

It's time to have a heart

IN WAITAKERE CITY

It's time: say UNITEC and Enterprise Waitakere



It's an exciting time to be expanding out west says Dr John Webster, chief executive and president of UNITEC.

"The social and business potential here is inspiring and full of possibilities, and we applaud the Council's innovative vision for Henderson as Waitakere's CBD," he says.

UNITEC has been developing a major tertiary facility in Henderson since 2001 and the positive relationship the Council and Enterprise Waitakere has meant that UNITEC's presence here is very closely linked to the economic priorities of the area.

Dr Webster says that UNITEC's primary objectives in Waitakere are to:

- provide a platform for teaching and research directed at the special needs of the local community
- encourage and facilitate the development of businesses and industries based within that community by providing specialised teaching and applied research services, and
- help innovative new ventures to become established

In pursuit of these objectives, UNITEC is already involved in a range of projects in the city, including as a partner and sponsor to WestSmart, pioneering the eco-tech business incubator run by Enterprise Waitakere.

UNITEC participated in the research that analysed the skill shortage in the boat building industry; and is currently working with the Boating Industry Association towards delivering a "Marine Centre of Excellence" at Hobsonville.

Enterprise Waitakere chairman, Bryan Moggridge agrees that Waitakere is a special place

"Waitakere City has a magic of its own a combination of qualities that make it a wonderful environment to do business in," he says

"There is a network of entrepreneurial business people here who have recognised this and have moved beyond the start up stage. The city's robust service sector and high level of trade skills complement its developing infrastructure and obvious natural attractions".

Mr Moggridge says that 10 years ago Waitakere's "Eco City" aspirations were

ahead of their time. Now the concept of sustainability is part of the mainstream. Sustainability, he says, is about having businesses that can develop and support the economic growth of the City. The experience in Waitakere shows that successful commercial activity can also be sensitive and sensible in relation to people and the environment.




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