

# LexisNexis® Practical Guidance

## Case Study

Hurricane Clothing's David Byrne tells how he 'can sleep easier' having reduced risk and increased efficiencies with Practical Guidance.



David Byrne  
Owner and Managing Director  
Hurricane Clothing Company

### Overview

David Byrne, Owner and Managing Director  
Hurricane Clothing Company (Hurricane),  
Wellington, New Zealand.



Hurricane's busy stores are some of the capital city's most popular fashion destinations. Their brands are known for the latest in denim, street-wear and contemporary clothing.

Operating for more than two decades, Hurricane has become an icon in New Zealand's fashion scene.

Its keen promotion of emerging labels and events has won wide acclaim from the industry and consumers.

Hurricane operates from a central office that controls buying, marketing, finance and personnel functions. Team members are encouraged to be multi-skilled in managing the diverse operational and administrative requirements of the business.

Read this interview with Owner and Managing Director, David Byrne to learn how this strategy has enabled greater focus on their core retail business.

“ People are a big part of Hurricane Clothing's success. We proactively manage personnel requirements, focusing on systems that enable our managers to be informed and responsive. Practical Guidance provides certainty we're up-to-date with legislation and are well equipped to manage any issues that may arise.

David Byrne

### The challenge

The retail sector is one of the largest employers in New Zealand. It also sees a correspondingly high turnover of staff which puts increased pressure on businesses to streamline recruitment and employment life-cycle processes.

This market is becoming increasingly competitive – driven by a challenging economy, growth in online sales and shifting consumer trends. Now, more than ever before, retailers are focused on driving efficiencies in key cost centres – such as personnel.

Hurricane is no different. With around 35 staff across the company's three sites, personnel management is a key role for managers.

Employing this many people doesn't come without risk. One mistake could be costly, so the company places a great deal of emphasis on procedure, education and systems - ensuring it complies with the latest legislation. Tools such as Practical Guidance form a fundamental part of these resources.

### The solution

Hurricane has deployed **Practical Guidance – Employment Law for Business** to improve efficiencies across the group and to ensure it is compliant with New Zealand employment law.

**Practical Guidance – Employment Law for Business** provides online access to the most current and accurate legal information on a range of employment law topics. It's written by legal experts specifically for non-lawyers so Hurricane can deal with a range of employment issues with confidence and ease.

This proactive response is seen as a natural extension to their already robust insurance and training policies. Ensuring everything is right from the start means that managers can concentrate on driving store performance – and less time worrying about staff issues.



“I don’t think you can put a price on the cost of stressful employment situations. These have the potential to consume emotions and distracts from the enjoyment of running a business. With Practical Guidance, we’ve reduced that risk –which means I can sleep easier.”

David Byrne

## Q&A with David Byrne

### Challenge 1: Staying up-to-date

Q. New Zealand employment law is a complex and constantly changing area. Without having a dedicated in-house specialist, how does Hurricane keep up to date with the latest in procedures and contracts?

A. “Practical Guidance has helped us ensure forms and procedures are correct from the outset. There’s no guessing, time wasted on research or chance we’re using legacy content. Now we know our resources are current – which is reassuring.”

### Challenge 2: Getting it right the first time

Q. How do you manage risk to ensure Hurricane is always ahead of the game and gets it right first time?

A. “With Practical Guidance we’re so much more confident we’ve covered all areas – and that staff are trained properly to manage issues now. Even so, should a problem arise, we know Practical Guidance has the resources to help.”

### Challenge 3: Reducing costs

Q. Specialist legal advice is costly but can be limited if a business takes the initiative to manage and respond to risk. How does Hurricane control such costs and improve performance of personnel management?

A. “We already spend a great deal with professional advisors on leases and day-to-day business matters, but realised there was a way we could save when it came to employment issues. Practical Guidance has given us the tools and confidence to manage most employment requirements.”

### Challenge 4: Strategic personnel management

Q. Hurricane operates in an industry with a high staff turnover. How do you ensure employment and induction process is flawless and professional?

A. “When new employees see the structure and systems behind our deployment of Practical Guidance they know we’re serious. We happily share our strategy for getting it right from the outset with them. Quickly they realise there’s no vulnerability here.”

## The online platform homepage



### What’s included?

- ✓ Essential employment law topics
- ✓ Legal topic overviews
- ✓ Guidance notes
- ✓ Checklists
- ✓ Template documents
- ✓ Latest legal updates

For more information about Practical Guidance – Employment Law for Business visit [www.lexisnexis.co.nz/practicalguidance/elb](http://www.lexisnexis.co.nz/practicalguidance/elb) or call **0800 800 986**.

