

The Little Black Book of
Dunedin Business

dunedin

Background

Dunedin City Council has joined with key economic partners: the Otago Chamber of Commerce, Otago Southland Employers' Association, Otago Polytechnic, University of Otago, and Ngāi Tahu – to help guide Dunedin's economic future.



Introduction

Dunedin is one of the world's great small cities. We are renowned as a confident, competitive knowledge centre, a community where enterprise and creativity support a productive and sustainable city.

The Little Black Book of Dunedin Business showcases a range of business achievers who choose to call Dunedin home. These people share their stories of what's great about Dunedin as a place to do business, work, live, study and invest.

The snapshot of profiles exposes the breadth, depth and diversity of innovators and entrepreneurs in the city. The people and businesses listed in this book reflect the range of internationally competitive industries and clusters that Dunedin nurtures.

Dunedin, New Zealand

Dunedin is business and people friendly.

Where in the world can you find the freedom to develop your ideas, your networks, your talents and the potential of those you care about?

New Zealand is a natural leader in innovation but Dunedin, one of the world's great small cities, is regarded as one of New Zealand's most liveable and business friendly places.

Dunedin is a welcoming harbour city set amidst sublime landscapes and impressive Victorian architecture. It offers an intriguing blend of leisure and learning with access to rare wildlife, mountains, vineyards and adventure.

Dunedin's art, culture, sporting and recreational treasures provide remarkable spaces, experiences and events to stimulate all ages and tastes.

Dunedin is a confident commercial centre with a global focus that boasts particular strengths in education, health, design and technology, as well as food and natural products.

As a city of just over 120,000 people, Dunedin's size is supportive of collaboration. It is recognised for its creativity and innovation, its high investment rate in cutting edge research and its established strong research networks.

Dunedin's global relationships are the envy of other New Zealand centres. Strong cultural and economic connections to Shanghai, Qingdao and Edinburgh are desired by other New Zealand cities. Connections with 90,000 influential alumni, who have experienced a world class education at the University of Otago and Otago Polytechnic and the combined know-how of the two educational power houses make it a well connected city to live and invest in.

The people here are creative and intelligent problem solvers. The city provides a vibrant community which sustains a supportive business network. Dunedin is a place that relaxes, energises and connects people and it is ready to welcome you.

To discover more – www.dunedinnz.com

One of
the world's
great small
cities

1000Minds

Paul Hansen

Director

Technology



What do you do and why is it important?

1000Minds is an online suite of tools and processes that helps people – organisations and individuals – make good decisions, including allocating resources and discovering stakeholders’ preferences. What is more important than making good decisions? Since 2004 we’ve been used for all sorts of interesting things. Examples include: prioritising patients for health care, designing robots, measuring medical research outcomes, US homeland security, helping students choose what to study, managing infrastructure assets, judging theatre awards, allocating investments, human resource management, plant and animal breeding, responding to climate change, urban planning. We’ve won or made the finals of seven international and national innovation awards, and have patents in four countries, including the US.

What’s the next leap for your organisation/business?

There are millions of business and government organisations worldwide and they all need to make good decisions. We want to continue to grow our list of clients, especially in the US and elsewhere overseas. We’ve also got hundreds and hundreds of research users at universities worldwide; we want that side of what we do to keep expanding too. We have also branched out into online education in a collaboration with GoSkills Limited (www.goskills.com).

What’s the best thing about working in Dunedin?

Dunedin is a cruisey place to live and work in. It’s small enough to get anywhere within 15 minutes and large enough to have interesting people and plenty of different social ponds in which to paddle.

What’s your favourite place in Dunedin?

Sandfly Bay: Sea lions, Surf, Sun, Sand – and Wind!

1000Minds

www.1000minds.com, +64 20 4028 6482

What do you do and why is it important?

AbacusBio bridges science and business, really what that means is we make science practical, not stuck in a lab or an ivory tower. For New Zealand to move ahead economically, we need to be leaders in the application of science in agri-businesses. I am incredibly passionate about this, commercialising science is an art and people totally underestimate the “science of making science work”. I work with food exporters to assist in developing scientific programmes that will enhance their products’ value. Our farm products need to be sold to the very top-end consumers. Those consumers want traceable evidence that their food is produced under the best welfare and environmental conditions. To do this we need good quality science underpinning their market story.

What’s the next leap for your organisation/business?

There is a global food shortage, highlighted by the food shortage seen in 2008. With the growth of emerging Asian and African countries, sustainable agriculture and food production are seen as vital for a country’s food security. AbacusBio is working more internationally, assisting countries with the development of agriculture and agri-biotech strategy and technologies. We see this as an exciting growth area.

What’s the best thing about working in Dunedin?

I love the concept of Dunedin being a 10 minute city – you can get anywhere in 10 minutes. Being involved in business and having three active school aged children in a 10-minute city means you can ‘have it all’.

What’s your favourite place in Dunedin?

Watching one of my children play cricket at Memorial Park, Mosgiel, on a sunny Saturday morning.



Action Engineering Ltd
Mark Cameron
Managing Director
Engineering



What do you do and why is it important?

My company predominantly undertakes design, construction and on-site installation of advanced systems for treating both drinking water and waste water in both New Zealand and overseas. Our clients range from councils to food processers and manufacturers. We also work across a broad range of engineering projects and we are proud to have worked on some of Dunedin's finest historic building redevelopments including the Dunedin Town Hall, the Chief Post Office (Distinction Hotel) and Harvest Court.

I really admire the engineering heritage that underpins the history of Dunedin, and I am personally honoured to play a small part. From the mighty gold dredges of central Otago to the elegant steam ship TSS Earnslaw, we have a lot to be proud of.

What's the next leap for your organisation/business?

We are working to build our capacity to serve the New Zealand market from right here in Dunedin. This will happen by creating new jobs and by increasing automation and technology in our three factories.

What's the best thing about working in Dunedin?

I can commute to work in 10 minutes. Handshakes are honoured. You do not need to shout to be heard.

What's your favourite place in Dunedin?

Taking my family (and dogs) for a trip to Aramoana beach in our vintage car. Watching a ship glide past, making a sand castle, collecting shells and breathing in the salty sea air.

Action Engineering Ltd
www.action.net.nz +64 3 477 1643

What do you do and why is it important?

I developed the product originally and as CEO, I am now responsible for running the company. My particular passion is research and development, taking technology and developing state of the art solutions in our market area. It is great fun coming up with products that have never existed before and then marketing and selling them.

What's the next leap for your organisation/business?

I believe that eLearning is going to change the way education is delivered and we want to be leaders in this revolution.

What's the best thing about working in Dunedin?

I get to work with people as good as you would find anywhere in the world in a place that is so easy to live.

What's your favourite place in Dunedin?

My house. Here.



Allied Press

Sir Julian Smith

Chairman and Managing Director

Media



What do you do and why is it important?

We are primarily a news media company. The Otago Daily Times is our flagship publication and is the oldest daily paper in the country. We operate a number of community papers covering Invercargill to north of Christchurch and Central Otago. We run local television companies including Channel 39 in Dunedin and CTV in Christchurch. Independent news is important to the democratic process. Local news media ownership benefits the region with in-depth knowledge of our own community. The paper serves a vital role in the success of the region and further afield through the internet.

What's the next leap for your organisation/business?

Our organisation does not leap. It considers and believes that change is inevitable and change will be continuing but the value of reliable and honest news to the people that the company serves will always be of importance. The public at large can be confident that the reputation that has stood for 150 years will be reliable in the future and is preserved and cherished.

What's the best thing about working in Dunedin?

The ability to get out! "All work and no play makes Jack a dull boy", so the large recreational areas around Dunedin, ease of access. The facilities that are on our own doorstep provide for a harbour with good boating, recreational sporting fields and a new stadium. It only takes you a few minutes to be in the country, and holiday places on the coast can be reached within half an hour of the centre of the city. Within three or four hours you can be at the best ski fields in the country in Central Otago. One of the best things about living in Dunedin is it takes me ten minutes to get to work from home.

What's your favourite place in Dunedin?

On the northern side, the seaside village of Warrington. Only 20 minutes from the centre of Dunedin and the holiday home that was built by my grandfather over 100 years ago. On the southern side, the arrivals lounge of Dunedin Airport.

Allied Press

www.alliedpress.co.nz, +64 3 477 4760

Architecture van Brandenburg
Damian van Brandenburg

Design

What do you do and why is it important?

Architecture van Brandenburg is a design studio involved in various disciplines ranging from architecture, landscape architecture, urban design, sculpture and furniture design. We do a lot of research and development into natural elements so our designs are greatly inspired by nature. This has resulted in creating forms that are always curvilinear, since there are no straight lines in our natural world. We prototype with every design we do, so our studio is full of interesting study and iterative models that continue to evolve as we do.

What's the next leap for your organisation/business?

One of our larger architectural projects is Headquarters for a Chinese fashion label, Marisfrolg in Shenzhen, China. We exhibited this project during the Venice Biennale. This exhibition has exposed us to the rest of the world. It's been really exciting to see how the public have responded to us. A future goal for us is to work a little closer to home and possibly do something in Dunedin. Architecture van Brandenburg wants to be a part of seeing this city develop in more creative ways.

What's the best thing about working in Dunedin?

Dunedin is a city of a scale which is neither too big nor too small, with the necessary resources to cater for our business needs without the hindrances of large city congestion. This allows us to focus on what we need to do with fewer disturbances that can occur in larger scale cities. With this scale comes a community which is welcoming and supportive, and I am consistently amazed with the number of talented people that reside in Dunedin.

What's your favourite place in Dunedin?

