

They're Back!

Councils swing into action in 2011

By Tom Belford

Waking up from summer hibernation, our various Councils are coming to life.

Not that they actually went to sleep. Indeed, a variety of important decisions were made or announced around Christmas or the early new year in circumstances that might cause a cynic to question the motive for their timing. Perhaps they assumed the rest of us were distracted ... dreaming of sugarplums!

For example, the Napier City Council announced its official decision to shut down Marineland in a press release on December 10. Then NCC held an "Extraordinary" session on Marineland on January 11 (which was only advertised on Saturday the 8th) to address a lawsuit on the matter. Not that more notice would have really mattered ... it was a public-excluded session.

At its final 2010 session, on December 14, the Hastings Council went into public-excluded session to approve spending another \$158,000 for its velodrome bid.

And the Regional Council finished its year on December 15 by going into public-excluded session to approve its budget (\$1.8 million) for the next phase of the Central Hawke's Bay water harvesting 'feasibility' project, with the focus narrowing to two large dam sites in the region. Then two days before Christmas, notice was



served that Bay patients diagnosed with any of fourteen types of cancer could not longer be referred for specialist consultation or treatment to Palmerston North Hospital, as their conditions are statistically not responsive to treatment. Basically, a rather critical 'triage' decision had been made by senior medical staff

and administrators. The news was 'announced' January 4th by the Dominion Post and the NZ Herald, not the Hawke's Bay DHB. One can only suppose that the DHB would have gotten around to publicly announcing the policy at *some* point!

With these items out of the way, our various local bodies have begun to shift into higher gears as we

enter February. They're back! So where are they headed?

Hastings

In Hastings, the biggest question mark appears to be whether the sports park will be rescued by getting the nod for a North Island velodrome. I say 'rescued' because the latest defense offered by the Sports Park Trust for failing fundraising is that prospects are holding back, waiting to see if a velodrome might bring sufficient 'added value' to make sponsorships worthwhile.

Talking with BayBuzz, Mayor Yule indicated that winning the velodrome bid is his #1 priority for 2011. The decision will be made in mid-April. If there is no velodrome, get ready, Hastings ratepayers, to open your wallets to complete the elements already committed to.

Priority #2 for Mayor Yule is completing a formal joint study of 'local government structure' – known to some as amalgamation. This would appear to be more of a personal priority for the Mayor, as distinct from a Council mission.

Priority #3 for the Mayor is resolving the Haumoana/Te Awanag erosion situation. The residents in Haumoana/Te Awanga are still pressing for a rescue of the 'Cape Coast' and a pivotal engineering study will soon be released.

To page 3

Hoping for a digital tourism strategy

By Rod Drury

What I'd like to see happen in the Bay this year.

This year is the Rugby World Cup. RWC provides a deadline to get stuff done, stuff that will have ongoing benefits for the region.

A couple of times last year I was asked to participate in tourism workshops. As I travel a lot for work, one of the things I notice as a tourist is how easy it is to get online and how frustrating it is when regions don't think about the needs of visitors.

This is the normal experience: Arrive in town late at night, get to a hotel room, need to check emails, sales numbers for the day, news feeds, check what's happened back in New Zealand and Hawke's Bay and if it's not too late back home say hi to the kids on Skype or FaceTime. It might be 30 mins of online time and I'll be away first thing.

This often grinds to a halt when I see that internet charges are \$30 for 24 hours. I'll go out of my way to avoid paying that and often head down to an Internet café or simply don't connect – feeling pretty annoyed that the place I'm staying has made things so hard.

Hotels have often been picked over by some hotel-specific internet company who charges a fortune to visitors, but split the profit with the

hotel owner and even pays for the wireless kit and support. For those in the hospitality industry, who aren't technology experts, that might seem like a reasonable thing to do. But they don't seem to appreciate how much it annoys their customers.

The first thing I look at when choosing a hotel is Wi-fi. Because it is such a pain if I can't get online cost effectively.

Imagine you are in the shoes of your customer. How can you make the experience delightful? Imagine arriving at a hotel and the front desk person says, "We understand you might need to check your email and say hi to your family. For \$10 you can use Wi-fi all night. Probably everyone would take the deal. Even better, imagine if it was free but the visitor had to enter in their email address.

Suddenly the region is building a marketing database. In exchange for providing free Wi-fi for a few hours you are starting to build a lifetime relationship with someone who may be a repeat visitor or an ambassador for our region. By simply understanding their needs and offering a few simple services we would stand out from the pack as a region where people have a fantastic experience when they visit.

In exchange for free Wi-fi visitors would be more

than happy to see a local Hawke's Bay splash page that shows what's happening in the region. Not only do we have a marketing database, but we can now actively sell activities to them. We have a way to communicate to all those visitors and see what they are interested in.

Imagine that all hotels, motels and cafés in Hawke's Bay were part of this system so that as people come to Hawke's Bay we together are building this regional marketing database, knowing more and more about our visitors, and putting increasingly relevant activities in front of them. As they have a coffee they can quickly rate the café, building its Google profile ... allowing it to attract even more visitors through search.

A coordinated Hawke's Bay Tourism network is something I'd like to see happen in the Bay this year.

Another thing I'd like to see is Hawke's Bay position itself as the best place to stay in between RWC games. Visitors are going to do their research and naturally head for the best weather anyway. So why don't we design an experience to ensure we are the best place to stay.



Rod Drury

We could set up the Hawke's Bay Showgrounds as a big campsite with security, toilets, movie screen, farmers market, power and Wi-fi. It could become one of the most fun, family-friendly places for people to hang out at for days on end, providing a fantastic opportunity for local businesses to connect to the tourists.

Both these ideas are based on the principles of design. Look at your customers, put yourself in their shoes and design an experience that makes it easy for them.

Surprisingly almost no one does this. Staff in cafés often seem more concerned about themselves than what their customers want. I once had a café in Morrisonville, which had an extensive breakfast menu, say that I could not have bacon and eggs because deviating from the menu confused the chef.

I am sure that designing an experience for our visitors will result in us delighting them. Delighted visitors, with whom we can communicate electronically time and time again, can be a gift that keeps on giving.

So my number one thing I'd like to see in the Bay this year: Implementing a digital tourism strategy in time for the Rugby World Cup.

From the editor: Greetings from BayBuzz for 2011!

We have heaps in store for you in the coming year, and hope to make BayBuzz bigger and better. Our ideas aren't quite ready for prime time, but we'll be sharing them with our supporters soon ... and seeking your feedback. Meantime, let's get started.

As reported in our lead article, *They're Back!*, our local bodies and their leaders are beginning to shift into higher gear, forcing BayBuzz, which enjoyed a full month vacation, to do likewise! There are big issues on this year's agenda – regional water policy, amalgamation, better marketing of Hawke's Bay, managing scarce health care resources, finding the money for big projects like the sports park and Hawke's Bay Museum and Art Gallery. And nettlesome issues like Marineland, protecting the Cape Coast, and cleaning up each of our rivers must be resolved.

Of course, with Rugby World Cup coming to the Bay, that in itself poses both challenge and opportunity for the Bay. In his article, entrepreneur Rod Drury calls the event a "deadline to get stuff done". Topping his list –



TOM BELFORD
editor

implementing a state-of-the-art digital tourism strategy for Hawke's Bay. As he sees it, here's the Bay's chance to send a signal to the world ... and it better not be: "No Signal Available!"

But on the matter of promoting Hawke's Bay tourism, I take a dim view of our situation in my back page article – too much competition and duplication across Councils, no regional events strategy, inadequate insight into our 'customers' ... problems made intractable by fragmented regional governance.

Looking at another challenge, reporter Elizabeth Sisson writes about the diabetes 'epidemic' in Hawke's Bay ... a huge and growing problem, but one that seems to be getting addressed lately in innovative, more efficacious, patient-empowered ways.

Then there's the health of our soils and farming capacity. With primary production driving upwards of 40% of the Bay's economy, we've asked Phyllis Tichinin, an advocate of biological farming, to look in a series of articles at the future prospects of farming in the Bay, particularly through the eyes of farmers presently using innovative practices to produce superior results, including more nutritious food. Her first article sets the stage ... *What Is NZ Farming Coming To?*

But the Bay is more than farming. Continuing his ongoing series, *Think Smart*, Stefan Olsen looks at two more Hawke's Bay companies – 90 Corp and RockMyBaby – that make their money offering new services based on communications and technology to Bay companies and families.

