



Eastland Group update **October 2009**

New opportunities beckon

by acting Eastland Group chief executive Brent Stewart


The strength of our company and operations lies in our people and as we head towards the end of a successful year, we're toasting a number of them for their nationally-recognised achievements.

Andrew Gaddum of Eastland Port and Mike Sadlier, of log marshalling company C³ have both been singled out for their accomplishments at the top of both their fields – Andrew as runner-up young executive of the year and Mike as log-scaler of the year.



Brent Stewart.

Both were very quick to praise the people around them for their successes. And there lies the key to businesses that always do well – a strong foundation

in not just bricks and mortar, but also people. They say we're heading out of this challenging time – it may be doom and gloom in some parts, but our port has never been busier and there is plenty happening across all our divisions. As a group we are always on the lookout for new opportunities that can not only improve our bottom line, but make life easier for our customers and clients. Our entry into the network contracting business with Eastech is one example of this. This has, as a primary goal, the delivery of a quality and sustainable faults service throughout the region. And quality is what it is all about for us. 

Racing for a cause

Eastland Group had no trouble stepping up to help the Eastland Rescue Helicopter Trust raise more than \$150,000 for night vision goggles.



Team Eastland Group.... (from left) Matawai School's Dylan Wallbank, former All Whites captain Rodger Gray, New Zealand touch rugby representative Dianne Akurangi, Olympic gold medal winning kayaker Paul MacDonald, television star Erin Simpson, Eastland Group's own Ben Gibson and Gisborne Boys' High School student Alexander Hyland. Photograph by Brett Mead Photography

The group's team competed with spirit in the Great Gisborne Race that saw teams kayak, cycle and run their way around the city's three bridges. But there was only ever going to be one winner on the day, and that was the Helicopter Trust. Team Eastland Group were one of four teams taking part – the others sponsored by The Gisborne Herald, Gisborne Hunting and Fishing and the New Zealand Community Trust. The star attraction was the reuniting of the gold medal-winning Olympic kayakers MacDonald, Grant Bramwell, Ian Ferguson and Alan Thompson.

New arm to the network

Eastland Network has welcomed a new division to the ranks.

Eastland Group has created a new company – Eastech – as the first line of response to repair network faults for the wider region, with teams based in Gisborne, Wairoa and on the East Coast.

The network was like many others throughout the country who outsourced their field services work in the late 1990s, but a gap was this year identified in the market, and the decision made to create the new arm.

Key to the decision was delivering customers with an improved and more sustainable service.

Eastech will provide the region with a 24-hour a day seven day a week fault response team, while also doing overhead line maintenance work for the network, including pole, transformer and conductor replacement.



The new Eastech team.

Crews are also available for competitively priced private maintenance and installation work. 🌱

Eastland Port eyes the future

Coastal shipping may soon become a thing of the future.

The age old form of transport may be about to make a comeback thanks to a study being commissioned by Eastland Port, the Port of Napier and Winston Pulp on the viability of a coastal shipping link between Gisborne and Napier.

General manager – logistics, Andrew Gaddum, says the partnership has come out of the Central Government Sea Change Coastal Shipping Fund, and that early indicators are that a coastal shipping solution may well be cost competitive when stacked alongside road and rail, on a per container basis. At this stage it is anticipated high value

processed timber will be shipped in containers.

“With the overall trend towards consolidation in New Zealand’s port sector, coastal shipping will become more and more viable over time as we move towards larger container vessels calling at fewer ports,” says Andrew. “Eastland Port is looking to be well positioned to take advantage of this trend as those vessels are far bigger than what we can cater for here.” 🌊

NZ’s number one log-scaler



Top of the lot...C³'s Mike Sadlier has been recognised as the best log-scaler in the country.

Photograph by Dave Thomas/The Gisborne Herald.

New Zealand’s top log-scaler was a champ before he even won the award.

C³ log-scaler Mike Sadlier headed off more than 100 other scalers all over the country to take the prestigious award. But C³ operations manager forestry,

Graham Wylie, says Mike is a top team player who was a well deserved winner. “He fronts up for work every day with the best game plan,” says Graham. “He’s really consistent and just a great team player to have on board.”

Mike is very pleased with himself and says he’ll be aiming to take the trophy out again next year.

“It’s a big achievement for me,” he says.

“It recognises the amount of work I put in and my dedication to my job.”

But he’s quick to share the kudos.

“It comes down to accuracy and team work. You have to have a good team in there to make things work ... and that’s just what we have here in Gisborne.”

Mike, who has been a log-scaler for three years, got an inkling he was in with a whiff of the top award a couple of months ago.

“Something like this pushes the rest of our crew and those at other ports too.”

It is the first time someone from

Gisborne has won the award, which has been running around five years.

C³ is responsible for the log-scaling crews in all of the nation’s 12 ports and hire up to 105 log-scalers – 65 of those are permanent.