Walking through places like the Cloud Forest in the Orokonui Ecosanctuary, Ross Creek and riding out along the Otago Peninsula are very special to me. It's a privilege to have these natural wonders in such close proximity to the city. Dunedin is fortunate to be surrounded by many other beautiful natural settings too.

Architecture van Brandenburg
www.vanbrandenburg.co.nz, +64 3 477 4177



Animation Research Limited

Ian Taylor

Owner

Technology



What do you do and why is it important?

I turn up at work every day and marvel at the amazing stuff this super talented group of people I work alongside do. My job is easy, I ask “can we do this” – they always reply, “don’t see why not”! The result is that we now travel the world working on the best gigs in the world. That includes some of the world’s great sporting events: F1, Americas Cup, Cricket, Golf, The Volvo Ocean Race, The Ryder Cup, The Open Championship and many others. It also means working with many of the world’s top technology companies on new ideas. They seem to have no issues with us working from Dunedin. As one CEO said – “Love what you guys do, what’s in the water down there?”

What’s the next leap for your organisation/business?

For some time we have been turning the lessons we have learned in sports visualisation to other industries such as training simulators, disaster recovery management, 3D visualisation for city modelling. We are currently working with Auckland based company, Next Space, in developing a new 3D visualisation, intelligence driven engine for the Christchurch city rebuild. All of this is now extending to “the internet of things” delivered on multiple platforms. We also have people working on ways that technology might be used to enhance the way our kids learn, especially in low decile schools.

What’s the best thing about working in Dunedin?

Central Otago. I love that we have this amazing place on our back doorstep and that we can access it from a place that has the attributes of a city but the feel of a country town.

What’s your favourite place in Dunedin?

It has to be my home. It is the only house we have owned. We got married in it, we had our two wonderful boys grow up in it and it’s where we have entertained our friends for more than 30 years. It is also just a gentle walk from Roslyn and our favourite café – Rhubarb!

Animation Research Limited

www.arl.co.nz, +64 3 479 9750,

What do you do and why is it important?

I am a registered Medical Herbalist and the founder of Artemis Natural Healthcare. When I moved to New Zealand from Switzerland in the mid 90s I was surprised to find a lack of herbal medicine products to treat many common health complaints. From this Artemis was born and things grew quickly from there! We produce medicinal teas, remedial creams and oral liquids. All formulas are based on clinically proven, traditional European recipes and backed up by modern science. Our products are organic to ensure purity, potency and efficacy. I like to think that Artemis helps New Zealanders link back to their European heritage, although many probably don't realise this! They simply buy our products because they work.

What's the next leap for your organisation/business?

In New Zealand our products are found in most health stores and organic food specialists. Right now we are focused on further expansion into Pharmacy, led by our flagship products Chest Relief and ViroGone. Our medicinal teas have proven attractive to Asian markets and we are in the process of establishing export distribution.

What's the best thing about working in Dunedin?

Dunedin is big enough to have an impressive business support infrastructure and professional skill base, from acclaimed graphic designers to export logistics. And it is small enough to provide a supportive network that connects on a personal level.

What's your favourite place in Dunedin?

The Otago Peninsula with its beautiful beaches, wildlife and peace. Where else can you go for a leisurely stroll and harvest your own clean cockles?



BISON

Greg Fahey

Co-Managing Director
Niche Manufacturing



What do you do and why is it important?

BISON is a tech hardware start-up that has developed a series of container weighing and lifting solutions for people handling containers outside of ports. In 2015 we will be launching these products overseas. With new maritime rules set to make it compulsory for shippers around the world to verify the weight of every container they ship, we're anticipating an emerging new global market for our technology. What we're doing is important in that we're building a local business that sells to vast offshore markets. We're creating new export opportunities and jobs and showing that niche, high-tech engineering businesses can thrive in New Zealand.

What's the next leap for your organisation/business?

Having spent the last two years in product development mode, the next big leap for us is to build a sustainable business around the products and know-how we've developed.

What's the best thing about working in Dunedin?

If you've got a young family, want to live in an affordable home, have your choice of great schools, beaches, galleries and sport facilities, plus give yourself time and financial freedom to build a new venture, then Dunedin's the place. Compared with the other main centres in New Zealand, Dunedin gives you more runway to get a start-up off the ground. My wife and I lived up north and overseas for many years. We didn't choose to settle in Dunedin by accident. I've also discovered that Dunedin is full of incredibly smart, supportive and well connected people. There is a spirit here of sharing experience and helping each other out that is hugely valuable for any new business.

What's your favourite place in Dunedin?

It has to be Dunedin's south coast. Be it the ninth hole at Chisholm Park golf course, hanging out with the kids at St Clair or taking a walk down to Tunnel Beach.

BISON

www.bison-jacks.com, +64 21 270 2222

What do you do and why is it important?

Bodystance Ltd aims to provide practical solutions to very large scale common musculoskeletal problems. New Zealand is possibly the best laboratory in the world for developing practical health science innovations which are then immediately applicable to the huge numbers overseas – same anatomy, same forces acting on it, same problems. So an effective answer developed from my 30 years' experience as a physiotherapist in Dunedin will also work in the US and Europe. The first one is the Backpod, a dedicated device and programme to provide home treatment for the most common upper spinal problem in the world – a hunched, tightened upper back driving neck pain and headaches. Right now there will be 500,000 people in New Zealand with acute pain of this sort, 40 million in the US and 60 million in Europe. The numbers are actually increasing, as people hunch more over the small IT devices like laptops, tablets, iPads and Smartphones. The Backpod can help most of them.

What's the next leap for your organisation/business?

We launched the Backpod at the end of 2012; retail sales in New Zealand passed \$560,000 in November 2014. The next step is to take it in very large numbers to Europe, Australia and North America. We're looking at distribution channels in those places. We also keep winning international design awards like the Red Dot, and a German Design Award – the only New Zealand product to have done so.

What's the best thing about working in Dunedin?

The amount of world-class expertise and local friendliness in a small area. We've had so much unsolicited help from other businesses that have noticed what we're doing and offered their own hard-won advice and experience.

What's your favourite place in Dunedin?

The top of the Pineapple Track. I can drive from anywhere downtown to the base of the track in five minutes, walk hard uphill, and be in tussock with a view of mountains and sea in half an hour. It's just great.



BrandAid

Luke Johnston

Founder

Design



What do you do and why is it important?

We work on a wide variety of brands from diverse sectors, including aircraft manufacturing, fashion, nano technology, food and beverage and many more, including that brand on the cover.

What's the next leap for your organisation/business?

I don't know, I am not big on planning ahead. I have lots of ideas that I haven't thought of yet. I have never written a business plan and I don't intend to start now. My belief is that if you do good work, people will come.

What's the best thing about working in Dunedin?

The people. People down here are wired up differently. There is a lot less bullshit. We are generally not good at promoting ourselves, which means there are lots of amazing people doing great things that you have never heard of. The work I do means I am constantly coming across these people.

What's your favourite place in Dunedin?

Doctors Point, where I live with my family.

BrandAid

www.brandaid.co.nz, +64 3 477 4761

Charmaine Reveley
Charmaine Reveley
Fashion Designer
Design and Fashion

What do you do and why is it important?

I make clothes and have my own brand which I started in 2003 called Charmaine Reveley. I also own a retail store, Charmaine Reveley & Co.

What's the next leap for your organisation/business?

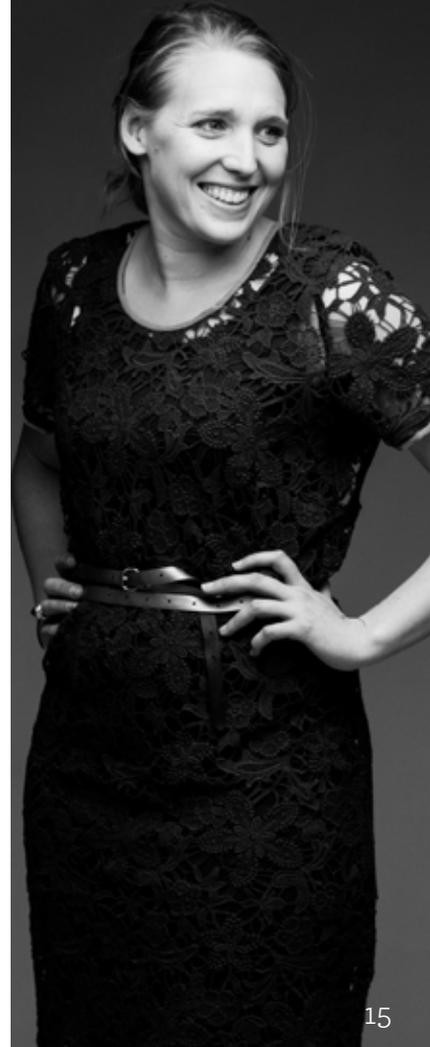
After a busy six months with the opening of our first flagship store on George Street and relocation of the workroom, our focus remains strongly on continuing to grow the brand both locally and nationally. Our ongoing goal is to keep the brand and store fresh, push the boundaries and give customers a product that they love.

What's the best thing about working in Dunedin?

Our amazing customers and talented staff, there is a thriving fashion community here and it is incredibly supportive. We get behind our local labels and are proud of them.

What's your favourite place in Dunedin?

My favourite place to visit is the Otago Farmers' Market. I love the social aspect of this market and being able to support local producers. It also makes me get out of my studio on a Saturday morning where I spend a lot of time.



Company of Strangers
Sarah Munro
Creative Director
Design and Fashion



What do you do and why is it important?

