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Cover: Photography by Smoke.co.nz

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www.westaucklandbusiness.co.nz



WABC - @WestAKLBusinessClub
CPHB - @CPHBusiness



EMBRACING CHANGE

A New Chapter for Our Business Association

As the curtain falls on another Annual General Meeting (AGM) season, our organisation welcomes a new era under the capable leadership of our recently appointed Chairman - Michael Powell.

The culmination of our reporting, governance, and goal-achievement obligations have reinforced the solid foundation upon which our committee now stands. We extend our gratitude to Chairman Michael Powell for his commitment and vision.

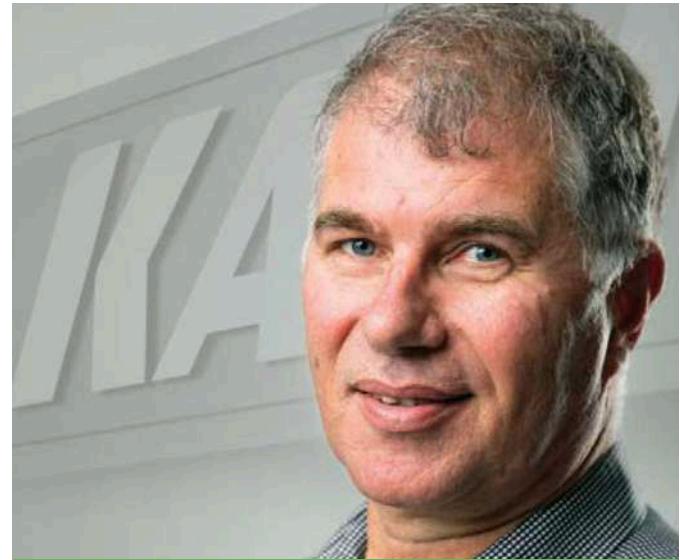
In the spirit of rejuvenation, it is crucial to acknowledge the importance of a fresh leadership perspective within any governing body. As custodians of our business community's interests, we are dedicated to maintaining an organisation that remains transparent, relevant, and accountable.

As we step into the promising outlook for 2024, our Business Association is optimistic toward the strides we are making in crucial projects, particularly with our CCTV enterprise. Stay tuned for reports from our new Chair as he guides us through this developing initiative, together with our other projects. You may notice that our giant Christmas Tree has again been placed on Lincoln Road.

Unveiling the Power of Advocacy:

Amidst the winds of change sweeping through our Business Improvement District (BID), it's crucial to shed light on a term of paramount importance to our precinct - Advocacy! But what exactly is advocacy, and why should it matter to you?

In the context of our progressive Business Association, advocacy is the ardent support of causes that echo with the interests and well-being of our precinct. It goes beyond mere rhetoric; it involves strong support for our membership, ensuring their concerns are heard,



KELVIN ARMSTRONG

while actively collaborating with stakeholders to achieve favourable conclusions. Advocacy, therefore, is the heartbeat of our member-led organisation.

Recognising that not everyone may find comfort in the subtleties of process and diplomacy, it's essential to understand that the by-products of such efforts extend far beyond mere annoyance. For some, the dividends may show as increased revenue, or desired result - a tangible outcome of navigating a sometimes complex landscape.

Enter the CPHBA, standing ready to be your ally in progress! Our mission is clear: CPHBA is here to ASSIST!

Why should you care about advocacy? It's our collective voice; which is what the Assn. stands for...

"One Voice For The West"

Whether advocating for fair business practices, lobbying regional/ national government, or contributing to member development, we will continue pushing for positive outcomes.

Allow these thoughts to permeate as we navigate through the election results.

KELVIN ARMSTRONG, CPHBA BOARD MEMBER

kelvin@kaar.co.nz | 021 828 008

An advertisement for BNZ Partnership Banking. It features a portrait of Greg Norman, a man in a suit, on the left. On the right, the BNZ logo is displayed with three stars above the letters 'nz'. Below the logo is the tagline "Your business partner in the West". Text below the logo identifies Greg Norman as a Partner - Business - Acquisition, based in West Auckland, and part of BNZ Partners. At the bottom, contact information is provided: BNZ Partnership Banking, Lincoln North, 192 Universal Drive, Henderson, Auckland. DDI. +64 9 835 1704 | M. +64 21 809 163 | E. gregory_norman@bnz.co.nz

An advertisement for Bayleys Real Estate. The top half features the Bayleys logo with the tagline "ALTOGETHER BETTER". Below the logo is a portrait of Beterly Pan, a woman in a red top. Text on the left provides contact information: Beterly Pan, Bcom 国粤英, Commercial and Industrial, with an email address beterly.pan@bayleys.co.nz and phone numbers M 021 139 2228 and P 09 953 4740. At the bottom, a small text box states "BAYLEYS REAL ESTATE LTD, NORTHWEST, LICENSED UNDER THE REA ACT 2008".

UHY HAINES NORTON

Prestigious Award for Director Emma Simpson

UHY Haines Norton (Auckland) Ltd is delighted to announce that Director Emma Simpson CA, ATT UK (Fellow), is the recipient of the prestigious 2023 UHY Leadership Forum Award.

UHY is currently ranked the 20th largest international accounting, audit, tax and consultancy network. The UHY Forum is a key event in the network's professional development calendar, bringing together global professionals for an international business and mentoring programme built around the development of leadership and client relationship skills.

Every fourth year, the UHY Forum is opened up to its 'alumni' and becomes the UHY Leadership Forum, with previous delegates attending alongside UHY's promising emerging leaders to create an even more dynamic leadership environment. This year over 40 delegates attended the forum, from member firms in 25 countries. "I really enjoyed being part of such a great event and meeting like-minded people," says Emma. "And I got to appreciate the truly global reach of UHY."

