

Seniors push health system to crisis

By Tom Belford

A new report prepared by the DHB, *Improving Health Services For Older People in Hawke's Bay*, voices this warning: "To do nothing will see existing services both in the community and secondary sectors pushed to crisis by the increasing workload, and growth in demand-driven expenditure rapidly outstripping the expected increases in funding."

The facts and implications in this report, which is now out for public consultation, are daunting. As the Bay's senior citizen population expands dramatically, beginning in earnest in 2013-14, their demands on the entire health system, and especially the regional hospital, will skyrocket.

The raw numbers

Today there are about 22,920 people in Hawke's Bay who are over 65 years old. Of those, around 2,860 are over 85 years, and it is this group that is the most intensive user of health and disability support services. Patients over age 65 – today about 15% of the Bay's population – already account for 24% of all emergency department attendances and 45% of bed utilization in the hospital. Table 1 on page three displays current service usage by people over age 65.

In fifteen years, Hawke's Bay will be home to approximately 35,940 people aged 65+ and 4,780 people aged 85+ ... that's a 67% increase in 85+ residents by 2026.

And while the sheer numbers are rising, so are

expectations regarding the extent of medical treatment to be delivered. One practitioner BayBuzz spoke with observed that the demand for more, longer and more expensive treatment was often driven more by families of patients than by patients themselves. The study notes that: "... expectations of services are increasing and this is likely to accelerate as the baby boomers reach older age."

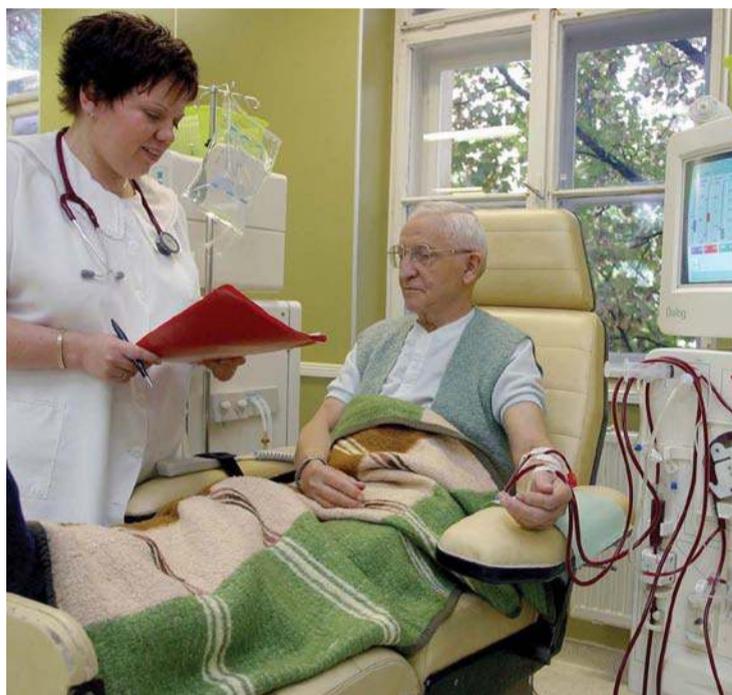
In short we face a 'perfect storm' of rising numbers, rising expectations, and finite resources. Something's got to give ... or change.

The report concludes: "Hawke's Bay DHB needs to act now to meet the increasing needs of its older population. Clinical and financial sustainability of services for the elderly will not be achieved simply by trying to do what is currently done more cheaply or efficiently."

The illness

According to the report, the following are issues commonly raised by service providers, advocates, and service users alike. All of these will be exacerbated as numbers of seniors rise:

- Patients and their families find navigating the multiplicity of providers and funding streams confusing and frustrating.
- Lack of service coordination can lead to patients



falling between the gaps.

- Too often older people are struggling in isolation and don't get services until they have a crisis.
- The acute, episodic care model does not adequately meet the needs of older people who have long term health and disability issues.
- Instead of a 'patient-centred' approach, older people report feeling talked down to and

patronized by some health professionals and not feeling like they have a voice.

- Inconsistent follow-up in primary care for people discharged from hospital.
- Concerns about the quality of care provided by Home Based Support Services and oversight of in-home workers. These are mainly concerns about how care is managed, who does what, access to care, what the cracks in the system are.

But beyond all this, it would appear the physical 'problem' is that sicker people are living longer! As one doctor commented to BayBuzz, people used to die not just younger, but faster. A critical medical incident like a stroke or heart attack was more often followed by ... death! The term

'compressed morbidity' was used to describe this scenario.

But now, new drugs, treatment advances and medical technology stretch life out, adding about 2.5 years of life expectancy every ten years. Unfortunately, after an acute incident, it's not necessarily a particularly healthy life.

Continues page 3

To fluoridate or not?

By Tom Belford

That's the question before the Hastings Council, which on April 5th hosted a packed-chamber smack-down between American anti-fluoride campaigner, Paul Connett, and three representatives on behalf of the Hawke's Bay DHB — Dr Robin Wyman of the NZ Fluoride Information Service, Michael Beasley from the National Poisons Centre, and Dr David Marshall, HBDHB's principal dental officer.

Connett, a PhD chemist, has co-authored the bible of anti-fluoride campaigners, *The Case Against Fluoride: How Hazardous Water and the Bad Science and Powerful Politics That Keep It There*. His specialty is environmental chemistry and toxicology. His Canadian and British co-authors hold doctorates in medicine and biophysics, and biological sciences.

He directs the international Fluoride Action Network, and he's studied the effects of fluoride in drinking water for fifteen years as his exclusive focus.

I suspect the DHB was hoping the anti-fluoride crusader would turn out to be long on rhetoric and short on empirical knowledge, with horns, two noses and no teeth. Indeed, when Angela Hair recently presented to the DHB Board and mentioned Connett, one Board member queried: But is he a dentist ... does he treat people? As if practicing dentists are authorities on

epidemiological studies.

Unfortunately for the DHB, as it turned out, Dr Connett would merit being billed as the fluoride establishment's worst nightmare.

At his HDC presentation, it was evident that Connett is more directly and intimately familiar with the scientific research on fluoride efficacy and effects than anyone fronting for the Ministry of Health/DHB ... to say nothing of your typical practicing dentist. He dissected the very studies cited by the DHB representatives as the core of their case for fluoridation ... studies in some cases he had peer reviewed. In example after example, he displayed superior knowledge of the details of the studies, their strengths and weaknesses, and their full implications.

In short, no flake! No whacko! His case was straightforward and supported in detail ...

1. Drinking fluoride has either no, or at the very best, the tiniest impact on reducing dental caries (tooth decay). Connett argues that the studies most used to assert fluoride's efficacy have major methodological flaws ... indeed are much more suspect than studies on adverse health-effects that the fluoride establishment seeks to minimise or discredit.

2. The scientific evidence of adverse health effects is in fact credible, alarming ... and mounting.



Paul Connett presents to Hastings District Council. Photo by Shaun O'Brien.

3. In the face of nil positive impact and worrisome adverse effects, if government wants to impose an involuntary medical treatment on the general population (unethical on its face, he argues), at the very least it should be morally responsible for conducting far more substantial research on the impacts of that treatment on its own people. On this he gives NZ a failing grade.

So, I gave this Round in the match to the anti-fluoride brigade, led locally by Angela Hair, who instigated the 'debate' and recruited Dr Connett as champion. If I were a Hastings Councillor, my confidence in the authoritativeness of the NZ fluoride establishment would be shaken.

What's the next Round?

Mayor Yule asked what seemed to me a telling question at the end of the meeting. To paraphrase: If the NZ Ministry of Health is so certain that fluoride in drinking water reduces tooth decay

FLUORIDE DEBATE

Take Our Fluoride Survey

Would you like to sound off on the fluoride issue? Go to the BayBuzz website – www.baybuzz.co.nz – and take our Fluoride Survey. We'll capture a few hundred responses and report back to you.

and is safe, why does it leave *any discretion at all* in the matter to local authorities? Why doesn't it or the DHB simply order it done? The DHB rep stumbled for an answer ... ultimately settling upon ... you guys control the water.

More likely, what's been involved here is a political punt. If there's going to be heat, let the local authorities take it! And so, today, the choice — Round Two — *does* lie with the Hastings Council.

The Mayor indicated that a staff paper (HDC? DHB?) would be brought back to the Council to inform its actual debate and decision ... in two months or so. With the exception of Councillor Henare O'Keefe ("I'm drawing a line in the sand here today ... no fluoride!"), Councillors did not indicate positions and their questions didn't reveal any particular leanings.

A potential Round Three could be a referendum on the issue. Either initiated by the Council itself, if it lacks the will to decide the matter as a representative body. Or, I suspect, initiated by the local anti-fluoride brigade if the Council retains the status quo. Stay tuned!

From the editor: What is BayBuzz anyway?

Sorry, but I must put my 'publisher' hat on first in this column.

Go immediately to the back page, if you haven't already, and look over our BayBuzz advert. As you see, it asks you to support BayBuzz as a member.

Folks who talk to me about BayBuzz tend to say either: "Good on ya ... soldier on" OR, "Buzz off!" Thankfully, there are more of the former.

But just about everyone views BayBuzz as media – a website and newspaper reporting on local issues and politics, albeit with a point of view. However, I'm not a journo. I don't sit at the 'media' table at the countless Council meetings I monitor.

I'm a citizen. As it happens, I have some experience as a communicator. So I write about what I observe. A goodly number of people pay attention, because BayBuzz fills a vacuum in the community for serious, in-depth examination of issues.

Starting with my first job, at a ground-breaking citizens' lobbying group, I spent much of my career communicating and organizing around issues. That first group was called Common



Cause and its first newspaper ad, headlined *Everyone's Organised But The People*, drew over 150,000 members within 15 weeks. Believe me, print ads rarely work that well!

So I figure, why mess around with a winning headline and a winning proposition?!

Many of you have heard my mantra ... sunlight is the best disinfectant ... when it comes to pressing accountability upon our elected officials. Transparency is indeed very powerful on its own. But often it's not enough.

Nor is one voice. Nor are heaps of voices, when disorganised.

That's why I'm appealing to you, in our advert, to join Baybuzz and transform it into a citizens' organization. One that informs and educates its members – and many others – on the issues.

One that happens to communicate a lot! One that stands up to Councils and Councillors

when it needs to.

We'll 'settle' for a few hundred members. Groups in the Bay that advocate *private* interests, certainly their right, like the Chamber of Commerce (with about 300 members) or HB Fruitgrowers (with about 200 members), have a fair bit of clout.

They're organized, focused, persistent.

We citizens should learn from them. Think how much more effective we could be if hundreds of us – hey, why not a thousand -- linked arms to advocate *public* interests!

Anyway, that's the BayBuzz proposition. Please read our advert and give consideration to joining.

Now, as for this edition of **BayBuzz Digest** (soon to become a magazine).