Company of Strangers is a unique New Zealand womenswear brand, we are committed to New Zealand manufacture and supporting local industry. We design and produce high quality garments and accessories made exclusively in New Zealand. We sell to over 20 stores in New Zealand and Australia, and have a flagship retail store in Dunedin.

What's the next leap for your organisation/business?

Having just opened our first retail store, we are concentrating on setting structures and systems for the rapid growth of the business, and we are developing our brand to be able to export internationally.

What's the best thing about working in Dunedin?

Eight minutes from work to home, door to door. The people are creative, supportive, loyal and collaborative.

What's your favourite place in Dunedin?

My home, we would never be able to afford anywhere else, a big Art deco house with views of the ocean and the harbour, we just sit and watch the horizon. It's beautiful.

We have such a beautiful coastline and it's so close, we can walk to four beaches in less than 20 minutes!

Company of Strangers
www.companyofstrangers.co.nz, +64 3 471 8969

What do you do and why is it important?

Our company makes and distributes Cowell's Genuine Pavlovas to the entire South Island, from Auckland to the top of the country, and Australia. It is important that we keep alive the iconic Kiwi dessert and it's fantastic to then be able to sell them to Australians!

What's the next leap for your business?

The next leap for us is to fill in the gap between the South Island and Auckland. At the moment another factory manufactures the Cowell's range from Hamilton. Ideally I would like to see all the Cowell's Pavlovas made here in Dunedin. To do this we need to look at our manufacturing processes, at the moment most of our pavlovas are made by hand and we need to investigate what parts of the business we could add automation to.

What's the best thing about working in Dunedin?

Cowell's Pavlova's originated in Dunedin, from the Cowell's Coffee Shop. From there manufacturing sites were set up in Christchurch, Wellington, Hamilton, and Auckland. It has been a real privilege to slowly bring all of the manufacturing back to Dunedin. A lot of companies move north, but the reality is Dunedin has everything we could want, a good port for export, the climate for making pavlovas is great, and an abundance of willing students to help us out over the very busy Christmas season.

What's your favourite place in Dunedin?

There are so many. Probably Chisholm Park Golf Course, my other passion besides pavlova! Really I just love being able to get outside and enjoy all the things available to us here, whether it is mountain biking, skiing or boating, Dunedin is just a great place to live.



Asia Pacific Centre for Food Integrity

Dr Helen Darling

Executive Director

Food Science



What do you do and why is it important?

We work with leading science providers, nationally and internationally, and producers to help them get their products to market. Our business model reflects the fact that all food producers have to operate with prescribed overheads associated with food safety. By ensuring a robust and systematic approach to food safety we are working to achieve value-add in the market. Not an easy task; however, the New Zealand food safety “brand” is still seen as valuable. It is important that this value is captured and turned into greater returns for exporters.

What’s the next leap for your organisation/business?

We have recently established a hub in Hong Kong and a great deal of interest in what we are doing is coming from China. The next few years should see consolidation in that part of the world. It is an exciting time to be working in food safety and food security with increased interest and expectations around the globe on how food is presented and protected.

What’s the best thing about working in Dunedin?

I now commute to Dunedin to work. The reason for that is I enjoy the extremely supportive network of colleagues and the fact that in a city the size of Dunedin you can be more nimble in your approach to business – it is never difficult to track down someone who is an expert in what your need.

What’s your favourite place in Dunedin?

Aside from the numerous fabulous cafés? I really enjoy being on the Otago Peninsula – Allan’s Beach is an all-time favourite.

Asia Pacific Centre for Food Integrity

www.asiapacificfoodintegrity.com, +64 21 479 958

What do you do and why is it important?

We provide online educational software to over 300,000 high school language students from around the world. We started with a simple foreign language learning tool and now we offer exercises across Maths, English, Science and the Humanities. Schools are going digital, evidenced by the billions of dollars spent in Australia providing a laptop to every student and so we're here to provide smart eLearning resources to maximise the teachers' and students' time!

What's the next leap for your organisation/business?

Rolling out Education Perfect to the 1000 plus schools who currently subscribe to Language Perfect and helping to take learning plus assessment online.

What's the best thing about working in Dunedin?

It's Paradise City! We love how accessible everything is and it's been a great hub for growing our passionate team. With high speed internet we can work from anywhere in the world but choose Dunedin because of its constant stream of fresh talent, its beautiful surroundings and support for small businesses!

What's your favourite place in Dunedin?

St Clair Hot Salt Water Pool is my favourite place to start the day during daylight saving months. There is nothing quite like a fresh open air swim with the sun rising up over the horizon! 11/10 impressive, inspiring and completely unique to Dunedin.



Ellis Fibre

Glenn Alexander

Director

Manufacturing



What do you do and why is it important?

I lead a business, Ellis Fibre and Novadown which manufactures a range of bedding products using New Zealand wool, Alpaca fibre and imported goose down into high quality duvets and pillows - including the famous Original Lavender Pillow. In conjunction with local and US investors we also manufacture Technobond Polyester Insulation which we install locally and Greaselock air filters which are sold primarily in the US. What our staff and investors strive for is to create value for our customers which in turn leads to stable employment for our staff and investment back into Dunedin.

What's the next leap for your organisation/business?

Our focus is on supporting our New Zealand clients and driving export growth opportunities in China and the US.

What's the best thing about working in Dunedin?

I never cease to be amazed about the quality of staff, business advisors and partners available here in Dunedin. Without great people supporting you it is hard to win in today's competitive environment.

What's your favourite place in Dunedin?

I have a few: a morning cycle on Otago Peninsula for sheer beauty and tranquillity, strolling Seconds Beach track St Clair with Elaine and Pipi , watching Otago Footy at the Stadium with my son Henry, coffee culture at Rhubarb, Starfish or LOL and Friday Pints with a few mates in the Octagon, The Duke or Salt.

Ellis Fibre

www.ellisfibre.com, +64 3 476 4221

What do you do and why is it important?

Escea design and manufacture the world's most advanced gas fireplaces, right here in Dunedin. Our success is due to the fact that our models are leading edge in terms of minimalist design style, but they are also extremely energy efficient. This is important as we are able to create beautiful features for a home whilst also heating that home in a way that uses significantly less gas than any other fireplace available.

What's the next leap for your organisation/business?

Establishing more export markets. We currently sell into five countries and this year we are aiming to set up new distributors in several northern hemisphere countries.

What's the best thing about working in Dunedin?

The positive attitude of Dunedin people. Every step along the way as we have grown our business we have been supported by positive, hardworking local people. Our staff are the most obvious example of this group but our local suppliers, business community and support agencies have also proven to be "can-do" people. I think this is because we are a smaller city whose people know they are not the capital or the largest city in the country and that seems to generate more of a pioneering culture.

What's your favourite place in Dunedin?

Ross Creek reservoir walking track. It is very close to the city and it feels like you are doing a bush walk in the middle of nowhere. Especially good at dusk and dawn.



F&F Investments

Leonard Cheng

Director

Food and Beverage



What do you do and why is it important?

In 2001 I moved to this lovely city, I studied short term at Otago University then became a businessman. Through my companies, I'm running a number of retail businesses to serve locals, including a service station, steakhouse/bar, bakery/café. I recently set up another business to attract more overseas students, tourists and investors to the city. I'm proud to do local business as well as international business as it's helpful to keep the local economy growing.

What's the next leap for your organisation/business?

I'll spend more time and funds to work with the city council and local organisations to improve networks to raise our ranking in the tourism industry throughout the South Island. More skilled, experienced and talented people and more investment capital and projects to be introduced to the city will certainly support our local economy to step up faster.

What's the best thing about working in Dunedin?

A healthy and helpful business supporting system, friendly and easy going local people, opportunities, comfortable and peaceful living circumstances make this a lovely town. So it is the best small city in the world for working and living.

What's your favourite place in Dunedin?

Botanic Garden and Signal Hill areas. Excellent walking close to the city that provides fabulous views overlooking the harbour basin and city centre. We are spoiled in Dunedin with so much natural beauty on our door step.

F&F Investments

www.doughbin.co.nz, +64 3 455 5605

What do you do and why is it important?

Farra is a diverse engineering company that helps look after the manufacturing infrastructure in the lower South Island, as well as designing and building some really innovative machines that we send all over the world. Manufacturing is critical to the economy as it's the driver of employment and economic growth, though that isn't sufficiently recognised, so the better we are at what we do, the better for us all. And everyone talks about export lead growth, well we do our bit.

What's the next leap for your organisation/business?

Farra has been around for 150 years and has always been true to its core businesses so there aren't great leaps that the company takes where it charges off in new directions, rather it simply recognises opportunities based on our engineering strengths and quietly goes about following those. In recent years we have invested significantly in CNC machine capabilities to improve shop floor productivity and in the last few months have invested in another leading edge machine that will we believe will help the competitiveness of our customers.

What's the best thing about working in Dunedin?

There is an honesty about people and businesses here that is good and an excellent cooperative nature between businesses who are at times competitors to one another. Dunedin's size also means there is a good infrastructure of businesses, education, sport and culture, but of course it's small enough that you can enjoy that without frustration. And we are only a couple of hours away from Central Otago.

What's your favourite place in Dunedin?

My favourite places, other than Emerson's Brewery of course, are the views of Port Chalmers and the harbour from my mountain bike.



Fisher & Paykel
Richard Butler
Product Design Manager
Manufacturing



What do you do and why is it important?

