



WEST AUCKLAND BUSINESS

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- **Community - TOUGH KID 2024**
Local Leaders Developing Local Kids
- **Feature Article - WESTCITY WAITĀKERE**
We Meet Centre Manager Larissa Keil
- **Northwest Country Business**
Following The West Auckland Corridor of Commerce

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West Business magazine is produced by the Central Park Henderson Business Association Inc. (CPHBA). 4000 copies are distributed free to approximately 1600+ businesses in the Henderson-Massey Local Board business precincts, not including magazine stands in 'high traffic visitor' businesses.

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CPHB - @CPHBusiness

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CHAIRS REPORT

As the summer recedes and the colder, shorter autumnal days take their grip, I am pleased to advise that there is certainly no slow down or reduction of activity on the Business Association's part.

In recent weeks, I have had the opportunity to overview the capabilities of the new CRM and comms platform which Garry and the team have been diligently working on behind the scenes. We expect that this will be going live in a May/June timeframe, even earlier if this can be achieved. The introduction of this platform will not only provide a much more flexible and capable workplace in the background, but more importantly, for our members, it will in line with our commitment to drive innovation, significantly enhance communications via the website and promote the opportunity for B2B contact and engagement.

At the macro level, the CPHBA is providing feedback to Auckland Council on the 2024/2034 (10 year budget). The CPHBA footprint is by no means insignificant. Today we represent some 1,200 companies in the Concourse, Lincoln Road, Henderson, and Central Park business community, plus 1,000+ commercial properties with a total rateable capital value estimated at \$3 billion.

We will in our submission to Council, be focusing our response to commenting on the

- Overall direction outlined in the Long-Term Plan
- Major Investments (Auckland Future Fund)
- Changes to Rates, Fees and Charges
- The Transport Plan
- Local Board Priorities.

It is with particular emphasis on this last point, that we want to ensure that ratepayers are not burdened



MICHAEL POWELL

with subsidising investments that should be made by Central Government, particularly as it applies to the necessary investment to ensure the wellbeing of our communities. As I commented in my last report, we remain committed to building meaningful relationships with local and central government, but underpinning this is the need to demand accountability, and both a thoughtful and inclusive approach in future planning and investment decisions.

As always, I invite you to contact me with any comments, suggestions, or questions. The association are here to represent you and be a proponent for the business operating within the BID, but this is your association and we would love to hear from you.

Wishing you all the best in business and health.

MICHAEL POWELL, CPHBA BOARD CHAIR

mike@davisfunerals.co.nz | 022 059 8014

An advertisement for BNZ Partnership Banking. It features a portrait of Greg Norman on the left. To his right is the BNZ logo with the tagline "Your business partner in the West". Below the logo, it says "Greg Norman Partner - Business - Acquisition West Auckland | BNZ Partners". At the bottom, it provides contact information: "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. It features a portrait of Beterly Pan on the right. On the left, the Bayleys logo is shown with the tagline "ALTOGETHER BETTER". Below the logo, it says "Beterly Pan Bcom 国粤英 Senior Broker, Commercial Sales & Leasing beterly.pan@bayleys.co.nz M 021 139 2228". At the bottom, it states "BAYLEYS REAL ESTATE LTD, NORTHWEST, LICENSED UNDER THE REA ACT 2008".



THE WEST GETS \$1 MILLION through new charitable funding model

The Trusts are distributing \$1 million into The West through a new charitable funding model set to help address inequity.

The entity comprising the Portage and Waitākere Licensing Trusts opens the Your West Support Fund and the Your West Innovation Fund on 18 March 2024. Under the framework, the funding will back projects and organisations that can contribute towards long-term positive change in The West.

The grants focus on initiatives that support or are led by communities experiencing inequity in The Trusts' region. The goal is to enable everyone to reach the starting line to lead a good life in The West. This means having the ability to participate, to access opportunities, resources, networks, and supports, that enable people to do well on their own terms.

The development of the funding model has been based on research that surveyed more than 200 charities and

community groups throughout The West, as well as supporting data from other sources.

Respondents were asked to identify the biggest issues or trends that will affect communities living in the region over the next 20 years.

CEO of The Trusts, Allan Pollard, says unsurprisingly respondents at the coal face of community need said economic factors would continue to be a significant issue for the area over the next two decades.

"Families are struggling and finding it hard to make ends meet and with living costs continuing to rise even middle-class families were reaching out for support.

"In addition to economic factors, climate change and kaitiakitanga (guardianship of the sky, land, and sea) were key concerns for the majority of respondents," he says.

"Respondents were eager for our organisation to support local initiatives to help support ecosystems and restore biodiversity, reduce emissions and waste, mitigate climate change and educate those in the community on how to live more sustainably."

The research shows clearly there is significant social, economic and environmental need in the West Auckland area. "Based on this evidence, The Trusts have developed key focus areas that will support community where the most impact can be made."

Applications for both funds will close on 15 April 2024. Learn more about the new funding strategy & priorities. W: thetrusts.co.nz/apply-for-funding



CEO of The Trusts, Allan Pollard

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FROM THE ASSOCIATION MANAGER

The Goods from Garry

As members of the Assn. you may have noticed in our last BA5 invite, and those that attended; the Central Park Henderson Business Association is currently undergoing a rebranding. This is to make it clearer for Auckland to understand the area in which we operate...
'The Heart of The WEST'

After amalgamation of the Central Park Business / Henderson Business Assn's to form CPHBA, during the Business Improvement District project, the transition to 'BUSINESS WEST' is timely. Under development is our new Communications Platform which will roll out in the next quarter.