Stefan Olsen reports again on Think Smart businesses in Hawke's Bay ... this time Future Products Group (FPG) and Intersoft -- innovative companies operating outside the primary production sector. Soil expert Phyllis Tichinin offers another article in her Smart Farming series... why and how the Bay should grow healthier, tastier, more market-rewarding

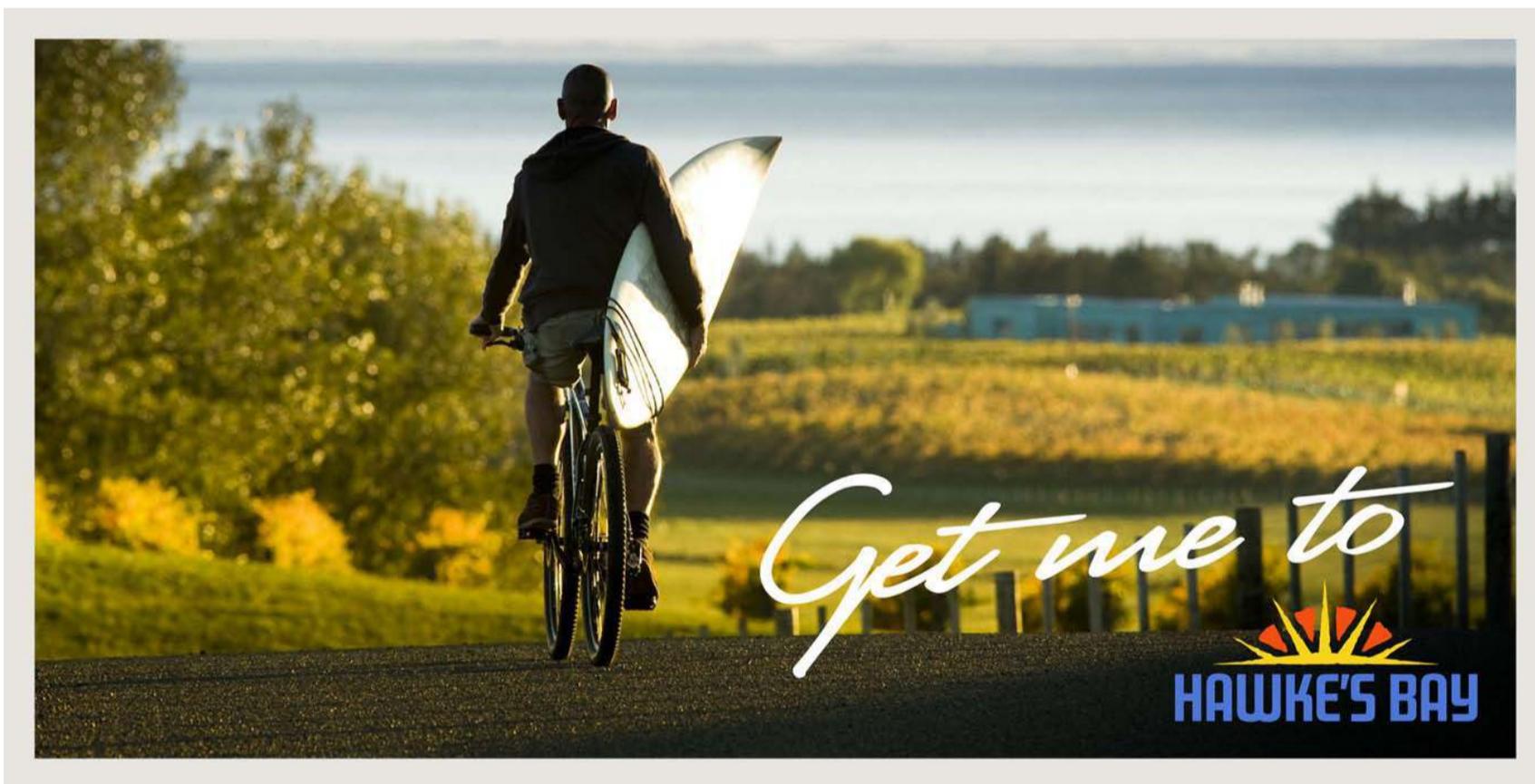
food.

BayBuzz steps into the sport arena, examining whether Hawke's Bay needs a regional sports strategy. Colin Stone, CEO of Sport Hawke's Bay, says we have one, it's just not politically backed. I contend that means we *don't* have one. But surprise ... it looks like we might agree on what to do next!

The Hawke's Bay DHB is floating a new strategy to meet the looming growth in demand for health services for the elderly. Looks like a reasonable plan. See if you agree ... and comment to the DHB accordingly. Their consultation window is open.

Several big developments are reported – a new logo and advertising treatment for promoting Hawke's Bay, from equally new Hawke's Bay Tourism; exciting plans for a Visitor Centre at the gateway to Te Mata Peak; and a battle taking shape over fluoridation of Hastings District water.

And provocative columns as usual from regulars Tim Gilbertson and Des Ratima. Enjoy!



Get me to the Bay

By Tom Belford

That's the call-to-action in Hawke's Bay Tourism's new branding for the region, as recently unveiled.

Those who pay attention to such matters, mostly in the region's hospitality and tourism sector, would recognize "Hawke's Bay Wine Country" as the reigning branding for the Bay. That formulation has developed some visibility, but our new tourism team concluded most of that visibility was *within* Hawke's Bay, as opposed to places *outside* the Bay where we should be seeking visitors. Moreover, not all segments of the Bay's tourism sector have felt equally well-served by the 'wine country' identity.

The new approach features a logo that couples a fresh treatment of the Wine Country sun rising over a bold "Hawke's Bay".

When used in advertising, the call-to-action -- *Get me to* -- is written over the logo. This treatment can be placed over any image that depicts the Bay ... from a beach photo to an Art Deco building to a tantalizing plate of food with wine.

As explained by creative architect and local resident Kim Thorp, the use of a call-to-action will have a stronger motivational impact on the viewer and, at the same time, avoids needing to try to sum up in a handful of catchy words everything the Bay is and offers.

And the added benefit is a logo treatment that any tourism biz in the region can adapt to their purposes, helping to ensure more consistency in the image of the Bay projected in their various promotions.

Chair of Hawke's Bay Tourism George Hickton says: "We have a major task to raise the awareness and attractiveness of the region to domestic and international travellers. As a starting point we need to be consistent about the region's brand and the way we use it in our promotional campaigns. The brand is Hawke's Bay and we are being consistent



with the new design in incorporating all the elements we have been using over the past few years ... retaining the core attributes of sun and lifestyle while adding a compelling promotional message for our target markets" Personally, I think the HB Tourism team of Thorp, Hickton and General Manager Annie Dundas nailed it. What do you think?

Health strategy for elderly

From page 1

As the study notes: "...we do know that nearly 40% of people aged over 65 years in Hawke's Bay today have one chronic condition such as diabetes, cardiovascular disease, renal disease or cancer. 34% of those aged 75+ have two or more chronic conditions. Therefore we can be certain that the nature of the services will need to shift toward an emphasis on long-term conditions and toward increased complexity as patients with multiple co-morbidities will require longer stays in hospital and more complex procedures."

The treatment

Fortunately, *Improving Health Services* does more than sound alarm bells. It proposes for public consideration a transformation of how health services should be delivered to our elderly population, phased in over 2-3 years.

Essentially, DHB's proposed strategy seeks to spread care of the elderly down through the health system, including moving patients, whenever clinically feasible, to greater degrees of at-home self-care. The basic premise is to minimize the most expensive medical care – that provided in the hospital itself – relieving both financial and personnel pressure, and have more patients treated out in the community ... in so-called intermediate care.

Without changing the delivery model, says the report, "The DHB will need to purchase new bed capacity to meet demand. The question for the DHB is whether to invest in more beds at the hospital, or purchase capacity in the community. We need a stronger focus on making sure that older people are admitted to hospital because it is the right option, not because it is the only option – and to do that we need to resource alternative methods of service delivery."

So, how is this community-based 'intermediate care' supposed to be provided? A combination of more 'sub-acute beds' purchased from the aged residential care facilities that already provide hospital-level care services, backed up by a system of 'hospital-at-home' arrangements "for those well enough to remain safely at home but who require an enhanced level of medical and nursing oversight for a period until they regain their health." This system envisions intermediate care that would typically last no longer than six weeks and frequently as little as 1-2 weeks or less.

Access to the beds and hospital-at-home services would be agreed between Community Geriatricians (the report suggests DHB's current 2.8 FTEs are over-burdened at present and that this requires further review) and the patient's GP.

Other changes are envisioned to support care in the community for elderly patients. For example, seven 'Care Clusters' would be aligned with groups of General Practices to help provide an array of services – e.g., physio, nursing, dietician – to higher needs patients. And 7-8 'Care Managers' would coordinate the care needed by elderly persons requiring intensive care and multiple services. Each would have a case load of around 250 patients. Used in Canterbury, this approach reduced entry to residential care by 43% compared to usual practices. Home-based support services working closely with the Care Managers would emphasize restorative services, with a focus on 'doing with' the client rather than 'doing for' – i.e., encouraging independence.

These changes, and others detailed in the report, would involve an additional spend of nearly \$1 million per year on health care for HB's elderly. DHB Board members, when receiving

