

ISSUE 08. DECEMBER / JANUARY 2017

Central Park **NEWS**

LOCAL BUSINESS IS OUR BUSINESS



John Blewett
West City Auto Group

*Driving business
in the fast lane*

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FROM THE TOP



John Schipper,
Chairman

Merry Christmas and a safe New Year

As I reflect over the past 12 months, I see an Association that is fast growing, dedicated to the cause of going into bat for its members.

As Chair, I have been blessed to have a great team around me for guidance and encouragement - without their passion CPBA couldn't survive.

Some of our activities this year:

- Memorandum of Understanding with RBA
- Advocacy for CPBA District
- Roundabout Magazine / Central Park News
- Business Directory
- Hostings
- Graffiti - Zero Tolerance
- RBA

Memorandum of Understanding

A MOU between CPBA and RBA was signed in May this year. Its objectives are that both associations' relationship will continue, with associated membership benefits. It also gives a powerful voice for both associations in dealing with Auckland Council.

Advocacy

CPBA have presented 2 written submissions to the Auckland Council, the first being the Rates and Interim Transport Levy. CPBA was strongly opposed to businesses paying more towards the Levy. Other Associations also submitted objections, and we had a great result with Auckland staying with the status quo. Our second submission was on the Auckland Transport plan to widen Lincoln Road from Triangle Rd up to Te Pai Place. We have opposed Council's recommendations as the scope of work will have an adverse effect on businesses along this corridor.

We are extremely grateful to Dr Grant Hewison (Lawyer specialising in Local Government Policy and observer on the CPBA Board) for his expertise in these areas.

Roading

This year we have seen an increase in roading issues in Central Park and and Paramount Drives. I have met twice with Councillor Linda Cooper, Alfred Ngaro (List MP), Shane Henderson Massey Local Board Chair and Owena Schuster from Auckland Transport. We have managed to get two lanes reinstated from Lincoln Road heading down Central Park Drive and stopping just south of the new Soljan Drive; the lights at this intersection were reset, and temporary signage was installed.

Magazine - Central Park News / Business Directory

When we entered into the MOU with RBA we were encouraged to print our magazine on the flip side of RBA's magazine Roundabout. The inaugural Central Park News hit the streets in May this year. 1500 copies are distributed monthly to the Central Park district and 1500 into the RBA district. We're grateful to RBA for allowing us to piggy back onto the success of their magazine and we hope the stories, news updates and profiles make for interesting reading and also create a sense of business community. The Business Directory is also a very useful tool to locate local businesses and both have generated an income for CPBA.

Hostings

We have been invited by RBA to some joint hostings this year; CPBA also shared a stand with RBA at the West Auckland Business Showcase. We tried an informal get together at the Hangar Bar in September with no idea who would turn up but to our surprise we had 40+. It was noted that everyone enjoyed the concept and I'd this to happen more often next year.

Graffiti - Zero Tolerance

With some graffiti / tagging appearing in Central Park Drive of late, we have decided

to have zero tolerance to this form of vandalism. If you see any graffiti please contact myself or Garry Bates; we can then instruct the "Tag Out" team to get rid of it at no expense to Business Owners.

Rosebank Business Association

I would like to thank Mike Gibson CEO and the RBA Board for their invaluable input into CPBA. They have offered guidance and encouragement in everything we have done and the support by the team has made day-to-day life easy for us. Mike, thank you for your vision and expertise in so many areas - yes, we are truly "Stronger Together."

CPBA Board

Thank you to our board members Lawrence, Nicole, Tim, Nick and Kelvin for ably assisting me and stepping in when I was either late or unavailable. Big thanks also to Garry Bates who looks after memberships and finding pieces for the magazine; your vigor and enthusiasm for CPBA is unrivalled.

Conclusion

As I reflect over the past 12 months, I see an Association that is fast growing, dedicated to the cause of going into bat for its members, and not scared to get a bloodied nose along the way.

I hope in 2017 we can keep this momentum going and that you can see how worthwhile it is to belong to CPBA. If we stand together anything is possible!

On behalf of the Board, I wish you all a Merry Christmas and safe New Year.