Fisher & Paykel's Dunedin Design Centre is responsible for developing and supporting all cooking and dishwashing products for Fisher & Paykel and DCS brands. Increasingly we are delivering products and technology to our parent company, Haier. Our work is very diverse; with products such as outdoor grills for the US market and gas cooktops designed for the Chinese market. Our staff are skilled in a range of areas from food technology to industrial design, electronic and mechanical engineering. As Product Design Manager, I am responsible for delivering a product and technology plan that provides the best return for our future. That means providing the direction and means for our talented team to do what they do best – design great products.

What's the next leap for your organisation/business?

Growth! Fisher & Paykel is an ambitious company with very clear goals for growth. To feed our ever expanding need for new products, the Dunedin design centre is growing. This is a very exciting time for us, with building and recruitment activities at full tilt. It was a real vote of confidence for us when we approached our board, and Haier, to fund our growth and there was no hesitation in their resounding “yes, get on with it”.

What's the best thing about working in Dunedin?

That's easy; the people and the lifestyle. We attract people from all over the world, but we have a distinctly Southern attitude pervading our culture. This willingness to get on and give it a go, coupled with a really pragmatic approach is a key advantage to us. Dunedin is such an easy and beautiful place to live, and its compactness creates a real sense of community for our staff.

What's your favourite place in Dunedin?

I love how close work and home are and the transition from the town belt into the city. Most of all though, my favourite place in Dunedin is on a river somewhere within an hour's drive from town, with a world class trout stream all to myself.

Fisher & Paykel

www.fisherpaykel.co.nz, +64 3 467 7600

What do you do and why is it important?

We are the South Island's largest plumbing and electrical firm. We're a family business based in Dunedin for over 75 years and although we now have over 125 staff in seven locations, we still pride ourselves on our simple family values. We want to be a great place to work, providing quality workmanship for our customers. We are continually striving to offer the best possible value to our customers, to do this we make the most of our unrivalled buying power. Improving efficiencies drives our business, but importantly we also employ and invest in the best people around. If we can stick to that simple philosophy we hope to continue growing for the next 75 years.

What's the next leap for your organisation/business?

Rather than planning a leap, our organisation is focused on growing at a steady rate. We still have a lot of opportunities in the markets we operate in. We're sure that if we stay focused on keeping our customers happy and investing in people, we will continue with our strategy of managed growth.

What's the best thing about working in Dunedin?

The people. Dunedin people are friendly and always keen to lend a hand, we're quite humble people too.

What's your favourite place in Dunedin?

Forsyth Barr Stadium. It's a great facility that always provides an exciting atmosphere.



Freeload Ltd

Pat Maguire

Founder

Design



What do you do and why is it important?

Freeload is a design innovation company, which creates new products with proprietary intellectual property. We currently design and develop new products for the sports and outdoor lifestyle and adventure market. Our first product, the Freeload bike rack was acquired by Swedish company Thule in 2012 and is now being sold globally under their brand along with six further products Freeload designed for Thule in 2013 under contract. Meanwhile Freeload has continued to invest in the research and development of further new products for the bike market, but has also created a range of new golfing products which will be launched in 2015 under the Aeroe brand.

What's the next leap for your organisation/business?

Growing the product base and diversification within the bike industry, but also beyond and into the wider outdoor lifestyle sector has been our focus for the past two years. Now that we have a manufacturing partnership in Asia, a growing global distribution network and some important strategic links to some major outdoor and sports product brands, the time is right for us to expand and develop new markets within both the bike and the golf industry.

What's the best thing about working in Dunedin?

Dunedin is an awesome place to run a business. We are currently based in the Clarion Building alongside other innovation companies which gives a real sense of opportunity and entrepreneurial venture in the Dunedin area. Also the strong base of support capability for research and development, engineering and product development allows us to invest more back into the local economy rather than produce all our prototypes and samples offshore.

What's your favourite place in Dunedin?

St Clair beach is always a great destination being so close to town, but with its own special coastal vibe that makes it a favourite spot for a walk and a coffee.

Freeload Ltd

www.freeload.co.nz, +64 3 474 8619

What do you do and why is it important?

Harraway and Sons Ltd is now New Zealand's leading hot breakfast cereal manufacturer and distributes to all major retail chains nationally. New product development continues with a strong focus as we seek to meet current and new consumer requirements.

The company also supplies many large and iconic manufacturers of cereal mueslis and breakfast bars with flaked grains from its operation in Green Island.

Our company philosophy of continuous improvement to meet our customer requirements remains high on our everyday list and has been well supported and embraced by our valued staff.

Following strong local growth, the company has recently secured export sales into both Asia and China and will continue to explore further export opportunities.

What's the next leap for your organisation/business?

To continue to meet the needs of our current and future customers with quality products and service.

What's the best thing about working in Dunedin?

The ease of access to anywhere with little or no traffic congestion or interference.

What's your favourite place in Dunedin?

Any golf course.



Headquarters Group
Jo Morshuis
Managing Director
Design



What do you do and why is it important?

I run Headquarters Hairdressing Ltd which is made up of several different brands: Headquarters Hairdressing, Haircare Market, Express Cut & Colour and Southern Salon Supplies. Collectively we have twelve branches from Wellington to Invercargill. My role is to manage business development for the company and source our salon furniture and products from around the globe. This takes me overseas several times a year. I also mentor and help to grow our licensees as well as our own salons. I plan our marketing campaigns and ensure they are implemented and have an obligation to ensure continuing employment for our workforce.

What's the next leap for your organisation/business?

We have just set up our new Southern Salon Supplies warehouse in Wellington, so getting it up and running will be an exciting challenge for us as it is an area we have not done business in until now.

What's the best thing about working in Dunedin?

Dunedin is a very friendly and easy place to do business. No traffic jams and it has a real community feel about it. I enjoy visiting our other sites but it is always good to come home.

What's your favourite place in Dunedin?

The Taieri – going home to the peace and quiet is always very calming.

What do you do and why is it important?

Igtimi helps people find truth in recorded data. Our flagship product YachtBot is in a marine-capable member of the “Internet Of Things” and features extremely low latency, high-rate data transmission. As such, it is a great match for training sailors in real-time and for live spectator viewing. Our equipment is used by the New Zealand Olympic sailing campaigners and other high performance sports teams, who are a fast paced driven crowd to work with!

What’s the next leap for your organisation/business?

We will work on further establishing the YachtBot brand and launching more products in the yachting space – with elite athletes, their coaches and the everyday club sailor. Given the general appeal of the technology, there are exciting opportunities in other applications as well – such as remote telemetry and control systems.

What’s the best thing about working in Dunedin?

Working from a beautiful historic Dunedin building in the centre of Dunedin and overlooking Queens Gardens is wonderful. We are surrounded by great cafés, have fantastic businesses as neighbours and still only a five minutes drive from home. Dunedin is always a welcoming place to return to from travelling abroad and an easy place to live with my family.

What’s your favourite place in Dunedin?

Some of my favourites are blue cod or salmon fishing spots around the harbour and Shag Point, trout fishing in the local reservoirs, Lake Mahinerangi or Taieri Gorge. I love the great range of restaurants and bars.





What do you do and why is it important?

Kamahi is an electronic design and manufacturing house, we design and manufacture high tech electronic products, apps and software for our clients. Our clients are mainly other companies and universities. The best thing is the creative part as we invent, design and realise equipment, instrumentation and products that have never existed before. Most of them are cutting edge and some of these are even world firsts and whilst doing this we provide cool jobs for smart people. It is also very satisfying to build a great team and have everybody working happily together.

What's the next leap for your organisation/business?

We still suffer from growing pains and my first priority is to alleviate these. Seventy percent of what we do is exported but later this year we will start a marketing campaign in New Zealand to improve our market share here. We will grow further and we have already started to develop our own products. I am also keen to get some traction going on product development with universities and polytechnics around New Zealand.

What's the best thing about working in Dunedin?

The size of the city, the short connections to people and the lack of ties and traffic jams, you can get anywhere in 10 minutes. Dunedin is small and still 'big' mainly because of the international atmosphere the university and the polytechnic bring.

What's your favourite place in Dunedin?

There are many: Victory Beach, the Botanic Garden, the view from Saddle Hill over the Taieri to the Rock and Pillar range, Taieri Airport because it is always the start of an exciting trip, Tunnel Beach and the deck of my home in Brighton.

What do you do, and why is it important?

We make all leather casual footwear for retailers throughout New Zealand and also for our own shops and website. Manufacturing here is important to us as we specialise in having small production runs and being flexible in adapting our designs to suit individual customers needs and desires.

What's the next leap for your organisation/business?

Increasing our website sales and looking to build on the export sales we now have.

What's the best thing about working in Dunedin?

For me it is the lack of travel time to get home, to the beach, the bush or the mountains. Also we have a distinct climate, where summer is hot but you know that winter will be cold.

What's your favourite place in Dunedin?

Flagstaff and the Silverpeaks, great tracks, fantastic views and all only a few minutes from your doorstep.



Mild-Red
Donna Tulloch

Designer

Design and Fashion



What do you do and why is it important?

Mild-Red is a premium woman's clothing label with strong architectural influences, monochromatic pallet and a contemporary tough elegance style. Sculpting and draping is Mild-Red's signature. The label is noted for its dramatic storylines/themes associated with each collection – often with a twist of humour or tongue in cheek. All our garments and accessories are made right here in New Zealand. We strongly believe in ethical fashion and supporting the exceptional quality of New Zealand based businesses.

What's the next leap for your organisation/business?

This year Mild-Red expanded by opening its 'One York' boutique, located at 1 York Place, which is only a block back from George Street, as well as an eCommerce site – we are definitely keeping busy. These two new channels provide us with exciting platforms on which we can grow and evolve. They also give us the ability to sell one-off and exclusive designs alongside our current Mild-Red collection. One York currently houses fashion, jewellery and art with plans to include more labels down the track.

