



# Building value through co-working at INNOV8HQ | DYNASTY SPORTSWEAR

DYNASTY SPORTSWEAR is 100% NZ owned company that produces and supplies hi-quality on and off-field sporting apparel across Australasia. Established in 2016 by Jamal Thompson, Tyler Rakich and Peter Rakich the company works with 200 schools and clubs and over 20 commercial partners including; Manly Sea Eagles, Cronulla Sharks, Tasman Mako's, Canterbury Rugby, Southern Steel Netball, Wellington Saints Basketball, Otago Volts, Wellington Firebirds, NZ Bowls, and Invictus Games.

26 staff service NZ and Australia with head office located in Auckland and manufacturing out of China. The company applies a blend of national and regional account management understanding the importance of local presence in regional markets supported by the head office in Auckland. We caught up recently with Josh Tasman-Jones, Business Development

Manager, to get his insights on building business value through relocation to a co-working space.

## Why did DYNASTY SPORTSWEAR consider relocating to a coworking space?

**JTJ** – “Back in 2016 I was working from home but felt my productivity was suboptimal. I had heard about this new trend called co-working which suggested you could increase productivity and wellbeing by working in a modern space as part of a diverse collaborative tribe. It sounded pretty cool and more professional as opposed to working from home. The other factor was my player commitment to national and regional cricket. I wanted to be in a working environment that reflected the same level of professionalism I had with my sporting life. Working from home wasn't creating the emotional and social space I needed to relax and

recover so something needed to shift.”

## The Challenge of Relocating for DYNASTY SPORTSWEAR

**JTJ** – “Relocation was minimal for me as I was primarily working out of home off my laptop. The thought of locating closer to the heart of Dunedin's business precinct and 'plug and play' was compelling. The only negative is with Vogel Street's popularity is the growing scarcity of car parking, that said now I've found a secret car park so I'm living the dream”

## What due diligence to complete to scope your relocation options?

**JTJ** – “After doing more research on coworking benefits I visited a couple of sites. My perception was some required more admin to get set up and the flexibility on service bundles seemed rigid.

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I researched further and found INNOV8HQ through a Google Search. I called the owner Heidi Renata and she invited me over for a site visit. Interestingly, when I arrived the space was still in its final phase of construction prior to opening. Without hesitation Heidi welcomed me in and did a great job helping me visualize the space in the future. So it was easy to see the value in the business operating out of INNOV8HQ. I truly believe that her and Steve's vision has come to reality and it is the best co-working space in Dunedin, if not across the country."

**Why did you end up choosing INNOV8HQ as your co-working home?**

**JTJ** – "I choose INNOV8HQ as my space of choice because I liked the balance between making it feel homely, friendly and welcoming every day with all the tools you need to work productively and be professional. As I said earlier Heidi sold the

vision well even though it was under construction... everything she said would be there... is there!"

**The DYNASTY SPORTSWEAR Difference in Relocating**

**JYJ** – "Moving into INNOV8HQ coincided with a renewed company focus around creating products that are environmentally friendly. It makes me proud that we are role modelling how to be responsible as a business and manage our carbon footprint.

As one of the pioneer residents, I've tried to be a positive member of our INNOV8HQ community. In true Otago style, I've found that consistently exhibiting a hard work ethic and resilience is the best way to inspire. My mantra became 'do what you say you're going to do'. Talk is cheap and the locals can identify authenticity in a heartbeat."



Josh Tasman-Jones

**CORONAVIRUS COVID-19 UPDATE**

**How has COVID-19 impacted Dynasty Sport and service delivery?**

**JTJ** - "Dynasty staff had the ability to work from home pre COVID-19 so from an operational perspective we were relatively unaffected when lockdown was announced. The Level 4 period did allow us time to reassess our structure and deliver systems and make refinements to provide even better service.

On a personal level I actually enjoyed the initial downtime during Level 4 but as the weeks went by I felt myself wanting more and more to separate my work and home life. There's something about coming into the office to start a fresh day then shutting down the laptop at the end of the day to leave your work at the office.

Coming back to INNOV8HQ has been awesome, especially being to see familiar and friendly faces and reconnect at a safe distance. Overall I'd have to say the COVID-19 transition has provided good learnings around how to separate 'work' time from 'home' time and appreciate value of a professional co-working space"

**So 3 years down the track what are the key results?**

**JTJ** – "The biggest shift was improved work productivity once I became a resident of INNOV8HQ. In 12 months we

went from little to no regional identity with 4 accounts to over 60 accounts across the lower South Island region, the majority of which are based in Dunedin!

Over the last 12 months, my role has shifted to more national accounts requiring more domestic travel. A big positive of being based out of INNOV8HQ and Dunedin is that although I originate from Auckland I'm now considered a local! When the national team out of Auckland needs that local touch in the South Island you know who they are going to call!

I would recommend to anyone looking for transformational growth to check out the INNOV8HQ offering, working from this space you 100% won't regret it, it'll be the best decision you can make for your productivity and business while still gaining a better work-life balance."

INNOV8HQ Ltd is Dunedin's premier co-working space designed to support and grow start-ups, SMEs and regional corporate teams. Founded in 2016 and wholly owned by the Renata family, it is located in 123 Vogel Street, the modern hub of Dunedin's business precinct.

INNOV8HQ's residency profile is home to 12 resident businesses representing 10 sectors and a growing cohort of non resident co-workers, training and event guests. The space offers over 373sqm of

resident space, 100sqm of hot-desk space, 20sqm of meeting room space, 11sqm kitchen and 9sqm of fully equipped rest facilities. Co-share services range from 10Gbit fibre capacity with 1Gbit wireless WIFI, online web service support to printing, photocopying, and refreshments. Residency 24 hour access is secured via SAITO swipe technology and building access managed by Dunedin Security.



*"We're lucky to have hosted so many cool people and businesses over the last 4 years and Josh has been one of them. His energy and attitude in life and work is inspiring and admirable and he's an asset to our community and business leaders."*

**-Heidi Renata, CEO and Co-Owner INNOV8HQ**

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