Perhaps the most contentious issue on the table today is nationwide in scope, but especially pertinent here in Hawke's Bay – the National-led Government's proposed Marine and Coastal Area Bill. BayBuzz offers three perspectives for you to consider – opposing the

Bill from one direction, former MP Bill Sutton, spokesperson for the local Coastal Action Network (CAN); opposing from another direction, Ngati Kahungunu Iwi Chairman Ngahiwi Tomoana; and defending the Bill, MP Chris Tremain.

Never shy about controversy are two of BayBuzz' regular columnists, Des Ratima and Tim Gilbertson. In this edition, Des looks at Hastings Council's recent handling of the Pouhokio Stream Reserve dispute at Waimarama Beach. He wants more done to 'put it right'.

And Tim takes a swing at Agriculture Minister David Carter, who doesn't seem interested in contributing to the \$200 million cost (Tim's figure) of the *proposed* (Tim always forgets that the project hasn't been proven feasible yet) Central Hawke's Bay water harvesting scheme. One more reason Hawke's Bay should be an independent republic, in Tim's view!

We aim to inform ... and entertain!

Issue updates: Order issued to remove encroachments

Reclaiming a reserve

The Council voted unanimously on February 8th to proceed with enforcing an earlier order that will require three property owners to remove the illegal encroachments they have made onto the Pouhokio Stream Reserve at Waimarama Beach.

Over the years, residents have built decks, dwelling additions, fencing, and even a swimming pool on land that is indisputably part of the reserve.

As far back as 2003 the problem was identified. At that time a proposal was floated to sell a portion of the reserve to the neighboring property owners, who balked at paying the then-market value for the land. Thankfully,

Concerned residents, including members

of the Waimarama marae, stepped up their complaints in recent months, demanding that the Hastings Council act decisively to end the encroachments and access obstruction.

As the unanimous vote indicates, there is no question that the reserve belongs to the public, and unfettered access to the site must be guaranteed. Personally, I've been at the location when one of the property owners parked vehicles at the access road in such a manner as to thwart public entry to the reserve.

The Council's action will soon bring the dispute to an end. Property owners will be given a near-term deadline for removing their encroachments, at their expense. And Council staff will develop a landscape and signage plan for the reserve, intended to provide maximum amenity value to the public and to ensure the

reserve is clearly identified as such at each of its access points. Several Councillors indicated their views that fencing be installed to clearly demarcate the reserve boundaries, to further reinforce the public's right to enjoy their reserve.

The episode draws attention to two broader issues. First, there might be other instances around the District (including elsewhere in Waimarama) where similar encroachments are occurring. The Council's decision on the Pouhokio Stream reserve should send a clear signal – assuming consistency of enforcement – that no such encroachments will be tolerated.

And second, with respect to Waimarama, the reserve issue has surfaced healthy interest in the desirability of initiating a broader public planning process to address a full range of issues and aspirations in the local community and formulate a formal community plan to deal with them.

Councils consult

By the time many of you read this, the official consultation window will have closed (18 February) on the Hastings Council's draft aquatics strategy. This review focuses on the refurbishment of four Hastings pools – Waterworld, Havelock North Village Pool, Frimley Aquatic Centre, and Clive War Memorial Pool.

However, since the plan envisions multi-year funding to pay for necessary maintenance and enhancements (in the range of \$5.7 million over seven years), there will be a further opportunity to voice your opinions as part of the Annual Plan budget consultation that will begin by April.

The current review does not resolve whether any new pool is required in the Hastings District. Presently, usage of Hastings' pools is lower than national averages – 2.8 swims per year per resident, versus 6-8 swims per year nationally. Council planners expect that usage of existing pools would increase if appropriate up-grading occurred.

The briefing materials for this consultation can be found at: www.hastingsdc.govt.nz/draft-aquatic-facilities-strategy.

Speaking of consultation, each of our local bodies is now preparing for this year's Annual Plan (i.e., budget) adoption. The usual procedure is for Councils to conduct public-excluded 'workshops' where the most significant issues are identified and pre-processed by staff and Councillors. A Draft Annual Plan is then formulated and issued for public consultation. Typically, this consultation, including formal public submissions, will occur in the April to early-June timeframe, with budgets adopted by the end of the fiscal year (June 30).

Further, 2012 will begin the next planning period for each Council's Long Term Plan (formerly, the Long Term Council Community Plan – LTCCP). Consequently, in conjunction with their Annual Plan (2011-2012) work, Councils will already be flagging the policy and budget issues they wish to address in their LTPs.

You can expect that materials are already circulating within the Councils that identify potential areas of focus. For example, tentative issues have already been flagged in staff reports prepared for the Hastings and Regional Councils, and Mayor Arnott has indicated she treats preparations for the next Napier LTP as one of her top three priorities for this year.

BayBuzz will follow all of this planning closely. Stay tuned!

Lowé finally pays

HDC confirms that Andy Lowé on December 23rd finally paid the nearly \$300,000 his Lowé Corporation owed the Council (i.e., ratepayers) for the costs incurred in evaluating his proposed private plan change for developing Ocean Beach. This is happening only after several failed legal appeals by Lowé Corp challenging the charges.

However, perhaps opening a new chapter, Lowé has recently placed a re-located 'cottage' at the north end of Ocean Beach, hauled in over the dunes. He has applied for a building consent after the fact for this project. HDC, upon receiving a public complaint, ordered work to stop and insisted on the application. Not a bad time for Hill Corp to settle their outstanding Council bills!

Councils return for 2011

From page 1

Other things happening in Hastings? A re-write of the District plan has been initiated ... tedious as hell, but where the rubber meets the road. All sorts of ideas and agendas seem to be floating around rejuvenation of the Hastings CBD and 'civic centre'. The Council is capping the stinking Clive wastewater treatment plant, while questions still remain unanswered as to what sort of 'biomass' is being flushed into the Bay, with what ecological impact. Opponents of fluoride in Hastings water are girding for battle. And residents of Havelock North eagerly await the grand opening of their McDonald's.

Napier

In Napier, there are never any problems. Unless you count the aforementioned lawsuit by those desperately attached to Marineland. You have to begin asking yourself what is going on here?

Is it truly a case of a bunch of fanatics trapped in the 50s, simply unable to come to grips with the wisdom of the Napier Council? Or is the Council actually botching what shouldn't be the decision of the century for Napier?

Asked for her top three priorities for 2011, Mayor Arnott tipped as #1 getting the new museum and art gallery funded and under construction. Her immediate fundraising goal is raising \$500,000 from the general public and \$1 million from corporate sponsors. April is the target for starting construction.

Priority #2 for the Mayor is beginning in July to sort out the major funding issues that will be floated to the public as part of the next Long Term Plan, which will be adopted in 2012. Possible 'big ticket' issues include stormwater infrastructure in the CBD, potential continuation of the 'Greening of Napier' program, and development of an Ahiriri-CBD transit link.

Priority #3 for Arnott is indeed Marineland ... as she put it: "Providing certainty to the community around Marineland as a business

and as to the site." Why so difficult? "Some people are having difficulty letting go of the notion of Marineland as a place to hold marine animals in captivity" – which is clearly no longer an option.

Apart from the Mayor's priorities, a fight might emerge over the wacky ward/at-large system for electing Napier's Councillors. A review of the system is statutorily required during the coming term. While protesting that 'local' representation will suffer if amalgamation is pursued, the same complaining Councillors (and Mayor) will do their best to eliminate the genuine local representation that wards might offer, if seriously embraced.

And expect Napier's resource consent application for its new sewage treatment plant to be contested.

Otherwise, Napier seems to be on cruise control. However, this does dismay some city leaders, chiefly from the private sector, who are quietly organizing to develop a new vision for Napier ... with some fresh energy behind it.

District Health Board

At the DHB, the good news is that we have an elected Board and Chair to hold accountable again.

Asked for his top 3 priorities, DHB Chair Kevin Atkinson put as #1 "enhanced health sector integration" ... HBDHB "working better and smarter" with other government agencies and DHBs at national, regional and local levels, as well as with the new single primary health organization (PHO). He regards this collaboration as necessary to improving our overall health status, reducing health disparities, and improving patient satisfaction.

As #2, Atkinson would like to see HBDHB "recognized within 12 months as one of the highest performing DHBs in the country" – in areas like health status, service delivery, innovation, and financial sustainability.

Significant progress on key infrastructure issues ranked #3. Atkinson mentioned

concluding the sale of Napier Hospital, planning the rebuild of the Mental Health Inpatient Unit, redevelopment of facilities in Wairoa, and refurbishment of the Napier Health Centre.

Arguably, one piece of unfinished business remains the rehabilitation of Cranford. Despite the smiling faces of a new Governance Board and a new general manager happily collecting checks from a dutifully grateful community, the fact remains, the nature and quality of the service to be provided by Cranford Hospice is still to be defined. The very nurses who built Cranford's legendary reputation for care are still fighting — via lawsuit — for redress, even while holding themselves available to redeploy at the 'new' Cranford. And the new Governance Board, installed *back in July* with the promise of re-connecting with the community, is yet to show its face to the community!

