRL staff, research and develop projects for small to medium sized enterprises. Students and staff are drawn from all expertise throughout WelTec, including IT, electrotechnology and digital media to name a few.

"R&D Jumpstart sees project teams develop projects for small to medium sized enterprises"

The Centre has an active applied research programme that helps develop the knowledge, tools, processes and resources needed by New Zealand's creative manufacturers. It boasts a state-of-the-art 3D visualisation and realisation facility with specialised equipment available to companies and individuals developing products.

The Centre for Smart Product is fast becoming a place where bright ideas meet the resources and support they need to become reality.

For further information about WelTec's Centre for Smart Product and its programmes please contact the Centre on 920 2763 or 920 2479.

The equipment at WelTec's new Centre for Smart Product is used by students, staff and industry.

Currently consulting on

What kind of place do you want Hutt City to be?

In 2002, Hutt City Council compiled its first Community Outcomes for the 2003-2013 Community Plan. Since then, the Wellington Regional Strategy Forum has developed and adopted eight regional outcomes to outline the Wellington Region's vision for the community in terms of Community Prosperity; Connected; Entrepreneurial and Innovative Culture; Healthy Environment; Lifestyle; Regional Foundations; Sense of Place; and a Strong and Tolerant Community.

Working towards the 2006-2016 Community Plan, Hutt City wants to align the Community Outcomes established in 2002 with the Wellington Regional outcomes and ascertain what they mean to Hutt City.

We are currently collecting information about the specific needs of people who live, work and play in Hutt City; and what they want changed and achieved over the next 10 years.

The data will be merged with the 2002 results to provide more in-depth information and alignment with the Wellington Regional Outcomes. We will then consult with the residential and business communities and have the new and improved Hutt City Community Outcomes ready for the 2006-2016 draft community plan in April 2006.



You can comment on the Community Outcomes on the Hutt City website www.huttcity.info, or if you require any further information please contact monique.coad@huttcity.govt.nz or by calling 570 6805.

Left: Council is now consulting on our new community objectives.

Regulatory column

Review of Trade Waste Bylaw

The Council is to embark on a review of the existing Hutt Valley Trade Wastes Bylaw 1997. The proposed new bylaw will be based upon the Standard New Zealand Model Trade Wastes Bylaw and the new Local Government Act 2002. The bylaw will establish standards for trade waste discharges and facilitate the management, on behalf of the Hutt City Council and the Upper Hutt City Council, of trade wastes into the public waste water system. There is a need to protect our Waste Water Treatment Plant in Seaview and to ensure compliance with the resource consent for the discharge to the Pencarrow coast.

It is expected that initial notice of the proposed new bylaw will be given in November 2005. The Ministry of Health, local tangata whenua and other interested parties will be invited to be involved in the preliminary consultation phase. The resulting draft bylaw will be presented to the Hutt Valley Joint Service Committee in early 2006, and after the hearing of public submissions the new Trade Wastes Bylaw should come into effect on 1 July 2006.

For more information contact steve.mccarthy@huttcity.govt.nz or phone 570 8806.

Industry Development Centre in the works

Positively Wellington Business has been given the go ahead by NZ Trade and Enterprise to develop a detailed business case for an Industry Development Centre, a “one-stop shop” for the development of new manufacturing product ideas.

The Industry Development Centre would draw on the region’s rich resources in design and material expertise. Crown Research Institutes, WelTec’s Centre for Smart Product and the design schools at Victoria and Massey Universities will all contribute to harness and accelerate new projects from conception through to prototyping and eventual production.

When the business case is completed, it will form the basis for an NZTE Major Regional Initiative funding application of up to \$2 million to develop the Centre.

The Centre would be the second Major Regional Initiative project for Wellington, following the Miramar Film Studio, which opened earlier this year.

For further information contact Philip Lewin at PWB on (021) 956-026.

Visitor Industry Advisory Group

A group of visitor industry representatives has been formed to advise Council on the implementation of the HCC Visitor Strategy. The group will be a ‘voice’ for the industry in advocating to Council on infrastructural tourism-related issues, such as public toilets and signage, and to provide a means of gaining industry buy-in for specific projects within the strategy.

For more information contact
andrew.leslie@huttcity.govt.nz
or phone 570 3373.