John Schipper, Chair CPBA
johns@davisfunerals.co.nz



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www.centralparkbusiness.org.nz



Want more regular news? Like us at www.facebook.com/Central Park Business Assn - West Auckland NZ and you'll hear about things as they're happening!

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The Central Park News is published by the Rosebank Business Association Inc for the Central Park Business Association. 3000 copies are distributed free to approximately 1200+ businesses in the Rosebank and Central Park business districts. Editorial included in this publication reflects the opinions of the contributing authors and does not necessarily represent the views of either Association.



'The Goods' from Garry

Garry Bates,
Business Development Manager

At the end of the road....

Steve Braunias made it his mission to eat Lincoln Road. He has come to the end.

In February of this year Mr Braunias embarked on a journey to eat his way along the second busiest road in Auckland - our own Lincoln Road, with an estimated about 45,000 vehicles daily. His mission: To eat at every one of the 55 food outlets along the three kilometre road.

He gave big 'wraps' for two of our members; the **Coffee Club** and **Pita Pit**. I go to both and really enjoy their food and cheery welcome - they have become integral parts of the local scene and we applaud them.

The Coffee Club - "An elegant place to meet," says the article in the NZ Herald. "There are good Coffee Clubs and bad Coffee Clubs throughout New Zealand but I warrant one of the very best is the one in Lincoln Road, thanks to franchisee Saten Sharma".

My current 'fav' there is the delicious eggs bene for seven bucks - the hollandaise is delicious, perfectly seasoned with the right amount of tang. I'm also loving the \$10 breakfast menu, such great value. His success is testament to the number of awards on the counter as you enter.

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Saten Sharma



Sophie, Nicola and Victoria Mason

I first met **Pita Pit** owner Steve Mason when visiting member ACG Sunderland. Steve was toting in a huge basket of Pita's for a meeting there, and after our introduction told me he wanted to talk to me about joining. He delivers lunches to many of the businesses/members in our area so wanted to be part of the Association.

Steve Braunias rates Pita Pit. "The church of pita on Lincoln Road is clean, bright, and cheerful." And, when ordering a petite pita, also known as a pitata: "What I'm saying is that everything about that pitata was absolutely delicious. The taste remained in my mouth all afternoon."

I certainly agree with that; every month I deliver the CP News to our stand in Pita Pit, and I have a bite to eat whenever time allows. The chicken pitata rocks.

Steve (that's Mason) is joined by wife Nicola and their daughters Sophie and Victoria (pictured) in this delightfully friendly family business.

Awesome work, Saten and Steve...we totally concur with the findings of the Man who ate Lincoln Road.

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CrestClean

Caroline Wedding is busy and she's going to get busier as CrestClean gears up for a year of celebrations to mark a phenomenal two decades of serving New Zealand businesses.

The commercial cleaning company reached a 20-year milestone in December. From small beginnings in 1996, the New Zealand-owned firm has grown to a highly-trained team of more than 1790 personnel who provide cleaning services to nearly 4000 customers nationwide.

CrestClean's personnel are franchised

owner-operators who carry out the cleaning of their customers' premises. They have invested in their own local business and they are committed to providing good customer service. The result is a consistently high level of service from a motivated cleaning team.

Caroline is Crest's Auckland West Regional Director and she's been with the company for five years. Ask her what she likes about West Auckland and you'll see her eyes light up as she talks passionately about the people she meets in her day-to-day job servicing her customers' many needs in the fast-growing area.

"I like to treat customers and my franchisees as people I care about. I want to give them the best I can," she says. "The pleasure of doing business in West Auckland is the people. There has been a lot of support, in particular from the Rosebank Business Association and West Auckland Principals' Association." She has made some "lovely" friendships through networking. "It makes it really nice to go to work each day."

Does Caroline have a personal motto? "I absolutely like to deliver on my promise. If I say something to someone, then it's going to happen."

Caroline says having professional and well-trained people makes all the difference. CrestClean is the largest private trainer of cleaning personnel in New Zealand. Among Crest's cleaners in West Auckland are franchisees Tanuja and Sanjay Patel. "The husband and wife team are shining stars," says Caroline. "Tanuja is my go-to person who helps if any of our customers need support outside of their normal cleaning hours."