As for other issues, DHB finances appear to be in order, and some promising advances are underway with respect to diabetes care, Maori health services and health care delivery in Wairoa. How the DHB plans to cope with a burgeoning senior population remains to be seen. And its public advocacy role — e.g., educating the public about its fluoride choice (in Hastings) and its foul air and water — could be much strengthened.

Regional Council

One hardly knows where to begin. Chairman Fenton Wilson declined to share his priorities with BayBuzz.

Despite all the public announcements, stakeholders groups, water forums, etc, not a single river in Hawke's Bay is getting any cleaner. Not a one!

The Central Hawke's Bay Council has still not filed a resource consent committing itself to a new wastewater treatment scheme that would improve the Tukituki (it's been promised every month for half a year now). AFFCO continues to pump unconscionable

amounts of pollutants into the Wairoa River while pursuing 'mediation'. Dairy farmers are meandering through stakeholders meetings that might some year produce a clean-up plan for the Taharua/Mohaka. Even spray from the Clive River has been a health hazard this summer. And both the Ngaruroro River and Karamu Stream have their own problems. All of these situations will carry forward unresolved in the new year.

Meantime, a 'transitional' plan for revamping Venture Hawke's Bay (creating Tourism Hawke's Bay) and getting on with the task of better marketing the Bay will be tested for the next six months. I'm told that process will soon yield the 'regional events strategy' promised a year ago.

Water harvesting 'feasibility' studies are underway for the Ruataniwha Plains and Ngaruroro River, with stakeholders groups dutifully appointed (I'm on one of them). If research nearing completion into the state of the Heretaunga Plains aquifer yields news as unsettling as the news from similar research recently completed on the Ruataniwha aquifer — and I'm told it will — all hell will break loose.

A woefully inadequate Regional Resource Management Plan must be re-written in the months ahead, reflecting a new water strategy and integrating new guidance from central government in areas like biological diversity, air quality, coastal management, and soil contamination. Soon we can expect the reprise of a 'holding company' designed to manage the big projects that are too vexing for the Regional Council to manage itself. And Maori aspirations will need to be embraced in some new form of resource 'co-governance', still to be negotiated.

Looking at all of this, 2011 shouldn't be a dull year! And I'm sure even more issues will jump onto the list as citizens and interest groups begin to shake off the late summer doldrums.



NOW HIRING: AD SALES REP
Fame and fortune awaits right person!

Hawke's Bay's most in-depth and provocative news publication (yes, BayBuzz) seeks savvy, persuasive, experienced sales person to sell advertising to top flight firms and businesses.

You'll manage our existing ad clients, generate new ones, and help BayBuzz become bigger...and, dare we say it, even better. A superb opportunity for a creative self-starter with great sales & marketing instincts, top quality communication skills, and no tolerance for wasting time.

Salary plus commission. Part-time with flexible hours. Please send CV to editors@baybuzz.co.nz

SUPPORTING BUSINESS SUPPORTING HAWKE'S BAY

We're a local chartered accountancy firm owned and run by locals. We know this business environment, and we're great at helping you improve your business and your bottom line.

**Let us prove it.
Call us for a no-cost,
no obligation chat.
Phone 873 0355.**

Hamish Pringle
Markhams Director
Chartered Accountant



Markhams Hawkes Bay Limited

Dan Druzianic • Hamish Pringle • Barry Rosenberg • Gwen Rurawhe

An independent member firm of
Moore Stephens International Limited

MOORE STEPHENS



MARKHAMS

CHARTERED ACCOUNTANTS & BUSINESS ADVISORS



What is New Zealand farming coming to?

By Phyllis Tichinin

We've been through some astonishing changes of perspective on farming in the last 60 years...from a 'pound a pound' for wool, to it not covering the cost of shearing ... from dairies 'only' in the Waikato and Taranaki, to dairies on the dry sheep lands of Canterbury ... from organics as entirely fringe, to a consistent topic in the rural press ... from Super P or nothing, to heavy urea use and a plethora of alternative fertilisers.

What is New Zealand farming coming to?!

Hopefully, we're coming to a farming style that takes advantage of our great climate, heightens our knack for innovating and

regenerates our soils while producing maximum quality of agricultural product.

It's no longer a quantity game. We're too small and far from our key markets to produce *average* food. There's no way we can expect to contribute meaningfully to 'feeding the world' and we should drop that illusion forthwith. We need to produce what the *premium* markets of Asia, Europe and US want or the cost of transport will sink us (as petroleum prices soar).

Instead of 'get big or get out,' I think it's going to be 'produce flavour and nutrient density or get out.' We've been talking big and riding on our laurels about our NZ quality produce,

but the international goal posts have shifted. How can we catch the flavour wave, stay on top AND enhance environmental resilience and productivity? Is it even possible?

I believe it is, and over the next several BayBuzz editions I'll be writing about the options and opportunities that are within the grasp of Hawke's Bay farmers, with examples of farmers in this region who are taking strides to do just that – focusing on soil regeneration and observing positive changes in crop results.

There is a fundamental shift in science perspective going on. It involves letting go of Descartes' 400-year concept of the universe and man – both seen as machines with discrete and predictable inputs and linear, mathematically predictable outputs. This world view has shaped science and our perspective on agriculture, most visibly in our approach to fertilisation.

Our major agricultural model is one of knowing how much a crop takes off the farm and putting that much NPK into the soil so it's there for the crop to remove. Input to equal output...simple, linear and fundamentally flawed. Soil/plant/microbe interactions are not reducible to straight mathematical terms in that way. Nature does not follow Descartes' principles of reductionism – the world is not a machine. It is a marvellously synergistic system where 1+1 can equal 3 or 4, and maybe if conditions change it could be 6!

Admittedly not a comforting thought for many of us, as it would be easier if we were told clearly what would happen if we did this or that ... put this or that on our crop. And that's the way it's been working for the last 75 or so years with our fertiliser and cultivation regimes – what the science fraternity now calls a linear, reductionist approach. Safe, predictable and landing us in a pot of hot water on the environmental and human health fronts.



Phyllis Tichinin, Abron national education manager, Hawke's Bay field consultant.

We're losing soil tilth – soil with the proper structure and nutrients to grow healthy crops. We're losing soil full stop. Our fertiliser and crop protection inputs and costs have risen in comparison to yield, and what we produce doesn't taste or store as well as it used to. To add the final blow, our markets are complaining about the quality.

A few years back the Japanese told Zespri to stop sending them tasteless fruit. The broadside on our lamb pre-Christmas by top Kiwi chef Peter Gordon is a more recent example. According to *Farmers Weekly*, he said the quality of NZ lamb had dropped but prices had risen. A New Zealand beef and lamb ambassador, he owns two leading London restaurants and Dine at Sky City in Auckland, but said it had come to the point where he would use Welsh lamb!

And that doesn't even begin to address the health aspects of what we are producing. We've got some cold hard realities to face up to, but the good news is that there have been some quantum leaps in our understanding of

Expecting out of town guests?

SHARE THE HERITAGE OF HAWKE'S BAY

waimarama maori
TOURS AT HAKIKINO
the gateway to our past

Email info@waimaramamaori.com
Telephone 021 057 0935



Friable soils and big worms in dairy pastures.



Long roots penetrating deep into the soil profile.

the microbe/soil/plant interface in the last 20 years. And that is just what is needed to fix many of these problems. This is an era of hope based on a new view of science and the world – a wholistic, synergistic view that routinely combines 2 + 3 and gets 6.

We now know how to encourage bacteria in the soil which can fix hundreds of kilos of atmospheric nitroge per hectare per year, independent of clover nodules. Grasslands ecology and biological fertiliser specialists are devising pastoral systems that sequester tens of tonnes of atmospheric carbon per ha per year. There are tests for nutrient density that could be used to compare overall antioxidant values in produce, so that price premiums could be earned for verifiably more health-giving crops. We're discovering that there are ways through plant nutrition to make crops truly pest and disease resistant without expensive, lengthy plant breeding programs and without resorting to market-costly GE. And farmers exploring these methods are reaping rewards of more humus in their soils and better crop yields.

Rather a lot revolves around our willingness to acknowledge that key aspects of the way we have been farming are no longer working well, for our environment or for our pocketbooks. The job of farmers is to grow food for people.