EVENTS: Through our Events subsidiary - West Auckland Business Club (35+ years) CPHBA organises business breakfasts with speakers, business development workshops, the BA5 events; to enable networking and relationship building for our local businesses.

WORKING TOGETHER: we can make a real difference to our business community and ensure we have a strong - One voice for the West! - To challenge both the Council and Central Government to prioritise and drive positive outcomes for our community.

OUR NEW COMMUNICATIONS PLATFORM

As part of the evolution of the comms and membership platform the association is developing, we are creating a set of channels and connections between our members, partners, and the public.

- This will transform our operational work and bring everything in-house under one platform; i.e. Specialised tools for event organisation; invites & registrations, Membership onboarding, E-commerce capabilities, Directory, Updates, SEO etc. This will include;



Podcasts to highlight successful local businesses through interviews of their experiences & stories
- To date, 3 have been produced; ready for the launch

Exclusive Member-only content; a secure membership login area, to enable...

B2B offering deals & discounts to members, which doesn't conflict with member public offerings

Business directory (*back office accessibility to members only*)

Being a member of Business West means automatic inclusion to our online directory.

Another way of building member 2 member & B2B trust. i.e. A member may search to see whether a business they're prospectively looking at is listed in the Business West Directory. We endeavour to ensure every business that becomes a member is valid and in turn trusted in the Business West community.

CORE BUSINESS

We continue to maintain our security initiatives; Town Centre Security Patrols with our partners Matrix Security, the CCTV Cameras project - and our role to be a proponent and the voice of local business.

To close; the absolute only reason that Business West exists is to promote and support our members - by member governance and their management to further business interests in our WEST!

If you have any suggestions; please talk to us

GARRY BATES, MANAGER CPHBA

Supporting Sponsors:



THANK YOU TO Davis Funerals Henderson

BA5 February

Davis Funerals has proudly serviced the needs of families across the greater Auckland area and beyond for more than 80 years. In 1998, the company opened the Central Park Chapel which is located on land which was formerly the Collards Brothers Winery.

The company are great supporters of both Business and the Community. They have been a sponsor of the BA5 networking events since Central Park Bus Assn restarted in 2016.

Our first event for 2024 started with Davis Funerals in February. Mike and his team always offer a memorable hosting, this was no different with terrific feedback from attendees.

Images by Nelson Ng - Greenapple Wedding Studio.



BA5 March

This event was hosted by Business West, and catered for by our friends from Kings Garden Café. Another successful event with 100+ attending. Images by Caroline Ducobu Photography.



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SUNDAY 28TH APRIL
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DETAILS



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WHAT'S ON

At Westcity Waitakere

Where is the year going? We cannot believe that we are already planning for April and July School Holidays, our 50th Birthday celebrations, and Christmas 2024! We have lots of exciting things happening including a Dinosaur campaign for the April School Holidays & Po from Kung Fu Panda 4 is visiting our shopping centre in April also.

Ballentynes Fashion Central is known for their incredible range of design and colours so that there is something for every woman. Our team brings together the latest fashion styles each season.

See their range of woman's tops, dresses, pants, skirts, shoes, sandals and their Brave Soul range (designed in the UK). Their sizes range from size 8 for some styles and others going up to size 22/24.

 Ballentynes also have Red Button Rewards. This rewards scheme is very convenient - each time you make a purchase of a full priced item - they'll add it to your rewards total. No need for a plastic card - they simply need your phone number to create your Red Button Rewards account (with the option of text or email, if you wish to hear about their fabulous promos, or order an item in). It's that easy!



When you reach the \$300 level you will be rewarded with \$25 off your next purchase. There are also exclusive prize draws, special offers and invitations to member-only events.

Located on Level One of WestCity – 'Come in and check out our Autumn range available now'.

The Sharing Shed – 'Come and meet the friendly team!' No need to make an appointment - just come on down and get your hair cut today.

Quality Haircuts. No appointments.
No hair-raising prices!



Sharing Shed Elisha, Paul and Ash

Haircuts are available for men, women and children (prices vary by age). Senior Citizens who show their SuperGold card will get a special rate.

Extra services available include: shampoo and conditioner, blow drying, fringe cut, clipper cut all over and hair straightening. There's also special combos for wash and blow drying for short and long hair.

So, if you're looking for a great hairstyle, excellent service and a friendly, modern and hygienic environment, drop on by! We're ready when you are.

Sharing Shed is located on Level Two – at the Farmers end of the shopping centre.

At WestCity Lotto - John and Sunny are always ready to sell you a Lotto ticket that could be a winner! Seriously - there is a high chance that it could be a winner as this Lotto shop is one of the Top 10 sellers of winning tickets in New Zealand. A total of 28 First division winning tickets have been sold so far at this store! You can also purchase your scratchy tickets here too.

If you need to purchase a new AT Hop card or top it up for public transport - you can do that at the same time.

At WestCity Lotto they offer a range of flower bouquets to purchase at great prices. They also sell celebration cards to go with the floral gift and small balloons for those special occasions.

Just before you head off home with your tickets and gifts - try your luck at their Prize Depot.