Emma Simpson was chosen by the Forum leaders as the overall Forum winner. "I enjoy connecting with people, which most likely helped me to win the award," she explains. "I think the experience I've gained running my own practice, and now being part of the bigger UHY team, helped me to contribute to the discussions in a meaningful way." Emma is now invited to UHY's annual conference in Buenos Aires, Argentina, to network with firms from around the world and present her views and insights.

Emma merged her successful accounting practice with UHY Haines Norton (Auckland) Ltd earlier this year, feeling that the timing was right for her clients to benefit from the expanded range of services UHY provides. "The last few years have seen a huge increase in the amount and complexity of compliance forced onto businesses – especially small- to medium-sized businesses," she explains. "The decision to join UHY was not only the right one for my clients, but also me personally."



Pictured from left: Bernard Fay, Managing Partner of UHY Fay & Co Spain and Chair of the UHY Forum; Emma Simpson; Bas Pijnaker, Partner of Govers Accountants & Advisors and member of the UHY Board of Directors.

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WEST COAST BEACHES ARE OPEN AND READY FOR YOU!

Safety tips from Piha Surf Life Saving Club.

Piha SLSC believe engaging and giving back through the act of saving lives is the most honourable and impactful way to contribute to a community. Last season Piha SLSC conducted 33 rescues, four major searches, and contributed 6,181 patrolling hours on their beach.

Zero drownings between the flags

As we head into Summer, please use NZ lifeguards, always distinct in their 'red and yellows' as a resource when you get to the beach. PSLS lifeguards work closely with the public to help educate them to avoid dangers. Their key message is to "swim between the flags" because there has NEVER been a drowning on a NZ beach between the flags.

Safest time to swim

At weekends through the summer, Piha volunteer guards are on patrol from 10am to 6pm. That is the safest time to enjoy being in the water, please don't go in if they are not on patrol.

"We love our beach, and we want you too also! If you come out for sunset, enjoy it from the dunes, or from our club balcony, not from the water" says the club

Tips this Summer - if in doubt, stay out!

Here are some simple actions to keep yourself and your family safe at the beach.

1. On arrival at the beach read the safety messages at the patrol deck or have a chat to a lifeguard.

- They are friendly and like to chat!

2. Swim between the flags, and remember the flags are not static, the guards will move them through the day.

- Rips, currents and holes are constantly monitored, and the flags moved accordingly
- Listen to the guards when they ask you to move over, they are doing it to keep you safe.

3. If swimming out past the break choose a point on the beach to be your marker,

- to see if you are being dragged one way or another.

4. Trust your own judgement.

- Don't succumb to peer pressure and go out deeper than you are comfortable with.

5. Raise your hand if you are in trouble.

Remember the three R's

- Raise your hand, Relax and Ride the rip.

6. Don't overestimate your ability

- or your children's ability to cope with water conditions. **If in doubt, stay out!**

Identifying a Rip

Rips are strong currents of water that can carry you away from the shore. They often stop out where the waves stop breaking. Waves can be bigger and stronger than they look from the shore, and rip currents can be hard to spot. A calm, deep patch of water close to the shore with waves breaking to either side can often indicate a rip. **Don't enter the ocean at the mouth of a stream or river**, even if it looks calm. Discoloured, rippled or foamy water with debris can also mean a rip is present. Often the flattest area of the beach is the most dangerous.

Photography by @pihasteve23



THANK YOU TO Bank of New Zealand in October

Business after 5 (BA5) Sponsor, the BNZ hosted another top event with 105 people registered, this included 16 'first-time' attendees. BNZ has a large locally based Business Banking team with 10 Partners servicing the West Auckland Region based out of their Lincoln North and Kumeu Hubs.

WABC also thanks - Michael Powell (GM DAVIS Funeral Care & fellow BA5 Sponsor); the MC for the event, Kings Garden Cafe Henderson for their 'always' fine delicacies, Babich Wines for their continued support, and images by Caroline Ducobu Photography.

The Central Park Henderson Business Assn. events subsidiary; the West Auckland Business Club produces the BA5 networking experiences. If you wish to mix with like-minded business owners & managers, then register - It is free...@westaucklandbusiness.co.nz/wba/





Supporting Sponsors:





GUARDING, MONITORING AND PATROLS

You Can Trust - With Our Partners Matrix Security

It's Holiday Season, please take the time to ensure that you are protected both at work and at home.

With Matrix Security, your home and business gets 24/7 alarm monitoring, rapid Patrol responses/ checks plus a team of highly experience Alarm and CCTV experts - all employees of Matrix - living and working in your communities.

Their services extend beyond just alarm monitoring -

- Matrix Security integrates smart security technology solutions, dedicated on-site security guards, 24/7 security officer response, and flexible patrol checks to provide the full spectrum of commercial security.
- Consultancy and integrated security design services
- Smart security technology solutions including installation and servicing
- Alarm monitoring and response 24/7 from our Auckland based team

Holiday Security Tips

Most burglaries are opportunist and happen when owners are away. Unfortunately, it is necessary to be

especially careful at Christmas time, as homes and businesses are more often empty with many people out shopping, socialising or on holiday.

Here are a few simple precautions that could help to deter all but the most determined burglar -

- **Update** your alarm monitoring instructions so we know who, if anyone, should be on site and who to call if something happens (especially if you are overseas or uncontactable). Matrix alarm monitoring software can be configured to individual requirements including giving you remote access via an App including CCTV footage.
- **If you have** an onsite mailbox ensure that this is kept clear at all times so thieves can't tell if you are away. Matrix offers this service so please contact us if you would like this carried out.
- **Schedule extra** security patrols on your business to ensure doors and windows are locked and that any sign of attempted break-ins are reported so that these can be rectified or extra protection measures put in place until you return.