Given that people's health depends largely on what they eat, our general farming score card is not in good shape. A brief walk down the street or a glance at the health section of a newspaper will tell you that we're losing the battles of obesity, diabetes, heart disease and cancer. It is all about food, but not just about the amount we're eating compared to how little we're exercising. Much of the health crisis is about the actual quality of what we're eating. For example, the vitamin, mineral and plant biochemical content of that potato we're eating varies markedly depending on how it is grown and the 'foods' it's given throughout its life. We need to begin thinking of our food, not in terms of carbs, proteins or fats, but in terms of antioxidants, vitamin precursors and enzymes since those are the food characteristics that truly govern our health.



Pearly white roots coated with vibrant microbe communities

The sorts of questions and concepts we'll cover in other issues include:

- *What are top-end consumers asking of their food and how can we grow it?*
- *Are there some key concepts that underlie all quality food production and how can we move toward them?*
- *What is humus and is it worth the effort?*
- *Why is everyone going on about calcium?*
- *ND used to stand for 'No Deal'...what is nutrient density?*
- *Carbon sequestration....don't we already have high carbon soils?*
- *Can farming exceed environmental quality expectations?*
- *Is there more going on between soil and plants than meets the eye?*
- *Trace elements...necessary or frivolous?*
- *What is this talk about 'energy' in agriculture?*
- *If we had to do without glyphosate, what would we do?*
- *How can we farm to create optimum human health?*

In short, where does the future of farming lie and how can we make Hawke's Bay the

epicentre of a new agri-culture? As much as possible, we'll look at these questions from the practical perspective of Hawke's Bay farmers who are already on the leading edge of best practices. That said, we think this is

an important discussion not just for farmers, not just for those of us whose economic livelihood is dependent on a globally successful farm economy here in the Bay ... but for *all of us* as food consumers.

FOOD • WINE • COFFEE
OPEN everyday 10^{am} - 5^{pm}

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

booking is essential

fresh seasonal a-la-carte menu

famous **Friday nights 4^{pm} - 9^{pm}** all through March
 pizzas, small plates, platters, live music
 house wines, ROOSTERS beer on-tap

NEW RELEASES:- GEWÜRZTRAMINER
 * **black reef BLUSH - SAUVIGNON GRIS**
 * **te awanga CHARDONNAY**

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

Fight against diabetes 'epidemic' steps up

By Elizabeth Sisson

Today, there are 6,755 known cases of diabetes in Hawke's Bay. Based on national statistics, there could be at least 1,000 more people with undiagnosed diabetes here. The repercussions are huge ... and growing.

Diabetes is an increasingly common disease which, untreated, can lead to serious complications and death. Diagnosed early, it can be controlled. Chronic, complex and, to date, incurable, diabetes can develop at any age. Numbers of people with diabetes are rising here and worldwide. In response, the NZ Ministry of Health (MoH) has made diabetes a national health-services priority, setting treatment targets for all district health boards.

The MoH says diabetes is the major preventable cause of renal (kidney) failure and dialysis, lower-limb amputation and avoidable blindness in working-age adults. And it's a major risk factor for cardiovascular disease.

The MoH also reports that diabetes contributes to inequalities in life expectancy for Maori, Pacific people and Asians in New Zealand. The incidence rates for Maori and Pacific people are more than three times higher than the European rates and Maori and Pacific people are more than five times as likely to die from undiagnosed diabetes.

Based on statistics, the MoH expects the prevalence of diabetes to increase at an accelerating rate. The Ministry has charged health boards to identify and treat people with diabetes who have yet to be diagnosed.

Locally, the Hawke's Bay District Health Board (DHB) is working to respond to the MoH requirement and the anticipated increase of diabetes cases. The DHB's own stocktake (November 2010 Board Paper) notes that diabetes services have "tended to exist or be developed in silos," and points to a scarcity

of up to date information for both health professionals and people with diabetes, less than optimal referrals, and unequal access to available services.

In addition to the very human toll diabetes takes on individuals, families and communities, it can be very expensive. For example, the DHB cost of dialysis per individual per year is \$40,000-\$70,000, depending on where and how patients receive that treatment. Fifty people currently receive dialysis at the Hastings hospital, at least half of them as a result of diabetes. The DHB's current budget specifically for diabetes treatment is \$1.2 million. This does not include costs for dialysis, which are covered in the renal service budget, or for services such as ophthalmology and vascular surgery.

It is in everyone's interest, first, to be familiar with the symptoms of diabetes; second, to understand what can help prevent its development and progress; and third, what services are available to help.

Graeme Norton was very familiar with diabetes: his father had it for more than 40 years. A competitive cyclist, Graeme thought his own healthy, active lifestyle would prevent diabetes. He was wrong. Failing to recover after a cycle race four years ago, he went to a GP who diagnosed him with Type 2 diabetes, gave him a prescription for pills and sent him home.

When the pills failed to help, Graeme was referred to Dr Janet Titchener, a GP with a special interest in diabetes who arrived



Graeme Norton.



in Hawke's Bay about five years ago. Janet diagnosed him with Type 1 diabetes, prescribed insulin injections and, with him, worked out a regime of care.

"She empowered me to learn enough to become an expert on my own condition," Graeme said. "I learnt more in a few weeks than I had in years previously."

"Each person is unique and has a very different experience of the illness," Dr Titchener said. "They are the experts on their life, their culture, family and work demands, their belief system. If the patient does not participate meaningfully in choosing what they want to do for their management, they're not going to be compliant with a treatment plan."

The impact of diabetes on Graeme's life was considerable. "When you get diabetes, your whole family gets it," he said. "The responsibility is with you and the family or whanau around you. Providers need to explain to all of them what's happening -- but, at the end of the day, the only person who manages your condition is yourself." He sees education and access to coordinated diabetes health services as essential to the successful treatment of diabetes.

"What worries me is that those who are articulate and involved get over-served and those who are not don't get access. I'd rather see more spent on prevention and early intervention, which saves money in the long run. I also want to see more emphasis on outcomes. Our health system is designed around activities, not outcomes. We should ask: has this intervention achieved a measurable result? If not, we should be doing something else."

Dr Titchener trained as a primary care physician in the US, and diabetes ultimately became her major focus. Based on data collected in her patient-centred practise, she reports measurable outcomes in the treatment of diabetes. Essentially, she tracks HbA1c, the measure of a patient's average blood sugar over three-month periods. Research indicates that if a person can reduce their HbA1c count by one percentage point, then they will have reduced their risk of a heart attack or stroke by 27% and their risk of retinal disease and renal disease by 22%.

"Our average reduction in HbA1c across the board - Maori, Pacific, pakeha, etc. - is two percentage points," Janet said. "But what is very exciting is that the patients are maintaining this two percentage point reduction for two

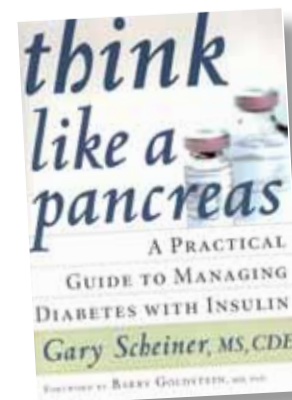


Dr Janet Titchener.

HERE'S A PLAN

Diabetes New Zealand recommends that all people with diabetes adopt the following six point plan:

- Take responsibility for the self-management of your diabetes.
- Understand what you need from your diabetes healthcare team.
- Prepare a diabetes management plan that meets your needs.
- Implement your diabetes management plan in your daily life.
- Be prepared to change your diabetes management plan as your circumstances change.
- Regularly review your diabetes management plan to ensure that it is still meeting your needs.
- <http://www.diabetes.org.nz>



years after they have been discharged from the service. And, based on the US literature, for every one percentage point reduction in HbA1c you save about 30 percent of expected health-care dollars."

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





Symptoms of diabetes

The symptoms of Type 2 diabetes develop gradually and can go unnoticed.

The common symptoms are:

- Weight loss
- Excessive thirst
- Excessive urination
- Fatigue
- Nausea
- Irritability
- Yeast infections
- Blurry vision
- Skin wounds that are slow to heal
- Numbness and tingling in the feet

If you or someone in your family seems to have some of these symptoms, visit your general practitioner for a check up.



How many types of Diabetes are there?

According to the Southern Cross Medical Library (www.southerncross.co.nz), diabetes is a metabolic disorder, which means a problem with the process by which food is digested and used as energy by the body. It is a chronic (long-term) condition characterised by high levels of glucose in the blood.

If not treated it can cause long-term complications such as heart disease, kidney damage, stroke, circulatory problems and damaged vision.

Here's a more detailed description: During digestion most foods are converted into a sugar called glucose. Glucose is a simple sugar that is the main fuel source for the body. Once food has been converted to glucose, it moves into the bloodstream, where it is circulated around the body. It then passes into the body's cells to be used as energy.