WestCity Lotto is located on Level Two – right outside Woolworths supermarket.





TOUGH KID 2024

LOCAL LEADERS DEVELOPING LOCAL KIDS

On the 21st of March 2024, Mitre 10 MEGA Westgate & Henderson partnered with the Royal New Zealand Air Force and hosted the TOUGH KID 2024 at the Whenuapai Air Base.

The event has been well over a year in the making, having had to cancel the original plans to run the event in March 2023, due to the 2023 New Zealand Floods and cyclone Gabrielle.

Happily, this year was an amazing day of beautiful weather - and the team from Mitre 10 MEGA Westgate & Henderson, along with the talented staff of the RNZAF put all their planning together. Accordingly the partnership assembled to welcome on to the Air Base; many hundreds of school kids that registered for the event.

Fifteen schools all-from-all-over the West Auckland district, participated in the event bringing a huge community of youngsters, teachers, and parents to have a go at Tough Kid 2024.

TOUGH KID is a super fun, child-friendly military style combat course which is run in age groups for kids school years 3 to 6 (age 6 to 10 year olds). The kids ran, walked and crawled their way across the gruelling course over a distance of 1-1.5km.

Set up by the RNZAF, they went through the mud, long grass, plenty of water to contend with, and obstacles that were challenging and fun. At the end of the course everyone received a goody bag at the finish line full of really cool stuff kindly donated by the Mitre 10 amazing suppliers, the RNZAF, and Mitre 10 MEGA Westgate & Henderson.

During the day the RNZAF surprised everyone by landing the NH90 Helicopter on the field for all to see, then the Kiwi Blue parachute team gave us an airborne demonstration, and an Airforce Hercules did a flyover and gave everyone a thrill.

The RNZAF also had a range of military vehicles and equipment for the children to explore and interact with. These included a little airplane, communications truck and a fire engine. This provided a wonderful educational opportunity for the children when they were not completing the challenge!

More FM and Mai FM were also on-site handing out treats and running an exciting Pass-In-Play game to win fabulous prizes.

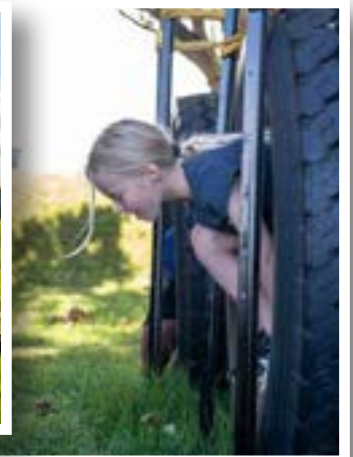
The Tough Kid Challenge is getting more and more popular every year and is great for growing confidence in our children as well as fabulous memories that last a lifetime.

Mitre 10 MEGA Westgate and Henderson would like to thank the Royal New Zealand Air Force for helping bring this amazing activity together and we can't wait to it again.

A Big Thanks to all the Mitre 10 valued suppliers and partners for all their support:

RNZAF, ESKO SAFETY, AGRIPPA PAINT, FIRTH, DALTONS, BAHCO, RESENE, BOSTIK, SMITS GROUP, SELLEYS, OTTER, ELITE MEDICAL, PRESTIGE LOOS, MEDIA WORKS, MORE FM, MAI FM & many more...





Photos supplied by NZ Defence Force.

www.westaucklandbusiness.co.nz

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\$19⁹⁸



Goldair

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Black

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\$139



Dimplex

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SKU: 371967

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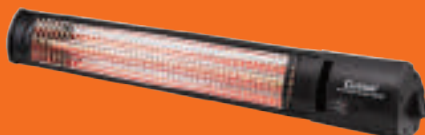


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Chiminea Fireplace

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\$299



Buschbeck

Rondo Outdoor
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Grey

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Woodsman

Serene ULEB Wood
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SKU: 354305

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Metrofires

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SKU: 280142

\$2,249



Masport

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SKU: 280591

\$2,999



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**WESTGATE &
HENDERSON**

WEST AUCKLAND RETAIL STORE & GASTRO PUB recognised in prestigious awards

The West Auckland Licensing Trusts (The Trusts) is thrilled to earn top accolades for its retail store; Liquorland Hobsonville, and gastro pub; iTi, in Titirangi.

Liquorland Hobsonville - last night [March 20] won the prestigious 'Franchise of the Year' award at the Foodstuffs Liquorland conference. The Hobsonville Rd outlet warded off competition against nearly 200 stores to take the podium.

iTi Drinks & Bites Garden - has been recognised as one of the top gastro bars in the country by the Hospitality Association of New Zealand. The eatery in Titirangi Rd is now a finalist in the equally prestigious New Zealand's Estrella Damm Top 50 Gastro Pubs.

CEO of The Trusts, Allan Pollard, says this accolade is a testament to the team's commitment to delivering exceptional experiences and a fantastic slice of West Auckland hospitality.

"Liquorland Hobsonville's award proves to be great recognition for the outstanding work of The Trusts' retail teams, Pollard says.

"Liquorland Hobsonville and iTi have gained magnificent achievements, he adds. "They are recognition of the great work being done by The Trusts' retail and hospitality teams.

"West Auckland should be very proud of its community-owned licensing Trusts and the national recognition we are receiving from our industry peers.