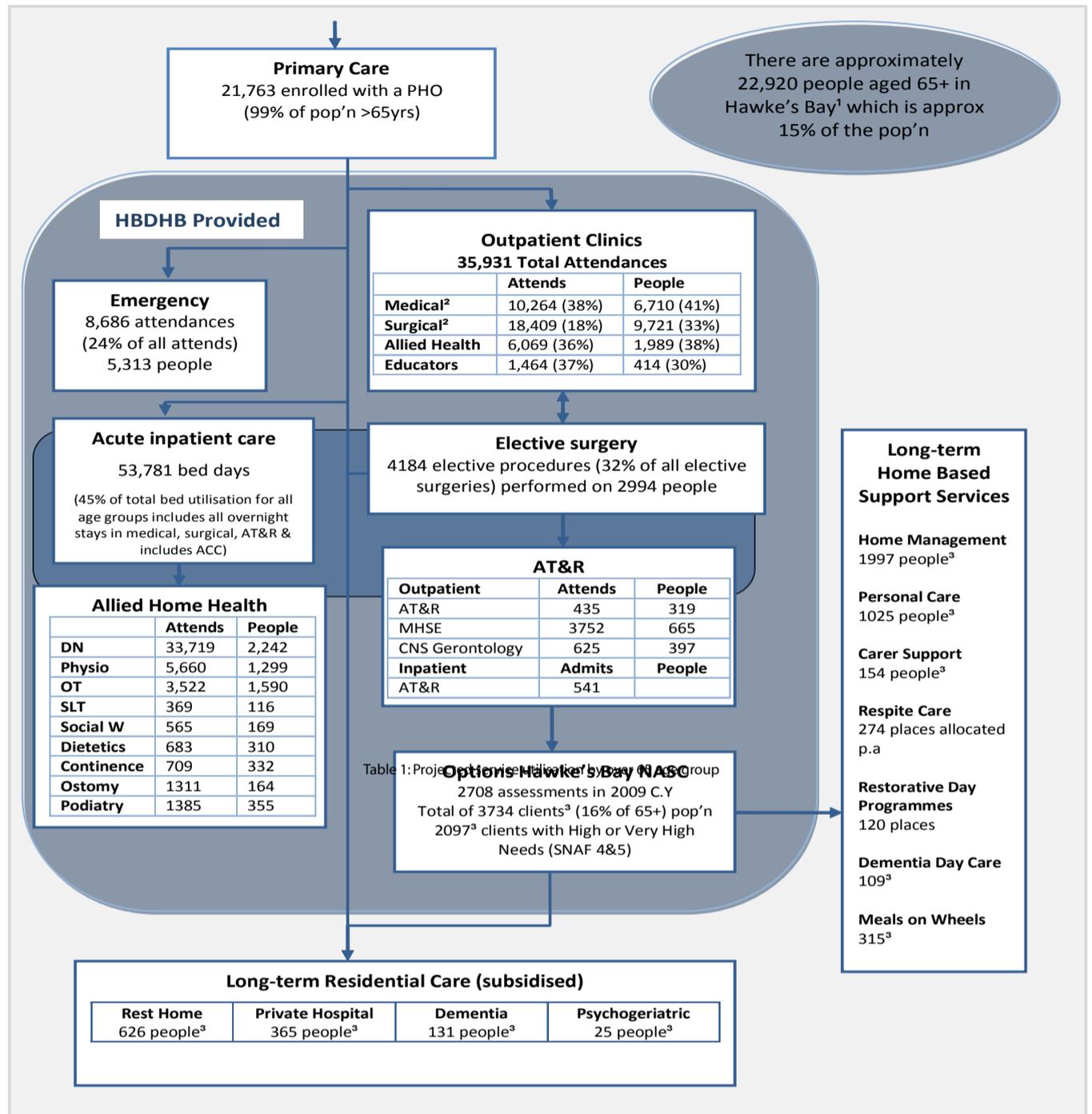


Table 1: Projected service utilisation by over 65 age group.

YOUR VIEWS?

Improving Health Services For Older People in Hawke's Bay – a well-done, provocative report (if you have a certain tolerance for jargon).

If you plan on getting old in Hawke's Bay, BayBuzz suggests you give it a read.

It's online at the DHB website, and available at local libraries.

Even better, think about these issues and comment to the official consultation process, which ends May 23.

You can email comments to: Julie.Charlton@hbdhb.govt.nz. Or mail to: Julie Charlton, HBDHB, Private Bag 9014, Hastings.

the recommendations at the last DHB Board meeting, were not exactly thrilled to hear the budget estimates. They cautioned that the public, upon reading the report, should not assume that additional monies were readily available. Similarly, while a variety of new roles are envisioned, it is not clear where all this skilled community-based health personnel is to come from.

Which brings us back to the admonition in the report expressed earlier: "Clinical and financial

Service	2009 Pop. 22,920 (actual)	2015 Pop. 26,840 (projected)	2021 Pop. 31,530 (projected)
Emergency Dept. attendances per day	24	28	32
Outpatient appointments (Medical/Surgical/Allied Health/Educators)	35,931	42,076	49,429
Elective procedures	4,148	4,857	5,706
Acute Inpatient Bed Days (Incl. Medical, Surgical, ATR & ACC)	53,781	62,979	74,096
Options Hawke's Bay Clients (total)	3,734	4,373	5,137
Options Hawke's Bay Clients – High Needs	2,097	2,456	2,885
Rest home residents (DHB subsidised)	626	733	861
Hospital Level Care residents (DHB subsidised)	365	427	502
Older Persons Mental Health Svc. visits	3,752	4,394	5,161
CNS Gerontology Visits	625	732	860

Impact of Population Change

Analysis shows that if we continue to do what we are doing, then demand for services will increase to the point where the District Health Board's financial and clinical sustainability will be under threat.

sustainability of services for the elderly will not be achieved simply by trying to do what is currently done more cheaply or efficiently." Can a new delivery model save the day? Here, from the study, is the alternative:

"Without a significant increase in service provision the threshold for intervention will

need to increase and people will need to be more sick or functionally impaired to receive services. This will have significant implications for the quality of life of older people and their families, for health agencies and professionals, for the funder and for the Government."

Not an appealing prospect!

Do we have a regional sport strategy?

By Colin Stone,
Chief Executive, Sport Hawke's Bay

Yes, we have a Plan ... we just need to fully implement it!

Hawke's Bay's recent unsuccessful bid for the New Zealand Cycle Centre of Excellence and Velodrome has created much debate regarding the building of a sporting infrastructure. Many are now calling for the focus to shift onto the development of other important facilities, with the call for a Regional Aquatics Centre high on the regional wish list.

From my view point, while unsuccessful, the Velodrome bid showed that, as a region, we can work collaboratively and pull significant projects together when the chips are down, remembering of course that the proposed Velodrome funding included contributions from Hastings District Council, Napier City Council, Hawke's Bay Regional Council, community funders and corporate support from Unison. We have showed that, however convoluted the process may have been, we unify and can act regionally when the pressure is on.

I am hopeful that this type of regional commitment and collaboration can be the catalyst to drive regional thinking for a number of projects, but in particular for the sports sector.

What is most important for the sports sector is that we take a regional and strategic view of facility development, based on appropriate regional and community needs and appropriate due diligence. Hawke's Bay must develop and implement a 10-20 year plan for its regional and strategic sporting infrastructure. This plan should take into account regional needs that complement regional economic and social development opportunities.

A coordinated, collaborative development of a sporting infrastructure is all well and good, but as a region we also need to understand (and agree on) what the funding model and ongoing

operational and asset management costs for a built infrastructure would look like.

The concept of a facilities "blueprint" was a key part of the Hawke's Bay Regional Sport and Active Recreation Strategy (2004-2014), but is one of the key objectives that has struggled to gain traction, largely due to the sheer enormity of the task and its potential price tag. In my view, it's a common sense approach for a provincial region and rating base, and a region with no large capital project funding institutes that benefit some regions, such as Southland and Taranaki.

So, what has happened to the Hawke's Bay Regional Sport and Active Recreation Strategy?

The development of this 10 year plan was led by Sport Hawke's Bay and supported by Hastings District Council and Napier City Council during 2003/4. The Strategy was published in June 2004. Initial consultation and scoping was financially supported by both Napier and Hastings Councils, with sixty forums/meetings held around the region over a twelve month period. Local Authority officers and senior Sport Hawke's Bay staff assisted in pulling the strategy together. All four Territorial Authorities and the Hawke's Bay Regional Council supported the project, with the Regional Council providing a grant of \$10,000 in 2005/6 to get implementation underway.

The Hawke's Bay Regional Sport and Active Recreation Strategy was framed around the principals of *Leadership, Partnership, Coordination, Communication, and the Seeking of Opportunities*. It recognized that:

"The Hawke's Bay region is too small and resources too scarce to enable the provision of sporting and recreational services and facilities to be provided in a manner which reaches sufficient economy of scale. We simply have to develop a regional approach



Colin Stone.



to the provision of facilities and services in order to best provide a coordinated quality sport and recreation infrastructure for our entire region".

With fourteen separate objectives, the regional strategy focused on the goal areas of participation growth, the regional development of facilities, regional funding and coordination of resources, and the value of the sector to regional economic and social development. Over the last six years the strategy has achieved some significant successes ...

- Development of a Regional Facilities Inventory (2005 and 2010).
- Connection and resourcing from the health sector into the sport and recreation sector.
- Strategic collaboration between the tourism sector and the sport sector.
- Development of the "Come on the Bay" brand and regional sport campaign.
- More coordinated approach to understanding the economic impact of sports events.
- Establishment of an Events Equipment Trust.
- A Maori sport and recreation strategy supported by iwi.
- General understanding of the need to develop facilities that do not compromise or cannibalize existing facilities.
- Use of the "Push Play" brand as a 'call to action'.
- Recent development of a draft regional events strategy that includes sporting events.

Sport and Recreation New Zealand (SPARC) have regarded the successes of the strategy as significant, particularly given the limited resourcing available.

In 2010 Sport Hawke's Bay, supported by Territorial Authorities, facilitated a review of the strategy by Opus International. This review showed that, despite its successes, the strategy lacked ownership at the political level and had been seen more as a Sport Hawke's Bay strategy rather than as a regional strategy owned and

endorsed by all stakeholders. This was partly due to changes in personnel and 'champions' within Territorial Authorities (both politicians and officers), and also because Sport Hawke's Bay had taken on too much of the strategy itself, in an effort to gain traction. The report also showed that the strategy had been more effective around the areas that Sport Hawke's Bay could directly affect and influence.

As a result, a working party has been established by the Hawke's Bay Sport Council made up of politicians and senior officers from all four Territorial Authorities, Hawke's Bay Regional Council and Sport Hawke's Bay. The working party, is reviewing the future pathway for the strategy. Through the current annual plan process it is hoped to revitalize, review and revise the strategy, this time with complete regional ownership.

What is really important is that all stakeholders take ownership for the Hawke's Bay Regional Sport and Active Recreation Strategy and that the region, and the sector, moves forward together. To ensure we all stay on task, perhaps there is an opportunity to develop a governance group made from senior politicians and local community leaders to ensure the region is 'held accountable' for the deliverables. What might we possibly achieve for the sector and for the region if the likes of Graeme Avery, Kevin Atkinson and Neil Edmondson, for example, were part of such a governance group?

The opportunity for the Cycling Centre of Excellence may have gone, but the region has showed what it can do when it pulls together – we just need a coordinated plan that is proactively and passionately owned by all the major stakeholders!

One of the key principles of the Strategy is the 'seeking of opportunity'. Hawke's Bay will, I believe, miss out on a whole lot of opportunity, if we don't get it right this time!

Does the Bay have a sport deficit?

By Tom Belford

Over on the BayBuzz blog, I've been treating Hawke's Bay's failure to make the velodrome consideration list as an opportunity ... an opportunity to re-group and re-think our regional sport and fitness priorities.

Constantly, BayBuzz hears from folks around the region who want better community swimming facilities, a competitive rowing venue, more playing fields or upgraded facilities for this or that sport, more financial support to meet the operating costs of this or that code, more playgrounds close to where kids live, and more.

Now is the time to inventory all of those needs and aspirations, sort and price them out, and decide what the region wants most and can actually afford. Because there appears to be a significant — and growing — gap between the appetite of sport enthusiasts for facilities and operating subsidies and the region's ability to feed those competing mouths.

The clamour over the sports park and its sucking in of resources has taken the community's eye off the ball ... fashioning an affordable long-term sports and fitness strategy for the region — one that serves the recreation and exercise needs of all segments of our population — with genuine buy-in from competing sport codes, average ratepayers with differing sport affinities (as well as non-sport priorities), and competing local jurisdictions.