Caroline says people might not realise the wide range of extras Crest can offer as part of a comprehensive commercial cleaning service. "Our Pure Water Window Cleaning is popular and we can offer our customers carpet cleaning as well as a complete service for pest control. Property caretaking is a service also offered by Crest."

CrestClean

Caroline Wedding
Auckland West Regional Director
Email: caroline@crestclean.co.nz
Phone: 021 899 697
Website: crestclean.co.nz

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*Smarbuy, at the end of the term, you can choose to keep the car by paying the Guaranteed Future Value, trade it in on a replacement vehicle, or return it (subject to certain conditions and excess charges). Please talk to West City Holden for further details. Lending Criteria, terms and conditions and fees apply. This includes an establishment fee of \$236, and a PPSR fee of \$10. Interest will be calculated at a fixed annual rate of 9.99%. Offer not available in conjunction with any other offer. Holden Financial Services is a division of Heartland Bank.

West City HOLDEN

Suzuki Vitara LTD 1.6

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West City SUZUKI

2016 Kia Sorento SX



\$49,990 +ORC

Note: Picture shown may vary to actual vehicle

This class leading medium SUV is standard with leather, 18" Alloys, Navigation, Smart key, LF Seat height adjuster and Privacy Glass. 4yrs Finance with 10% deposit and \$199 per week over 48 months with final payment of \$18,000 GST inclusive.

Lending Criteria, terms and conditions and fees apply. This includes an establishment fee of \$296, and a PPSR fee of \$10. Interest will be calculated at a fixed annual rate of 9.99%. Offer not available in conjunction with any other offer.

West City KIA



National Mini Storage

Are you running out of space in the office with old files or excess stock taking up valuable room?

Does your car sit outside because your garage is full of boxes and furniture?

Are you moving, selling, renovating, need to de-clutter or just keep your possessions somewhere safe?

If so, then a storage unit with National Mini Storage's Henderson branch might be the key to creating space.

The Henderson branch of National Mini Storage, which can be seen from the motorway near the Lincoln Road interchange, has been providing secure self-storage solutions to people and businesses in West Auckland since it opened in 2002. 100% NZ owned and operated, the company has 9 branches around Auckland, the first of which opened in 1991.



There are over 600 storage units, and 24 different sizes to choose from. Security is paramount and the facility has electric fences, CCTV, monitored alarms, access controlled entry, individual alarms on all storage units, and daily lock integrity checks. Access to the facility is available from 7am to 8pm all week.

Branch Manager, Michael Logue, says that, "By far, the most enjoyable part of the job is being able to help people out when they are going through either a major change in their lives or a big move which can be quite a stressful time for them. With a range of different sized storage units, we have a storage solution for everyone's needs. My team and I aim to make the process of using a storage unit as easy and stress free as possible."

As well as storage, they also sell a range of cardboard boxes and packing items to help pack and move. There is also a covered trailer that is free for customers to use when first moving items into their storage unit.

So, if you're running out of room and need to create space, wanting to store seasonal items that just clutter up your home, moving house or heading overseas and looking to store your possessions, a business wanting to store documents or extra stock items, or just don't have space at home for a car or boat, then give Michael and his friendly team at National Mini Storage's Henderson branch a call and they will give you all the help you need to find the right storage solution.

National Mini Storage

7 Tony Street, Henderson

Phone: 09 836 4293 / 0800 784 734

Website: www.nationalministorage.co.nz

Office Hours: Monday to Saturday 8am to 6pm, Sunday 10am to 4pm.



High Wire Electrical

Alaric Jacobsen, Director of High Wire Electrical, started his own business in 2013 after realising he had the expertise, drive and budding relationships to get his own company off the ground. Three years later, what started with 1 man and his van now has 3 employees, (4 if you count the dog), 2 vans and a growing customer base - and High Wire Electrical is going from strength to strength.

When High Wire Electrical first began, the day mainly involved residential work, such as house re-wires, alarm fitting, lighting, data and hot water electrical issues. However that has quickly expanded to include major contracts with assorted commercial customers, new executive residence builds, and government agency contracts, where no 2 jobs are ever the same.