Pollard also shares "It is certainly very humbling for me to now hear industry experts looking to West Auckland for ideas and inspiration for both hospitality and retail."



NEED A TEAM THAT SPECIALISES in complex disputes?

Business disputes are a fact of life, and a major cause of stress and lost productivity for owners. The silver lining is that there are ways to minimise disruption and prevent problems arising in future.

If a dispute arises in your business which you can't resolve in the usual ways, there are a few useful guidelines to maximise your chances of getting a good outcome:

- Stop and think about what everyone knows: Disputes often start from misunderstandings or a lack of information. Sometimes it's possible to de-escalate a problem by ensuring that everyone is on the same page.
- Keep records: If you can't prove that a price was agreed, or that delivery occurred, then you may be facing an uphill struggle.
- Take advice when needed: It's very easy to say the wrong thing in an email, or sign something without fully understanding the terms and conditions. Taking advice as a last resort can mean that your options have already been limited.

One of the points of difference offered by Smith and Partners is the availability of experts in a wide range of subject matters within one firm, and our use of the latest techniques and software for paperless management of our litigation projects. Large volumes of documents and evidence are stored, reviewed, searched and accessed easily, without having to generate mountains of paperwork or lose unnecessary time.

'Our team now includes Nigel Stone, an experienced litigator with expertise in construction disputes, resolving problems around use of intellectual property, and advising on the delicate balance of shareholder disagreements. Nigel joins our expert litigation team guided by Director Carolyn Ranson and Senior Associate Nathan Tetzlaff.

If your current lawyer does not offer high level dispute resolution services, Smith and Partners are happy to receive their referral in relation to your litigation project. Whether it's conducting negotiations, attending mediation, or advocating in court, they're ready to safeguard your best interests.



West Auckland's dispute resolution specialists

Our growing, specialist litigation and commercial law teams make Smith and Partners the perfect choice when you need to resolve a business dispute.

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FAST SECURITY PATROLS

Swift Response is Crucial

The importance of fast security patrols and why their swift response is crucial for maintaining safety and security.

Deterrence and Immediate Response:

Mobile security patrols offer a dynamic approach to security. These fast-response teams operate in dedicated patrol vehicles, covering a wider range of ground. Their constant movement serves as a visible deterrent to potential criminals, who are less likely to engage in illegal activities when they know security personnel are actively monitoring the area.

When an incident occurs, such as an alarm activating, mobile patrols can swiftly reach the location and take immediate action. This rapid response minimises the potential for damage or loss.

Customised Security Plans:

When partnering with a security service, such as Matrix



Security, custom security plans are created. These plans ensure that mobile patrols cover the area's most vulnerable to threats. Customised solutions are designed to suit the specific needs of businesses, especially those that have a high 'risk profile'.

Comprehensive Record-Keeping:

Mobile patrol officers use a combination of GPS location and NFC tags during their patrols. This technology provides a complete record of the timing and areas covered. Business owners gain peace of mind knowing that security patrols are carried out according to exact specifications.

Enhanced Employee and Client Safety:

Static security guards, on the other hand, offer a fixed presence at specific areas. They serve as reassuring and constant deterrents, making them suitable for locations requiring consistent visibility. However, their mobility is limited compared to mobile patrols.

Mobile patrols, with their agility, can respond swiftly to alarms, disturbances, or suspicious activities anywhere in the Business West area. This flexibility enhances safety for employees, clients, and assets.

In summary, fast security patrol responses are essential because they deter criminal activity, provide immediate assistance during emergencies, and offer tailored solutions for safeguarding businesses and properties.



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WESTCITY WAITĀKERE celebrates 50 years

WestCity Waitākere has been Henderson's powerhouse commercial and retail space since 1974. And the mall is planning a special programme of events in October to mark its 50th golden anniversary.

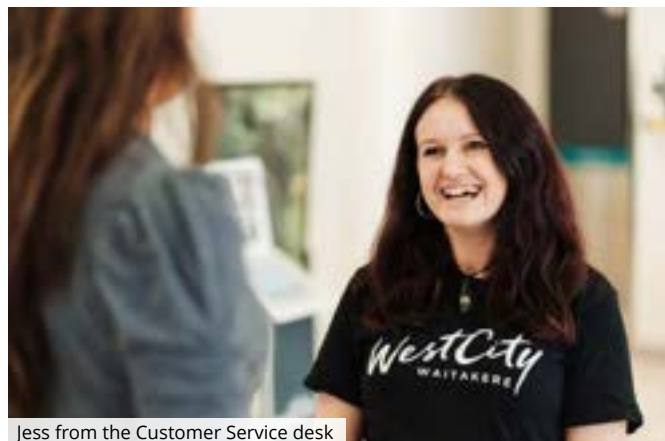
'We have exciting entertainment planned with competitions and prizes,' Centre Manager Larissa Keil explains. She adds that the opening celebrations had a circus and funfair theme, and the mall plans to continue that with a modern twist for the 50th jubilee.

WestCity Waitākere is a vital part of the West Auckland economy. Around 500 people are employed in the centre, including part-time and casual staff. And the mall boasts 125 shops plus kiosks, including big names like Farmers and The Warehouse. There's also Event Cinemas and an enticing range of eateries and cafes offering cuisines from across the globe.

The centre has had a special place in the hearts of Westies for decades. WestCity attracts a staggering 5 million visits every year. And despite challenging economic times, the latest foot traffic data continues to track at around 20 per cent up on last year.