Every log that comes onto the port gets a lot identification tag and is measured. Accuracy is essential and C³ audit all ports weekly.

“It’s a labour intensive job for sure,” says Graham.

And made more demanding by an increasing tonnage of logs coming through the Gisborne port – a growth driven by China’s insatiable demand for New Zealand logs, according to Graham.

Mike figures in a big month he measures and tags thousands of logs.

“It’s getting bigger and bigger ... but that has to be good for both the port and the district.”

Gisborne is now the nation’s second largest log exporter. 🌊

More than just a job

Talk a few minutes with Flightline Aviation's Neville Williamson and it's quickly clear why he has been presented with an Aviation, Tourism and Travel Training Organisation Ambassador Award.

The Dunedin based chief engineer has trained almost as many apprentices as the 40-odd years he has spent in the industry. And while those young men may be spread far and wide across the globe it is nothing unusual for Neville to get a phone call from one with a question.

"You cut them loose but them always remain part of your life, so you're always working with them," he says with a laugh. "It's so rewarding to see these young fellas come through and do well." Neville, who is also a trained assessor, was awarded his framed certificate and sculpture at the annual Aviation Industry Association conference, and had no idea he was even in line for it. He's not even sure who nominated him.

"In the past it has been awarded to an organisation, so this is the first year they have targeted individuals," he says.

The sculpture he was awarded signifies the intertwining of people and personalities.

"They figure training is never just training – there is always more to it than that...and you become more than just a boss to an employee."

As well as training engineering, Neville also trains people for their stores qualification.

"My days are certainly not empty."

"The best part of my job is the people – you build relationships with all sorts of people in this game. We may have sometimes heated discussions about things, but at the end of the day we are all a team, and spend more time together working than we do with our



Neville Williamson.

families, so if we don't all get on, we're in trouble!"

Flightline Aviation Dunedin manager Ray Hibbs said Neville's award was well deserved.

"It was great to see recognition for someone who has a genuine passion for mentoring staff, excellent engineering knowledge and an easy rapport that assists him to encourage our trainees to strive towards their aircraft engineering licence."

New Star in the family

There's a new star joining the ranks in the Inner Harbour precinct.

The popular Gordon Gecko Restaurant and Bar is being replaced by the Lone Star Cafe and Bar.

Gecko co-owners Brendan Hiini and Craig McKenzie are excited about the move, saying it will be great for Gisborne.

"We contemplated selling the restaurant but decided we were here for the long haul and that a Lone Star would be the ideal fit for this city," says Brendan, who has worked in Lone Star restaurants before moving to Gisborne. "Hospitality is a tough industry to survive in, and we feel opening a Lone Star offers more longevity to our establishment."



Gordon Gecko, which opened in May 2004, is undergoing a huge makeover and is expected

to reopen in early November.

The Kafka Bar, which is currently next door, will be incorporated into the new Lone Star. Dining and drinking areas will be quite separate, with a major upgrade to both the bar and canopy areas.

The 80-seat Gisborne operation will be the 20th Lone Star in New Zealand. The first Lone Star opened in 1988 in Christchurch with fun and value for money very much in their sights. That remains their raison d'etre, with plenty of

Lone Star specials added to their menu over the years.

"Lone Star is strong on good service and great atmosphere, and appeals to a wide range of people because of that," says Brendan.

He said he and Craig were grateful for the support they have received from landlords Eastland Group.

"We appreciate the vision they have for the Inner Harbour – it's a win-win for all."

Eastland Group chief executive Matt Todd says he welcomes the new addition to the Inner Harbour family.

"They are definitely a good fit for what has become an upmarket precinct for hospitality and retail," he says. "It's good to see investment in recessionary times – that has to auger well for our region."

The sounds of summer

Save January 3 as a special date in your diary.

The Harbour the Beat Jazz and Blues Fest will be taking things to new levels

around the Inner Harbour area.

Bars and restaurants will be buzzing with the sounds of summer from 1pm-5pm. This popular annual event has been extended to include an after party at Shed 3. Head to www.eastland.co.nz

for the latest in updates.

And while it is most certainly a fun day for all, it's also being run for a good cause... money raised throughout the day will go to the Eastland Helicopter Rescue Trust.

Mulching native trees on Titirangi

How true it is that one person's trash is another's treasure.

Just ask the Women's Native Tree Project who have been given mulch by Eastland Port for the trees they have planted on Kaiti Hill.

But it seems the perfect match for the port to be donating mulch to be used on the trees on the historic Titirangi, in whose shadow it rests. General manager, logistics – Andrew Gaddum says he didn't think twice about helping the project which saw around 120 trees planted and more to come in the future.

"It's a worthy cause and given our proximity to Titirangi, I feel it is something we should be supporting as a company. It's nice to see people appreciating how good a product it is."