Quality workmanship, a 'do it once, do it right' attitude and their reputation of providing honest, electrical services at excellent value, whilst working hard to maintain happy customers every time they do a job, have proved successful and are evident in the continual repeat and referral business they experience.

Their main service areas are West, North West and Central Auckland; however they have the flexibility to travel Auckland wide as their clients require.

For an obligation-free quote on your electrical requirements, contact High Wire below.

High Wire Electrical

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Exeloo

Intelligent Public Toilets by Design

Exeloo designs and manufactures intelligent prefabricated public toilet systems for suburban parks, city streetscapes, transit networks and tourist gateways. Servicing local government, landscape architects and civil contractors, Exeloo designs pioneering automation technology to shape urban architecture that communities can be proud of.

At over 1200 sites worldwide, local authorities, event venues, transit authorities, businesses and tourist attractions rely on the technology, convenience and innovation of Exeloo toilet installations.

Partnering with landscape architects and designers, Exeloo combines the advantages of fully relocatable prefabrication with a rich architectural tradition, continually striving to provide public amenity buildings that are a canvas for creativity and design excellence.

Exeloo has a proud heritage of bringing ground breaking technology and taking it to the world. From automated self-washing cubicles to touchless sensor applications, Exeloo has been the last word in public hygiene, safety and personal comfort.

From humble beginnings in one of the first buildings to be built in Paramount Drive, Exeloo has continued to grow and today is a multinational exporter with offices in Australia and the USA. Exeloo employs a 31 strong talented and dedicated team to build public toilet units and as a strong local community supporter is proud to be a member of the Central Park Business Association.

Exeloo

26 Paramount Drive, Henderson, Phone: 09 838 8912
Website: www.exeloo.com

NEW CPBA MEMBERS IN NOVEMBER

Adventure Specialties Trust

30+ years experience providing adventure and wilderness experiences on NZ rocks, rivers, mountains, caves and coast. Their client experience is diverse. Schools, youth development and companies all use their services.

Contact: 4 Winston Place off Central Park Drive, Phone 09 837 6033 Website: adventurespecialties.co.nz

Avondale Jockey Club

The Club was founded in 1889 and stages 12 fixtures a season; an enjoyable visit for mid week racing, ANZAC day being their feature. Rooms are available for weddings and conferences. Contact: 2 - 48 Ash Street, Avondale, Phone 09 828 3309

Rotary Waitakere

An international service organisation - their Soap Box Derby has proven to be an overwhelming success on all levels, including fund raising, sponsor's satisfaction, schools participation and community entertainment. Meetings at (CP member) The Coffee Club, Lincoln Rd. Contact: rotarywaitakere.org.nz

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Contact: 1 Westgate Drive, Massey, Phone 09 831 0205
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Pump Solutions and Equipment Ltd

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Auckland Vehicles Hyundai and Isuzu

New Dealership opening on 31st March (as you see, presently under construction). Contact: 156 Central Park Drive, Phone: (currently) 09 580 8800, Website: av.co.nz

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We had the pleasure this week to meet with John Blewett, Managing Director, who told us the story behind the success of his dealership, West City Auto Group, based in Central Park Drive.

Born and raised in West Auckland, John started work as a truck driver in his late teens. At that time, the unions were dominant in New Zealand business and this had a significant impact on John's outlook to his working life. He realised he would only succeed by his own efforts and not as a right.