'We are also busy with leasing enquiries, which to me symbolises confidence in the local retail industry,' declares Larissa.

WestCity has strong links with the local community. The Little Westies kids' club is hugely popular with parents and youngsters. And the Westie Wanderers Walking Group, for those aged 65+, meets every second and fourth Friday of the month. Larissa says the WestCity site covers five hectares. These energetic walkers enjoy a stroll around the site and finish with a refreshing cuppa at one of the fantastic cafes. It's a great way to meet new people, make friends and keep fit.



Jess from the Customer Service desk





Larissa has been WestCity's Centre Manager since December 2021. The job is busy and varied, with no two days alike. Larissa heads up a team of 17 and oversees lease management and administration, business and property planning, plus marketing and facilities management. She says WestCity has its own in-house maintenance team.

Larissa has enjoyed a varied career, which has given her the skills needed for the multifaceted Centre Manager role. She started working in commercial property in the 1990s, first in facilities management, then in accounting and general management.

Larissa says her start in commercial property included a portfolio covering Auckland and Hamilton. What is now The Boundary shopping centre was also part of Larissa's portfolio. Her first contact with WestCity came in 1998 when she helped organise a fashion show in

the mall. 'That was so much fun', she says.

Larissa moved to Australia and started working in finance and accounting. Upon returning to New Zealand, she continued working in that sector. In 2008, she became the chief financial officer for a commercial property investment firm and ended up doing asset management.

In her time, Larissa has also run her own accountancy business and even imported horse trucks from overseas.

Work keeps Larissa super busy. However, she enjoys riding her two horses and walking her three dogs when time allows. Larissa is also mum to two teenagers, who keep her on her toes.

Since 2022, Larissa has been a board member at Business West. She says membership has helped her better understand what's happening in the wider area.



Sabrina and Anita from Marketing



‘There’s a great team at Business West, and lots of fantastic work is happening,’ she reports.

Larissa continues, ‘I love the heart and community in West Auckland and see this area as having a huge amount of potential and opportunity.’ Being part of Business West has helped Larissa better understand what impacts the centre and how the centre can impact other parts of Henderson. ‘We all need to work together,’ she declares.

Her priorities for Business West include attracting more business investment and increasing town centre foot traffic. Larissa also wants to make Henderson a more attractive place for locals. To this end, she welcomes Eke Panuku’s plans to revitalise Henderson’s Catherine Plaza. She sees it as an essential step towards creating a more welcoming atmosphere in the town centre for locals and visitors.

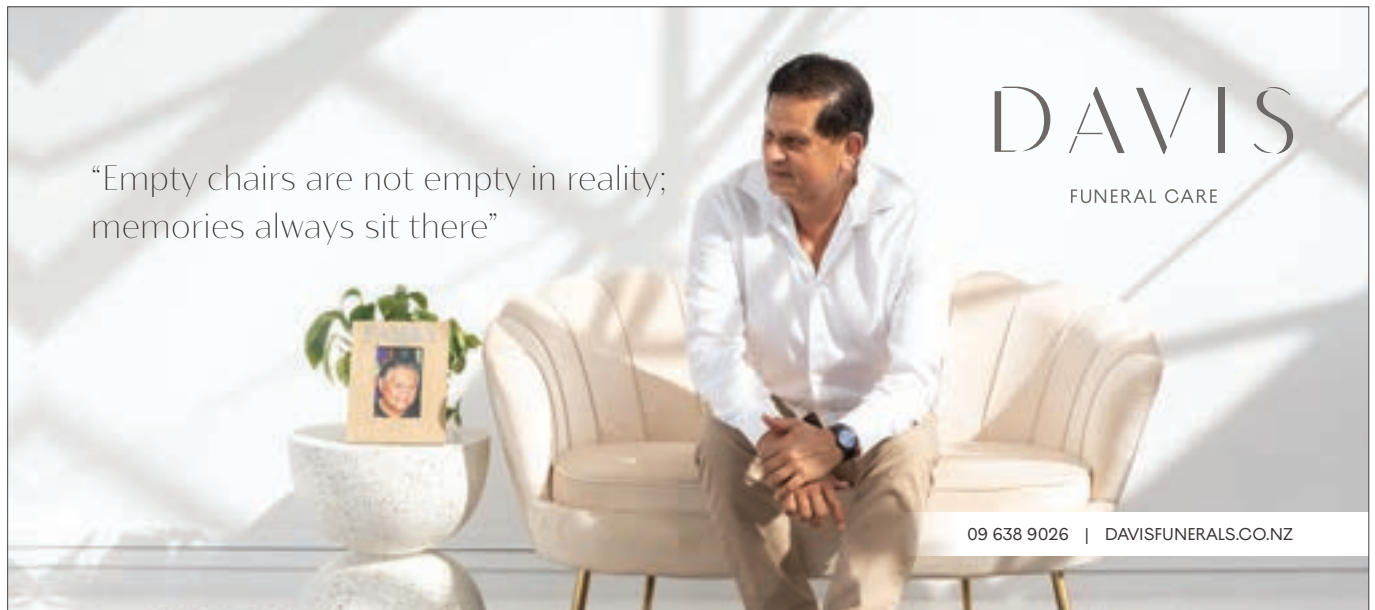
WestCity’s golden jubilee celebrations will run from 1 to 20 October. With a circus theme, a host of entertainment and performances is planned, and the full programme has yet to be finalised. Keep an eye on the WestCity website for all the latest news.