For glucose to pass from the bloodstream into the cells, insulin is required. Insulin is a hormone produced in the pancreas, a large gland behind the stomach. In people

with diabetes, there is a problem with the production of insulin or with the body's ability to use it.

There are several types of diabetes. Type 2 accounts for 90% of all diagnoses. In Type 2, the pancreas produces insulin, but possibly not enough to meet the body's needs -- or maybe the cells can't use it properly. Type 2 diabetes is often described as "adult onset diabetes." It can develop at any age, but most commonly after age 40.

There is a strong hereditary component to

Type 2 diabetes and it also is related strongly to obesity. The more overweight a person is, the more likely they will develop diabetes.

Type 1 diabetes is most common in children and is a condition in which the pancreas produces little or no insulin. Often it is described as "juvenile onset diabetes." The causes of Type 1 diabetes are unclear, but it is believed that certain viruses or environmental factors as well as genetic factors are involved. Some evidence suggests diet and stress play a part in development of Type 1 diabetes.

Graeme, whose HbA1c had been higher than 11 – out of control – brought it down to under seven. In his case, the more he learnt about his disease, the more control he took over it, especially by changing his eating regime. One book he recalls: *Think Like a Pancreas!*

In 2010, the Hawke's Bay PHO and the HBDHB jointly established the Diabetes Service Development Group. They recruited Graeme and other users of diabetes services, Janet and a host of other GPs, medical specialists, community and practise nurses, a DHB planner and representatives of special interests, such as Diabetes Hawke's Bay and the local Iwi, to be members of the group, charging them to review diabetes services and make recommendations for improvement and integration.

What emerged is a proposal for an integrated service approach to diabetes with an emphasis on patient participation and self-management, and education. So how might that work?

Sharon Rye and Caroline Malan, both members of the group, are nurses with Te Kupenga Hauora-Ahuriri in Napier, a community health service that sends nurses into local homes. Te Taiwhenua o Heretaunga in Hastings provides similar community-based services.

Sharon and Caroline say the service already



provides education and support to people with diabetes and their families. "We have registered nurses and community support workers who can describe diabetes in lay terms," Sharon said. "We have to give information to people in a way that is meaningful to them."

Visiting nurses can identify new cases of diabetes. "When we're in a home we can check

on everyone there." With a holistic, case-management approach, they can refer the people they see for services as needed.

Current nurses employed by Te Kupenga Hauora - Ahuriri work with a significant number of clients diagnosed with diabetes. To carry out the Ministry of Health's charge to identify undiagnosed people with diabetes,

they claim they would need to recruit more staff trained in this area.

That brings us to funding. The development group presented their proposal for diabetes services to the DHB at the Board's November meeting.

The recommendations are all you might wish: emphasis on reducing inequalities; patient-centred care and self-management; creation of a diabetes information service centre; a steering committee that includes people with diabetes; a monitoring and accountability framework.

Two members of the development group, Dianne Keip, portfolio manager with DHB Planning and Performance, and Trish Freer, service development manager with Hawke's Bay PHO, now are working on the final stage of the group's concept: a detailed implementation plan that will include costs, timelines and outcome measures.

This will be delivered at the DHB's March meeting.

"The central philosophy is patient-centred, family-centred, community-based care," Dianne said. "People need to be able to manage themselves, especially as the diagnosed numbers of diabetics grow."

A coast for all New Zealanders



A firestorm of protest has ignited nationwide regarding the Government's proposed Marine and Coastal Area (Takutai Moana) Bill. The protest has enflamed Hawke's Bay as well, with one local critic of the Bill accusing his local MP of back-stabbing Kiwi children. The divisions on the issue are not confined to Pakeha; within the Maori community, views differ and tempers are flaring, despite the Maori Party's endorsement of the Legislation. Here are three views on the matter ... opposing the Bill are former Labour MP Bill Sutton and now spokesperson for local advocacy group CAN (Coastal Action Network of Aotearoa NZ) and Ngahiwi Tomoana, Chairman of Ngati Kahungunu Iwi; defending the bill is National MP Chris Tremain.

Coastal Law Must Unite Not Divide Our Nation

By Bill Sutton, CAN

CAN is short for "Coastal Action Network of Aotearoa New Zealand". We are a Hawke's Bay based organisation formed to oppose the Government's Marine and Coastal Area (Takutai Moana) Bill, which we call "the Finlayson Bill".

CAN is not affiliated to any Political Party. We draw our support from throughout the New Zealand political spectrum. Nor are we a branch of the Coastal Coalition: the group started by Muriel Newman, which has funded the anti-Bill advertisements seen in many newspapers. We agree with their opposition to the Finlayson Bill but have a broader agenda, including actively reaching out to Maori on this issue.

Our relationship to the coastline is hugely important to New Zealanders. However, the Finlayson Bill has nothing to say about improving the coastal management regime. Instead it focuses on ownership rights and its intentions, in our opinion, are both radical and extremist. The Bill renounces the current Crown ownership of most of our coastline, first enacted more than a century ago, and it does this solely to facilitate recent Maori claims that they should be the owners! The rationale for repealing the current law is that the "customary ownership" argument, advanced in 2003 for Maori ownership of the Marlborough Sounds and other areas, can only hope to succeed if the land being claimed is not already owned.

The Finlayson Bill is not needed to provide for public access. This is better provided for in the 2004 Act. Instead the Bill's purpose is to provide for a special form of coastal ownership, for Maori only, under specified



Bill Sutton

conditions. It can fairly be said that only around 2% of voters thought they were supporting this in the 2008 election, because only the Maori Party had it in their policy. The National Party never said a word about it! The reason they are supporting it now is that it forms part of the support arrangement they made with the Maori Party after the election. In other words, it's a political deal made between National and the Maori Party.

CAN believes the ownership, shared management and enjoyment of our coastline is one of the most precious aspects of New Zealand life: an important part of what makes this a unique country and New Zealanders a special people. CAN considers coastline ownership is too important to be used to support party political deals. We say the coastline must remain in public ownership and all kiwis must be able to enjoy it equally: not on a grace and favour basis, but as of right.

CAN specifically doesn't want the ownership of our coastline to be divided and new property rights established, with the risk that these may result in fences and KEEP OUT signs as seen in many other countries. This is our country, and all kiwis must have the same rights to freely enjoy our beautiful beaches and in-shore waters.

CAN says the proposed law is fundamentally wrong. Here's our alternative proposal.

Withdraw the Finlayson Bill and make a fresh start on drawing up a new coastline policy acceptable to a large majority of our people.

Keep all the coastline area currently owned by the Crown in public ownership, and extend this to 100% over time, by purchasing all near-shore seabed currently in private hands. Almost all of these private titles have resulted from wave erosion over the last 160 years, with previously dry land being converted into seabed. CAN says buy the private seabed back!

Legislate for free public walking access over 100% of our beaches between the high and low tide marks – the 'foreshore' area. Where access paths are practicable and the cost is reasonable, the Government should also purchase land for paths, to ensure people can get to our kiwi coastline.

Restore to Maori the right to go to Court over ownership issues, which was removed by the previous Government in relation to foreshore and seabed. CAN says that Maori must have the same rights as everyone else.

Stick with the proven forms of land ownership in New Zealand and don't invent some new form of title, which would create years of uncertainty - and costly litigation - about who is permitted to do what in our coastal areas.

Respect the Treaty of Waitangi and don't just consult with a small number of Maori Party politicians and iwi leaders. Ask Maori

directly what they want for our coastline arrangements, and listen to what they say!

We believe 90% of New Zealand voters would support CAN's proposal if given the chance. If the Government agrees to step back and think again, rather than just ramming the Finlayson Bill into law regardless, it would be a very good start.

We've Struck the Right Balance

By Chris Tremain, MP

I write to provide some balance in the debate over the Foreshore and Seabed Bill. There has been a lot of rhetoric over what "might" happen, but little acknowledgement of the facts.

Firstly, let me make it clear that free access to the beach is as important to me as any other member of the Hawke's Bay community. I believe it is my birth right as a Kiwi. I believe that since 1840 New Zealanders of all colour have proven that the majority of our coast belongs to us all and not one group of people.

That's why this Legislation places the seabed and foreshore in the "Public Domain" – owned by none of us, used by all of us, protected and cared for future generations by all of us.

However, unlike some writers, I do believe that if someone disagrees with my position they have a right to challenge me, to go to court or to the Government to test their own belief. That is democracy.

The 2004 Seabed and Foreshore Legislation removed that fundamental right. Don't forget that Labour apologised for the 2004 Act just after the last election.