Women's Native Tree Project co-ordinator Kauri Forno says they opted to plant tough coastal natives, including

kawakawa, flax, cabbage trees, karamu, taupata and kowhai.

"They need to be tough enough to survive up there." She was rapt to receive the mulch, saying they would have had to buy it had it not been donated.

"We're a trust and have to fund raise for every penny we spend...this was fantastic."

The project is part of the ongoing work done by the Titirangi Community Project which was set up a few years ago to

encourage community conservation. All sorts of groups have helped in the quest to restore the hill.

The port also donated mulch for the Women's Native Tree Project to use at the Makorori Children's Playground,

where they are continuing work initially done by the group around 20 years ago. There are 12 women involved in the project – the Kaiti Hill and Makorori areas are just two they are working on, and others include Sistrion's Lagoon and the marine reserve at Pouawa.

"As a group we are really supportive of each other and what our kaupapa is," says Kauri. "Tairāwhiti is very deforested (of native trees) and we want to turn that around and get people involved. Our group involves very different people who all share that passion."

Andrew Gaddum said the mulch was produced out of bark waste from the log yards.

Initially the waste was going into a "rather large hole" but recently the port has been working closely with Judds doing trials processing and screening it. "We've discovered we have a pretty good product here so plan to sell it through Judds."

While he expects it to be small volumes initially, Andrew says this will grow over time. 🌱



Growing strong...Women's Native Tree Project co-ordinator Kauri Forno with one of the trees she and her group have planted on Kaiti Hill.

Second by a snip



Eastland Group's Andrew Gaddum (above) has shown he can foot it with the best young executives around.

The sector general manager of logistics for the group finished runner-up in the central region of the New Zealand Institute of Management's annual Young Executive of the Year Competition. Eastland Group chief executive Matt Todd said he was delighted with the result.

"I back my management team but to

have someone independent assess one of them and rate them top drawer, is very satisfying."

NZIM central communications and membership manager Penelope England said Andrew had really impressed the judges.

"It was an incredibly tough call for the judges and that is why they decided to award Andrew runner-up – it's never happened before and may never again," she says. "He was completely worthy of that extra tick."

The event seeks stand out individuals under 35 years old who are prepared to go beyond perceived limitations and strive for personal and organisational excellence. Eleven entrants from the central region were nominated by their companies and interviewed by a panel of four before a written test on strategic thinking, leadership and business planning, among other topics.

The top eight then faced another round

of interviews. Finalists from each of the southern, central and northern regions have been selected for the national final, which is being held in December. Representing the central region is the Wellington based KiwiBank, general manager wealth Tracey Berry.

The central region covers the top end of the South Island, Wellington, Taranaki, Hawke's Bay and around the East Coast.

Andrew says the competition provided valuable lessons for him, and he feels the broad range of experience he has gained through working for Eastland Group gives him wide ranging exposure to all facets of business.

"The competition was a good process to go through as it required a high level of internal reflection on what I do and how I do it. The calibre of finalists was certainly far higher than I expected and I am honoured to have finished second," he says. 🏆

New Australian distributor

Aviators across the Tasman are in good hands with the announcement that Eastland Aviation are the new exclusive distributor for MD Helicopters in Australia.

The multi-national company, a division of Skysales Aviation, also represents MD Helicopters in New Zealand and throughout the South Pacific.

Eastland Aviation marketing and sales manager Chris Barry says the extensive range of MD Helicopters are well suited to Australia's challenging terrain.

"MD Helicopters are fantastic machines – they're versatile and innovative in design, and ideal for the tough demands of Australian aviators," he says.

"When safety, low noise, comfort and economics are key factors in operating a helicopter, the MD Helicopters range ticks all the boxes."

Eastland Aviation comes with the strong backing of a company well established in the industry and more than 40 years

technical expertise in the team.

An extensive inventory of parts in stock along with access to the MD factory, ensures ongoing customer support.


Chris and Glen Reid are available to chat with pilots and operators, and look forward to meeting new clients all over Australia.

"These are helicopters that have everything going for them – reliability, speed, safety, cost, versatility, dependability, and so much more – from a company that appreciates the importance of the environment."



Chris says it is an honour for Eastland Aviation to represent MD Helicopters in Australia.

"The MD name is synonymous with quality, and has long been the choice for discerning buyers."

For more information visit www.eastlandaviation.com.au 


Priority work to begin

Eastland Port are taking the first steps towards putting into action their new asset management plan.

Tenders are being called for the renovation of Wharf 3, which stretches from the corner of the fuel dock to the

Gisborne Tatapouri Sports Fishing Club. General manager – logistics, Andrew Gaddum, says the wharf was built in the mid-1920s, and is now well in need of structural repairs and rehabilitation to existing reinforced concrete on the wharf.