What's the best thing about working in Dunedin?

Working and designing in a place with like-minded people. Having only a five minute drive to our office (a large old converted church in the CBD), which is a hidden gem and home away from home. We can sell internationally, explore and create ideas all from within this vibrant little city. Our small but exceptional team is the heart and soul of Mild-Red. Having supportive and close knit business relationships really helps. We have supported the iD Fashion scene since its inception as it is a great show case for Dunedin designers.

What's your favourite place in Dunedin?

The spectacular first glimpse of Dunedin when driving into the city from the northern motorway, the lights, harbour, hills – what a welcome home.

Mild-Red

www.mild-red.com, +64 3 470 1303

What do you do and why is it important?

MixBit is brought to you by Chad Hurley, co-founder of YouTube. At MixBit, we're passionate about video. YouTube was created to give you a way to share videos, MixBit is for makers and we want to help you create better videos together. With our mobile application for iOS you can record, edit and share videos, all from the palm of your hand.

What's the next leap for your organisation/business?

We are always updating the MixBit App. A few recently added fun features are: themes - (check out our very own "Dunedin" theme), music and the ability to add text captions. Our next step will be a feature that allows our community to easily make some really great projects together.

What's the best thing about working in Dunedin?

The coffee, food, the landscapes and the people. It's amazing that we have so much going on in such a small, wee city. We are spoilt! The range of cafés, restaurants and events such as the film festival and winter carnivals are awesome. Also, you can't beat the five minute drive home!

What's your favourite place in Dunedin?

Canoe Beach, the Otago Peninsula and at home in the garden.



Moodie Tuesday
Jon Thom
Creative Director
Design and Fashion



What do you do and why is it important?

Moodie Tuesday is a boutique T-shirt label. Moodie Tuesday is important because the garments feature my original artwork, all tees are limited edition with only 20 ever made worldwide. At this stage we are really focusing on our online customer experience and trying to create something meaningful. We are dealing with art so I become quite attached to each of the prints. We are trying to find a happy medium between running a sustainable business and maintaining the integrity of my art. The rest of my time is devoted to my other business, Motion Sickness Studio, a multidisciplinary design company.

What's the next leap for your organisation/business?

The next step is to produce a strong range of basics then begin releasing a limited edition range of shirts, bomber jackets and chinos. The tees will continue to strongly feature in the future, however I want to test myself further and see what Moodie Tuesday can become.

What's the best thing about working in Dunedin?

I have been fortunate to have a lot of people support me since moving to Dunedin four years ago. People here are down to earth and keen to share their wisdom. I love that Dunedin is a compact city and things are within walking distance. There is something special happening here at the moment, a number of young businesses are beginning to enjoy success which makes Dunedin an appealing place to live and work.

What's your favourite place in Dunedin?

My studio on Lower Stuart Street, it has great natural light and view looking north over the city. I work with a group of driven young dudes up there. These things make it an amazing space to work in. Work stops being work which is nice.

Moodie Tuesday
www.moodietuesday.com, +64 27 37 7200

What do you do and why is it important?

Moving Pixel and Showboat craft custom-made digital products that target and strategically engage audiences. Our products range from interface designs for iOS and Android platforms to broadcast animation graphics, online video and digital illustration. We have a diverse body of clients around the globe, including local bright sparks Animation Research and NHNZ. Our creations take advantage of new technologies and fresh possibilities to grab audience attention in new ways. We deliver a comprehensive message that encourages strong positive responses.

What's the next leap for your organisation/business?

We recently launched Showboat (www.showboat.co.nz) to produce animated videos for an online market. Our focus is on helping companies realise their marketing potential through the communicative power of high-quality animation. We're busy building a strong portfolio that already includes work from local businesses such as Silver Fern Farms, ADInstruments and Mixbit.

What's the best thing about working in Dunedin?

The incredibly talented, but understated, people we work alongside – who let their work do the talking.

What's your favourite place in Dunedin?

Hands down, the greatest place in the world on a 3m southwest swell and light westerly wind is Allans Beach on the Peninsula.



New Zealand Heritage Properties

Dr Hayden Cawte

Managing Director

Heritage Consultancy



What do you do and why is it important?

We are a heritage and archaeological consultancy firm that exports services around the country and across the globe. We provide specialist research into our nations heritage through historic and archaeological means. By investigating archaeological material we can understand what has driven us to the decisions we have made as a nation as well as how we have coped with social, political, economic events in the past and even how we have and will cope with environmental issues like climate change.

What's the next leap for your organisation/business?

We have been and are continuing to develop app-based data recording systems for social scientists with cloud-based data storage. We are also in the process of expanding our offices to include a physical presence in Wellington.

What's the best thing about working in Dunedin?

Access. In Dunedin we have access to great workspaces, access to knowledge, access to networks of successful people, access to arts and culture and access to an enviable lifestyle.

What's your favourite place in Dunedin?

Without a doubt, it is the historic Warehouse Precinct where we have our offices. The area is rife with innovation, ambition and optimism hidden in great loft workspaces. As the saying goes, "new ideas need old buildings"!

New Zealand Heritage Properties

www.heritageproperties.co.nz, +64 3 477 3933

What do you do and why is it important

I lead a team that is passionate about bringing the health benefits and unique tastes of a range of honey products to an international customer base as well as lifting the profile and sales through Australasia. There are many benefits to Dunedin as we add value to raw honey produced in Otago and provide jobs and income for Dunedin. New Zealand's honey exports are growing rapidly and the unique, scientifically proven benefits of Manuka honey provide opportunities for New Zealand to further diversify its export base and to capitalise on the imagery of the regions the honey is sourced from.

What's the next leap for your organisation/business?

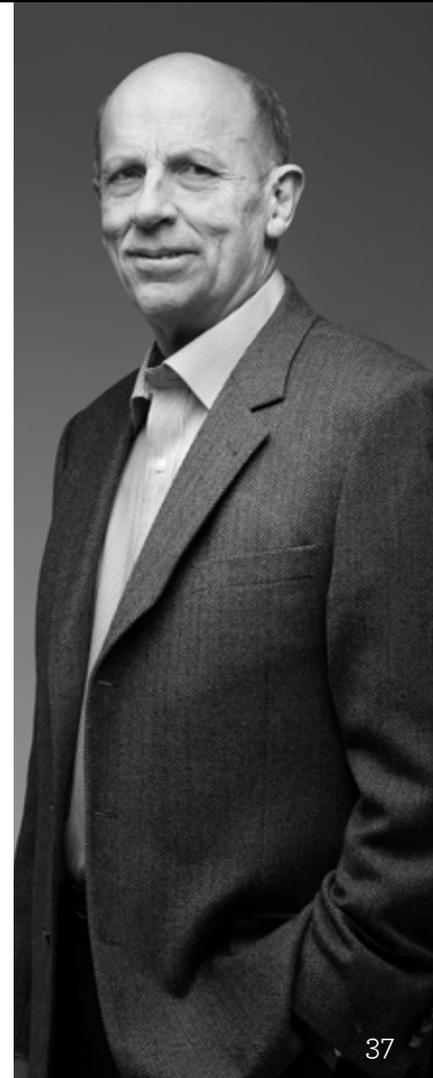
The next step is to expand the number of export markets we sell to as well as making it easier to purchase online. Consumer tastes in Asia are changing and while honey in these countries has traditionally been purchased in liquid form and used in cooking and health products its use as a spread is becoming popular. Coupled with market expansion will be the expansion of the product range with new products and product extensions.

What is the best thing about working in Dunedin?

A quality of life which comes from ease of travel around the city and the accessibility to sporting and cultural facilities. The city has been a great place to bring up a family.

What's your favourite place in Dunedin

At my home in Roslyn with my family.



NHNZ
Kyle Murdoch

Managing Director
Film and Technology



What do you do and why is it important?

I'm Managing Director of NHNZ. NHNZ has been a part of the Dunedin business landscape for over 35 years. Over that time we've evolved from a natural history documentary maker to a global factual content producer, producing cinematic films through to mobile gaming and everything in between for the US, Europe, China and other major markets.

What's the next leap for your organisation/business?

Today's media landscape is constantly changing and to keep ahead of the game we need to be running with the latest technology and be hyper aware of consumer demands. The next big thing for NHNZ is UHD (Ultra High Definition) and working closely with international broadcasters to create high volume, cost effective UHD programming. We are also evolving from being a producer of television to being a producer and a channel provider; we are working on growing our kids TV channel called Zoomoo in Latin America and Asia.

What's the best thing about working in Dunedin?

You can't beat the bike ride to work in Dunedin, leaving the car at home is great! Our international clients love kiwis and Dunedin's rugged beaches. Our competitors might wonder how we can compete living so far away from the market, but the secret is Dunedin allows our creative teams to focus on the task at hand with an intensity you don't see in other major centres - that's Dunedin's competitive edge!

What's your favourite place in Dunedin?

I was brought up in Dunedin's hill suburbs, so I love Ross Creek and in recent years mountainbiking through Wakari Forest. You can't beat it.

NHNZ
www.nhnz.tv, +64 3 479 9799

Nom*D + Plume

Margarita Robertson

Founder and Creative Director

Design and Fashion

What do you do, and why is it important?

I have the pleasure of working, employing and collaborating with like minded individuals in the creative sector of fashion design and providing an exclusive retail environment presenting both international and local fashion. We have a small team that work together as a family with the same goals in mind.

What's the next leap for your organisation/business?

We are constantly aware of the ever changing world in fashion and retail and are looking carefully at providing an online global presence without compromising our unique retail environment.