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- **If possible** don't advertise the fact that you are closed by putting a sign on the door etc. Keep thieves guessing!
- **If you are** a Matrix Security client, they can supply and install extra signage and window stickers to deter thieves – please ask us as these are free of charge for **CPHBA members**
- **Get together** with your neighbours and contribute funds to provide random patrol 'drive-bys' in your street by our experienced Security Officers. The more times our marked vehicles are seen, the greater chance thieves will find 'softer' targets.

As a special offer to CPHBA members, they have worked with the Association to provide these packages for both your home and business security –

1. Commercial Alarm monitoring – free connection to their Auckland based alarm monitoring centre plus the first month monitoring free (24 month contract), free daily reports, free app to allow for remote access - valued at \$480

2. Residential Alarm monitoring – free connection plus 20% discount on their standard monitoring fee (36 month contract), free reports, free app to allow for remote access.

3. Commercial Patrols – sign up to a 12 month contract before Christmas and receive double the number of checks between 24 December and 6 January at no extra charge.

Matrix Security is proud to continue our support of the CPHBA, we look forward to seeing you at the next BA5."



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HENDERSON**



MITRE 10 MEGA WESTGATE Ladies Night Event

Mitre 10 MEGA Westgate rolled out the red carpet once again on Wednesday 15 November 2023 for the store's annual Ladies Night event.

Held in support of Harbour Hospice, the night allowed local women to take a tour of the store after hours, along with the support of our loyal suppliers sharing a wealth of knowledge, doing demonstrations, and running a range of fun interactive activities to get the crowd pumped.

On the night ladies also had the opportunity to swing some hammers in the building workshop (supported by the Mitre 10 MEGA Trade team and the Massey Community Men's Shed) where they could choose to build their own wooden toolbox or planter box and for a gold coin donation you could build a second or third! And many ladies did just that.

Food kept coming throughout the evening right up until the evening end, Columbus Cafe was set up to feed the masses and they were supported by our BBQ specialists Treager, Weber and BBQ WAR who cooked up a storm of delicious treats, drink stations were also set up throughout the store.

More FM were on-site for the evening providing an extremely popular popcorn making station with the most fun creative and delicious toppings.



The evening was rounded up with the draw of our top prizes thanks to the support of our amazing and generous suppliers, entry for the draw came with purchasing a ticket to the event and upon leaving everyone got to take home a goodie bag stuffed with fabulous items also provided by the suppliers.

The price for entry was \$10 per person and the proceeds plus donations of over \$5,800 was handed over to our very worthy recipients Harbour Hospice.

Mitre 10 MEGA Westgate would like to say thanks to everyone for coming along and supporting Ladies Night especially to the suppliers who without them could never have made the event a success AND hope to see you all again next year.





BNZ BUSINESS BREAKFAST

Plan for Success

Succession or exit planning and funding business growth were the topics of discussion at our latest Business Breakfast. Hosted by BNZ, the seminar featured expert insights from Matt Carnell, BNZ's Head of Business Growth and David Lilburne from Strategic Specialists Group.

The event was the first in a planned series aimed at helping businesses to achieve financial success.

Here's a quick summary of the knowledge shared.

Succession/Exit Planning

Succession planning involves developing internal talent, a management buyout, or a family member to take over the business. And exit planning is about preparing to exit either through the sale or merger of the company. Other exit options include liquidation or an initial public offering on the stock exchange.

Eight out of ten businesses don't sell, advised David. And he added that only 30% survive the transition from first to second generations in family-run businesses. The main reason for this is the failure to prepare a strategy.

According to David, purchasers and sellers have different perspectives. The seller is often emotionally invested in the company and has an innate understanding of how things work. However, the purchaser has no emotional connection. They are more objective and driven only by the numbers. David says that you need to put yourself in

the shoes of potential buyers.

He also advised that succession planning is very personal. Every situation is unique. Typically, putting a succession plan in place takes much longer than an exit plan, so David's best advice is to start early.

Developing a successful exit or succession strategy involves several steps:

- 1. Know what success looks like** - you want to ensure your business is as attractive as possible to potential buyers. However, you also want to balance that with your personal and financial goals.
- 2. Understand your starting point** - determine what your business is worth using the EBITDA x Multiple = Value formula. EBITDA stands for earnings before interest, taxes, depreciation, and amortisation, and it expresses the business's profitability.
- 3. Make yourself desirable** - Improve your saleability by strengthening the management team to reduce the reliance on the owner. Another possibility is investing in customer relationship tools to improve your customer capital. And take action to improve your cash flow.
- 4. Assemble an exit/ succession team** - you'll need help to develop a successful strategy. You may require input from experts like a business adviser, accountant, insurance broker, lawyer, or bank.





The time to start planning your exit or succession is now. David from Strategic Services Group is offering a 30-minute preparation session to help you get started. So get in touch to arrange a session.

Funding Growth

The spotlight moved to funding business growth in the second part of the Business Breakfast seminar. BNZ's Head of Business Growth, Matt Carnell, took the floor and advised that access to capital is crucial to enable business growth.

Matt highlighted several of what he called 'room to grow' possibilities. These include investors, leasing rather than buying, and partnerships or outsourcing. Matt said not all business functions have to be performed in-house. Hiring part-time experts can sometimes be more cost-effective.

He then discussed how you can safely leverage your balance sheet to access alternative working capital funding options. Options here include the following:

- Debtors – invoice finance or cashflow plus
- Inventory and shipping – trade finance
- Plant and equipment – asset finance
- Strong counterparty – contracted receivables funding

Another possibility is leveraged and acquisition finance. Matt explained that this type of funding is based on a ratio of debt vs EBITDA. Although it's usually more expensive than loan-to-value lending, it recognises the business's true value rather than requiring a tangible equity position on the company balance sheet.

Matt concluded his presentation with a run-through of some rules of thumb banks take into account when making business finance decisions.

BNZ's advisers are available for more personalised advice for anyone wanting to explore business growth finance options.