In the meantime, there are plenty more reasons to visit WestCity. Check out the dinosaur-themed school holiday programme if you’re stuck for entertainment ideas for the kids in the upcoming April holidays. This learning experience also includes a craft activity where kids can paint their own dinosaur sculptures.

WestCity Waitakere has been in business for so many years with good reason. If you haven’t visited the mall for a while, with so much in the pipeline, now’s the perfect time to check it out.

www.west-city.co.nz





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WOMEN IN BUSINESS

A New Networking Initiative

The CPHBA is thrilled to announce our commitment to the launch of our Women in Business Network, an initiative designed to foster connection, empowerment and impactful growth for both female members of the association and the broader business community.

This exciting endeavour is more than just a network. It's a vibrant community committed to fostering meaningful collaborations, sharing valuable insights and promoting professional advancement among women in business.

The primary objective is to create an inclusive platform where women can find support, mentorship and opportunities to amplify their voices and talents in the business world. By leveraging the collective expertise and experiences of members, this initiative aims to address the unique challenges faced by women in business, encourage innovative solutions and really celebrate achievements that make our business community so diverse.

The Women in Business Network will offer a range of dynamic events and support, all geared towards enhancing personal and professional development. The vision is to create a supportive and passionate community that drives positive change and lifelong connections – with others, business and the Self.

Whether you're looking to expand your network, share your expertise, embark on new collaborations, or are simply feeling 'stuck' in what can be the daily grind of business life, this network is the place for you!

The Women in Business programme will be facilitated by Anika Millington, CPBHA's new Communications Manager. With a strong background in Communications, Personal Development and Coaching, Anika is excited to launch this initiative and provide forward thinking support for Women in Business Members.

Stay tuned for further information and updates on this exciting project!



Anika Millington



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VIRAL INFECTIONS

Protection and Treatment

What is a viral infection?

- A viral infection is caused by exposure to a virus. Viruses cause infections by invading their hosts' normal cells and using their cells to multiply and produce other viruses like themselves.

How can I catch a viral infection?

- Viruses spread easily from person to person through coughing and sneezing, contact with infected vomit or faeces (poo), exposure to bodily fluids in sex or sharing needles.

How is a viral infection treated?

Babies, adults and people with a weakened immune system should see their doctor if they get a viral infection. However, most people can rely on their immune system to fight off the majority of viral infections. Therefore, treatment for most viral infections aims to ease symptoms while you recover.

This can include:

- Resting at home
- Sipping water for hydration
- Drinking lemon and honey drinks for cough and colds
- Taking paracetamol or ibuprofen to relieve pain and fever

If needed, antiviral medicines can be used for HIV/AIDs and cold sores.

How do I protect myself against viral infections?

You can stay vaccinated against viruses that cause some infections, such as the flu, COVID-19, measles, Rubella (German measles), mumps, hepatitis A and hepatitis B. Vaccination or previous infection means that when you encounter the virus again, you are likely to have fewer symptoms and a faster recovery, or you may not get sick at all.

Key points about viral infections:

- Viruses can cause a wide range of infections, such as the common cold, flu and COVID through to other serious diseases such as hepatitis, meningitis and myocarditis.
- Viruses spread easily from person to person, so it is important to stay away from other people when you are infectious, as well as to wash your hands often and cover your coughs and sneezes.
- Antibiotics only kill bacterial infections - they are useless against viral infections. Misusing antibiotics to treat viral infections can cause antibiotics resistance.
- Vaccination can protect against some viruses, including the flu, COVID-19, measles, mumps, Rubella, hepatitis A and hepatitis B.



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YOUR TEETH

Stop These Toothbrushing Mistakes

Think you are pretty good at brushing your teeth and keeping them clean? A scarily high percentage of adults in New Zealand are affected by gum disease in varying degrees - some estimate it's as high as 80%, and poor brushing habits are a big contributor.

So don't join the statistics - take a look at these top toothbrushing mistakes and see if you can improve your routine.

- 1. Not brushing for long enough.** We all know the "two minutes, twice per day" recommendation but the majority of us don't consistently brush for this long. Two minutes is the recommended minimum time it takes to brush your tooth surfaces and gum line adequately.
- 2. Not brushing twice per day.** Yes, there are some people out there who skip the morning or night time brush. Once per day isn't enough to adequately remove the food debris, bacteria and plaque build-up that occurs every time you eat.
- 3. Brushing at the wrong time.** The ideal time is at least 30 minutes after eating. This is because your mouth becomes slightly acidic for the first 20 - 30 minutes after you eat, and if you brush during this window of time you run the risk of wearing down your enamel.
- 4. Not flossing.** We know it can feel like a chore but without regular flossing you miss cleaning 30-40% of the surfaces of your teeth. It only takes a few days for plaque and bacteria to build up on your teeth, leading to cavities and gum disease.
- 5. Brushing too hard.** Brushing harder does not make your teeth cleaner! Brushing too hard and/or with a hard-bristled toothbrush wears down your enamel and causes gum recession. This means your teeth are more vulnerable to damage and decay, as well as increased sensitivity and pain.
- 6. Using too much toothpaste.** Contrary to what you see in toothpaste adverts, adults only need to use a pea-sized amount of toothpaste. Any more is wastage.
- 7. Storing your brush wrong.** After brushing you should always rinse the bristles thoroughly and store your brush upright to air dry. Don't store it in a container as bacteria love to grow in moist environments.
- 8. Not replacing your toothbrush regularly.** It is recommended to replace your toothbrush or toothbrush head every 3 - 4 months. A good way to remember is when the seasons change. Any longer than 4 months and the bristles will be frayed and won't clean your teeth as effectively. Also, don't forget to replace your toothbrush or toothbrush head after you have recovered from an illness to ensure that any viruses or bacteria are not lingering.