As you see on the opposite page, Colin Stone, chief executive of Sport Hawke's Bay, takes some exception to this analysis. He says there has been a regional sports strategy since 2004 ... it's just that the politicians (i.e., Councils) haven't really taken any ownership of it, especially when it comes to funding priorities.

Actually, I take that as confirming the problem — a 'strategy' ignored at best when it comes to funding decisions, and undermined at worst by independent pursuit of Councils' own parochial sport interests, scarcely qualifies as more than a historical document of passing interest on a shelf.

Yes, there is now an insider 'working group' of Council-types that in Colin's terms is hoping to "revitalize, review and revise the strategy." Well and good. But is that enough? I think not.

Needed: Big Picture Strategy

First and foremost, we need to think in 'big picture' terms. It's hard to think of a set of activities more important to the health and social well-being of the community.

We need to develop an updated Regional Sport and Fitness Strategy that *all* relevant players buy into ... and that actually drives region-wide policy on all the pertinent issues: needs identification and assessment across age groups, facilities scoping and siting, appropriate spending to address priority needs (allocated across Councils), public/private partnership opportunities, role of DHB and schools, external fundraising priorities, and setting of consistent user fees (and cost recovery assumptions).

This kind of coordinated planning, prioritising and budgeting works for transportation decision-making in Hawke's Bay. Why not the ubiquitous — and costly — domain of sport?

Instead, we have competition amongst facilities; sport codes and facility operators darting from one Council to the next, from one gaming and community trust to the next, to beg for funds. We have steady — perhaps unsustainable — upward pressure on user charges, which are already inconsistent across the Bay. We have every sports code claiming to be the fastest-growing and/or neediest. We might even have an under-funded Sport Hawke's Bay (more on that in a moment). No one seems to be aware of — or care about — the big picture.



Instead, here's an example of how sport funding decisions are currently made. During the recent Hastings Council budget deliberations, a proposal was advanced by Mayor Yule to allocate a placeholder commitment of \$30,000 toward maintenance of hockey turf. The grounds are located in Napier, and so naturally Hastings balks at paying its share. The Mayor framed his proposal as a sort of peace-keeping gesture. While the expenditure might be entirely justified, it was rejected because of the way it was brought forward, with no documentation explaining the overall revenue picture, operating costs, capital needs or financial structure of HB Hockey.

The proposal sparked a Council discussion about the need to have a regional context for such spending. The draft HDC budget does provide for a 'regional sports facility review.' Astonishingly, the Hastings executive in charge of this domain seemed ambivalent. To paraphrase him: If Hastings gets its own house in order, and Napier does the same, we might find there's no need for a regional strategy.

Despite that minor staff waffle, Mayor Yule made clear he wanted at least a review of the fees charged to users of the various sport facilities across the region. He seemed to be implying that sport clubs should pay the same amount to play their respective sport — say, netball or soccer or rugby — on public fields and facilities no matter where in the region they live and play. That sounds fair and reasonable ... and, well, regional.

Scratching a bit below the surface, perhaps there are other concerns. Two of the Mayor's favourite facilities — Pettigrew-Green Arena and the Hastings Sports Park, might actually require significantly higher user fees if they hope to operate in a financially viable manner. If prices to the 'consumer' need to go up ... best that they go up uniformly across the entire region! Otherwise, for example, who would want to pay a premium to play soccer at the Hastings Sports Park versus Napier's Park Island?

This kind of issue plays out over and over in Councils' budget deliberations.

Needed: Leadership

Where should the leadership come from to devise a genuine regional sport and fitness strategy?

In a 'nuts and bolts' way, Sport Hawke's Bay must carry the ball ... at least in terms of: a) supplying the core information that must drive a sound strategy (such as evidence-based projections of current participation and likely future interest and demand across various sport codes and ages); and b) getting the immediate players (i.e. sport codes, Councils, DHB, other relevant interest groups) around the table.

However, for Sport Hawke's Bay to play a more aggressive role, to really provide the necessary 'regional glue', it clearly needs an explicit mandate

from Councils to do so ... and funding from Councils adequate to support that role. Sport HB is making submissions to the various Annual Plans of Councils to support the strategy review. That's fine ... as far as it goes.

But compared to other regional sports trusts, Sport HB is starved by our Councils. For example, Sport Manawatu, with a similar size population and the same number of councils, receives around \$400,000/yr; Sport Waikato receives \$660,000/yr from nine councils; and Sport HB receives \$96,000. Given the degree to which Hawke's Bay celebrates sport, and needs an empowered sports voice, this seems incongruous.

However, leadership must also be provided at a higher level, because the reasonable allocation of public monies to sport and fitness requires more than divvying funds within the sport community. It also involves judgments about the relative priority of funding sport over funding other public necessities — from safe footpaths (that might encourage the elderly to walk more), to reserves and playgrounds (which also contribute to fitness), to public toilets and libraries.

One might expect this is precisely the job of our Councils. But given the history to date of parochial agendas, and the fragmented governance that is likely to persist in the region, can we really expect our political leaders to do any better going forward?

We need a stronger *community* perspective brought to the challenge of articulating — and then lobbying for adherence to — a regional sport and fitness strategy. For that reason, I would underscore the proposition that Colin gingerly floats in his article for establishing a "governance

group made from senior politicians and local community leaders to ensure the region is 'held accountable' for the deliverables." Made up of the likes of (his 'candidates') Graeme Avery, Kevin Atkinson and Neil Edmondson.

In a way, this tracks the evolution of tourism promotion in Hawke's Bay, where we've given up on expecting Councils to do all the driving, and are moving toward a structure to be led by the sector itself. If the politicians cannot be entrusted with developing a regional sport perspective on their own, let's give them some high-powered help from the outside. Again, the Regional Transport Committee provides another successful example that combines public and private sector leadership.

By one measure, taking the velodrome off the table frees up nearly \$15 million in funding from the Hastings, Regional and Napier Councils that was earmarked for that facility ... plus it takes Unison off the hook for a \$1 million sponsorship ... plus it means that other trusts and corporates will not be chased for 'external' velodrome funding.

That's a considerable pot of resources that can be redeployed — if it survives competition from other priorities — to service a genuine regional sport and fitness strategy. In the final analysis, is sport over-funded or under-funded in Hawke's Bay? Who knows?! If under-funded, how should a growing funding gap be addressed? Out of user pockets directly? By all of us as ratepayers? By tightening our collective regional sport belt, curbing our appetite, and allocating the funds available more rationally?

Those are the choices we now have ... presenting a real opportunity for the community, and not just sport codes, to engage.



Ever considered how you would sell your home? Fixed price, Negotiation Range - what about an Auction or Tender campaign? Supported by a concentrated advertising campaign, Auction and Tender are proven methods of sale that pull a greater number of prospective buyers in to view and consider your home.

In this market, appealing to the widest possible pool of buyers is a good thing and by removing dollars from the debate, purchasers judge the property on features and benefits rather than on price.

Auctions are unique in that all buyers are together, in one place, for a one-time opportunity to buy a property, whereas the Tender process invites buyers to deliver a written offer prior to a close-off date.

We are not so bold as to suggest all properties marketed this way sell under the hammer, or on the day of Tender, but they give the property the best chance. And many sales are being concluded in the days immediately following, where both vendor and purchaser have been able to see where the respective lines in the sand are.



more **SOLD** by the **NO1 TEAM**

"Buy At Your Price"

This is the spot to watch the world go by!

142b Thompson Road, Bluff Hill

RV \$1,150,000: Auction on 14 April
(unless sold prior)



BARRY WARD

A very good agent!

Mob: 027 222 7310

barry.ward@tremains.co.nz

Now Barry Ward is a very good agent, but to sell this outstanding home on Napier Hill before Auction is exceptional. Barry was helped by the vendor agreeing to invest in a high profile marketing campaign that would give this property the best possible exposure to attract maximum attention. The campaign was launched with a full page advertisement in the **Tremains more.property Magazine** and the very next week a half page in the **evenmore.property Magazine**. Tremains distributes in *Hawke's Bay Today* one week and direct to letterboxes via community newspapers the next. Auction properties are featured on the front page of tremains.co.nz and highlighted in a weekly e-mail to an extensive database. With an Auction deadline looming, Barry worked and presented an offer that the vendors were happy to accept. Good result all round, Barry.

TREMAINS

More sales, more listings, more for you MORE NZ
Tremain Real Estate Ltd Licensed Real Estate Agent REAA 2008

Nutrient density and farming, what's the connection?

By Phyllis Tichinin

My point precisely. We haven't tended to think about agriculture as the process of creating food with optimum health benefits. Instead we've been pursuing a volume goal while assuming that food is food – 'as long as it fills you up, she'll be right.' This perspective has resulted in our present level of human ill health and environmental pollution.

So what does it mean to grow 'nutrient dense' food? Why is it important? How does it happen? And can we meet the demand? Stick with me through a brief nutrition lesson, then you'll see why *how* we grow our food counts so much.

Heavy veggies and Brix

Nutrient density is a term that has come into popular use in the last decade to describe produce and meat that has a higher level of minerals, vitamins and secondary metabolites (we'll get into this later) than other foods of the same basic category. So a cabbage that is literally heavier than another cabbage of the same variety and size but grown under different conditions and that has better flavour and keeping abilities, is likely to be a more nutrient dense cabbage.

This can be tested in several ways. You can use a garlic press and a refractometer to compare the Brix readings of the two cabbages. This is a simple procedure used most commonly by vintners taking the sugar readings of grapes to determine whether they're ready for harvest. A refractometer measures how much sunlight is deflected (refracted) as it passes through a sample of plant juice on the plate of the small telescope-like device. The number you see through the eye piece is the percentage of dissolved solids – hang in there – that's science jargon for the sugar, vitamin and mineral content of the juice.

Many plant compounds, like the Vit B's and glucoses, are soluble in plant sap. That means that they will show up in the squeezed juice and make it 'thicker,' more opaque and more likely to deflect light coming into the refractometer. This gives us a reading of how much sugar, minerals and antioxidants are likely to be in that plant. And because these percentages of dissolved solids can vary from a reading of as little as 3% to up to 15-20%, you'd certainly want to choose the cabbage with the 15% Brix reading and get around 5 times more minerals for your money.



Jo Perry Purchas, Tuki Vineyard.

Measure the difference

Having lots of complex sugars in plants is super important to the plant's health and to our health as well. High sugar levels mean the plant is doing a good job of photosynthesis so that it has lots of energy available to eventually create crops with high levels of antioxidants for us ... as quality crops are meant to do.

This creating sugar from air and water in the presence of catalysts is one of the most crucial indicators of plant health. Brix is an indicator, not an absolute number. We look for a trend over time. Is the Brix holding steady despite poor weather? Is it on an upward course throughout the season? These are potent numbers which can tell us if we're doing the best we can to create the maximum amount of sugars, and minerals, vitamins and antioxidants in that plant. All of these add up to nutrient density and because there are more mineral compounds in a well grown plant, it weighs more for its size. And Brix, by the way, is simply the name of the French guy who invented the scale to measure this way.