More BNZ-sponsored Business Breakfast finance seminars are in the pipeline, so watch this space.



Grow your Business with a Dedicated Local Partner:

- Work with someone who wants to work with you, is on the ground in your region, and looks for solutions.
- A BNZ Partner is a dedicated locally based Business/ Commercial Banker, with a wide range of Specialists on hand working with you to achieve your goals.
- Your BNZ Partner will help take your Business exactly where you want it to go.

Talk to us, it's more than just banking, it's a partnership.

Fion Zhang

Business Banking Partner
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M. 021 227 6800 E. fion_zhang@bnz.co.nz



"Your business partner in the West"

Our Business & Commercial Banking team are working in the West Auckland community, now based at our two sites:
BNZ Kumeu: 82 Main Rd, Kumeu **BNZ Lincoln North:** 192 Universal Drive, Henderson



CHRISTMAS PHOTOS WITH SANTA

**18TH NOVEMBER
- 24TH DECEMBER**

**JOIN US AT WESTCITY TO
GET YOUR SANTA PHOTOS**

Walk through our giant Christmas tree, then take a short indoor bush walk to meet Santa for your family photos. See you there!

CENTRE COURT, LEVEL 1

WestCity
WAITAKERE



west-city.co.nz/christmas2023



December is all about Christmas at WestCity. Santa has arrived and the Centre is busy with a range of activities for all the family! From walking through our giant Christmas tree and taking a short indoor bush walk to meeting Santa for your family photos - you can also bring in your furry friend for a Paw-trait with Santa!

Check out all our Christmas activities here on our website: west-city.co.nz/christmas2023

Gift Wrapping starts on the 4th of December. There is a minimum gold coin donation with the proceeds going to West Auckland Hospice - a very worthy cause. Late night shopping is from 9am until 9pm (excluding Sundays) between the 14th to the 23rd of December.

The Mall also has special letters to Santa so encourage your children to write a letter to Santa Claus and they will receive a unique response back. Just get them to drop their letter into Santa's special mailbox on Level One by the Big Christmas Tree. Letters need to be the box by Sunday 17th December so Santa has time to respond.

Also, don't forget if you are not sure what to buy your friends and family for Christmas - a WestCity Gift Card will always be a winner!



Event Cinemas

There are plenty of great movies on offer at Event Cinemas - located up on Level 4 at WestCity.

Head up the escalators and follow the fresh aroma of their Parlour Lane Popcorn (available at The Candybar). They have loads of great movies coming up and if you join their FREE Cinebuzz Rewards loyalty program - you can collect rewards for doing what you love - watching movies! Cinebuzz for Seniors is extremely popular with our 65 years+ members. They have special Senior screenings with morning tea before the film starts at 10:30am. What a great start to the day!

Did you know that you can work through options with Event Cinemas to utilise their spaces?

Their venues are available for hire! For example if you are thinking about your end of year Christmas function - contact www.eventcinemas.co.nz/cinema/Westcity

New Store - Cutesy

New to WestCity, Cutesy offers a range of fashionable jewellery, suitable for every occasion.

Come into their new store and check out the range of necklaces, earrings, bracelets, rings, perfume oils, sunglasses, watches and hair accessories.

Cutesy was created to offer a range of fashion jewellery in an affordable price range. Their store is located on Level One adjacent to the Food Court (right beside KFC).





DAVIS WEST AUCKLAND

Leading The Way in Funeral Care

Davis Funerals' light and bright premises on Central Park Drive does not fit the stereotype of a funeral home. Looking more like a Tuscan winery than the dingy, morbid funeral homes of old, Davis offers a refreshingly different experience.

The Central Park Drive site is purpose-built and was opened in 1998,' explains Michael Powell, General Manager. 'We aim to offer families a more pleasant environment and experience,' he adds.

Davis Funerals has been in business for more than 85 years. Originally a family-owned company, it's now part of the Australian-based Propel Funeral Partners Group. Davis operates from five sites throughout the Auckland region. However, the Henderson branch is special.

Within the stunning main building, there's an on-site chapel complete with chandeliers and a beautiful private garden with a vineyard for a peaceful outdoor



funeral. A large, welcoming reception lounge lets families get together after the service. Many memories of loved ones are shared over delicious refreshments.

'There have been significant cultural and religious shifts in recent years,' reports Michael. Furthermore, he says that today's modern society expects different things. 'Our challenge is to remain relevant,' he advises. The range of facilities and personalised services offered by Davis helps them to do just that.

Andrea Alston is the manager of the Henderson branch, which also includes an on-site crematorium. Andrea has enjoyed a varied career. She lived and worked overseas for ten years before returning to New Zealand and starting her own catering business.

A career change came after the death of her father. 'Through that experience, I realised how important the funeral industry is,' she says. She started work at Davis in March 2022 and has been Branch Manager since April.

'It's a good fit for me,' Andrea says. 'I love the idea of being organised, helping and supporting families through the experience of farewelling their loved ones,' she adds. According to Andrea, it's an honour to be able to help people at such a vulnerable and difficult time.

Michael has also enjoyed a diverse career. His background is in IT, and he spent more than 20 years in senior corporate roles overseas. Michael returned to New Zealand in 2016 and found himself drawn to





the funeral industry. 'As a young man, one of my many secondary employment sources was a job working in a funeral home at night,' he explains. Returning to New Zealand, he was fortunate to be given a start in the industry working at Dil's Funeral Services on the North Shore before joining Davis in 2018. Michael took on the role of General Manager in January 2022.

Andrea and Michael believe their breadth of life experiences has helped them in their current roles. 'Having life experiences helps you understand and communicate with other people,' advises Andrea.

Michael adds, 'The value of people coming into the industry with other background experiences is that they bring inherent skills into the mix,' he says. According to Michael, things roll differently today; having that level of awareness and understanding that comes with life experience is essential.