Hutt businesses explore Asia opportunities

In September, Hutt City’s mayor led a business delegation to Minoh, Japan and Taizhou, China. The trip was undertaken to explore new opportunities and develop business links with these cities. Local government reform is currently a hot topic in Japan and people were interested in the reform process undertaken in New Zealand and the benefits at a Council level. Business delegates met business people in Minoh and Taizhou and also made separate business arrangements in both Shanghai and Beijing.

SME Corner



New Zealand’s Tomb of the Unknown Warrior – the mantle and plaques were manufactured by Heavy Metal

Heavy Metal sings sweet sound of success

It’s a long way from industrial metal casting to high art sculptures, but Hutt City company Heavy Metal is bridging the gap.

Heavy Metal has been involved in the design and manufacture of significant monuments in New Zealand and around the world, including the Tomb of the Unknown Warrior and the New Zealand Memorial for the Korean War. They are currently working with Weta Workshop on the tribute to Wellington’s film industry.

“Not only is it exciting, there is also a lot of mana in being involved with these sort of projects,” says Jennie Waterson, co-founder of Heavy Metal.

“There is also a lot of mana in being involved with these sort of projects”

Founded by Jennie with Brett Rangitaawa as a metal casting foundry in 1999, Heavy Metal has since established Metalogy, a retail subsidiary which specialises in high end metal products for the home and garden. Their products are sold throughout New Zealand and the company is starting to break into the Australian market.

Jennie believes part of Heavy Metal’s success to due to the great local-body support they have received.

“The Wellington Creative Manufacturing Cluster has been instrumental in breaking into Australia. The Poutama Trust has also been a significant help in the difficult early stages of setting up our business.”

The company has changed its business focus over the past 12 months to respond to the challenges of the global market. They see their future in their specialist design products, monuments and artwork, and tapping into new export markets, especially Australia.

As for any new prospects, Heavy Metal has started work on what will be their most significant project yet. But all details are currently under wraps. Watch this space!

www.heavymetal.net.nz



A new Heavy Metal work in the making

An exciting year for a Hutt Valley icon



The upgraded TVNZ Master Control Suite, ready for take off!

It's been an exciting year at TVNZ's Avalon Studios. The production of *Dancing with the Stars*, post production work on *Frontier of Dreams* plus the regular transmission of *Good Morning* have kept staff and contractors extremely busy.

To add to the mix of activities the site's Master Control suite has just undergone a major technical upgrade, designed to pave the way for the digital future.

"When Avalon Studios first opened in 1975, the complex was equipped with state-of-the-art contemporary equipment and standards, and today in its 30th year, the Studios are still making its technical capabilities a high priority," says David Wright, National Production Services Manager.

Master Control is the clearing house for programming coming from either the studios or from outside broadcasts. It is here that images are received and processed before they can make their way onto our screens. Material is received via microwave, fibre-optic circuits and from the Television Archive.

Avalon is also home to the TVNZ satellite uplink for the domestic free-to-air service. Master Control provides monitoring and quality control of channel programming, ensuring that signals are of a suitable quality for broadcasting.

From the early design stages to finally going live it has taken TVNZ just under a year to complete the Master Control upgrade, with building starting in March this year.

One of the biggest challenges in the upgrade was to keep the existing 30 year old equipment live on air while tradespeople demolished and rebuilt the control room area around it.

July saw intensive activity as the new area was cabled and the equipment installed. By early September both areas were running in parallel and after intensive testing and operator training the first programmes were channelled through the new Master Control Room on 26 September.

All that remains now is to decommission and remove the old equipment, which may be a sad goodbye for some of those who have worked with it for so long.

"This wonderful new facility has given TVNZ additional resilience and flexibility which will allow it to continue into the digital future."

For more information about Avalon and its facilities contact Avalon Resources Manager Paul Mainwaring on 914 5884.

Resources for Businesses



Hutt City's libraries can provide a range of services and resources for local small businesses – from directory /contact type information to more in-depth research on markets, products or sector trends.

You can draw on their collections of business books and journals, NZ statistical and legal resources and a number of subscription databases. The databases provide full text coverage of thousands of international business magazines and newspapers and are a very rich source for market analysis, comparative surveys, product development, technical solutions or emerging trends.

You can externally access the databases via the Gateways website (<http://library.huttcity.govt.nz/gateways.shtml>)

Check out:

- The RDS databases - solely devoted to business
- Gale Infotrac & EBSCO - multi-disciplinary databases, giving you a wider field of knowledge to tap into.