ORAC is the second main way to measure nutrient density. It has become quite trendy of late. Just check out the labels of processed blueberries or acai or goji berry health products and you're likely to see an ORAC number touting the product's high antioxidant content. The letters stand for Oxygen Radical Absorption Capacity or, how much free radical trouncing capacity that food has. Since the oxidation caused by free radicals in our body is a major source of aging and tissue damage, keeping antioxidants high and free radicals low is pretty much a foundation of good health ... so the antioxidant levels, the actual quality of what you eat, does matter.

Secondary metabolites and health

Antioxidants are a subset of a larger family of plant molecules known as metabolites. Metabolites are simply the products of metabolism – what organisms produce as they go about normal growth and reproduction. Primary metabolites are compounds like proteins, fats, vitamins, enzymes that our bodies can't function without.

Secondary metabolites are small molecules that plants in particular produce if they have enough of the proper building blocks, energy and enzymes to do so. They are not critical to life but they're important for optimum gene expression and in plants they are often part of the plant's communication and defense systems. They have been called signalling molecules and research on their potency and complex uses by plant communities is kicking open another door to our understanding of our ecosystem. Plants do 'talk' to each other and actually support and defend each other through these secondary metabolites.

Not producing secondary metabolites or not having them in the diet does not result in immediate death, but it tends to affect the organism's ability to reproduce, live long or look as nice as it ought to. All of this applies to us as well as to plants. We are meant to get our secondary metabolites from plants and through the animals that eat plants. These secondary, but for us very important, small molecules are compounds (such as tannins, alkaloids, phenols and terpenes) many of which have antioxidant and anti-inflammatory qualities. They're not



Phil Schofield, using a refractometer.

essential for our growth, but they sure help us to keep healthy, produce bonny children and be less likely to suffer from the ravages of inflammatory degenerative diseases like cancer, lupus, diabetes, etc.

When plants have full spectrum nutrition and good growing conditions, they have the right mineral building blocks and enough sugar energy to produce metabolites of ever increasing complexity: from complex carbohydrates to amino acids, complete proteins, fats and finally secondary metabolites. Being able to move their tissues and metabolism all the way through this natural progression of complexity is what makes plants healthy, disease resistant and able to readily communicate and reproduce. It results in the maximum expression of their genetic potential to create those complex antioxidants and other metabolites that are so important to our wellbeing.

We could eat enough chemically manufactured simple carbohydrates, proteins and fats to keep ourselves alive, but without the X factor of secondary metabolites, we wouldn't be able to easily reproduce or to live long, enjoyable lives. We simply wouldn't have the natural, plant-derived building blocks needed for optimum health. We might be meeting our basic needs but we aren't thriving. And that's pretty much where we are at present with our diet and our health. We're alive but most of us sure aren't glowing with wellbeing.

The decline and fall

Have you stopped to wonder why so many couples seem to be having difficulty conceiving or carrying to term? Why childhood cancer is rapidly becoming the major killer of children? Why in the last twenty years the percentage of seriously overweight children has skyrocketed, along with diabetes?

And spare me...it is NOT mostly because we're not exercising as much. It has to do with what we are eating. It has to do with the minerals, vitamins and secondary metabolites that used to be in our food that aren't there now and with what we're eating now that we weren't eating 75 to 100 years ago.

A 2003 analysis of Royal Society of British Chemists and the British Ministry of Agriculture



Roger Curtis, Shiloh Orchards.

statistics on the composition of foods from 1940 – 1991 showed mineral content declines in fruit and vegetables of 16 % for potassium to as much as 76% for copper. This trend is confirmed by various other surveys including analysis of USDA food composition data. The average declines in vitamin and mineral content range as high as 60% average decline in nutrient density.

I am aware that the NZ Food Safety Authority issues reports on the 'quality' of the NZ food basket and maintains that we have high quality food. But what are they measuring? Just telling us that our food has good levels of carbohydrates and proteins does not cut it. It is the vitamin, mineral and secondary metabolite content that counts for real health.

In the 1930's and 40's, US dentist and anthropological food sleuth, Dr Weston Price, documented through extensive lab analysis that the Vit A and D contents of foods eaten by 'primitives' worldwide were around 10 times higher than in the 'foods of modern commerce' consumed by his well-to-do patients in Cincinnati... and this was before the precipitous decline that occurred from 1940 onwards. We simply aren't getting the concentration of real nutrition that we need for wellness.

What is happening? To put it bluntly – we've ignored natural soil processes, microbiology and physics in particular, and vastly increased the application of petroleum dependent artificial

fertilisers and pesticides. In the 1940's, 10 to 50 kg of water soluble fertiliser was a lot to put on a field crop. Now that's a drop in the bucket compared to what goes on. Pesticide use has increased by over 3000% in the last 50 years. (Pimmental, Purdue University) and the amount used worldwide goes up every year.

Pesticides are 'the elephant in the room' when it comes to food and human health discussions. Everyone assumes pesticides are necessary in order to grow food at all, or at least in sufficient quantities to meet the world's needs ... that we're stuck with them or people would starve. Yet organically certified growers manage to produce crops without petroleum derived pesticides and, through biological agriculture management techniques, we can boost plant health so that there is less pest susceptibility and a reduced need for pesticide applications.

Bottom line is we used to grow vitamin and mineral rich food using fallows and green manure crop rotations and got similar or better yields than we do now, without the extensive use of artificial fertilisers and pesticides. Our science understanding of soil biological processes and how to grow nutrient dense crops is so much better now. We know how to enlist microbes to contribute huge synergies to our agricultural productions. We can use humic substances to markedly reduce fertiliser use with the scorching and leaching they cause when applied neat to soils. We can use very small amounts of trace elements as leaf fertilisers to shift plant metabolic response, get better production, flavour, storage and pest resistance.

And yes, sometimes the weather throws curve balls and the results are disappointing, but every year that passes under a biological approach sees greater soil resilience and productive capacity.

Humus and nutrient density

So how DO we grow low chemical use, high mineral content food under a biological program? Later articles will go into this in more depth, but for right now the short answer is we focus on growing humus in the soil.

Humus is the extremely complex, very stable by-product of microbial digestion of organic matter in the soil. Please note that it is not the simple organic matter or soil carbon that shows up on the standard soil test. Humus is the most complex natural substance on earth, which does make it kind of tricky and expensive to test for on a routine basis. So the practical indicators we look for are a darkening of the soil colour to greater depths, more fine root development coated with furry, clinging, velvety soil and an increasing Brix reading in plant sap. Hey wait... we've come back to Brix!

Yes, the more complex sugar (energy) and mineral dense sap a plant is able to produce, the more sugars it will pump out into the soil at night to feed those microbes clinging to its roots. Healthy plants routinely give away 20 to 50% of their total sugar production to soil microbes. This generosity on the part of the plant increases the numbers and diversity of microbes in its root zone, which increases the amount and types of mineral nutrients, antibiotics and enzymes provided to the plant roots by microbes, which increases plant production, root growth and eventually humus, since most humus is formed from the breakdown of dead roots by microbes.

The major component of humus is glomalin, created by a class of soil fungi. Soil fungi are particularly sensitive to neat chemical fertilisers and to pesticides and they are as resilient and fast growing as soil bacteria. Every time we apply pesticides or excess un-buffered fertiliser we are pushing the soil's ability to create humus and nutrient dense foods ... backwards! Biological agriculture is the understanding and techniques for gradually ratcheting up soil humus formation in order to produce nutrient dense food and environmental regeneration.

The customer is always right

This is what premium international markets are clamouring for – spray free, carbon sequestering, nutrient dense, high antioxidant food that tastes great while being good for the environment. And the successful 'Clean Green' branding image is not going to be enough to convince the top tier consumers that we are producing it for them. They're going to want the evidence along with the warm fuzzy production story. Eventually we may have to provide ORAC scores for our produce, but in the meantime Brix readings and the simple and most powerful indicator of quality, flavour, is what we can use.

Produce a peach that has the eater rolling on the ground in flavour ecstasies and you will be a rich farmer. And no, the fact that most peaches today are flavourless, does not have to do with having to pick them green for international shipment. It has to do with low mineral and secondary metabolites levels in the tree sap due to soil mineral imbalance, impoverished soil microbe communities, plant selection and the effects of pesticides. It's been so long since most of us have tasted a truly delicious peach, or any other fruit for that matter, that we've forgotten how good they can taste. It can be a full body peak experience to sink your teeth into nutrient dense peach.

Given the bulk of what we're producing now, no wonder kids don't want to eat fruit. While there are some wonderful exceptions in Hawke's Bay, most of what we produce tastes vapid, compared to what it could taste like. Our path to profitable farming with environmental perks lies in the direction of nutrient dense fruit and vegetables. And by the way, the same processes and benefits apply to animal production. It's all about growing humus to create nutrient density.

Striving to grow nutrient dense food is not just pandering to the rich. With higher mineral and vitamin density in the food, less needs to be consumed and since yields tend to go up over time under biological systems, there is a decided net gain to small scale 'subsistence' growers, as well. Suggestions are being bandied about the dietary science community that perhaps the ever expanding portion and waist size is due to our bodies desperately trying to accumulate the minimum levels of needed minerals from increasingly de-mineralised foodstuffs. Lower food nutrient density overall, when combined with eating enzyme deficient, inflammatory vegetable oil-laden, processed food that has been dead for years, is a sure way to unbalance our gut flora so crucial to mineral uptake and overall health.

Our increasingly savvy premium consumers are aware of most of these implications of nutrient dense food and are willing to pay top dollar for true quality. In Hawke's Bay we are creating on-the-ground examples of better soils, greater yields, less need for chemical inputs and better flavour (see sidebar). Now more of us just need to be producing it to warrant our title of 'fruit bowl' to the nation and the world.

Woolworths South Africa now requires all of its growers to attend biological agriculture courses and comply with biological production programs using less fertiliser smarter. The result for Woolworths has been increased sales, grateful customer feedback and a huge reduction in fruit and vegetable wastage, which further boost profits.

Agriculture can be THE primary tool in programs to alleviate poor nutrition and ill health globally. It can be New Zealand's ace card in the ultra-premium food market. It can be a source of tremendous pride and satisfaction to us as producers. It can be a process of environmental regeneration. To achieve this agriculture needs to be nutrient dense. Using the science and techniques of biological agriculture, we can accomplish all of those.

Proof in the field

Squash - JB Bostock, John Bostock

In the first year of a biological fertiliser program for export squash, J Bostock's cropping manager, Gareth Holder, found marked differences between the biological squash block compared to the conventional squash field over the fence. "The biological squash were less demanding of chemicals, more consistent throughout the field and costs were down because we weren't needing to use the number of pesticide applications." Dr Phil Schofield, the trial's agronomic consultant, confirmed, "The rot rate of the biological squash was 55% less than the conventional squash and the lab analysis showed the biological squash had 22% higher calcium levels."