Many people may think working in a funeral home is a challenging and depressing job. However, Michael and Andrea see things differently. 'I don't think of it as a sad job,' says Andrea. 'When I go home, especially after an incredibly tragic situation like the death of a child or young person, I get a lot of satisfaction knowing I've helped the family on their grief journey,' she reports. Andrea adds that there's nothing more rewarding than when a family says that the life of their loved one has been appropriately celebrated and honoured.

Michael advises that the work of Davis isn't just about funerals. 'Increasingly, we make efforts to get out into the community and help people understand what they

should be doing now to make things easier when the time comes,' he says.

Andrea agrees and says that there is a culture of death denial in New Zealand. She believes it's a real shame that people don't feel comfortable talking about death and their wishes in advance. At Davis, the door is always open for those who want to come in and have a chat. 'You can sit down with us at any time and discuss arrangements like whether you would like a burial or cremation,' Andrea says. She adds that putting advance plans in place makes an upsetting situation much easier for families.

Michael's advice is to prepare early. He says that we invest time preparing for a variety of life changes but often neglect to think about our funerals. 'I encourage everyone to have an end-of-life plan,' he says.

Continued on page 20.





Michael advises that estate planning and documenting the kind of funeral service you want takes enormous stress off loved ones. He also encourages people to make adequate financial preparations to reduce the burden on family members.

Moreover, Andrea says having essential documents in one place is a good idea. 'Where's mum's birth and marriage certificates? Not knowing those things can send a family spiralling and makes them feel inadequate,' she cautions.

Both Andrea and Michael balance their demanding jobs with lots of family time. Michael says that with any stressful job, it's vital to maintain social networks and keep your outside interests going. He's also recently taken on the role of Chairperson of CPHBA. It offers

a different challenge, and he's excited to get his teeth into the role.

'The Henderson and Central Park district has a fabulous, diverse grouping of businesses,' declares Michael. He says the business association has made significant progress with the CCTV and lighting projects. 'The BID has put us in a great position to go out and get the pulse of the business community and ensure we continue to add value,' Michael advises.

If funeral planning hasn't yet featured on your radar, now is the perfect time to start preparing. One thing is certain: you will find a welcoming, sympathetic ear at David Funerals. Go to the website at davisfunerals.co.nz for more information, or phone 09 835 3557 to book an appointment.



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UNLOCKING GROWTH: The Power of Email Marketing for Small Businesses



In the digital age, small businesses face unique challenges in marketing, often working with limited resources and budgets. However, one tool that has consistently proven effective is email marketing. Here's why email marketing is a game-changer for your small business.

- 1. Building Personal Connections:** Email is a direct line to your customers. It's personal, efficient, and less intrusive than phone calls. Regular updates about your products, services, or company news keep your customers engaged and informed. This regular contact builds a stronger relationship with your audience.
- 2. Crafting Your Brand's Voice:** Your brand is more than just your product or service; it's about the story and personality you convey. Email marketing allows you to shape this narrative in every message you send. By consistently communicating your brand's values and style, you create a unique identity that resonates with your audience. This recognition is key to standing out in a crowded market.
- 3. Showcasing Expertise:** You position yourself as a leader in your field by sharing expert content, like insightful blog posts or engaging videos. This content entertains and informs your audience and builds trust and credibility. Providing value through your emails encourages customers to see your business as a

go-to source for expertise in your industry.

- 4. Maximising Time and Budget:** Email marketing is cost-effective. Unlike expensive traditional advertising methods (like TV or print ads), emails can reach a broad audience at a fraction of the cost. It's not just about saving money; it's about investing it wisely. With email marketing, you're putting your resources into a method that offers a significant return on investment, making it perfect for small businesses that must make every dollar count.

- 5. Establishing Trust and Credibility:** Small businesses must work harder to build credibility in a world where big brands dominate. Regular, informative, and engaging emails help bridge this gap. They familiarise customers with your brand, which, in turn, builds trust. This trust is fundamental for small businesses aiming to compete with larger players.

Email marketing is a tool and a strategic asset for small businesses. It enables you to build relationships, craft a unique brand identity, establish expertise, save on marketing costs, and build credibility. These benefits are crucial for growth and stability in a competitive market. Email marketing is accessible and manageable, regardless of your technical skills or marketing experience. It's a straightforward, effective way to ensure your business survives and thrives.



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TEETH WHITENING

How Long Does It Last?

Teeth whitening has become very popular as people love the confidence boost that having a bright, white smile gives them. One of the questions our patients often ask us is: how long does teeth whitening last?

- **In-clinic teeth whitening:** investing in professional in-clinic teeth whitening gives results that should last for at least one year and up to three years. This system not only whitens teeth effectively, but also strengthens them – unlike many over-the-counter products that weaken teeth and make them more prone to staining.
- **At-home whitening trays:** used under the supervision of your dentist, these provide effective results that should last for a minimum of one year and often longer.
- **Whitening pens:** the effect of these pens is minimal, and the results do not last for more than a few weeks.



Discoloured or stained teeth can be easily and safely whitened to restore your smile.

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- **Whitening strips:** although popular, these run the very real risk of being harmful to your teeth as they contain peroxide. The results usually last for a few months.
- **Whitening mouthwash:** this is usually only effective when used to prolong the effects of other whitening treatments. Used on its own, it can take up to three months to see any results and these are typically very subtle and not long-lasting.
- **Whitening toothpaste:** this is generally only effective on light external stains. It can take as long as six weeks for results to become noticeable, and the effects last for around three to four months. Caution is recommended because many whitening toothpastes contain abrasives that are not designed for long-term use because they can thin tooth enamel.

With McIntosh and Fraser Dental





BOLLYWOOD RICE SALAD

Perfect for Summer BBQ's

A tasty side-salad for 6-8 people

This dish is beautiful served with grilled fish.