For help, contact Hutt City Libraries Information Services on 570 2713.

Petone businesses team up

In August, a number of Petone businesses met in what is hoped to become a regular Business Group event.

The event was for businesses to meet and establish better relationships with other business people in their area. Already, a number of businesses have offered to host future Group events ranging from informal networking functions to Council presentations and topical guest speakers.

Similar business groups established in Wingate and Seaview/Gracefield have proven to be very successful.

Another Petone meeting is expected to be arranged in early December, and will occur quarterly throughout the year from then on.

For more information please contact nicholas.lucas@huttcity.govt.nz or phone 570 6872.



Trade Start - a home for trade information

Trade Start – the one-stop shop for trade information is opening soon. The centre is a one-year pilot, supported by a grant from the Ministry of Social Development, to get more people into trade careers and apprenticeships. As well as being a source of information, it will also be a base for industry training meetings, seminars and information evenings.

The centre has been developed with input from schools, industry training organisations and employers.

Trade Start is located in the Centre City Plaza and will be open seven days a week.

For more information please contact Trade Start Manager Ron Daly on ron.daly@huttcity.govt.nz or by calling 570 6973.

‘Of course we have a stadium’

Council has launched new billboards enticing out-of-towners to visit, play, shop or do business in Hutt City.

The billboards, are not the usual promotional foray that other Councils have used, rather they concentrate on the very features the Hutt region is frequently derided for.

Billboard slogans include ‘of course we have a stadium’ with a picture of the grandstand from the Hutt Recreation Ground and ‘founded on the hopelessly outmoded idea of the 1/4 acre section’.

“It’s a celebration of the fact that we have the image of being a bit behind in the fashion times, yet we have a lot to offer both the residents and visitors here” said Don Carson, Hutt City Council’s Communications Manager.

The new Hutt City billboards have begun popping up in prominent spots around Wellington.

Scrubbing out graffiti

You will be noticing a cleaner, sparklier city as Council is making a concentrated effort to stamp out graffiti.

Since July, Council has established a 24-hour target to spot, obtain permission from the resident or business, and scrub out the graffiti. To fast track this process, property owners who have been hit before are asked to give blanket permission to remove repeat attacks.

“We think that the Council’s free graffiti removal and colour matching service is a great way to keep the city looking good,”

“We can’t just go on to your property and remove the graffiti, but keeping in touch with you will help us keep any new graffiti under control”

said Nick Lucas, Hutt City Council’s Economic Development Officer.

“We think that the Council’s free graffiti removal and colour matching service is a great way to keep the city looking good,” Mr Lucas added.

As well as scrubbing out graffiti, Council wants to get to the heart of the matter and stop taggers and their graffiti in their tracks. Council is working together with the Lower Hutt Police and the Council’s removal contractor in the hunt to scrub out graffiti for good.

You can help too!

If you see graffiti or have it on your property, report it! You can download graffiti removal forms on Council’s website www.huttcity.info or call Council on 570 6666.

Guest Column

Boots made for walking

It takes just 10,000 steps a day to change your state of health. It can be done with a simple tweaking of your daily routine and the help and support of your friends and workmates.

HUTT VALLEY DHB

The Hutt Valley District Health Board successfully trialled the 10,000 Steps@Work programme with its own staff earlier this year and has now bought the rights to introduce it to others in the Wellington region.

10,000 Steps uses a pedometer to help people establish their level of activity and it gives them targets to reach, both individually and as a team. Workshops are held throughout the 12-week course on factors such as diet and injury prevention, to help support your progress.

More than 90 DHB employees completed the course and in many cases it resulted in significant lowering in weight, blood pressure and stress. These are all important factors in lifestyle diseases such as diabetes and heart disease. Many staff also reported positive spin-offs in their daily routines and interaction with other family members.

A second DHB course has already been over-subscribed and it is generally recognised and appreciated amongst staff as a positive investment in their health by the organisation.

From the DHB’s point of view 10,000 Steps@Work fits in very well with its goals to improve our community’s health and wellbeing. It is a positive way people can change their lifestyle. It’s fun and relatively easy for people to achieve and maintain.

For more information email 10000steps@huttvalleydhb.org.nz.

We value your comments!

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 charlotte.williams@huttcity.govt.nz

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*A great place to
live, work and play*

