

The BankLink and Rowing New Zealand Story

BankLink is very proud and excited to announce that we will be the Principal Partner to Rowing New Zealand for the next five years. Throughout those five years rowers will be endeavouring to be chosen to represent New Zealand at five World Championships and the Olympic Games.

This partnership funding will enable Rowing New Zealand to considerably move forward in being able to plan ahead, focus on key goals, and give as much support as possible to the elite squads to make their life a bit easier and allow them to focus on their job of rowing.



An iconic story

Rowing in New Zealand is an iconic sport. Established in New Zealand in the late 19th century, rowing has been a part of New Zealand culture, folklore and sporting heritage from the beginning. It has as much mana and heritage as our other national past-time, rugby union.

Rowing, like many New Zealand sports, was introduced to New Zealand as part of our colonial heritage. We have flavoured rowing with our own unique brand of egalitarianism and freedom of spirit. Rowing is no longer a sport just for the elite, but instead for those who have the dedication to make themselves better using an oar, to spend many hours training on the water, and who have a strong self-belief.

As such there are qualities that can be identified and associated with both BankLink and Rowing New Zealand and these are:

- **Pioneering** – leaders from the beginning in their respective fields and pursuits.
- **Success-driven** – imbued with a spirit to succeed and a desire to be world-beating in performance, excellence and quality of output.
- **Iconically Kiwi** – representing the best of Kiwi ingenuity and an original approach to finding winning and lasting solutions.
- **Proven track records** – both BankLink and Rowing New Zealand have established histories that show ongoing development and achievement, with teams committed to delivering success.
- **Overcoming challenges** – both BankLink and Rowing New Zealand have overcome formidable challenges both locally and internationally.

A little BankLink history

BankLink was founded in Auckland in 1986 with the aim of providing a time-saving service to the Accounting Profession.

It was clear to the founding directors – Malcolm MacDonald, Derek Jones and Steve Agnew, that one of the most time-consuming processes undertaken by accountants was the re-keying of their clients' bank statements into the practice's own computer system. It seemed logical that if this data was already recorded in the computer systems of

financial institutions, it would be possible to transfer the data directly to the accountants' computer systems – and so, BankLink was born.

Today, BankLink provides over 2500 accounting practices with transaction data from more than 100 banks and financial institutions throughout Australia and New Zealand.

Furthermore, with the burden of manual data entry now eliminated, today's accounting professional is empowered to work more closely with their clients to make informed business decisions based on accurate data and business reports provided by the BankLink service.

BankLink and Rowing

BankLink believes that Rowing New Zealand represents a sport that embodies the very best that the country has to offer in terms of:

- Dedication to absolute excellence,
- Taking on every challenge to be the best in the world,
- Accepting nothing but the best in performance outputs, and
- Always seeking continuous improvement.

After all, no matter how many gold medals and business successes we might have had in our respective fields, we never forget we are only as good as our last performance.

Sport, like business, is a team effort. Regardless of whether it is a single-scul or team of eight, there are always a team of people behind the scenes ensuring that the many tasks and fine details are looked after.

Attaining world success and Olympic gold is the pinnacle of achievement that we should all strive for everyday. Global achievements require long-term planning and vision combined with a relentless dedication from a team just as committed to securing the same outcome. All these qualities in Rowing New Zealand are also ones that underpin the values at BankLink. The same approach is true of BankLink's relationships with its clients and customers – our success and growth is inextricably tied to theirs.

BankLink is delighted to support rowing through the BankLink – New Zealand Rowing Championships in all its many clubs, and the thousands of athletes, supporters and fans throughout New Zealand.

We know that every endeavour takes a significant commitment of time and energy. Accordingly BankLink will, as principal partner, support Rowing New Zealand for the next five years to ensure they will now be able to focus on giving their teams the best support possible – this means everything from air travel to get to overseas competition, assistance with training expenses, and the many incidentals that all add up. This level of support will hopefully be translated in even more gold medals and success on the world's stage.