Ingredients:

- 1 cup of cooked basmati rice
- 1/2 cup peanuts or any tree nut
- 1/2 cup tinned chickpeas
- 1/2 cup pumpkin seeds
- 2 tablespoons of olive oil
- Table spoon of curry powder, cumin powder
- Teaspoon of chilli flakes
- Salt and pepper

Roast all above ingredients together for 20min at 150c.

Allow to cool and mix with rice.

Then add:

- Handful chopped coriander
- Handful chopped mint
- 1/2 of a fine diced red onion
- Squeeze of lemon or lime
- 1/2 cup Sultanas

Toss ingredients together serve with 60% yoghurt/40% egg plant pickle mix (Pataks brand, which is available at Countdown).

Serve & Enjoy.



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DRESSED TO WIN: Fashion Tips for the Horse Races

The Summer Racing Season is upon us. Not only is the field alive with the hustle and bustle of all things horse racing, but it's also alive with the vibrant fashions of race goers. The races are one of New Zealand's last remaining social events with a strict dress code, depending on the area you're going to.

While this may vary a little depending on the course you're attending (check racecourse websites for more details), it's pretty safe to say that racewear can be described as big, bold and glamorous. It's more than day wear, it's day wear with class. With many years of tradition behind racewear fashion we've gathered up a few key things you should know before heading out.

As already mentioned, racewear is classy - so think semi formal. For guys it's collared shirts and dress pants at a minimum (leave the jeans at home). For the ladies it is beautiful dresses or a well-tailored pant suit.



Colour is a big thing to consider. On Derby race days it's tradition to wear black and white. You could go all black, all white, or a combo of the two. Nowadays, accents in neutral tones are an acceptable addition to the black and white ensembles. All other race days think bright, bold colours - the brighter the better for summer. Don't be afraid to push the boundaries when mixing and matching colours and patterns.

The last and most important part of your race day outfit is the accessories - with the most essential of these being headwear. A Hat, fascinator, headband or even a well tied scarf that compliments your outfit is a must. Add to this the right shoes, clutch bag and jewellery and you'll be set. Remember that a well-placed accessory that makes a statement is perfect for the races.

For more styling tips & advice follow Nadine on Facebook or Instagram @ballgownsbridalandbeyond.



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CHRISTMAS LILLIES

With Davis Funerals

Christmas lilies, scientifically known as *Lilium longiflorum*, are stunning flowers that have become synonymous with the holiday season. These elegant blooms are native to the Ryukyu Islands of southern Japan but have also found a special place in the hearts of New Zealanders.

Around the world called "Easter Lilies" but due to their bloom time in the Southern Hemisphere called "Christmas Lilies" here in New Zealand, they are adored for their beauty and fragrance. They are often used in festive floral arrangements, decorations, and even as gifts during the holiday season. The pure white colour of the lilies symbolizes purity, innocence, and the joyful spirit of Christmas.

One of the reasons why Christmas lilies thrive in New Zealand is the country's favourable climate. The temperate climate, with mild winters and warm summers, provides the perfect conditions for these lilies to grow and flourish. The fertile soil and ample rainfall in many regions of New Zealand also contribute to their successful cultivation.

In addition to being a beloved holiday flower, Christmas lilies have also made their mark in New Zealand's horticultural industry. The country has become a

significant exporter of these beautiful blooms, with New Zealand-grown lilies finding their way to markets around the world. This not only showcases the country's expertise in floriculture but also contributes to its economy.

New Zealanders embrace the festive season with enthusiasm, and the presence of Christmas lilies adds a touch of elegance and natural beauty to their celebrations. Whether it's adorning homes, churches, or public spaces, these lilies create a festive atmosphere that is cherished by locals and visitors alike.

It's worth mentioning that the love for Christmas lilies extends beyond the holiday season in New Zealand. Many gardeners and flower enthusiasts cultivate these lilies in their own backyard gardens, enjoying their exquisite blooms and enchanting fragrance throughout the year.

So, whether you're strolling through a New Zealand Garden or enjoying a festive holiday display, keep an eye out for the graceful presence of Christmas lilies. Their delicate beauty and sweet scent are sure to captivate your senses and add a touch of magic to any occasion.

"The rose does best as a rose. Lilies make the best lilies.
And look! You - the best you around!" - Rumi

"In joy or sadness, flowers are our constant friends"
- Okakura Kakuzo

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Caring for your cut Christmas Lilies:

Strip the leaves that will be under the level of the water in the vase, leaving at least four sets of leaves above the water line to provide nutrition to the lily buds that still need to open and to help draw water up into the stem to keep the flowers fresh.

Cut 1 to 2 inches from the bottom of each stem, cutting at a 45-degree angle with sharp, clean scissors, working with the stems under water. The diagonal cut provides more surface area on the cut end of the flower while cutting underwater prevents air bubbles from blocking water from being pulled up the stem to keep the flowers hydrated.

Place the flowers back in the vase and place the vase in cool area out of direct sun and drafts.

Clip the anthers from flowers with scissors as they open. Anthers are crescent-shaped structures covered with red-brown pollen that surround the stamen.

The pollen can stain tablecloths, furniture or clothing when you touch it when wet. Dry pollen can be brushed away. Remove leaves and flowers as they fade. Change the water every two days. Enjoy.



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CRYPTOSPORIDIUM?

And What Is Giardia?

Nursery

Cryptosporidium and giardia are parasites found in the gut of infected people and animals.

People infected with the parasites usually get diarrhoea.

- Some people can get very sick from cryptosporidium or giardia.

How do you get cryptosporidium or giardia?

You get infected when you swallow the parasites, for example, by drinking contaminated water or touching your mouth with contaminated hands. People or animals who have cryptosporidium or giardia pass on the parasites in their faeces.