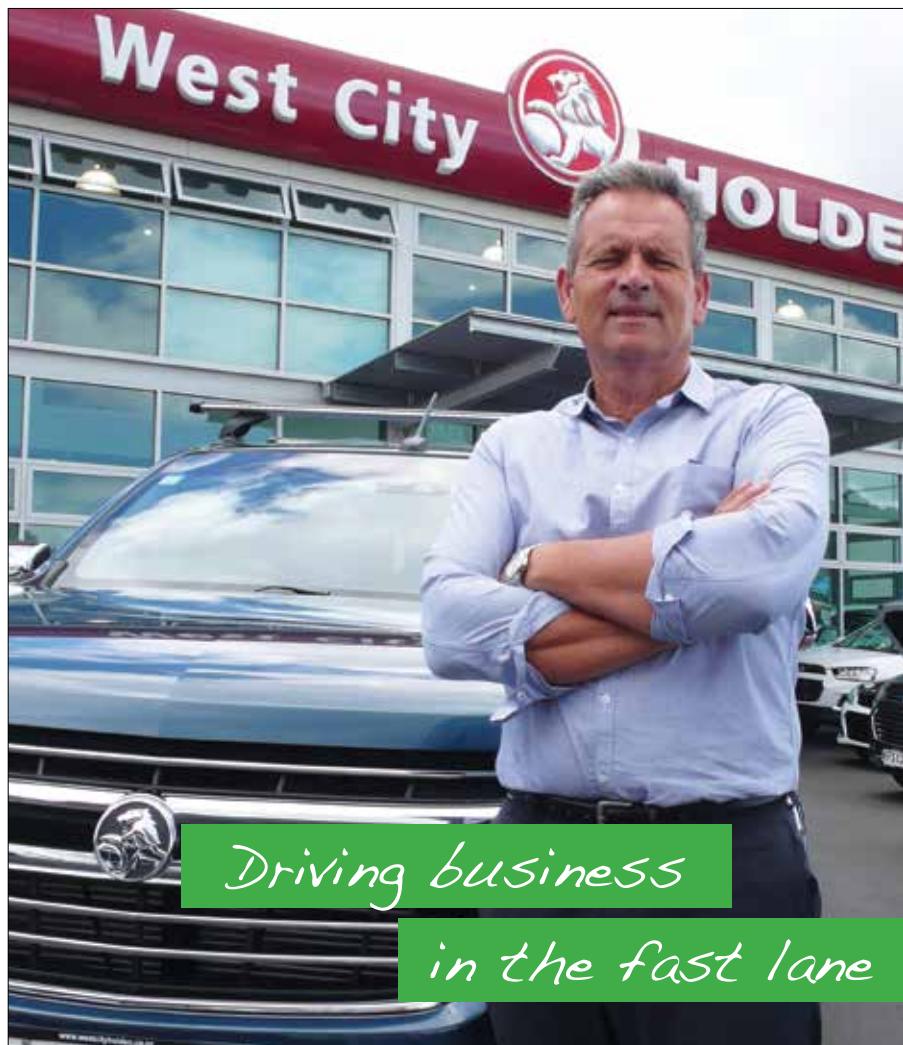
By the time he turned 20, he had his first sales job at Nissan NZ in the city where his passion for motors and machinery flourished. With a desire to learn and to progress within the industry, he moved back West, working for Frank Perry's Perry Motors, a smaller organisation but with far more opportunities. Frank was a great mentor to John.

He stayed with Perry for 12 years, learned the ropes and decided his next step would be to set up his own business.

John bought Keith Hall Motors in 1993 and although the car yard was already full of Hyundai and Volkswagen vehicles, he contacted General Motors and requested a Holden partnership.

Back then, West Auckland was represented by Toyota, Mitsubishi and Ford but not Holden. GM was reluctant to have representation due to the previous failure of two different dealers. West Auckland was a difficult area for the motor industry at that time, being mainly a dormitory city and viewed as having limited business opportunities, and it was felt that a dealer was not required. But after a year of negotiations, the deal was signed.

Then begins the story of continuous expansion, buying extra land to cope with



said expansion, adding new brands to his portfolio such as Kia and recently Suzuki.

Although relatively young as far as a motor industry business is concerned (youngest Holden Dealer in Auckland by 25 years) John is proud of the service length of his staff. This year he will recognise 3 more staff completing 10 years' service with West City. Some started their careers there and more than 25% of the staff have 10 years or more service. And December marked the first

retiree from West City after 15 years' service. He certainly values his people.

This year, Holden rewarded John's business growth by recognising his dealership at a Group 1 level and that is a great achievement for West Auckland as it finally recognises the West as a major Metropolitan centre. Kia also recognised West City this month with the 2016 Customer Satisfaction Award.

"The great thing about business is the ability

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to push boundaries. Our area is still growing, we need to work with each other to change the 'Westie' perception and make this place a tight business hub in the future," John said.

The man behind the business appreciates cars. He owns old Holdens, Buicks and VWs, and also has a few BMWs that he likes to race. "I enjoy motor vehicles whatever the brand and am lucky to be involved in a business that I'm passionate about," enthuses John.