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A male dentist in a blue clinical shirt and white gloves is examining a patient's teeth. The patient is lying back in a dental chair. The background shows a typical dental clinic setting with shelves and equipment.

THE SPLENDOUR OF TULIPS

with Davis Funerals

In the picturesque landscapes of New Zealand, amidst rolling hills and lush gardens, as the temperature drops, you'll see tulips make a surprise appearance. These iconic flowers, celebrated for their kaleidoscope of colours and elegant forms, have a rich history, diverse varieties, and profound cultural significance. Let's delve into the world of tulips, exploring their varieties, historical roots, and the inspiration they offer to the people of NZ.

Varieties and Colours:

Among the popular varieties cherished in New Zealand are the vibrant Triumph tulips, renowned for their sturdy stems and bold hues, including shades of red,



yellow, and pink. The delicate and graceful lily-flowered tulips captivate with their slender, pointed petals and soft pastel tones. Meanwhile, the exotic and flamboyant parrot tulips, with their ruffled and twisted petals reminding us of tropical birds, add an enchanting touch to gardens across the country.

Historical and Cultural Significance:

Tulips have a fascinating historical legacy that traces back centuries, with origins in the Ottoman Empire before inspiring the hearts of Europeans during the Dutch Golden Age in the 17th century. In Holland, tulips became a symbol of wealth and prosperity, fuelling a speculative frenzy known as "Tulip Mania," where bulbs were traded at exorbitant prices and regarded as prized possessions.

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

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Imported by early settlers and botanists, tulips soon found a home in New Zealand's gardens, where they flourished in the favourable climate and enriched the country's flora with their vibrant presence. Spring festivals and garden shows often display a love of tulips, with their vibrant colours and delicate petals used to adorn public parks, botanical gardens, and private landscapes, captivating visitors, and locals alike with their splendour.

The Delicate Nature of Tulips:

Tulip cultivation can be meticulous and time intensive. Tulips need optimum temperatures to flourish, they also don't like the heat given off by too much direct sunlight and usually won't grow successfully unless the bulb is planted more than 8 inches deep in the soil.

Given the precise temperature requirements for optimal growth, tulip breeders in New Zealand often opt to refrigerate the bulbs before planting. By adhering to many meticulous practices, breeders maximize the chances of successful tulip cultivation, resulting in an abundance of colourful blooms when the time is right.



Did you know?

Tulips have a unique ability to continue growing after being cut, often bending, and twisting towards the light, when placed in a vase alongside other flowers, tulips tend to stand out, often towering above the surrounding blooms. As a result, they may require frequent trimming to maintain balance within the arrangement.

Tulips need to stay away from fruit, the ethylene gas emitted by ripening fruit can cause tulips to age more rapidly.

Sarah Wiklund - Event Flowers on behalf of Davis Funerals

"A tulip doesn't strive to impress anyone. It doesn't struggle to be different than a rose. It doesn't have to. It is different. And there's room in the garden for every flower." - Marianne Williamson

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MILD CHICKEN CURRY

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INGREDIENTS

Chicken:

- 1kg chicken thigh; diced

1/2 tablespoon of:

- Cumin powder or seed
- Turmeric
- Smoked paprika
- Kasoori methi (dried fenugreek leaves)
- Garam masala
- Fresh garlic and ginger
- Kashmiri chilli powder (Kashmiri powder is for both colour, mildness, and as a great flavour enhancer)

Other:

- 2 x green cardamom pods
- 1 x red onion diced
- 2 x red diced tomatoes
- Teaspoon salt and pepper
- 100mls water
- 1 cup cream or coconut cream

Preparation:

1. Cook chicken in pan, put aside to rest.
2. In same pan cook all ingredients for 10 minutes; apart from water and cream.
3. Add the water; then blend cooked spices, tomato, onion etc to a fine paste
4. Add back to same pan add chicken and cream reduce for 5 minutes.

To Serve:

With extra-long grain rice, or add lentils. & your own flatbread, its simple to make.

Perfect for an Autumn lunch.

Editor's note: I've tried it, and its banging!



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THE KIA EV5 Arrives in New Zealand

A midsize electric SUV that redefines sustainable mobility.

The EV5 has officially landed in New Zealand for local testing and evaluation, gearing up for its highly anticipated launch later this year. With over 20 Research and Development engineers from seven different departments at Kia Head Office participating in extensive local engineering testing, you can trust that this vehicle is backed by thorough research and development efforts.

Sharing Kia's acclaimed 'Opposites United' design language with the multi-award-winning EV9, the EV5 promises to deliver innovation and style. Managing Director of Kia New Zealand, Todd McDonald, highlights the EV5's appeal to families with its impressive range, performance, and spacious interior, thanks to the Electric Global Modular Platform.