Those against the Legislation assert a number of possibilities that arise from the new Bill,



Chris Tremain

should Maori be successful in claiming a customary title. These people assume that vast tracts of the coast will end up in Maori hands.

However, there is a range of facts that are conveniently left out of the debate by the detractors:

1. Maori have to prove exclusive use and occupation of the area claimed since 1840, and without substantial interruption.
 2. Many Maori, including Hone Harawira, are against the Bill. Why? Because they think the test of proof is too high.
 3. If Maori do receive customary title, they must provide free access (which they have never argued against anyway).
 4. If they don't, clause 30 of the Bill provides for a \$5000 fine or up to three months imprisonment for preventing access to "any part of the common marine and coastal area".
- Yes, if Maori do achieve customary title there

are some property rights that flow with it, including some mining rights. If these rights help Maori communities to get off the bottom rungs of our social statistics by becoming part of the wealth creating engine of our economy, well how can that be bad? God forbid, it might create employment. They may even make a profit and face paying tax. Crickey ... that would be just terrible!

If any member of the public would like to discuss these rights I will always make time to discuss them. I have held numerous seminars with dozens of people. I held a public meeting before Christmas attended by over 180 citizens. I have relayed concerns to Minister Finlayson.

At the end of the day, there is an election this year. Those of you who don't believe I or my party have a mandate to go forward with this legislation will have the chance to vote us out and change it. Rest assured, I will never return to Parliament on any list. You have my word.

A Maori View

By Ngahiwi Tomoana

Editor: Ngahiwi Tomoana, Chairman of Ngati Kahungunu Iwi Inc, indicated NIKI's opposition to the Legislation in a submission to the Maori Affairs Select Committee. He proposed withdrawal of the proposed Bill; repeal of the 2004 Foreshore and Seabed Act, restoring pre-existing legal due process; and creation of an 'Expert Working Group' made up of equal numbers of Maori and Pakeha to facilitate a 'longer conversation' about these issues, with recommendations due within one year. The following is excerpted from that submission.

We are pleased that the proposals to repeal the 2004 Act and restore due process have now found their way into the Marine and Coastal Area Bill.

However we do have grave concerns about the Bill in its entirety and find it unacceptable. Indeed it is our submission that the new Bill maintains the same discriminatory, unjust and legally untenable approach to the rights of Iwi and Hapu that made the 2004 Act so objectionable. We regret that in substantive terms nothing really has changed ...

These examples are sufficient ... to illustrate the Bill's basic and continuing injustice ...

Confiscation: It is timely to remember that one of the most voiced concerns of our people in relation to the 2004 Act was that it effectively confiscated relevant areas of the foreshore and seabed from Iwi and Hapu and vested them in the Crown.

The proposed Bill simply replaces one confiscation with another. It still takes the foreshore and seabed from Iwi and Hapu but instead of vesting it in the Crown as in the 2004 Act it places it in a Crown-controlled legal fiction of a no ownership marine and coastal area.

Inequality at Law: Opposition to the 2004 Act was also predicated on the fact it only confiscated and imposed restrictions upon the very small area of foreshore and seabed previously vested in Maori – it discriminated between Maori and non-Maori foreshore interests ...

The proposed Bill maintains that discrimination, for example in requiring Maori to allow public access while not requiring Pakeha with similar contiguous interests to do the same.

It also maintains a fundamental discrimination in the establishment of tests for establishing customary interests in court that the Prime Minister has admitted are so high Maori will not meet them. No Pakeha are ever subjected to such an improbable test.

...the 2004 Act created a sub-set of Maori rights that was fundamentally different and indeed subordinate to those of Pakeha. It is regrettable that the proposed Bill maintains that fundamental prejudice.



Ngahiwi Tomoana

The Legal Fiction: The proposed concept of a 'no owner common marine area' is both problematic and discriminatory in legal terms because it again applies only to those areas in which Maori may have an interest.

... the very idea of 'no ownership' is contradicted by a number of provisions which actually make it clear that ownership vests in the Crown. For example in the so-called 'no ownership' area the Crown reserves to itself a number of prerogatives relating to minerals which are a clear statement of ownership.



worldtravellers at Best Travel

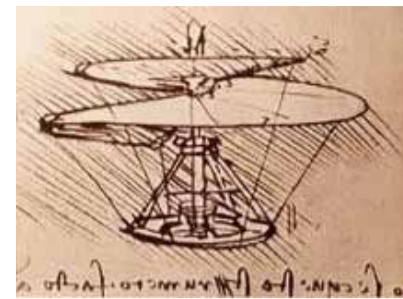
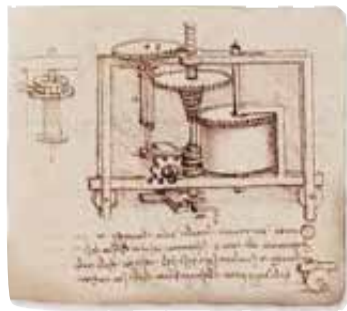
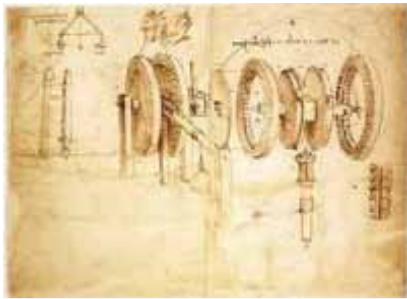


L-R - Back: Rob Johnson, Raj Rathour, Alison Cunningham, Christine Sheppard, Bill Sheppard, Frazer Best
Front: Toni Pailthorpe, Veronica Tabuteau, Paula Coppel

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



THINKING SMART

By Stefan Olsen

BayBuzz asked writer and consultant for sustainable businesses Stefan Olsen of Ed to write a series of articles about businesses in Hawke's Bay that are Thinking Smart ... using their creativity and technology to add value to products and services provided from the Bay. In this edition, Stefan looks at two of the Bay's relatively new service companies ... one that helps businesses with lead generation and customer care ... the other that helps families solve that perennial challenge, finding a babysitter! Both are marketing-driven and have communications at their core. And both, while doing plenty of business here in the Bay, generate income from outside the region.

99 Corporation

Some people (like me) are just not 'phone people'. But other people are different. Some people love spending all day on the blower: helping others out, discovering important business information, making deals, and getting all manner of things sorted with the help of the humble telephone.

And it's people like these that work for 99 Corporation: a local direct marketing company specialising in b2b (business-to-business) lead generation and telephone sales support throughout New Zealand, and now Australia. 99 is based in Hastings.

Back in 2007 Sophie Sowman (nee Stewart) started 99 from a home office in Hastings with \$200 in the bank. In less than four years, 99 has become a major exporter of outbound and inbound calling services for a broad range of clients and their various requirements. Outbound services include: lead generation, market research, charity calling, customer service and rvsp direct phoning. Inbound services cover such tasks as: answering business phones, transferring calls, taking and sending messages, booking appointments and security monitoring. Phew, and that was only for starters.

To best describe what 99 does, an example might help. Take Need-A-Nerd (NAN), 99's first client on the books from back in 2007. 99 provides NAN with a 24/7 call centre. So let's say NAN have a rather large fast food client that operates all hours. One Saturday morning at 2:35am their entire computer system goes down. The client calls the NAN 0800 and 99 answers. The 99 inbound receiver takes the details of the situation then contacts a nerd to assist, not stopping until they get an answer and a solution to the client's problems. And let's face it, most nerds are up at 2.35am

gaming or plotting world social-networking domination, so the problem should be well sorted within the hour.

Not only do 99 serve NAN in an inbound capacity, but they also deliver outbound services. For instance, you've just purchased a new PC package from Dick Smith and need it set up. By the time you've got it all home and are scratching your head trying to decipher the 'easy-start' manual, 99 calls (on behalf of NAN) to check what time suits to come out and get you functioning. Perfect.

Sophie employs 18 full-time staff from her Hastings office and a further 12 part-time call operators who work from home around the Bay. The team is a broad mix of people and they often work with the likes of Workbridge to employ people keen to re-join the workforce. Sophie says 99's good reputation means most of their staff are recruited through word-of-mouth and new members contacting them direct. 99 also offers extremely flexible working arrangements for their employees, and it's for reasons like these that they never have any problems getting staff.



Sophie Sowman

Last July, 99 joined forces with local inbound call centre/answering and booking service MEP. Says Sophie, "The merger meant both enterprises now fall under the 99 'umbrella', making 2011 an exciting time for growth with many new opportunities to improve customer service levels and expand 99's reach throughout New Zealand". Just recently, Sophie began offering licenses for sale throughout New Zealand. And when this issue went to print, one had already been settled.