What's the best thing about working in Dunedin?

We have established a business that could sit easily in any major city in the world, our retail store stocks internationally revered fashion brands. The consumers in Dunedin have embraced this point of difference and we certainly could not have survived without their amazing support. Within our design sphere, we have been able to retain our individualism and style without the pressure of fast city life. We are recognised as being a founding member of the thriving current fashion industry in Dunedin.

What's your favourite place in Dunedin?

There are so many amazing things in Dunedin, it's hard to choose. I do love taking the high road over the peninsula and driving down to the lighthouse and the albatross colony. The windswept landscape and the wild sea are breathtaking - very Scottish. Then the low road back to the city, the small bays and settlements are so pretty and the view of the city is great.



Nom*D + Plume

www.nomd.co.nz, +64 3 477 7490

OceanBrowser

Rodney Tamblyn

Chief Executive Officer

Technology



What do you do, and why is it important?

OceanBrowser is an online learning company. Our product is OB3, the web application for online study. It enables teachers and students to create media rich study documents which they can discuss, collaboratively edit and annotate. OB3 is offered on software as a service model, running in the cloud, used on its own or in conjunction with an existing Learning Management System.

What's the next leap for your organisation/business?

This year we completed development of OB3 version two. Validating the product and completing a successful enterprise rollout with our customers in Australia is a first goal. From there we need to manage our growth and resources as we scale up to larger numbers of users on our platform next year, which will have its own set of challenges.

What's the best thing about working in Dunedin?

Dunedin is a great place to build a business, with lots of talented and skilled people, who are generous with sharing their time, ideas and advice.

What's your favourite place in Dunedin?

A toss up between the Ross Creek Reservoir and St Kilda Beach.

OceanBrowser

www.ob3.io/ob3, +64 3 474 2102 x 22

What do you do and why is it important?

As Kiwis, we're lucky that we can generally have trust in the food that we buy. In many countries, the incidence of food fraud is so high that consumers are demanding proof that what they are buying is true to label. Food grown and produced in New Zealand has a great reputation overseas, but this makes New Zealand produce and brands targets for fraud. Oritain independently assures the origin of food by looking at natural chemical fingerprints contained inside the food. The service protects quality brands against food fraud and also helps producers and exporters to monitor the integrity of their supply chains. Our clients include producers and exporters of fruit, meat, dairy products, honey and seeds. My role as Lead Scientist is hugely exciting - I get to work with a team of very talented people finding ways to commercialise science.

What's the next leap for your organisation/business?

Over the past year, Oritain has really taken off within New Zealand. As a result we are in a growth phase, which means recruiting staff. If we carry on at this rate, we're going to need to find a bigger space to house everyone! We are also investing heavily in research and development in order to provide a wider range of services and to work with more food products.

What's the best thing about working in Dunedin?

Oritain has a great relationship with the university - we outsource some of our analyses to labs within the university and we seem to be employing quite a lot of Otago graduates! On a personal level, I find Dunedin to be a really inspiring place to work - there are so many clever minds, innovative companies and great spaces to work while sipping on a flat white.

What's your favourite place in Dunedin?

The Art Gallery is dear to my heart. And I am often blown away by the fact that I am still discovering new (amazing) beaches despite having lived here for 12 years.



Pacific Edge Ltd

Dr David Darling

Chief Executive Officer

Biotechnology



What do you do and why is it important?

Pacific Edge builds novel molecular diagnostics for the early detection and management of cancer. The tools for detecting and managing cancer have up until today been expensive, largely invasive, with poor accuracy. This often leads to cancers being found late where the patient's prognosis is poor. Novel genetic tests offer to be accurate, fast, often, non-invasive and provide patients with a significantly better prognosis. Pacific Edge has launched its first test, a bladder cancer detection test, Cxbladder, which measures the quantitative expression of five genes in a small volume of a patient's urine.

What's the next leap for your organisation/business?

Growing our business bottom line in the world's largest medical market, the US. We have launched Cxbladder in New Zealand, Australia and recently in the US. We also expect to launch in Spain later this year. A key feature of repeat business is being able to take our products to the customer in a highly consistent format. This will maximise the clinical experience and to ensure a highly repeatable outcome is our current core focus.

What's the best thing about working in Dunedin?

Dunedin attracts some great talented people and it's the people that make the difference. Dunedin has an old world charm, great buildings, a great café culture and some excellent restaurants. It's on the doorstep of a world class outdoor region, something that I'm passionate about.

What's your favourite place in Dunedin?

Macandrew Bay with its café culture and proximity to the harbour is hard to beat. Similarly, sitting in the sun in the Octagon sampling Otago's finest is fantastic, it just doesn't happen often enough.

Pacific Edge Ltd

www.pacificedge.co.nz, +64 3 479 5800

What do you do, and why is it important?

Penguin Place is a 100% tourism funded, private conservation project to help save the world's most endangered penguin, the Yellow-eyed Penguin. Penguin Place is an extremely important project on many different levels.

- A. Conservation: Penguin Place plays a key role in the protection, research and rehabilitation of Yellow-eyed Penguins, a species found only in New Zealand and in serious decline.
- B. Education and Employment: Penguin Place is instrumental in promoting awareness and the conservation issues the Yellow-eyed Penguin faces.
- C. Tourism: The Yellow-eyed Penguin is a massive draw-card to Dunedin City, and, for many travellers, the sole reason for visiting Dunedin.

What's the next leap for your organisation/business?

Our next leap is to branch out and push our boundaries. We are operating in the wildlife capital of New Zealand and have so many native species to protect and to share with our visitors. With our ongoing re-vegetation efforts we have managed to attract numerous species back to our property, something we wish to be able to share with people. We are working towards the needs of our customers and to ensure we keep up with technology, social media and smartphones.

What's the best thing about working in Dunedin?

Dunedin is a relaxed and exciting part of New Zealand with a unique balance, history and an exciting future. We are a close knit community and we all rely on and support each other in our industries.

What's your favourite place in Dunedin?

Otago Peninsula! The open space, unique wildlife and proximity to an energetic city. Where else can you find all this?!



PocketSmith
Jason Leong
Co-founder
Technology



What do you do and why is it important?

PocketSmith is an online personal finance tool used by consumers in 190 countries. It safely tracks all your bank accounts so you can budget, predict your future bank balances and create what-if scenarios. Our goal is to provide you with financial foresight so you can make the best decisions for your future.

What's the next leap for your organisation/business?

We're rapidly growing the team to take on a couple of opportunities: mobile and business to business. We'll continue to focus on communicating with our customers, improving the PocketSmith user experience, and growing our market share both local and abroad.

What's the best thing about working in Dunedin?

I get so much more out of my day because I don't have to put up with lengthy commutes! Dunedin also offers a remarkable quality of life, which is a perfect complement to the work I love doing.

What's your favourite place in Dunedin?

I have so many favourites, but for the moment I'd have to pick John Wilson Ocean Drive. I live in the area, and it's perfect for afternoon walks with clear views of the sea and headlands along the Otago coast.

PocketSmith

www.pocketsmith.com, +64 21 424 540

Quick Brown Fox
Arjun Haszard
Liqueurist
Food and Beverage

What do you do and why is it important?

Quick Brown Fox is a liqueur made with organic coffee and cinnamon. It's crafted to be enjoyed with close friends; a time we should value. The other important aspect is its underlying ethos about growing with minimal environmental impact - I do bottle returns and stick the labels on with a hand-made tapioca starch glue as well as recycle cardboard for packaging.

What's the next leap for your organisation/business?

So far I've grown without any outside funding. I'd like that to continue because it ensures that decisions are made with rigorous thought. The next step for me is to innovate around production. There's no text book or google search that will reveal an answer, to this, nor will throwing money at the problem. I have engaged the minds of clever people and we are slowly building a solution.

What's the best thing about working in Dunedin?

The stand out best thing is the low cost of living. Starting up here seems to allow a bit of breathing space since outgoings for home and business are low. I find it appealing to stay here since I can do business anywhere. There's also many supportive businesses around.

What's your favourite place in Dunedin?

Tunnel beach. It's a wonderful place for making you feel small.



Oakwood Group
Graeme Marsh

Property Investor
Investment



What do you do and why is it important.

Semi-Retired Director of Oakwood Group Ltd, Cooke Howlison Ltd and other related companies.

Whats the next leap for your business

Further development of our motor companies. Cooke Howlison Ltd in Dunedin and Blackwells Motors Ltd in Christchurch. Continuing commercial property acquisition particularly in the South Island.

What's the best thing about working in Dunedin?

I have lived all my life in Dunedin and have seen it develop in to the best small city in New Zealand. Dunedin is big enough to have all the amenities for fine living without the disadvantages of major cities. The university brings a particular culture and there is the delight of Central Otago only three hours away.

Whats your favourite place in Dunedin?

My favourite place in Dunedin is the Octagon with its Regent Theatre, Town Hall, coffee bars and open spaces.

Oakwood Group
+64 3 479 2140

What do you do and why is it important?

Seperex Nutritionals Ltd develops and supplies innovative, researched functional food and health ingredients for the Asian infant formula and health food markets.

I oversee the research and development for new product development, assist in developing marketing materials and manage the companies intellectual property assets.

What's the next leap for your organisation/business?

To expand its Asian markets.

What's the best thing about working in Dunedin?

The more relaxed pace of life, ease of access within the city and close proximity to world class outdoor recreational areas.

What's your favourite place in Dunedin?

The top of Flagstaff hill on a fine day, magic!



Seriously Twisted
Linzi Irving

Owner
Design and Fashion



What do you do and why is it important?