Designed for the smaller SUV segment, the EV5 offers two rows of seats for five people, catering to those seeking an innovative, fast-charging, and attractive fully electric vehicle. Meanwhile, the EV9 continues to stand out as one of the few EVs with seating for seven, maintaining its spacious and versatile design.

A new EV5 section of the Kia New Zealand website goes live in April. It's difficult to imagine that Kia will have much trouble winning customers over as the new model's larger sibling, the seven-seat EV9, being so well received since its local arrival 6 months ago.

On the 10th of April, from 1 pm to 4 pm, the EV5 will be showcased at Kia Henderson on Central Park Drive. It's your chance to get a sneak peek at the first example of Kia's latest addition to the new model portfolio.

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REVOLUTIONIZING TOUGHNESS: The 2024 Mitsubishi Triton

In the realm of pickups, the Mitsubishi Triton stands tall as a symbol of reliability and durability. With its storied legacy of rugged performance and impressive towing capacity, the Triton has earned its place as a top choice for drivers seeking both adventure and utility.

Now, with the unveiling of the redesigned 2024 model, Mitsubishi has once again redefined what it means to drive a pickup truck.

Central to the Triton's evolution is its cutting-edge bi-turbo engine, a marvel of engineering that delivers an unparalleled blend of power and efficiency. Whether navigating city streets or conquering rugged terrain,

the Triton's bi-turbo engine offers ample torque and acceleration, providing an exhilarating driving experience unlike any other.

For those who demand exceptional towing capability, the 2024 Triton does not disappoint. With a true 3.5-tonne towing capacity, the Triton effortlessly handles hauling tasks with ease, making towing feel effortless and stress-free. Whether you're towing a boat for a weekend getaway or hauling equipment for a job site, the Triton is up to the task.

Inside the cabin, the 2024 Triton offers a sanctuary of comfort and convenience. Thoughtfully designed with premium materials and ergonomic seating, the

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With the redesigned 2024 Mitsubishi Triton, Mitsubishi has once again demonstrated its commitment to innovation, quality, and reliability.

Whether you're a weekend warrior, a tradesperson, or someone who simply appreciates rugged versatility, the Triton offers unmatched performance, capability, and comfort. Experience the future of toughness — **test drive**

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MANAGER'S MESSAGE

Summer has come to a close with a blast as we attended the Helensville and Kumeu A&P shows, and drew the winner of the Ultimate Day Out competition.

Across the two shows we shared our marquee with Eleventh Hour Gifts and Boutique, Skydive Auckland, Kaipara Coast Sculpture Gardens and Plant Nursery and FIGG. We saw thousands of people through each of the shows and were able to sell items on behalf of our members.

We had discount giveaways for everyone who visited our stall and were able to answer any questions visitors had about the businesses we showcased. We will look to repeat this success at events next season and invite anyone who wants to join us to reach out. With enough interest we may be able to provide a bigger marquee.



As sponsors of the Kumeu Show we provided tote bags which were stuffed to the brim with goodies from all the trade stalls. Part of the fun of the show was when officials would take 5 bags to a secret stall location then announce on the loud speaker where visitors could head to pick up a free goodie bag. Family members from all walks of life would suddenly sprint to the secret location hoping to grab a bag.

We had the pleasure of drawing the Ultimate Day Out winning entry over the weekend at the Kumeu Show.

The lucky winner was Sarah who had shopped at Phoenix Beauty Therapy. Sarah was so excited to receive the phone call to acknowledge that she was the winner and raced down to the Kumeu Show to pick up her prize pack. We hope Sarah and a friend enjoy the Ultimate Day Out experience and thank everyone for supporting local businesses.

Ultimate Day Out WINNER!

**Congratulations
Sarah**

**Our winner after shopping at
Phoenix Beauty Therapy.**

Thank you to everybody who entered
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as comfortable as can be. During warm summer days, enjoy our inviting swimming pool or relax in the cabana. Extensive grounds offer ample space to explore and unwind, while the large decks are perfect for outdoor entertaining.

Woodvale Lodge is dedicated to ensuring your experience is nothing short of memorable. From breathtaking natural surroundings to thoughtfully designed accommodation. Pam and Rick are on hand to assist you with any requests or questions you may have, making your time even more enjoyable.

Contact Pam and Rick today on woodvalelodgenz@gmail.com or call 021 979 185.





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CALLING BUSINESS MENTOR

Expressions of Interest

North West Country Inc. business association is looking to launch a new initiative to support our members called Business Solutions.

This will be a comprehensive service covering tools and templates for business success, as well as regular one-on-one sessions with business mentors based out of our Business Hub in Helensville.

Hoping to launch in July 2024, the organisation is seeking expressions of interest from all local business advisors who would like to join our business mentors team.

Mentors will be asked to join a roster of other business advisors to take appointments for half a day with subscribed association members and provide one hour

one-on-one sessions. It is anticipated that mentor sessions will occur once a fortnight, with one mentor in attendance each time.

The service will be free to business members and utilise the business success pack available on the North West Country website, personal knowledge and advice from the mentor, and other resources as can be made available.

All mentors will be compensated for their time. All mentors must be business association members, either full or associate. If you would like to join the programme please email a copy of your CV outlining your business management experience to the General Manager, Danielle Hancock at manager@northwestcountry.co.nz

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