Apples - Shiloh Orchards, Roger Curtis

Roger Curtis is an orchardist and an orchard contractor who is in his third year of a biological program. He has seen his leaf thickness and tree vigour improve, his tree mineral deficiencies decline and soil life improve to the point where green drop apples rapidly decompose and disappear. Bitter pit used to affect a third of his

Sansa variety ... this year there was none. "The taste and look of the fruit changed significantly in the second year. My Royal Gala apples used to be bland but now the taste is more complex ... stronger. Packhouse feedback on fruit quality this year has been very positive. The strength of colour on the Royal Gala was superb. It just seems to be better every year."

Grapes - Tuki Vineyard, Jo Perry Purchas

Jo Perry Purchas is quietly astonishing the Hawke's Bay wine industry by pulling down medals for excellent flavour. Now in her fifth year on a biological program and with various awards in the HB Mercedes-Benz wine competition, a 2009 Tuki Vineyard red blend has been granted a gold in the Royal Easter Show. The complexity and depth of the flavours in the Tuki grapes is astonishing. "Weed and pest pressures have declined each year and I haven't sprayed for botrytis in four years. This year I've harvested clean sauvignon blanc grapes without a Bot spray despite severe rot pressure in the district from the rainy weather in February and March."



the original rustic, red tin shed winery & restaurant - proudly owner operated since 1989

fresh seasonal a-la-carte menu

famous **Friday nights** all of April,
winter: 1st Friday monthly ~ pizzas, platters,
live music, house wines, ROOSTERS on-tap

* **MORE WINE AWARDS:**

- * reserve CHARDONNAY 2009 GOLD
- * Cape Kidnappers CAB MERLOT 2009 GOLD
- * reserve CAB FRANC 2009 SILVER

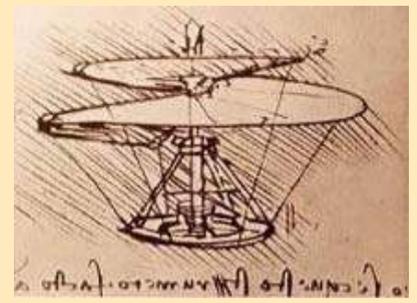
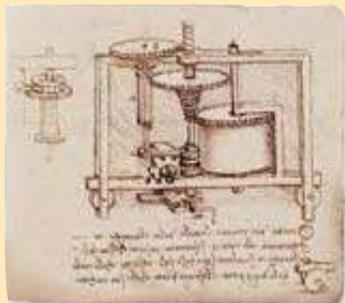
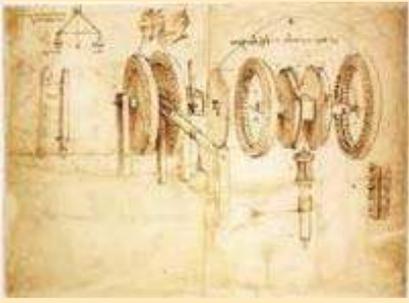
HB Signature Dish finalist
Beef & Lamb awards since 1999

NEW VINEYARD ACCOMMODATION:
the SHEARERS' QUARTERS
the VIDALS' HOMESTEAD



CLEARVIEW ESTATE
WINERY & RESTAURANT
TE AWANGA, HAWKE'S BAY
06 875 0150 WWW.CLEARVIEWESTATE.CO.NZ





THINK SMART

By Tom Belford

Local business leaders and public officials often note that primary production is the economic driver of Hawke's Bay, accounting for some 40-50% of our region's GDP. No doubt about that.

But it's also true that diversification of our regional economy is essential to future sustainable growth in Hawke's Bay. Additional business opportunities should be explored and encouraged that create value by developing, applying and marketing *intellectual capital*.

Intellectual capital businesses offer several advantages to our region:

- They generally place less demand and stress on our local environment and resources (although they are not necessarily "green" businesses);
- They face little or no physical constraint on scale or growth;

- They can efficiently compete in and service a national and global market, bringing external wealth into the region; and,

- Their employees enjoy significantly higher incomes than is the norm in Hawke's Bay's primary sector.

Exciting businesses and individuals already thrive in the Bay – across a variety of sectors – that generate income from creative ingenuity, technical skills, and innovative product/service development that is independent of the region's farming production. Others that *do* relate to the primary sector excel because their smart thinking creates products or services that add substantial value to the commodity outputs of the region.

Who am I talking about? The scope is broad. Hawke's Bay has world-class businesses in furniture design and manufacturing, outfitters of retail stores and restaurants, software development, geo-mapping and tracking, water treatment engineering, bio-

medical products, marketing and franchising, and more. We have artists, academics, scientists, researchers, writers and advertising gurus ... some armed only with their smarts and broadband Internet access! And they come in sizes ranging from individual consultants, practitioners and sole traders to large businesses.

Hawke's Bay needs more of them!

In this edition of BayBuzz, once again we've asked writer and consultant for sustainable businesses Stefan Olsen of Ed to write about two such companies, Future Products Group (FPG) and Intersoft. Both operate internationally. Both are indefatigable innovators. Neither lives off the Hawke's Bay soil.

Are you a business or innovative entrepreneur like one of these? If you think you have a *Think Smart* business, we want to hear from you! Arguably you could function anywhere in New Zealand. Yet you choose Hawke's Bay

as your place of business. Why? What might Hawke's Bay do to attract others like you?

BayBuzz plans to continue shining a spotlight on *Think Smart* businesses in the Bay. And we invite you to share your thoughts on steps we can take collectively to help the Bay's existing *Think Smart* companies thrive, attract others to locate in our region, and foster a creative and innovative environment.

Many of you operate under the radar, because you mainly sell your products and services outside the region. So raise your hand and let us know you're out there! If there's enough interest, perhaps we can inventory Hawke's Bay's *Think Smart* businesses and even organize an online community.

So again, let BayBuzz hear from you. Send your contact info to:
ThinkSmartHB@baybuzz.co.nz

And meantime ... learn about two more *Think Smart* businesses – FPG and Intersoft.

Innovative niche businesses home-grown in the Bay

By Stefan Olsen

Intersoft

Cast your mind back to 1981. Computers are few and far between, Apple and IBM are just getting started. 12" floppies are on their way out and 5¼" are becoming the norm – to later be superseded by the 3½". While all these exciting advancements were going on, a bunch of local guys got together to see how this new technology could be used in business.

Introducing Intersoft.

Napier-based software company Intersoft employs 13 core staff based in Kel Tremain House on Marine Parade. Not only have they landed such a majestic location to base their business, but they've also clearly earned their place in international software development history. I met with CEO Paul Thompson to find out more.

Paul explains that back in '81, even though computers had arrived, their application and deployment was not widespread. The founders of Intersoft wondered if this new technology could potentially solve tedious and mundane accounting tasks such as ageing invoicing and monthly statements. Within a couple of years,

finPOWER CONNECT

Intersoft had developed ground-breaking software that performed these tasks and many others, helping businesses to streamline their processes. Paul further explains that as time moved on, Intersoft has extended and developed their software to keep up with their customers' needs and requirements, ultimately arriving at their current positioning as market leaders in many areas.

Throughout the 80's Intersoft developed a wide range of solutions for the streamlining of business processes and activities. In 1991, in partnership with IBM, Intersoft released the 'IBM Ready/2 Prosper' brand throughout New Zealand – bundling IBM's hardware and their own software as packaged solutions for business. During the 90's Intersoft continued to work closely with IBM while developing and educating a solid nation-wide professional dealer network to sell and support its products.

By the end of the 90's Intersoft had shifted their software from MS-DOS to the Windows platform, and 'rationalised' their offerings to acutely focus on finance

management, advanced business accounting, and interestingly enough, funeral director management. They introduced a trio of software products: finPOWER; emPOWER and fdPOWER.

emPOWER is a general accounting range of modules built with advanced development tools that combine to create an easy to use, scalable software solution. emPOWER is constantly being enhanced and new modules are being developed to ensure clients always have the latest tools and functionality. emPOWER is for businesses that have outgrown the traditional small business accounting software category, who are looking for a more comprehensive approach to their accounting.

finPOWER is an advanced finance system with a wide range of functions including the ability to manage a variety of loan types, handle deposits, along with invested funds. It is now the most popular finance system in New Zealand and is gaining serious market share in Australia and beyond. finPOWER Connect is a revolutionary new system incorporating the best of finPOWER but harnessing the power of a new generation of development tools and the web.

InterSoft SYSTEMS

fdPOWER is a system for funeral directors bringing together the many administrative tasks required when a loved one passes away. fdPOWER centralises information collected then uses this to generate the necessary paperwork associated with registering a death. It also helps manage and streamline the funeral process, creating efficiencies in time and money.

Although Intersoft works around the globe, there's never been any doubt that Napier would remain its base. Paul points out that many of his employees have young families, and there are not many better places for raising kids than Hawke's Bay. The local cycle-way network just gets better all the time, and there's an abundance of outdoor activities available such as tramping, camping, and hunting. Paul goes on to explain it's examples like these that make recruiting new talent into his team just that much easier than it might be in Auckland or Wellington.

Intersoft will celebrate its 30th birthday this year, and I hear it's going to be quite some party. So my final question to Paul is, what's Intersoft's secret to success? He replies, "The key drivers to our business growth have been maintaining our focus on our core products and developing vertical markets where we can secure a dominant position. We have also ensured we have great staff that are happy in their work."

Future Products Group (FPG)

Ever wondered who designed and built the food and beverage display units in Wild Bean cafes or New Worlds around the country? What about the front counters at McDonald's or KFC? You could be excused for thinking they came from somewhere other than Napier. Thing is, they were most likely made right here in Hawke's Bay at Future Products Group (FPG).

Since its inception in 1985, FPG has 'organically' grown to be a world-leader in a niche market delivering retail solutions for the food and service industries. From display cabinets for cafes, bars, bakeries, and supermarkets, to entire 'turn-key' solutions incorporating design, engineering, production, project management, and delivery for the likes of McDonalds and BP. In almost every nook and cranny of the globe, FPG does it.

Although FPG has always been based in Napier, they also have a manufacturing plant



CEO of FPG, Robert Darroch.

in Shanghai, along with service branches in London, Munich, Melbourne, and Brisbane. FPG export to 27 countries for a myriad of multi-nationals such as KFC, Coca Cola, Pizza Hut, Caltex, Subway, and Burger King. And if that isn't impressive enough, they're one of only four companies approved to fit out McDonald's restaurants – worldwide. In New Zealand FPG supplies New World and Pak 'n' Save with complete internal site

development and fit-out – cabinetry (heated and refrigerated), aisle shelving and gondolas, and the checkouts. They've done over 400 BP fuel sites (petrol stations) in the UK, over 1,000 McDonald's restaurants across Europe, and over 900 7-eleven stores in Australia. Serious business indeed.