Sophie was born, bred and schooled in Hawke's Bay, but spent considerable time

away ... studying in Dunedin, and living and working abroad in Australia and the UK. But she chose the Bay to set up 99 for a bunch of really solid reasons. Low overheads. Well, much lower lease costs on premises than say Auckland or Wellington. Easy to get around. Try traveling 20+km (Napier to Hastings) within 15 minutes during peak hours in the city! And most interestingly of all, tight and supportive business networks. Sophie finds that additional to foundations like BNI, there are many other individual business-minded people and groups available in Hawke's Bay to 'bounce ideas off' and gather advice.

So next time 'the network's gone down!', you need help setting up your new techie toy, or you're looking for a electrician or midwife, it might not be the Philippines that answers at the other end. It might be an agent from 99.

<http://www.ninety-nine.co.nz/>

RockMyBaby

A few years ago, on a typically sunny Hawke's Bay afternoon, Ursula and Peter Maidens were driving out to the family bach at Porangahau, when the name of a new business venture came to mind – RockMyBaby (RMB). Following the name, Ursula and Peter worked out exactly what the business would entail. RockMyBaby has since become a successful two-pronged enterprise, delivering a babysitting service alongside nanny recruitment and placement.

Growing up, Ursula's parents owned various childcare centres, so it was no surprise for her to move into the industry she had (almost) been breastfed on. When she was all grown up, Ursula spent close to 19 years prior to RMB working in childcare, and after being a stay home mum following the birth of her second child, realised she wanted to kick-start her career. Her thinking started in an obvious and familiar place - kids. And seeing as there wasn't a babysitting service or a nanny recruitment agency locally, it seemed like filling that gap would make a great business venture. Then there was no turning back.

RMB works like this. Potential babysitters and nannies are vetted by RMB through a thorough checking and screening process before being added to their database. Meanwhile, parents register on the RMB website, and provide a clear outline of exactly what kind of care they'd like for their children. For instance, it may be an occasional evening of babysitting, right through the childcare spectrum to a full-time nanny that's required. RMB contacts who on their database is suitable via text or email. Once the contacted sitter or nanny accepts the potential offer their profile is sent to the parents for acceptance. Then, within 24 hours the sitter will contact the parents to introduce themselves. Apart from an initial registration fee, the sitter or nanny has no ongoing costs. Parents are charged per booking and the fee payable to sitters or nannies is made direct in cash following the care or through RMB's trusty payroll system. Smart, simple and foolproof. Lovely.

With steady growth from the get-go, Ursula quickly found the operational management of RMB far too consuming and taxing on her family life. So she decided to begin offering franchise licenses throughout provincial New Zealand to ease the load. Within six months six licenses had been sold – an impressive start and testament to the quality of the RMB offering.

The way the franchise licenses work is also very simple. After an initial purchase cost for setup and training, the licensees pay RMB a flat weekly fee for the services of the central

RMB portal. This is the website which controls all facets of RMB's activities. From here, franchisees are free to build up as many sitters and nannies on their local database as they can, and provide an unlimited number of bookings to their area. Now I call that a win-win.

But RMB didn't stop with New Zealand. After selling the six initial licenses they crossed the ditch (at Australia's request) and to-date have issued a contract for a master franchise license in NSW (master licensees then on-



sell provincial licenses in their own state) and a general license in Queensland. What's more, Australia's state run 'Working with Children' vetting process has made the task of recruitment much smoother, as a lot of the work manually done in New Zealand, to check and screen potential childcarers, is avoided as it's handled by a government-run process (why doesn't this happen here?).

Ursula says, "A central key to our success is the way we've embraced the technology available to us. After a new recruit has been added to our database, the process forward is seamless, as it's all automated through the website". Additionally, RMB uses online tools such as Smart Payroll and Xero for management of its accounting. They advertise on sites such as kidspot.co.nz and TradeMe, employ Google adword campaigns, and participate in social media strategies through Facebook and Twitter. Furthermore, all new franchisees receive an iPhone as part of their licensee package – and seriously, who doesn't want an iPhone as part of any deal?

The Maidens believe their business can be run from Hawke's Bay just as easily as anywhere. They've wrapped an unbelievably successful business around their personal lifestyle choices with the help of technology. But still, it takes some sacrifices. That's if starting your working day once the kids are at school, then finishing up around 2-3pm to spend precious time with your children, before going back to do a few hours in the home office in the evenings, is really that hard to stomach. Hmmm?

Yes, successful business does involve a fair amount of commitment, but that's what the Bay's made of, huh? Tried and true pioneer spirits, intent on getting ahead. And at the end of the day, doing it all for the kids.

<http://www.rockmybaby.co.nz/>

It's putting it right that counts

As a Maori writing contributor to Bay Buzz, it is almost expected that I provide a Maori perspective to issues on our landscape. WOW! What an awesome and daunting responsibility.

Not so much because of the diversity of issues, more for the diversity of opinion. Take the current debate on our replacement for Winston Peters, Mr Hone Harawira. There are as many different views of his performance and appeal as there are Maori.

So, I must admit from the outset the views I express come with a Maori flavour, but not as the voice for Maori. Understand that I adopt this position not because I lack the courage to speak for Maori; rather because I don't have the mandate to speak for Maori. However, to think Maori ... well that is my right and therefore to express a Maori flavour is also my right.

This being the case, I watched with interest the recent Close Up program which did a feature on the Pouhokio Reserve in Waimarama. At the outset it appears that this is clearly an open and shut case. Private owners have encroached onto a public reserve and assumed a status of ownership, which clearly is not correct. They appear to have in fact taken illegal possession of public land.

What makes this occupation different? Well the obvious difference is that these are not Maori occupiers. These are not people seeking Treaty redress. These are private citizens who



Encroachments on Tiakitai Road.



Des Ratima
columnist

have overstepped their surveyed boundaries and laid claim to land that is indisputably not theirs. They have taken illegal possession of public land. Illegal being the operative word. This has occurred over a very long period of time and with the knowledge of the Hastings Council, certainly since 2003. Yet not a mutter was heard from the Council or property owners until the community became aware. This is totally unacceptable.

These properties have million dollar valuations, helped both by the location and the virtual location. To those Waimarama residents fighting against the continuation of this illegal encroachment, it is unfortunate that you have to fight, yet it is important that you do.

The real issue at contention here is the illegal occupation of public land. The similarities between this issue and the need for an improved Foreshore and Seabed bill currently in front of Parliament encapsulate Maori concerns and the need to stop the personal use and ownership of beachfront properties and reserves, which results in access to the foreshore and seabed being closed off to the public.

Hastings District Council has dithered and I believe ignored the fact that the occupation of this land was illegal, preferring instead to call it encroachment. I have difficulty seeing the difference between 'encroachment' and 'illegal' occupation of land that belongs to the public.

LV Martin used as his catch cry 'it is the putting right that counts'. Indeed the law requires restitution and compensation when the law is broken, as a part of putting it right. Removal of encroachments is only a part of putting it right. Restitution and compensation to the public is also a requirement of putting it right.

Restitution can be achieved by having the land owners return the reserve to its original green state.



Seaside road between beach and house shower and steps leading up to house.



Public road extends through this area.



Pool, fences and plantings on public reserve.

Compensation can be based on the property owners' own estimates, indicating that they have spent something like \$10,000 annually to upkeep the land as they developed it for their personal use.

We could use this figure as the figure to calculate compensation to the public for the loss of this reserve during the time of occupancy.

HDC have known about this situation since at least 2003, as a result of a swimming pool audit, which in itself must indicate that the occupation began well before this time. But let's use 2003 as the start time in terms of setting compensation. That would be 7

years at \$10,000 per year – a total of \$70,000 compensation to the public purse. Well that seems like a good starting point and not that difficult to work out.

The Foreshore and Seabed bill recommends \$5,000 fine or 3 months jail for breaking the law, including prohibiting access to the beaches. So again here is another indication of scale. The Waimarama community is considering establishing a community trust. This compensation could be placed into that trust as the start of funding for them to protect, care and maintain their reserves.

It is the putting right that counts. So put it right.

Why are we so gullible?

In December the Regional Council held a Water Symposium. Water is the next big thing and every man and his dog and his dog's Councillor is talking about overarching water strategy, long term efficiency and allocation models, optimising the value proposition etc ... etc ... etc.

Amongst other luminaries, the Regional Council wheeled in David Carter, Minister of Agriculture.

Carter started off by saying that the National Government's #1 priority is economic growth, and that the planned irrigation schemes for this region fit the bill big time.

It so happened that the week of the symposium Rod Oram, a political commentator of note, wrote an article based on a transport department report that the government had tried to suppress. He got it through the freedom of information act.