"Our overall asset management plan for the port prioritised repairs to the Inner Harbour wharf."


Tenders close in October with work expected to start in November. 



Weighbridge working well

Eastland Port contracts manager Annalise Hughes (left) has plenty to smile about now the new split weighbridge is up and running and proving its weight in gold.

The split weigh system allows drivers to weigh their truck and trailer units simultaneously in less than a minute. Combine that with the new layout at the scaling station and log yard and turnaround time of trucks is reduced by around 15 minutes –

all good news with increasing numbers coming through each month. General manager – logistics, Andrew Gaddum, says the changes represent a significant investment by Eastland Group and are in line with ongoing moves to improve productivity. Tenders for the construction of a new three-bay scaling station close mid-October. The station, which will be able to hold six trucks at a time, would double the existing scaling operation and is expected to be built over summer. Photograph by Dave Thomas/The Gisborne Herald 

Commitment to community key for ECT

The Eastland Community Trust has posted a \$6.83 million net profit result for the 2008-2009 financial year – an eight percent increase on 2007-08.

A before-tax result of \$7.04 million profit was a four percent increase on last year's \$6.75 million, and three percent above the budgeted \$6.83 million. The trust's net assets increased from \$60.2 million to \$65.1 million with group net assets up from \$150 million to \$166 million.

Chairman Gary Alexander said it was a pleasing result in difficult financial times and he was happy the trust's conservative investment approach continued to provide a healthy return for the community's benefit now and in the future.

Contributing to the result was the trust's investment in the Eastland Group which earlier announced a record year in 2008-09 recording a \$6.86 million after tax profit and a record dividend paid to the Eastland Community Trust of \$3.8 million.

The 2008-09 year saw the trust support two larger projects, including the

Eastland Community Trust Healthy Homes project, which was funded for a three year period at a maximum of \$500,000 per year.

The second project, in conjunction with the Gisborne Chamber of Commerce, involved the introduction of the 50-seater Air New Zealand Q300 services into Gisborne. This project involves trust funding of just over \$100,000 per annum for three years.

This was the first year of the trust's thrust to introduce "transformational" community investments along with targeted sponsorships. A total of \$1.7 million was allocated for community investment in the 2009 year and, as this was not fully utilised, the unallocated \$1 million will be rolled into the total sum available for the 2010 year.

Gary says the trust will continue to seek and evaluate suitable community investments that have a significant long term positive impact on the community at large. Recipients in 2008-09 included a number of organisations that realised success on a number of levels for the community; Eastwoodhill Arboretum \$5,000, Te Unga Mai Festival \$5,000,




Eastland Community Trust chairman Gary Alexander.

Young Enterprise Scheme \$5,000, and Wainui Beach School \$1,000.

The trust has engaged independent managers, ABN AMRO Craigs, to arrange and administer the asset protection portfolio of \$15 million. The main criteria for this fund is liquidity and conservatism, but with sufficient growth assets to protect the real value of the portfolio.

The contribution of retiring trustee Joe Martin was noted upon. He has been replaced by Philip Searle.

The full ECT annual report is available on the trust website www.ect.org.nz. 

Harbour madness day

Keep December 27 clear for the epic 2009 Harbour Swim.

It's a bigger and better event this year with plenty of fun and excitement for all.

As well as the competitive swimming races for teams and individuals, organiser Bridgette Penny is putting together an afternoon that includes waka races, a bird man competition and other entertainment.

"It's going to be a real harbour madness kind of day," she says.

There will be prizes up for grabs and lots of bragging rights to be won.

Head to www.eastland.co.nz for the latest on this fantastic annual event. 

Value added product a winner

The news is all good from Eastland Port's joint debarking venture with Hikurangi Forest Farms.

General manager – logistics, Andrew Gaddum, says if current volumes continue, they will exceed their expected process volumes for the year.

"Our debarker volumes have increased markedly over the past six to eight weeks," he says.


The debarker, which strips bark from pruned logs before they are sprayed with an anti-sap stain product, got into

full swing in march and hasn't looked back.

"Our partnership with Hikurangi has really come into its own in the past few months," says Andrew. "Hikurangi has an outlet for high quality pruned logs and that premium price offshore is staying stable....they have the market because we are able to treat the logs at the port, adding essential value to the product."

The debarker is capable of processing around 77 tonnes of logs an hour, and able to handle logs up to eight metres in

length and a metre in diameter.

Port volumes in general continue to exceed all expectations, but Andrew cautions that in such a volatile global economic situation, they take nothing for granted. 

So, what do you think?

We'd love to hear from you. Please send your comments to admin@eastland.co.nz

Proudly produced by Eastland Group,
172 Carnarvon Street, PO Box 1048,
Gisborne, New Zealand
Tel +64 6 869 0700 Fax +64 6 867 8563