As Robert Darroch, CEO, is listing off these numbers and achievements I'm astonished at FPG's overwhelming success. How did all this come about? I'm thinking it must be a very long story, but it's not. As Robert explains, the core principles and tenets of FPG are quite simple.

"We've always focused on innovation, making sure we deliver with speed to market, and always have in place cost effective strategies. With our clients, we work together to understand their end-users, their consumers, establish the demographic details, before designing appropriate solutions. We just focus on what we do best. As long as you're doing that you'll do well in whatever you do."

FPG have always been thorough planners. From the get-go they've set goals, made plans to reach those goals, and devised solid strategies to navigate their way through whatever comes their way.

Robert explains another key facet of FPG's 'way' has been in their flexibility and acceptance that the business world is forever

in a state-of-flux. "The modern business needs to be wary of shifts and new patterns, always making sure whatever product or service they're selling remains relevant to the end-user – the consumer."

When it comes to a vision for Hawke's Bay business Robert has a few ideas. He points out at present there seems to be many fragmented views and groups attempting to define and organise the identity of the Bay.

"I think we need a unified vision and strategy looking forward for business in the region. We need to work together as one and answer some key questions.

"Like, what are the core characteristics of Hawke's Bay? What are we best at and what resources do we have? We need to be known as a hub for something special and substantial."

Recently FPG needed an Operations Manager. A profile and description of the position went to an Auckland recruitment agency who carried out an international search, resulting in a short-list of one Kiwi and seven internationals.

After communicating with each applicant, a Welsh contender was chosen. FPG flew him over, showcased the Head Office in Napier, and provided an extensive Hawke's Bay tour, all expenses paid. He took the job.

Finally I ask Robert why Napier, Hawke's Bay for FPG's head office? He points out how convenient it is to live here. "The airport is literally 5 minutes away. And my staff can nip home for lunch if they like – most live within a stone's throw."

He goes on to tell me about a group of international executives from McDonald's who visited a few years ago.

"They've just kept coming back – chartering private jets and shooting in and out for a few days of golf, trout fishing, wine and dining. As the saying goes, they're lovin' it." And so do we.



FPG factory floor.

worldtravellers at Best Travel

L-R - Back: Rob Johnson, Raj Rathour, Alison Cunningham, Christine Sheppard, Bill Sheppard, Frazer Best
Front: Toni Pailthorpe, Veronica Tabuteau, Paula Coppell

Our Travel Designers combined have over 165 years of worldwide experience

104 Market St South, Hastings Tel 876 5111
www.besttravel.co.nz

going further, staying in touch

Luxury Retirement Living in Havelock North

- Independence & Privacy of your own home
- A short walk to Havelock North Village
- Picturesque Park like grounds
- Security and support
- Bowls, Indoor heated pool, theatre, gymnasium spa and games room
- Café
- 2 & 3 bedroom Villas
- 1 & 2 bedroom Apartments

Contact Lyn Townrow now for more information
06 873 7925 or 021 146 8224
email: village@pratleygroup.co.nz
Karanema Drive Havelock North



View to Ruapehu from upper level.

christopher kelly
ARCHITECTURE WORKSHOP
t +64 4 473 4430 f +64 4 473 9872
PO BOX 9872 WELLINGTON NZ
architectureworkshop.co.nz

Peek at Te Mata Peak visitor centre

“Some of the best views in New Zealand accessible by car,” says Bruno Chambers, chairman of the Te Mata Trust Board.

Is there *anyone* in Hawke’s Bay who has not occasionally driven, walked, cycled or even run to the top of Te Mata Peak? Is there anyone who hasn’t recommended a trip to the top to a visitor? Probably not.

And then there are the lucky locals who enjoy the trails, flora and fauna and vistas of the 98 hectare Te Mata Park on a regular basis. The Park, gifted in 1927 to the people of Hawke’s Bay by John, Bernard and Mason Chambers, is protected for all time through a charitable trust structure and QEII National Trust covenant.

As Bruno sees it, the very popularity of the Park, and especially the mandatory trip to the top, has now created both exciting possibilities to “enhance the experience of those currently using and visiting Te Mata Park”, as well as challenges to address practical difficulties associated with the site’s growing traffic.

The solution: a \$2.7 million Visitor Centre for the Park, plans for which were just unveiled. The 435 square metre building will be situated adjacent to the present main gates into the Park, offering a terrific viewing platform looking across the Bay, but having minimal impact on the site. The natural gradient of the land will be preserved, and landscaping featuring native plantings will envelop the site.

The Centre has been designed by Wellington architect Christopher Kelly of Architecture Workshop. Eighteen firms (eight local) were invited to indicate interest; from sixteen responders, four were short-listed for full proposals, with Kelly the ultimate choice of the Board’s selection panel. He designed the new Waitomo Caves Visitor Centre, which opened



Selection committee, Graham Linwood, Douglas Lloyd-Jenkins, Mark Holder, Steve McGavock and Bruno Chambers.

in June 2010.

To enrich the visiting experience, the Centre will feature impressive educational exhibits and facilities. These will provide information on the geological history of the Park and environs, the Maori and Pakeha history of the area, and flora and fauna existing within the Park. Information will be offered on the Park itself and its walking and mountain bike tracks.

And to complete the package, the Centre will include a café, viewing platform, gift shop and toilet facilities. Parking for up to 45 cars and 8-9 buses will be provided.

Which brings us to the practical challenges the Peak faces.

The sheer number of visitors making the drive to the top of the Peak has become difficult to manage ... particularly at ‘peak’ season, when tour buses add to congestion on the access road and in the upper parking areas.

Over February the Council counted more than 2,300 cars making the trip in an average week (and a peak day of 415 cars) ... plus buses! The Trust’s own counting yields about 2.8 passengers per car. That’s a heap of people over the course of a year, even assuming numbers decline in colder weather.

The Trust Board plans to deal with this congestion – and the dangers associated – by implementing a shuttle bus service to the Peak from the Visitor Centre to those in cars, and banning large tour bus access beyond the Centre. For bus tours, the trip to the top presently involves a relatively brief 15-20 minute stay, so ‘adding a stop’ to the visit may discourage some bus tours.

How and when?

Asked when he’d like to see the first shovel in the ground, Chambers quipped: “Tomorrow!” But the reality is that official Council approvals and fundraising will push that date to the May 2012 range. If all goes to plan, and building commences at that point, Bruno says that the Park might be able to open the Centre by Christmas 2012.

To get going, the Te Mata Trust Board will file its resource consent application in May. With the full public notification, submission, hearing (and appeal process, if needed), final approval might take as long as a year.

Meantime, the Board will undertake fundraising for the \$2.7 million project, a chore that has already begun. It should be noted that the Hastings Council and Regional Councils have contributed \$100,000 and \$50,000, respectively – matched by \$50,000 from the Trust – to bring the project to the building stage.

Funding will be sought from the area Councils (HDC has earmarked \$250K in its draft Annual Plan), a range of gaming and community trusts, as well as the public (including corporates). And that process will most likely consume the next twelve months.

Bruno is hopeful that the community will respond enthusiastically to the proposal. “Te Mata Park enjoys the support of many, many people throughout the Bay. Lots of us have grown up running all over Te Mata. And so many of us use and benefit from the Park over and over. I hope people will like our design, appreciate the logistical problems we’re trying to resolve, and even open their own wallets in a modest way when asked to donate to the project.”

He notes that the Park, probably the most visited attraction in Hawke’s Bay, has been available to the community and our visitors at virtually no cost since it was established. “The ratepayers of Hawke’s Bay have been getting the best deal imaginable,” say Chambers.

Peak House initially generated an ongoing stream of funding for the Park, but this has been insufficient in recent years with



associated costs of Peak House eating into the lease proceeds. Peak House will be removed as part of the plan ... the location becoming a picnic area.

Today, an annual contribution from the Regional Council of \$25,000 supports a part-time caretaker, and HDC has come up with the funds for specific projects, mostly carparking and roading improvements. Bruno emphasizes that volunteers have contributed thousands of hours per year to improving the Park.

The Trust Board hopes that the Centre, once operating, will provide the funding needed for ongoing Park maintenance and enhancement.

To BayBuzz the Centre sounds like pretty terrific value for money!

If you would like to contribute to the Te Mata Peak Visitor Centre Project, you can contact Bruno Chambers at brianchambers@clear.net.nz

Look through window at Maori world

By Des Ratima

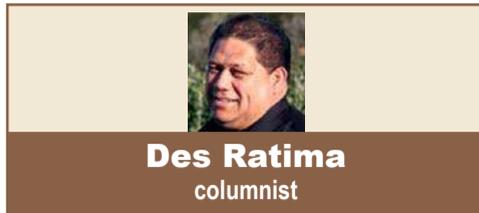
The (Takutai Moana) Marine and Coastal Bill has now passed through Parliament into Law. What was the genesis of forming a Maori Party and having that party enter Parliament in coalition with National to bring the repeal of the previous Foreshore and Seabed Act has been achieved. True, it does not satisfy all of the opponents of the original Act; however it must be said that the Maori party achieved the repeal of the Foreshore and Seabed Act.

Given this scenario, it is perhaps an excellent opportunity to look at the Maori view of the world.

Legislation over the past 100 years has deprived Maori of their agreed place in the partnership offered by the Treaty of Waitangi. This legislation displaced Maori as a powerful economic, social and healthy people. However, every day Maori are engaged in activities which work to improve their social, health and economic conditions.

To take a look at the Maori world view, let's peek through my window for a recent month -- March 2011.

We would have seen two treaty settlement hui in Gisborne to determine the quantum and the instruments of settlement to place before a Government that has elections and



Des Ratima
columnist

Christchurch as priorities.

Ngati Poporo, a local hapu, were involved in the opening of the new extension to the expressway through Flaxmere. Ngati Poporo offered their help to the Minister of Transport with regards to cultural and spiritual aspects in the unfortunate case of accidents which cause death on this new stretch of expressway.

The new Community Probation centre in Flaxmere was opened. Maori, CPS staff and community gathered to witness a Maori ceremony and blessing in the early hours of the morning before the civil ceremony where Minister Judith Collins officially opened the complex.

There were funerals. Three in the space of three days, involving the death of the young man shot by Police at Fernhill, another of an ex serviceman who served with distinction in Viet Nam, and the third a relation from Te Hauke that died from illness.

A meeting with the Associate Minister of

Corrections to continue dialogue regarding the construction of Te Whare Oranga Ake, a new approach to addressing the issues of recidivism and reduction of Maori men in the incarceration facilities of this country.

There was a meeting to discuss the health services of Hawke's Bay involving Maori and a look at the restructuring of the PHO health model.

There were other treaty settlements hui reaffirming mandate and sharing progress with the Maori communities.

All of these activities are undertaken without fee, added upon the work and time commitments of daily living and providing for families.

This situation is not unique.