The report stated that the \$1.4 billion budgeted



Tim Gilbertson
columnist

for the planned new Auckland Motorway extension would return 40 cents on the dollar. Not a clever investment. Oram also pointed out that the motorway extension would increase urban sprawl. Fuel prices were set to increase and the cost of building and servicing new towns and cities was becoming completely unsustainable. And we can't even maintain the water supplies and sewage systems and roads we already have. Much less afford public transport for the new spread out communities that the new motorway will spawn.

All in all, Oram argued very convincingly, that it was a foolish waste of money which would

exacerbate existing problems and create new ones.

Back at the Symposium we were told that the planned irrigation scheme would return \$5 for every one dollar spent, improve the environment and create hundreds of new jobs. In terms of the stated aims of Mr Carter's government, it was the knees of the bees.

But the Government was not interested in paying any of the \$200 million cost of the project.

The Honourable Minister was then asked the obvious question: If you genuinely want growth, why not take some of the \$1.4 billion motorway cash, which your own report says is a foolish waste of money, and spend it on the irrigation scheme, which is an economic, social and environmental gem.

You don't become a minister of the crown by answering straightforward questions with honest answers. So, the Minister's reply touched

briefly on infrastructure and then meandered off into outer space.

At this point, I visualised the entire audience rising as one, debagging the Minister, throwing him into the nearby ocean and declaring Hawke's Bay an independent republic under the leadership of the Waimarama Beach Princess.

However, since we are so gullible, we all remained quiescent, wondering what was for lunch, and consigning our destinies and those of generations to come to the despotic, irrational and unforgivable whims and fancies of a disreputable clique of self-serving misfits, knaves and miscreants.

Addendum: For those interested, the real answer to the question posed to the Minister is this ... "Our major aim is not economic growth. I just said that to placate you, the gullible masses. Our major aim is to get ourselves re-elected. Hawke's Bay has three seats in Parliament. Auckland has eighty seats. Do the sums ... Suckers!"

Marketing Hawke's Bay

Or is it Napier? Or Hastings? Or Central Hawke's Bay?

By Tom Belford

How many websites does it take to market our region? In their wisdom, our councils seem to believe it's four!

Sorry Wairoa ... you're out of the game! OK, yes, there is a 'Visitor Information Centre' section on the Wairoa District Council website, but it doesn't compare with your competitors' sites.

And there's the magic word ... competitors.

You see, competing websites are just the tip of the iceberg when it comes to the excess of competition amongst 'neighbors' in Hawke's Bay for their respective shares of the Bay's tourism pie.

I attended a Napier City Council meeting a couple of weeks ago, where attendees were treated to a walk-through of the spanking new Napier visitors website. It's well-designed, has some nice features and functionality, shows off the attractions of Napier pretty well. Cool! The Councillors were pleased. Especially when told that the site had somehow been built using existing resources (I took that as code for: we didn't pay any consultants).

One of the neatest features of the site is that any sponsor of an event can fill out an online form describing their event and potentially get it listed on the site. I say 'potentially' because these entries are screened by Napier's i-Site staff. If an event sponsor is really lucky, their event might even make the featured 'What's On In The Bay' promoted on the site's home page.

Events strategy

Now I happen to be one of those Bay marketing mavens who believes strongly that quality events play a huge role in attracting visitors to Hawke's Bay.

And indeed, exactly twelve months ago, this was the conclusion shared by a couple of dozen of the Bay's non-council-employed marketing professionals and private sector tourism leaders ... gathered together to brainstorm. The group called for a regional events strategy, which entailed identifying the current 'best' events, identifying and recommending ways to fill any gaps in quality or timing, and then putting the *integrated* (and perhaps augmented) promotional resources of the councils and the industry behind those signature events.

We were patted on the heads and promised the strategy.

In the BayBuzz blog, I've asked repeatedly over the last year about the status of this project, and always been told ... "It's nearly done." But it hasn't been tabled yet, derailed by the crash and burn of Venture Hawke's Bay, which had the lead on the project.

So you might think I'd be thrilled to see a robust Events functionality on the Napier visitor site. But I'm not, because this new site has no connection to similar Events sections (and add-an-event functionality) on the regional Hawke's Bay visitor site or the Hastings visitor site. Total duplication of effort. Even if there's a case for multiple sites, they could all share the same calendar content and calendar features, and service a unified events strategy.



VISITOR WEBSITES

- Regional tourism website:
<http://www.hawkesbaynz.com/Visit/>
- Napier visitor site:
<http://www.napiercity.co.nz>
- Hastings visitor site:
<http://www.visithastings.co.nz/>
- CHB visitor site:
<http://www.chb.co.nz/>
- Wairoa visitor info:
<http://www.wairoadc.govt.nz/visitorinfo/>

As it happened, immediately after the Napier Council presentation ended, I happened to have a meeting at Hawke's Bay Tourism (the new 'trial' collaboration between the Regional Council and the region's tourism industry). I mentioned to staff there the new whiz-bang Napier site I had just seen. Naturally, this was all news to them!

Of course, websites are no value unless someone visits them. One might ask whether Hawke's Bay would have more visitors if we took the resources required to build four or five duplicative visitor sites, and used those resources instead to strategically promote one 'mother' site. This approach would recognize that more and more pre-travel research (as well as bookings) is conducted online ... and there the competition for website attention is fierce.

To say nothing of promoting one high profile events strategy.

Until then, we'll see in this council budget season what we've seen in every previous one. Groups and entrepreneurs looking to launch or promote events in Hawke's Bay, and seeking public assistance, will need to make submissions to each council, each of whom will respond as the mood of the day strikes them ... which is to say, non-strategically ... and usually oblivious to what other councils' interest might be.

Obviously there are only limited public funds to help support events and attractions of a quality that can actually drive tourist visits in an era where everyone has been everywhere and seen/done everything. The expectation bar is rising

for compelling visitor experiences, and whatever public good justifies local government subsidy of tourism, that subsidy must be very wisely committed.

But websites and events are only two areas that need to be sorted out if we are to have a meaningful Hawke's Bay tourism strategy.

Visitor information

Of course, making smart judgments about events and attractions would presume having research on hand as to what visitors actually like about the Bay, who they are, and what messages or impressions about Hawke's Bay they are likely to deliver when they get home. Word-of-mouth is the #1 influencer of consumer choice today.

Such information is only now accumulating.

Hawke's Bay Tourism (nee Venture Hawke's Bay) has been conducting online research, gathering data from recent visitors.

The research is still underway, but preliminary data indicates that visitors give highest ratings to these 'top five' aspects of the Bay (in descending order):

- Beautiful landscapes and scenery
 - Great summer destination
 - Great food and wine experiences
 - A good family destination (interesting, given that only 19% say they visited with children)
 - Safe
- Last three aspects on the list are:
- Offers world class service
 - Is a great winter destination
 - Has a great sporting ground (in last place)

There is plenty of fodder to think about in this data. For example, couple the third-to-last place ranking of "offers world-class customer service" with the data indicating that 38% of visitors have incomes in excess of \$100k (and fully 60% in excess of \$80k). Ask just these two questions for starters ...

- *What stories about lousy customer service will our well-heeled (an arguably more discriminating and bigger spending) visitors tell their equally picky friends back home?*
- *What in the world can local councils, or any version of Venture Hawke's Bay for that matter, do about lousy customer service?*

On the other hand, ask: What can councils do about protecting and enhancing 'beautiful landscapes and scenery' ... apparently our #1 tourism asset?!

In a different question, visitors expressed the 'least satisfaction' (out of fourteen activities) with Maori cultural activities, theatre and museums. What does this tell our councils (and Maori leaders) about the investments they should consider in such areas?

But improving attractions, activities, events and the customer service delivered with and through them is still only a part of what needs to be better addressed in Hawke's Bay.

With limited resources to allocate, and viewing tourism as only *one* driver of economic well-being in

Hawke's Bay, the paramount issue is really the funding of an integrated tourism strategy, assuming the strategy has in fact been formulated – How much? Who gets it? What is the governance mechanism that should fairly raise and allocate it? Keeping in mind that only the *public* benefit derived from tourism, however measured, justifies *any* public spend.

Our councils have stumbled and bumbled through these questions. Hobbled from the outset by a dilemma of their own making ... they cannot agree on a regional tourism strategy, because they are too competitive with one another.

Here is one area – of huge significance to the economic well-being of the Bay – where the optimum outcomes are precluded by our presently fragmented governance arrangements. Alone, is this *the* argument for some form of amalgamation? Maybe not ... but certainly one strong arrow in the quiver.

Accounting services
Taxation
Company administration
Business planning
Trust administration
Business comparisons
with peers


06 871 0793
www.borriegrup.co.nz