Seriously Twisted was founded in 2001 on the principal of making something beautiful out of possum fur. To most Kiwis then possums were just road kill. Davy Crockett hats abounded but possum fur was invisible in the fashion industry. My partner and I brainstormed possible uses for possum fur. Using bicycle wheels, spinning wheels and winding fur thread between the rafters of our house to dry, we finally developed a technique of making a fine flexible thread of fur. The possum was keeping us warm and its use was creating jobs and saving the forests and birds. Mission accomplished.

What's the next leap for your organisation/business?

Our business now manufactures and wholesales the Seriously Twisted Range to five of the best "New Zealand only" stores in the country. We are now vertical marketing. Our flagship store in The Octagon "Seriously Twisted Possum-Merino" is selling our own designs plus the best work of around 20 other New Zealand manufacturers. Our next leap is an internet store.

What's the best thing about working in Dunedin?

Following a pod of dolphins along the harbour on my way to work.

What's your favourite place in Dunedin?

The Spit at Aramoana. There is an old Wharf there going a mile out to sea from land's end which is now the home of a seal colony and thousands of sea birds. From there you can see the Shags launch themselves from their nests on Otakau Peninsula to go fishing at daybreak and if you time it in the breeding season you can see the Albatross circle and land by their nests on the only mainland Albatross colony in the world.

Seriously Twisted

www.seriouslytwisted.co.nz, +64 3 474 1646

What do you do and why is it important?

I design a range of women's, men's and baby's wear. Silkbody is luxury lifestyle clothing for everyday and travel. Our fabrics are predominantly made of silk, the most incredible natural fibre with unique properties and benefits. For instance, it's as warm as merino but so much more comfortable. Our clothing is rather addictive. Once people try it they can't seem to get enough. Warm and cool at the same time, super soft and stylish, it's the perfect blend of form and function that makes it an important part of devotees' everyday lives.

What's the next leap for your organisation/business?

The world is changing and online sales are the focus now. We're excited about selling on Amazon and also about honing our own online store shopping experience for our dedicated customers, with rewards and special services.

What's the best thing about working in Dunedin?

We are surrounded by talented, creative and supportive people. Huge talents exists in Dunedin and every week someone new comes out of the woodwork.

What's your favourite place in Dunedin?

The beach at Waikouaiti, just a short walk from my home.



Silver Fern Farms

Sharon Angus

General Manager Marketing
Agriculture



What do you do and why is it important?

Engaging consumers in our vision of creating inspirational food experiences is essential to ensuring New Zealand farmers have a sustainable red meat industry.

The development of a world recognisable brand that underpins new consumer ranges and food service programmes and a market focussed approach for our industry which is dominated by commodity products is our focus.

What's the next leap for your organisation/business?

Besides the traditional markets like the UK/Europe we are concentrating on high value niches in the US, China and the Middle East which are markets where we're introducing higher value ranges that are backed by our brand.

What's the best thing about working in Dunedin?

Dunedin is becoming home to part of a wider Otago food hub. I think that's great. The people here in Dunedin are also known for their 'make it happen' spirit. I guess innovation that comes from that is one of the advantages of being based outside of the larger, more transient cities.

What's your favourite place in Dunedin?

My home - I am lucky enough to live perched on St Clair beach. I love being able to come home from work and relax by looking out at the water and often stormy sea. The sun rise over the water is stunning. Sunset is even better with a Central Otago Pinot. Not many places in the world you could afford that luxury.

Silver Fern Farms

www.silverfernfarms.com, 0800 362 362

What do you do and why is it important?

We sell pharmacy and natural health products to customers all over the world. We promote wellness and a healthy lifestyle and sell products that help in the quest towards optimal health. To reduce our carbon footprint and to make our business more sustainable we plant a native tree on the Huriawa Peninsula in Otago for every 25 orders we receive.

What's the next leap for your organisation/business?

The main growth area in our business right now is wholesale selling online. We are currently exporting a number of Dunedin and New Zealand made products to big sellers in the United States, China, Japan and Vietnam. The global marketplace loves Kiwi made products and we want to add to our country's clean and green image.

What's the best thing about working in Dunedin?

We returned to New Zealand after many years in Auckland followed by a working holiday to New York. Nothing beats the Dunedin lifestyle - awesome nature, great schools, down to earth and interesting people, an artistic hub and proximity to Central Otago's winter wonderland.

What's your favourite place in Dunedin?

We live on the Huriawa Peninsula at Karitane beach, 30 minutes north of Dunedin. The kids walk along the beach to their wonderful little school and we work from home looking out over the waves on Waikouaiti beach and the ever-changing estuary. Even after three years we still can't believe we get to live and work in such a magnificent place.



Southern Clams

Roger Belton

Managing Director

Food and Natural Products



What do you do and why is it important?

I work on research and developing potential seafood resources in Otago. Otago has not always been good at making the most of what it's got.

What's the next leap for your organisation/business?

Diversification into other shellfish products and possibly aquaculture. We have yet to address the demand for processed seafood products.

What's the best thing about working in Dunedin?

It's a climate that dissuades the fainthearted. Thus a "steady as she goes culture" means we have a very stable and committed workforce.

What's your favourite place in Dunedin?

Its extraordinarily beautiful coast and its old volcanic systems.

Southern Clams

www.nzclams.com, 0800 771 505

What do you do and why is it important?

Southern Colour Print (SCP) is a large format, offset lithographic and digital printer operating in both the security and commercial print sectors. The majority of the commercial printing is completed for customers in Otago. The security printing primarily serves international and North Island clients.

The nature of printing is changing very rapidly with the advent of digital technology and the continued movement away from printed forms of communication to electronic forms of communication. The business and education sector in Dunedin requires the services of a local supplier able to adapt and supply the relevant services required. It is important that SCP continue to develop in an ever changing environment.

What's the next leap for your organisation/business?

SCP continues to invest in the latest digital technology to meet the growing demand in this sector. Currently SCP exports to about 15 countries. We are actively developing additional export markets for our traditional export products. We are also investigating new product offerings for existing and new markets.

What's the best thing about working in Dunedin?

The best thing about working in Dunedin is the highly skilled and loyal work force. The success experienced at SCP is directly linked to staff that are committed to quality and excellent service. Our international customers tell us that the quality of product and service delivered is as good, or better, than they can get anywhere in the world – that speaks volumes for our work force!

What's your favourite place in Dunedin?

I have two favourites. The trails around Ross Creek are great for a run or a walk. Riding around the Peninsula is also very spectacular. It is hard to beat a ride over Highcliff and back along the low road on a sunny day.



Southern Hospitality Ltd
Roger Fewtrell

Founding Director

Food and Beverage Equipment



What do you do, and why is it important?

I am mainly doing projects that help to grow our company. I am mostly opening new branches, divisions or new businesses. It is important as it allows us to continue to grow our business. As most of the time it is away from home it would be unfair to expect a younger person with a family to do this job.

What's the next leap for your organisation/business?

We leap often. Currently we have three branches in Sydney and our plan is to have 21 branches and several stainless steel fabricating plants in Australia by 2020. Later this year we will also open a service company in Auckland and another branch at Manakau.

What's the best thing about working in Dunedin?

It is a charming city. It is cultured, compact, safe and has a wealth of talented stable people.

What's your favourite place in Dunedin?

The area between the Botanic Garden and Ross Creek.

Southern Hospitality Ltd

www.southernhospitality.co.nz, +64 3 477 6969

What do you do and why is it important?

Tamsin Cooper design luxury, limited edition fashion accessories and clothing. All the embroidery and beading is exquisitely hand stitched using traditional techniques onto beautiful silk fabrics creating timeless pieces to be worn and loved by women.

What's the next leap for your organisation/business?

This year Tamsin Cooper celebrates 10 years, an anniversary we are immensely proud of and which is timely as we bring together our best work to launch the Tamsin Cooper international brand both online and in offshore retail markets. Our relationship with the Royal New Zealand Ballet has provided international exposure for us and we are delighted we can support an organisation that has values so strongly aligned with ours.

What's the best thing about working in Dunedin?

Dunedin has a thriving fashion and arts scene. The people, the culture and the heritage inspire me. I love working from a beautiful historic building on Moray Place in the centre of the city surrounded by other creative businesses, great cafés, galleries and theatre. There is a sense of belonging, of history and of being part of an innovative business community that supports me to be my absolute best.

What's your favourite place in Dunedin?

There are so many amazing places to go in Dunedin, mostly I simply enjoy walking through the city to work looking out over the city, its stunning architecture, the sweeping harbour and beyond to an incredibly beautiful sky and the sun rising over our city promising everything.



Techion Group
Greg Mirams

Managing Director
Technology



What do you do and why is it important?

I manage a business that builds and develops disease diagnostic tools and management systems for farmers, veterinarians and researchers to minimise drug use while ensuring animal welfare and performance is maintained. We also specialise in getting technology applied, adopted and delivering for farmers.

What's the next leap for your organisation/business?

To change the technical delivery of our products by utilising smart digital technology to enable remote location diagnostics. This change will increase and accelerate our ability to reach and service customers wherever they are in the world.

What's the best thing about working in Dunedin?

It has to be the people, there are some very clever people working around the city on some clever stuff and most are happy to share and assist others. The city is also big enough to get most things you need in business, yet small enough that you feel part of the business community. You can simply get things done here more easily without the daily logistical battles that you experience in other larger centres.

What's your favourite place in Dunedin?

There are a number, but it has to be The Stadium, I've been lucky enough to attend a range of events there and it's simply a unique and special facility that's unmatched anywhere else in the country.

Techion Group

www.techiongroup.co.nz, +64 3 477 7555

What do you do and why is it important?