Although his son Ash is not involved directly in West City Auto Group, he is a director of the Motor Sport company West City Motor Sport with John. And with a degree in mechanical engineering, he not only appreciates motors, he races them.

On his own accord and without his dad's influence, Ash Blewett has made a name for himself. Let the results speak for themselves:

1st Toyota 86 Championship New Zealand 2015/2016

3rd Toyota 86 Championship New Zealand 2014/2015

2nd Toyota 86 Championship New Zealand 2013/2014

1st Castrol BMW Race Series 2 Litre Championship 2012/2013

1st Castrol BMW Race Series E30 class 2011/2012

But wait there's more... He came back recently from his first drive on the iconic Bathurst 1000 circuit in Australia. The 26-year-old scored the opportunity to compete on the 6.8 kilometre track as part of his prize for winning the 2015-2016 Toyota Finance 86 Championship.

He raced in the support category Toyota 86 Race Series, finishing in the top ten with over 40 competitors.

No doubt we will hear more about Ash's racing career in the future.

On a philanthropic note, John Blewett is a firm believer in supporting the local community and has supported many Community projects groups around West Auckland. West City Auto Group has supported many of the Community patrol initiatives around various local neighbourhoods. West City has gifted and assisted these groups get underway with vehicles and fit out, most recently the new Massey community Patrol with two new

Suzukis and the patrol volunteers couldn't be happier or more grateful. There are now 6 cars out there including in Massey, Oratia, Te Atatu and Henderson Valley making sure our community stays safe.

Also recently, John became involved with KiwiHarvest, Auckland's perishable food rescuer; collecting good food before it goes to waste and distributing it to those in need to nourish the wider community. A spokesperson recently said: "Now thanks to the help of John and the West City Auto Group and our other major supporters we have found our second KiwiHarvest truck which means we can double our impact." The truck is fully refrigerated so it can safely



transport perishable items that are temperature sensitive and close to their best before date.

Prior to this involvement, John had already partnered with Fair Food, another organisation that is constantly working to deliver its vision of 'Addressing Hunger and Tackling Food Waste'.

No wonder then, that John Blewett

always signs off with 'We're part of your community'. Actions speak louder than words and John has certainly delivered (no pun intended).

You will also find that on a sponsorship level, West City Auto Group supports Aktive - the combined Auckland regional Sports Trust. Aktive is challenged with rolling out sports and fitness programmes throughout Auckland. On a local note you will find West City's logo on the side of Sport Waitakere's vehicles and West City has been a sponsor of the Northern Mystics Netball team based at the Trusts Stadium. "Supporting sports teams has a positive impact on our communities," John believes.

John Blewett has big plans for the future in terms of refurbishing his existing car yards but also expanding his business to the new North West Town Centre. The building of a second dealership has already started with the aim of completing it by early 2017 and John says: "We will look forward to enhanced convenience of the new facility to many of our customers and like on Central Park Drive, the new premises will include service and parts departments for more complete experience. And more importantly demonstrates our commitment to the West as a strong and vibrant city to do business."

This article doesn't come with a discount voucher for your next car purchase but please don't hesitate to visit John and his team at 130 - 134 Central Park Drive, Henderson. Phone 09 837 0907



Automated External Defibrillators

Back in March Debtworks CEO, David Tombs, suffered multiple heart attacks whilst out mountain biking. Luckily he survived, despite ignoring all the usual tell-tale signs such as chest pain, sore arms etc. and you will see him out pounding the streets most days as he gets into the routine of walking at least 10,000 steps a day.

David has generously donated an AED device that will be installed in Debtworks Offices shortly for use by anyone requiring it.

CPBA Members with Defibrillators include:

Davis Funerals, Carters Henderson, Douglas Pharmaceuticals Ltd, Douglas Manufacturing Ltd - Central Park Drive, ASB and North Western Toyota - Lincoln Road, First Training Ltd - 22 Moselle Avenue, Jenkin Timber - The Concourse

We wish to start a register for our area, so if any other company has one please advise me (Garry - Contact details in CP News)

For information and locations visit <http://aedlocations.co.nz>