



The newest jewel in the crown of Smales Farm Technology Office Park is Sovereign House – Head Office for the country’s largest life insurance company.

More than 750 staff enjoy a dynamic open plan design, fitting Sovereign’s philosophy of community, collaboration and transparency. Sovereign House is the first commercial building in New Zealand to use multi-service chilled beam technology, massively reducing energy consumption – just one of a number of energy efficient innovations that make this building the embodiment of the Smales Farm vision of providing “the best place to work and do business”.

New Zealand’s best place to work and do business

Smales Farm Technology Office Park is unique in the New Zealand business environment: the first commercial development designed to enable, support & promote all the dimensions of a modern workplace.



“The vision of the Smale family is to provide the best place to work and do business in New Zealand. Aspiring to being ‘best’ has required us to really think through what that means.” says Smales Farm director Greg Smale



“Our competitive advantage comes from building the kind of environment where people actually want to go to work.”

The new Smales Farm busway station connects Smales Farm to the Northern Busway, New Zealand’s first purpose built two-way road dedicated to public transport. The busway links North Shore City and the Hibiscus Coast to central Auckland with a frequent, fast bus service that bypasses motorway traffic jams.

Unique environment for 8000 knowledge workers by 2017

Prime location – minutes from Takapuna, adjacent to motorway

Unbeatable access – brand new Smales Farm busway station

Highest quality green, sustainable buildings

Landscaped grounds and campus-like atmosphere

Lifestyle facilities: Columbus, Subway, Servilles barber, ASB, Hatsuhana sushi, Quarry Bar, SkinFit, BodyTech gym, Child Pre School.

From its 10.8 hectare, high-profile site between Takapuna and the Northern Motorway, Smales Farm is well on track for its 2017 target of providing more than 100,000 square metres of office space for more than 8000 knowledge workers – while contributing more than \$700 million to the North Shore economy each year and influencing the creation of a further 35,000 jobs elsewhere in the region and beyond.

Behind those figures is a story which starts with providing high quality, environmentally sound office buildings at a competitive commercial price, in a central location close to motorway and public transport and with plenty of parking.

But that, says Smales Farm director Greg Smale, really is just the start. “The vision of the Smale family is to provide the best place to work and do business

in New Zealand. Aspiring to being ‘best’ has required us to really think through what that means.

We think it means delivering the best to ALL our stakeholders: the people who work in our buildings, the companies who operate from our buildings, the North Shore community, local government and – in the widest sense – shouldering responsibility as good corporate citizens to make a positive contribution to the economy and country as a whole.

“Our competitive advantage comes from building the kind of environment where people actually want to go to work. Good design that attends to all the dimensions of the workplace is good business. Our tenant companies enjoy better staff retention – staff are smiling, HR managers are smiling, and chief financial officers are smiling. Positive energy is infectious.”



The new Q4 building has more than 2000 square metres of ground floor retail with Subway, Columbus, Hatsuana sushi, Quarry bar and restaurant, Servilles barber, SkinFit and an ASB branch. These add to the existing crèche and BodyTech gymnasium, completing the social dimensions of the park.



Taking the long view

Smales Farm general manager Daniel Henderson says that a big part of what makes Smales Farm different is the history of family ownership. The Smale family has owned the land through four generations. Today, Smales Farm directors, Greg, Bill and Chris Smale run the operation.

“This family history and continuity of vision is valued by tenants,” Daniel Henderson says. “The security of private ownership, combined with a tight knit and approachable management team gives them the confidence to commit, with most tenants having 12-18 year leases.

“As a family owned business Smales Farm has the freedom to take a long view. Unlike many highly-leveraged property investment companies, we have the financial resources to invest for the future

and carry through on a long term vision,” Henderson says.

To date, the results are impressive. Blue chip tenants, including Air New Zealand, EDS, IAG, Telstra Clear, Toll and Sovereign report high employee satisfaction as Smales Farm delivers on the ‘soft’ dimensions of the workplace dynamic. Spacious, well designed buildings are warm in winter and cool in summer. Green spaces and thoughtful landscaping provide a park like feeling to the campus-like grounds. A growing number of facilities, including a restaurant, a coffee bar, a gymnasium and a creche provide a social dimension, well integrated with the workplace.

Smales Farm director, Greg Smale, says that when fully-developed the park will house the equivalent of the total current working population of Takapuna’s central business district.



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Daniel Henderson,
Smales Farm General Manager



Sovereign House and the Q4 Building show the way forward in environmentally sustainable building with sun screening, waste water recycling, double glazing – all delivering a lighter, brighter, greener work environment.



According to an economic impact survey prepared by Massey University, the fully-developed park will pour \$770 million into the North Shore economy each year and will influence the creation of a further 35,000 jobs elsewhere in the region and beyond.

This, he says, gives Smales Farm strong credibility and support from Auckland city planners both at a local and regional level. “We’re already providing highly skilled jobs for North Shore residents – which is the most educated population in the country. This means there’s less traffic over the bridge and less pressure on Auckland’s CBD.

“Good business is where everyone wins,” he says. “It’s not just about bricks and mortar, it’s about having a vision for a business environment which addresses all the dimensions which combine to deliver a truly excellent place to work and do business – from the viewpoint of all stakeholders.”



**SMALES
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Contact

Daniel Henderson
General Manager

Smales Farm Park Management

Phone : +649 488 2300

Direct : +649 488 2307

Facsimile :+649 488 2303

Mobile : +021 725 725

www.smalesfarm.co.nz