- The parasites can contaminate Soil, Food or Water, or surfaces such as toys, bathroom taps or doors, and nappy change tables.**

The parasites can live in the environment for long periods, especially in lakes, rivers, streams and roof water. There is no way of telling by taste, sight or smell

- if soil, food, water or a surface has cryptosporidium or giardia parasites.

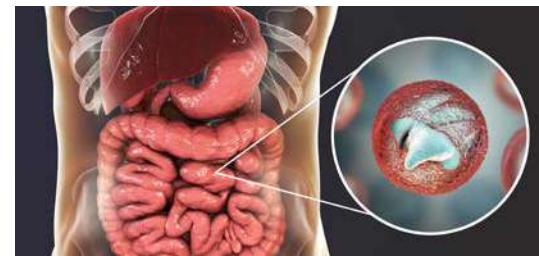
Symptoms and illness

Cryptosporidium and giardia have similar symptoms.

- You need to see a doctor to find out which disease you have.

You may have some or all of the following symptoms:

- Foul-smelling or watery diarrhoea
- Stomach cramps or pain
- Lack of appetite
- Weight loss
- Bloating
- Nausea and vomiting
- Slight fever
- Fatigue (feeling very tired)
- Flatulence (wind)
- Headache.



Preventing cryptosporidium and giardia

Wash your hands

- Before and after preparing food
- After going to the toilet/ changing baby's nappy
- After caring for people with the symptoms
- After playing or working with animals
- After gardening.

Cryptosporidium/ Giardia are Notifiable Diseases

- meaning that your Doctor will inform the Public Health Service (PHS). The PHS may contact you to find out how you were infected.

This helps prevent more cases of the infection.

Treating cryptosporidium and giardia

If you think you have cryptosporidium or giardia, this is what you should do.

- Go to your doctor.** They may ask to test a specimen (small amount) of your faeces for cryptosporidium or giardia. Your doctor will give you advice on how to collect the specimen and what to do with it.
- Take** medicines if your doctor prescribes them.
 - There is no treatment for cryptosporidium, but there are medicines to help the symptoms.
 - There are treatments for giardia.
- Drink plenty of water** while you have diarrhoea or vomiting.
- Go back to your doctor** if you have a child that is ill and is not able to drink.
- Stay away from school, early childhood centres or work** until 48 hours after the symptoms have gone.

For more information, speak to your doctor or nurse, or contact the Public Health Service
You can also call Health line on 0800 611 116.



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ALL-NEW SUZUKI JIMNY 5-DOOR

Arriving In New Zealand, February 2024.



The first compact consumer four-wheel-drive vehicle, the Suzuki Jimny was designed 'out of the box' and came equipped with a ladder frame chassis, live axles up front and rear, and a dual range transfer case.

The Jimny was able to enter areas that the truck-like full-size conventional four-wheel-drives might not be able to handle, or not as successfully, because of its tiny size and low weight. Over the course of four generations, Suzuki's Jimny has evolved into an iconic four-wheel drive vehicle with much increased capability; in fact, the most recent model is quickly establishing itself as a competitive alternative to the venerable Land Rover Defender.

However, just as the Jeep was originally designed by American Bantam, a little-known small car manufacturer, rather than Willys, the Jimny was originally conceived by the Hope Motor Company. Their dreams were likely fulfilled when Suzuki requested to buy their Hopestar ON360 in order to produce something remarkably similar on a large scale.

To ensure that buyers would benefit from the tax advantages associated with owning these really small

automobiles, Suzuki kept the car's dimensions within the Japanese 'Kei car' regulations. In order to accommodate three passengers - two in the front and one at the back - the spare tire had to be mounted in the back of the vehicle.

The ever-popular Jimny has evolved over time and has become better and more technologically advanced along with the times. The Jimny still retains its nimble chassis and versatility offroad while providing comfort and ease of driving on road and off road.

The little Jimny has always been available in just a 2-door variant but that just got better. In January 2023, Suzuki released the long-wheelbase 5-door version of the Jimny, based on the Sierra version, using the emission compliant 1.5L K15B Engine.

The body-on-chassis design uses a ladder frame, 3-link rigid axle suspension with coil spring, and part-time four-wheel drive with low range transfer gear, marketed as ALLGRIP PRO. Transmission options are a 5-speed manual transmission and a 4-speed automatic.

Here's a legend made for even bigger legends! The all-new Suzuki Jimny 5-door is on its way to New Zealand, arriving February 2024.

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*Subject to available funding. All figures include GST. Safety ratings available at rightcar.govt.nz.

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West City SUZUKI

SUZUKI SALES - **837 0907**

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CRUISING INTO SUMMER 2023

Essential Motoring Care Tips for West Aucklanders

As the sun begins to cast its warm glow over Auckland, signalling the arrival of summer, it's time for Aucklanders to ensure their vehicles are in top-notch condition for the upcoming adventures on the road.

Whether you're planning a beach getaway, exploring the scenic countryside, or just enjoying the city vibes, here are some essential motoring care tips to keep you cruising smoothly through the summer of 2023/24.

1. Fluid Check-Up: Stay Cool and Hydrated

Ensure that your vehicle's essential fluids are at the right levels. Check the engine coolant, brake fluid, and oil to prevent overheating and ensure optimal performance during those hot summer days.



2. Tire TLC: Tread Lightly on the Roads

Inspect your tires for proper inflation and tread depth. Adequate tire pressure improves fuel efficiency and enhances safety. Don't forget to check the spare tire, as you never know when it might be needed.

3. Air Conditioning Bliss: Keep Your Cool

With the sun blazing, a functioning air conditioning system is non-negotiable. Have a professional check your AC to make sure it's blowing cool air efficiently. A cool and comfortable drive awaits!

4. Battery Boost: Power Up for the Road Ahead

Summer heat can be taxing on your vehicle's battery. Ensure it's in good condition, clean any corrosion, and consider having it tested to avoid unexpected breakdowns during your summer escapades.