There are literally hundreds, if not thousands, of Maori engaged in enhancing the social fabric of our communities and nation. Their works also bring understanding and clarity around the many issues which influence the debate in our nation, helping lead the country through a maze of confusing, conflicting and often contentious pathways without bloodshed, without open revolt and with a genuine passion to resolve, return, and move forward.

This glimpse should provide some

enlightenment previously unobserved or, if so, then unlikely to be understood.

The purpose of opening the window was to show people that although many see Maori as this immobile mass of dependent people who feature in our nation's statistics for all the wrong reasons, they should instead understand and recognise that Maori take our role as a treaty partner sincerely and are prepared to ensure that we give real effect to our partnership relationship.

Once Were Warriors -- a great read and a great movie -- spoke about a time when Maori were warriors in every aspect of the word ... particularly honour, respect and friendship. Although the movie portrayed these values in a black warrior manner, nonetheless, for the majority it is still about honour, respect and friendship as the values which underpin our marvelous achievements as a bi-cultural nation.

Look, see, understand and celebrate *that* Maori. Like the swan sitting serenely on the still waters of the pond, underneath the webbed feet are paddling like anything in pursuit of happiness, mo te katoa.

Ma te Atua koe e manaaki e tiaki e nga wa katoa. [May the grace of the Lord support and protect you always.]

Prisoners of your servants

By Tim Gilbertson

Many years ago, when I first entered the fascinating world of local body politics, we had a civic leader who was, like all of us, egotistical, self-righteous, knew everything and was never wrong.

His mantra was simple and sincere. If he wanted to do some thing that was popular, he would announce with due gravity: "We are the servants of the people and we are duty bound to carry out their wishes. That is the fundamental precept of democracy."

If he wanted to do something that was unpopular, he would announce with equal seriousness: "The people do not have sufficient information and understanding of the long term implications, the complexity and difficulty of this issue. And despite their understandable misgivings, we must make the hard decisions on their behalf. That is what we are elected to do. True leadership is not a popularity contest." Thus we were justified in doing whatsoever we pleased with a clear conscience.

It goes without saying that the unpopular decisions were taken at the beginning of the term, and the popular ones were scheduled to occur around election time.

It is a lesson, I have since realised, that is learned and applied by all politicians in all democratic states. Of course in non-democratic states such solecisms are irrelevant. All you need is the secret police, a nice cosy torture chamber, and a covert understanding with a western government to supply you with bribes and guns.

Now is the season of annual plans and community consultation, and the process is particularly relevant.

In the case of our very own Regional Council, the citizens are being asked to comment on a 200-page plan for a \$400 million organisation with a \$50 million dollar annual budget in a two-hour meeting, with the opportunity to expand their views during a ten-minute session with the full



Tim Gilbertson
columnist

Council at a later date.

The plans are written in the classic bureaucratic jargon that even after fifteen years in the game, I find generally incomprehensible. For example what do we actually mean when we say we will "investigate options to enhance and improve the level of service including economic assessment and asset plan reviews." That gives us carte blanche to do anything we please, and once it has gone through the annual plan process and public consultation, that's it, baby. We can interpret it any way we like ... and *you* have approved it.

The answer to tyranny by paperwork -- fueled by increasingly complexity and orchestrated by a cunning public service -- is a vigilant media and special policing by informed pressure groups like the Chamber of Commerce, growers associations, Fed Farmers, environmental groups and ratepayers associations.

Unfortunately the media are all Australian or state owned. The Aussies won't rock the boat because some 40% of their advertising revenue comes from local or central government and no dinkum Aussie is going to bite the paw that feeds

him. The state owned media, it goes with out saying, are subject to pressure from ministers ... and are very much the lackeys of the state.

The pressure groups do a good job as far as they are able, but they are under-funded, under-resourced and up against a Council PR machine with a half-million dollar budget. Since the demise of Federated Farmers as a major sector group in the mid eighties, the influence of the countryside has almost disappeared. With only

two rural Councillors and seven townies on the HBRC board, the environment will not be making a comeback any time soon.

Despite protestations to the contrary, until we have vigilant and hard-nosed editors, fearless and well-funded pressure groups, and a good communications policy (which includes 'plain english') operating at all levels, you, the public, are effectively the prisoners of your servants.

Which, in my opinion, is not good.



PAREHUA
A MARTINBOROUGH RURAL LUXURY RETREAT

Kent Biddleley Cuisine

0800 4 PAREHUA (06 306 8405) MARTINBOROUGH WWW.PAREHUA.CO.NZ



Beach erosion at surf club.

Who would you believe?

By Tom Belford

During discussion of the recent Hastings Council fluoride presentations, Councillors O’Keefe and Cynthia Bowers asked the ultimate question – Who should we trust on this issue?

Standing before them were a highly-trained toxicologist who has done nothing but look at fluoride studies for fifteen years, and a responsible dentist/representative of the District Health Board and health ministry.

Councillor Bowers put the question to anti-fluoride advocate Paul Connett (“Why you?”); Councillor O’Keefe to health official Dr Robin Wyman (“Why you?”).

The issue of authoritativeness comes up time and again in area Council meetings – the issue could be freshwater quality, engineering solutions for coastal erosion, financial projections, toxic waste, biological farming or, as in this case, efficacy of health-related interventions.

Councillors, rarely with firsthand expertise in the matter at hand (that’s not a criticism), often find themselves stuck in the middle of a battle between outside consultants (presumably experts). Or sometimes between their own staffs and well-informed members of the public, who too frequently tend to be dismissed – if not denigrated – by Councils’ professional staffs.

In the latter case, Councils – and other voices of authority – are confronted more and more these days by well-educated, Internet savvy, passionate and persistent citizen ‘experts’. And while a bit (even a large amount) of Google-enabled citizen research cannot be uncritically accepted or substituted for relevant professional expertise, it is both very unwise substantively and politically foolhardy for Councillors or staff to be disparaging of those citizen experts who take the trouble to weigh in ... usually with no personal benefit to be gained.

Take the case of Larry Dallimore, who’s deeply troubled by beach erosion at Westshore.

Awhile back, I spent the morning on a ‘site visit’ with Dallimore, a Westshore resident, to hear his case as to why ‘beach renourishment’ — the current strategy of the Napier and Regional Councils for dealing with erosion at Westshore — would never work.

I discovered that Larry isn’t a dilettante on the issues involved, although he seems to be treated as a meddling nuisance by the powers-that-be. This is generally how Councils treat ‘average’ citizens who get in the way of business as usual. Here’s a guy who’s offered personally to pay for additional qualified assessment of the present Westshore approach, but has been told, effectively, to ‘get lost’.

Larry is a civil engineer who’s been directly involved in most of the earthwork projects at the Port and around Napier’s beaches. He just *might* be considerably more credible than the Councillors and bureaucrats who are making the decisions on our coastal erosion challenges.

I posted Larry’s Westshore critique on the BayBuzz website – the article is called *Who would you believe?* And if you look here (<http://www.baybuzz.co.nz/archives/4639>), you’ll find a quite robust online conversation going on. It touches upon the Haumoana/Te Awanga beach erosion situation as well.

Professional ‘authority’ no longer gets quite the same free ride – uncritical deference, if you prefer – as it did in the ‘old days’. Citizen experts are better informed than ever before and they’re not going to go away. Thank god for that!

By the way, civic engagement increases with age ... and we all know the Bay’s population distribution is shifting to the elderly.

It’s bad enough when citizens are pitted against Council staffs and their (hardly independent) consultants – the latter being hired guns who know where their bread will be buttered year after year ... so long as they don’t ruffle Council feathers.

But what really complicates matters is when institutional voices of authority – like ministries and universities and research institutes – that most of us presume to be independent, objective, evidence-based, and open-minded ... are in fact not.

Of course, this is an age-old issue. High priests have always protected the status quo, which vests their standing and power, after all.

In replying to Hastings Council questioning, Dr Connett mused about why old paradigms persist against rising counter-evidence. He gave an example from his current visit to New Zealand, where he has been speaking for weeks around the country. He described how the deans of the medical and dentistry schools at Otago refused to allow his presentation at those institutions ... and even rebuked medical students who sought to arrange a presentation for themselves. Mind you, Connett is a vastly experienced and super-credentialed academic.

That’s the sort of mentality that stifles individual intellectual and professional curiosity ... to say nothing of innovation and advancement on a social scale.

Against that unfortunate example, at least the Hastings Council invited in Dr Connett – and the other side – for a discussion. Good on them for that.

More power to the citizen experts!

Everyone’s Organised ... But the People

JOIN BAYBUZZ AND WE CAN FIX THAT!

What local issues trouble you most?

- Threatened environment
- Wasteful council spending
- Access to and quality of health care
- Neglect of basic public services and amenities
- Local government overlap & duplication
- Councils pursuing their priorities instead of yours
- No compelling and sustainable vision for Hawke’s Bay
- Too much secrecy, insider politics, meaningless consultation, and ‘done deals’

Join BayBuzz and get more than a Buzz!

Many think of BayBuzz as simply media – a website and newspaper.

But BayBuzz involves hours and hours of digging for information, tracking the councils, meeting with decision-makers and community leaders, making presentations and submissions...

Hours aimed at pressing for council transparency, accountability and public responsiveness, as opposed to protecting special interests and pet projects.

Let’s put all those hours of work behind a citizen’s organization that speaks for YOU!

JOIN BAYBUZZ FOR \$45 AND YOU WILL GET ...

- Week in and week out monitoring and reporting on the councils. Literally hundreds of hours of legwork on your behalf.
- The printed BayBuzz Digest posted to your door (soon to be replaced by a content-packed magazine)
- A new monthly email-newsletter, reporting what BayBuzz has been doing on your behalf.
- Members-only invitations to quarterly BayBuzz-sponsored issue forums.
- Of course the BayBuzz website and, if you wish, our daily blog covering the hottest issues.
- Informed calls-to-action when you can make a difference, and participation in setting BayBuzz’s agenda.

Help BayBuzz do more than raise your blood pressure!
Help BayBuzz raise your voice! Join BayBuzz now.



Sign me up! I want BayBuzz to hold councils’ feet to the fire and voice my concerns. And I realize it takes resources to make BayBuzz happen.

- Consider me a Member... I want BayBuzz to be my voice to councils. I look forward to the benefits and participation outlined above.
- Consider me a Friend of BayBuzz... I want to help BayBuzz out, but I’m not a ‘joiner’.

Enclosed is my contribution for:

- \$45 I know as a Member I’ll get the new BayBuzz magazine as a benefit (\$65/year to non-members). I’d like to do more; my total contribution is: \$ _____
- \$ _____ As a Friend of BayBuzz, I’m happy to make this contribution (\$65 minimum contribution for magazine)
- I will make an electronic bank transfer to BayBuzz at:
BNZ acct. no. 02-0655-0083775-000

Name: _____
Address: _____
Email: _____
Phone: _____

Please post to: BayBuzz, PO Box 8322, Havelock North 4157 Thank you!