Thankyou Payroll provides free, cloud based payroll intermediary services to SMEs and charities all over New Zealand. Our payroll is highly customisable, has a simple, user friendly interface, is integrated with Xero and it's cost-free for our clients. We operate as a social business, using an IRD subsidy as our primary revenue stream and we donate 25 cents per person, per pay to the Thankyou Charitable Trust, which gives out micro-grants to community groups.

We want our clients to spend more time on their core business and we want our communities to be better resourced. Our services provide businesses with a free, high quality technical solution to payroll problems; the government receives tax data in an easy to use, reliable format; communities receive grants to help increase neighbourhood well-being and our staff get to work in an environment that encourages creativity and innovation.

What's the next leap for your organisation/business?

We've been focused on the development of our software for the past three years, making our systems beautiful, efficient and user friendly. Now we're launching into a growth stage, focused on providing our services to more people around Aotearoa - and then we'll look at international opportunities.

What's the best thing about working in Dunedin?

Dunedin is a beautiful, friendly, well-connected city that really supports and fosters innovation and enterprise. I think we've managed to utilise the opportunities presented by technology, while maintaining the best parts of that adventurous "number eight wire" mentality.

What's your favourite place in Dunedin?

Koputai Port Chalmers is my favourite part of Dunedin - it has a great sense of community, an interesting history and access to all sorts of wonderful outdoor adventures. I feel privileged to live and play in such a beautiful place.



The Strictly Coffee Company
Duncan Northover

Managing Director
Food and Beverage



What do you do and why is it important?

The Strictly Coffee Company roast high quality green coffee beans and distribute them throughout the South Island to cafés, restaurants and home barista's. We are considered a "Speciality Coffee Roaster" and only roast the higher quality beans available on the market. For us that means we only roast 100% Arabica Blends and Origins. We also provide coffee machine service and barista training to ensure customers get the best out of their equipment.

What we do is important because we are in charge of helping our customers survive a hard day at work. Every day we have hundreds of people walking in to our cafés, or the cafés that we supply and every day they leave those cafés feeling a lot better than when they walked in. It is up to us to keep up our high standard of coffee and service. Dunedin is full of great businesses that take top quality raw materials and turn them into something special. We're excited to be part of this Dunedin culture and look to take it to the rest of the country.

What's the next leap for your organisation/business?

A couple of years ago we established our new roasting headquarters. We have a great team with a lot of knowledge in the industry. We are now starting to take our brand to the rest of New Zealand.

What's the best thing about working in Dunedin?

The people. The connectivity and easy access to the rest of New Zealand. A can do attitude.

Also it doesn't take forever to get anywhere!

What's your favourite place in Dunedin?

Seconds Beach on a clear night with the surf rolling in.

The Strictly Coffee Company
www.strictlycoffee.co.nz, +64 3 479 0017

What do you do and why is it important?

The Tarn Group is about making people's lives easier through innovative tech solutions. Our company has grown over the last 20 years to include four distinctive brands delivering video analysis and digital learning tools. My role is to make sure our messages are heard and our brand stays visible and reliable.

What's the next leap for your organisation/business?

We know the tech sector is growing, especially when it comes to e-learning, and we want to make sure our company (and our city) keeps up with the pace. The next leap for us is to keep expanding our new Bracken digital learning platform. It's already being used by education providers, national sporting bodies and corporates, but we want to keep going. Our dream is to make Bracken recognized on a global level.

What's the best thing about working in Dunedin?

Dunedin is a great city; there are so many amazing things going on. It's easy to find connections with inspiring people that reach far beyond New Zealand. My family lives here, it takes just 15 minutes to walk to work and being able to bring my dog to the office is a plus!

What's your favourite place in Dunedin?

I love it up on Swampy Summit on a clear day. It's a great lookout point over the city, enjoyed best either walking the dog or on the back of a bike.



TicketDirect

Matthew Davey

Managing Director
Technology



What do you do and why is it important?

Our mission at TicketDirect is to be the best ticketing company in the universe! We do this by giving venues, sports teams and promoters the very best tools and technology to sell their own tickets, build relationships with their customers and keep more money in the local economy. From humble beginnings back in 1999, starting right here in Dunedin with Otago Rugby at Carisbrook, it's a real thrill to know that we've helped New Zealand's venues keep over \$80 million in the country over the past fifteen years.

What's the next leap for your organisation/business?

Going global from Dunedin! We've had some great opportunities presented to us over the past year, with the acquisition of Dash Tickets and 1-night.co.nz. This is opening doors for us and has helped launch our services beyond NZ and Aussie into Canada, Fiji, Singapore and the UK. It's amazing the support that we get from the DCC and NZTE - they really want to see local companies succeed and they work hard to help wherever they can.

What's the best thing about working in Dunedin?

The people - and we have some of the very best working for our HQ Team here in Dunedin! Dunedin seems to bring together some of the most extraordinary people, exciting and interesting people seem to gravitate here. There's a real spirit and camaraderie here, too - we love working with our local partners at the Regent Theatre, Forsyth Barr Stadium, Highlanders and the Edgar Centre. And without the support, belief and encouragement from a group of fantastic Dunedinites (NF, to make special mention of but one - thank you for everything), we wouldn't be where we are today.

What's your favourite place in Dunedin?

Besides the front table at Little India, the view from seat 8A on NZ463 coming in to land in Dunedin at night is always fantastic - especially when the Forsyth Barr Stadium is under full lights for an event!

Ticket Direct

www.ticketdirect.co.nz, +674 3 479 0774

What do you do and why is it important?

We specialise in systems for people operating vehicles in demanding outdoor locations. For example, over half of the fertiliser spread by trucks, tractors and aircraft in New Zealand is applied using TracMap GPS guidance systems. Search and rescue helicopters, and farmers who shift irrigation sprinklers by ATV quad bike are also users of our systems. TracMap users are finding they are getting 20% productivity gains with the technology. The gains are calculated by electronically mapping what was done before and after a change in management of an asset, as well as automatic mapping of what was done. This means increased profit for our customers, and it also means our farmers can easily prove they are adopting sustainable and traceable farming systems.

What's the next leap for your organisation/business?

Expansion into grape and vegetable harvesting in Australia and California. We are the best in the world at making it easy to send busy people operating under pressure to go to a specific place, do a specific task and then be able to prove it afterwards.

Time and logistics pressures during grape harvest are a situation where TracMap comes into its own.

What's the best thing about working in Dunedin?

It's not big. Every time I travel I get reminded of the huge disruption and cost to business due to travel distances and traffic jams in large metropolises. Plus it's a great place to live and attract world class staff, due to the variety of great outdoors on our doorstep. And, it has all the services we need to operate.

What's your favourite place in Dunedin?

That's easy - the stadium (especially when we win). And Mosgiel.



Timely Ltd
Ryan Baker
Chief Executive Officer
Technology



What do you do and why is it important?

Timely is cloud software designed for any small business that needs to manage its appointments. Time is the fundamental basis of so many businesses so it's really important to get this right! Timely allows businesses to easily manage their time, grow and engage their client base and adopt the latest technology - all without a massive price tag.

What's the next leap for your organisation/business?

Since we launched in 2012, we have experienced rapid growth with thousands of happy customers all around the globe. The ongoing focus is to further develop key offshore markets and to keep building our amazing team to further accelerate this growth.

What's the best thing about working in Dunedin?

Our remote business model proves you can do business from anywhere in the world. Dunedin offers the Timely team an ease of living that isn't achievable in other centres, yet it also provides the networks to succeed on the international stage. The relaxed lifestyle here means that a great work/life balance is possible for everyone, resulting in an enviable company culture.

What's your favourite place in Dunedin?

I love our white sand beaches, particularly St Clair Beach and Brighton Beach. For a few months of the year, it's even warm enough to go for a swim at them!

Timely Ltd
www.gettimely.com, +64 4 889 2120

What do you do, and why is it important?

Our global service allows people to create and share real-time views of GPS-tracked assets (aircraft, land vehicles, marine vessels, and personnel) operating anywhere in the world. We enable emergency services, first responders, government agencies, private corporations and individuals to form on-demand collaborative networks for:

- improving search and rescue responses and outcomes
- coordinating multi-agency responses to emergencies
- managing multi-jurisdiction operations for law enforcement
- monitoring massive multi-operator construction projects
- managing litigation risk through proof of presence
- improving operational health and safety through better situational awareness

What's the next leap for your organisation/business?

To extend our reach into the North American market, while continuing to grow our core capabilities in existing markets.

What's the best thing about working in Dunedin?

All the comforts and benefits of a big city with a seven minute commute.

What's your favourite place in Dunedin?

In front of a warm fire on a winter's day with good food and good company.



Useful Information

Enterprise Dunedin – www.dunedinnz.com
Dunedin Economy – www.dunedineconomy.co.nz
Dunedin International Airport – www.dnairport.co.nz
Dunedin IT Directory – www.dunedinit.org.nz
KUMA – <http://southernmaoribusiness.org.nz>
New Zealand Trade and Enterprise – www.nzte.govt.nz
Otago Chamber of Commerce – www.otagochamber.co.nz
Otago Innovation Ltd – www.otago.ac.nz/otagoinnovation
Otago Polytechnic – www.op.ac.nz
Otago Southland Employers' Association – www.osea.org.nz
Port Otago Ltd – www.portotago.co.nz
The Dunedin Digital Office – www.digitaloffice.co.nz
University of Otago – www.otago.ac.nz

For further information please contact

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Visit/Live/Work/Study/Do Business and Invest : www.dunedinnz.com

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November 2014