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5. Clear Vision: Wiper Wisdom

Summer showers can surprise even the sunniest days. Check your windshield wipers and replace them if needed. Clear visibility ensures a safer journey, rain or shine.

6. Brake Check: Stop and Enjoy the Scenery

Your brakes are crucial for safety. Have them inspected to ensure they're in optimal condition. Squeaking or grinding noises may indicate the need for brake pad replacement.

7. Emergency Kit Essentials: Prepared for Anything

Equip your vehicle with a summer-ready emergency kit. Include items like sunscreen, water, a first aid kit, and a blanket. Being prepared is key to enjoying a worry-free drive.



8. Regular Maintenance: A Stitch in Time Saves Nine

If your vehicle is due for routine maintenance, now is the perfect time to schedule a check-up. Regular servicing can identify potential issues before they become major headaches.

9. Drive Responsibly: Share the Road

Lastly, remember that safety on the roads is a collective effort. Drive responsibly, adhere to speed limits, and be courteous to fellow motorists. Let's make this summer a safe and enjoyable experience for everyone.

By following these motoring care tips, West Aucklanders can ensure their vehicles are ready to embrace the open roads of summer 2023. So, buckle up, roll down the windows, and get ready to make unforgettable memories on the beautiful roads of New Zealand.

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MANAGER'S MESSAGE

We had a fantastic night of glitz and glamour at our North West Country Business Awards on 7 November where we celebrated 26 local businesses. One hundred and seventy people gathered to recognise the 36 finalists competing in 10 different categories, 3 special categories as well as the People's Choice Award and overall Supreme Award.

Kumeu Meat Processors was the North West Business Awards Supreme Awards winner for 2023 as well as winning their Rural Services category.

Hapunan Filipino Kitchen in Huapai were the very popular recipient of the People's Choice Award, gathering the most approval from the almost 13,000 votes that were cast. Starting from a food truck and taking the leap into a permanent location has paid off for the winning couple.

If it is outstanding service you are looking for step into Soljans Estate Winery on State Highway 16, Taupaki who were visited by our mystery shopper team. Achieving an unprecedented 100% for quality of service, the team outshone other entries.



**DANIELLE HANCOCK, BID MANAGER,
NORTH WEST COUNTRY INC.**

Christmas is looming and we want to paint the town green and red to celebrate. Our outdoor Christmas trees will be installed in the week of the 28th November with the Kumeu Santa Parade being held on 1st December. Look out for the decorated floats with the North West Country business association committee members leading the charge.

Make sure you get decorating as our Christmas Store Decorating competition opens on 1 December and runs until the 16th December. We have two cash prizes to give away to the two best decorated stores.

**CHRISTMAS
SHOP DECORATION COMPETITION**

Get those Christmas decorations out and get creative.
Show us how much your team enjoys Christmas and bring some cheer to the local business area.

Judging will occur on
Saturday, 16 December

\$3,000 in prizes!*

*Conditions apply

**NorthWest
COUNTRY
BUSINESS ASSOCIATION**

A decorative border at the bottom of the page features pine branches, red berries, and pinecones.

STIHL SHOP KUMEU EXPANDS TO NEW WESTGATE STORE

Craig and Margaret Walker, owners of Stihl Shop Kumeu are going from strength to strength. Craig started working in the Kumeu store as a manager in 2011 and by 2015 an opportunity arose to take over the ownership. Both Craig and Margaret have had significant years of industry experience and have owned and/or managed previous businesses in the industry. In recent years, Craig and Margaret's daughter and son in law have come on board to assist with business development and expanding STIHL SHOP Kumeu's potential, so it is now truly a family owned and operated operation.

To stand apart from the big box retailers that are their main competition, Craig and Margaret focus on customer service and offering a premium, quality brand. Their focus is working; consistent sales growth has been recorded over the last few years despite hardships of Covid and floods in Kumeu. The Stihl battery powered tools are continuing to be good

sellers and the store is progressing their Environmental Approach which covers not only the products they sell but all the way they run their business.

The team are award winners, with the store holding four Stihl Outstanding Marketing Achievement Awards. They utilize a range of local media outlets as well as social media and website. Not only that, the team is highly focused on local community and support the Kumeu Fire Brigade and other surrounding Brigades, Riverhead Bowling Club and local schools.

After running the Kumeu store successfully, the team have just opened their second store in Westgate on the weekend of the 11th November. The event was packed with heavily discounted equipment, prizes, give aways and fun games. The whole family turned out to lend a hand and after working 7 day weeks for the last three months, everyone is looking forward to having a weekend off.



BUSINESS HUB NOW AVAILABLE IN HELENSVILLE

North West Country Incorporated has opened a business hub in Helensville providing a large meeting space for members and the wider community.

Identified as a much needed asset in our area, the business hub features a board room, large screen TV for presentations, full video conferencing facilities, free wifi and kitchen.

The format of the space is flexible whether you want to have a board meeting, host an AGM (seating available for 23), or a teaching workshop – you can move the space around to suit.

"There is nothing else like this in our community," says Chair James Scott, "and we identified that we could fill this much needed gap by providing a formal space dedicated to meetings."

The business hub will have additional facilities added over time such as confidential meeting booths, hot desks and be the home office for the North West Country manager and support staff.

The venue is located at 103c Mill Road, Helensville (above The Real Bread Project).

Booking is easy, simply head to www.northwestcountry.co.nz and click on Venue Hire.

If you would like to know more please contact Danielle Hancock on manager@northwestcountry.co.nz.



KUMEU/WAIMAUKU/HOBSONVILLE/ HELENSVILLE/HUAPAI AREA

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SECURE YOUR SPACE: northshore@coffeenews.co.nz



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- Targeted. Readers are your potential customers.
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