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West magazine is produced by Business West (business association). 4,500 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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CHAIRS REPORT

As the summer gives way to the autumnal colours and now into Winter, we all grumble about the darker mornings and cooler temperatures, it is our pleasure to bring you this publication of WEst.

Whilst the media seem obsessed by school lunches, and in the famous words of Goldilocks, them being too hot, too cold but evidently never just right, such issues serve only to divert attention away from the real "elephant in the room", being the recovery of the economy, and for business confidence to improve.

With inflation currently down to circa 2.2%, and interest rates showing some signs of easing here at home, despite some concerns around the impacts on our economy of some global events, hopefully we will see a continued improvement and confidence. In the words of our friend and periodic business breakfast guest, Tony Alexander, whilst businesses for the most part had embraced the line of "survive to 25", the reality is "you won't truly receive a fix until 26". A theme further underscored by the austerity budget most recently delivered by the Minister of Finance.

I had the pleasure of being MC and introducing the current Mayor of Auckland, Wayne Brown to our most recent breakfast event. The mayor provided an entertaining, candid and down to earth view of the role of council, the achievements of council during this current term, and the key things that he will be committing to fix should he be successful in winning a second term as mayor.

As a businessman, it was refreshing to hear the no-nonsense approach that Mr Brown has taken to simplifying the role of council, removing barriers to progress, having a vision for driving real change through innovation to key bug bears such as road transport around the city and challenging the wasteful spending that we have seen in the past.

Mr Brown is to be commended for the significant savings and removal of unnecessary spend that the



MICHAEL POWELL

Council has achieved, all of course on a backdrop of only a 7% rate increase in the '24 year, and a proposed increase of 5.8% in the '25/26 year. Having referred to Auckland as the "City of Cones", and suffering from "Cone Mania", it was our pleasure to present the mayor with his own personalised set of traffic cones.

Under Anika's management, our ConnectHer programme continues to grow in popularity, with some 50+ women attending the most recent ConnectHer Café event. If you would like to know more, we invite you to contact us.

Finally, it is with sadness that I have received two resignations from the board, being those of Nick Simmons and Stephen Jones. I would like to thank both Nick and Stephen for the significant contribution they have both made to the board. And association.

Whilst we will certainly miss Nick and Stephen, we do look forward to their continued presence at association events. The board will be looking to replace both Nick and Stephen's positions and accordingly expressions of interest from members would be welcomed.

Wishing you all the best in health and business.

MICHAEL POWELL, CHAIR BUSINESS WEST

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THANK YOU BA5 Sponsor Service King

BA5 May at The Alderman in Henderson

Service King is a long-time member and sponsor of the Business after 5 (BA5), Business West appreciates Vick's steadfast support of our events entity; the West Auckland Business Club.

Service King is the one-stop service source that connects you with top-quality tradespeople in the cleaning and maintenance industry. They've been in business for over 20 years and operate as a facilities management platform, servicing both residential and commercial customers. Their quality tradespeople get the job done on time and on budget.

Vick and his team hosted a memorable and welcoming event with great hospitality.



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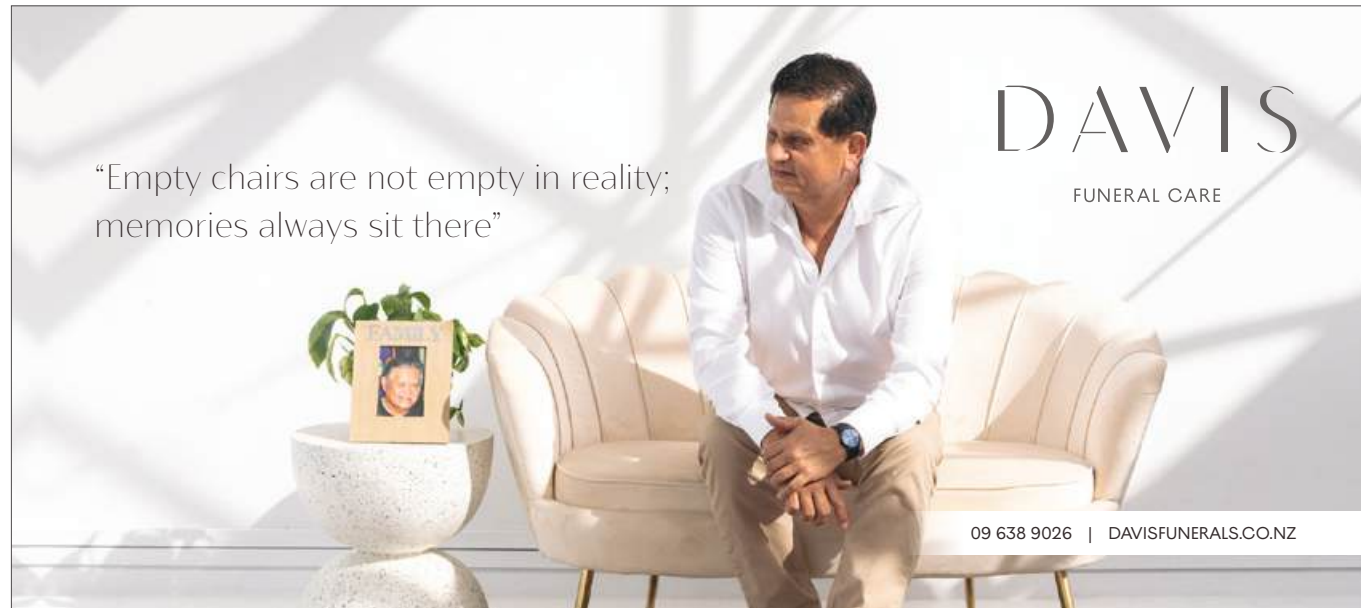
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BUSINESS RISK WARRANT OF FITNESS

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As a business owner, ensuring the health and safety of the business is crucial. Similar to how vehicles require a Warrant of Fitness (WOF) to ensure they are roadworthy; businesses need a comprehensive check-up to be legally sound and protected against potential risks. This is where the Business Risk 'WOF' from Smith and Partners comes into play.

What is a Business Risk Warrant of Fitness?

The Business Risk WOF is a proactive service designed to help business owners identify and manage legal risks associated with their operations. By understanding legal responsibilities and potential liabilities, informed decisions can be made to protect the business and personal interests.

Key Services Included

Smith and Partners offer a suite of services that form the basis of a Business Risk WOF. First, advice is provided on business structuring and transactions, including formation, structuring, and sale or purchase of businesses. Contract law, commercial property, and



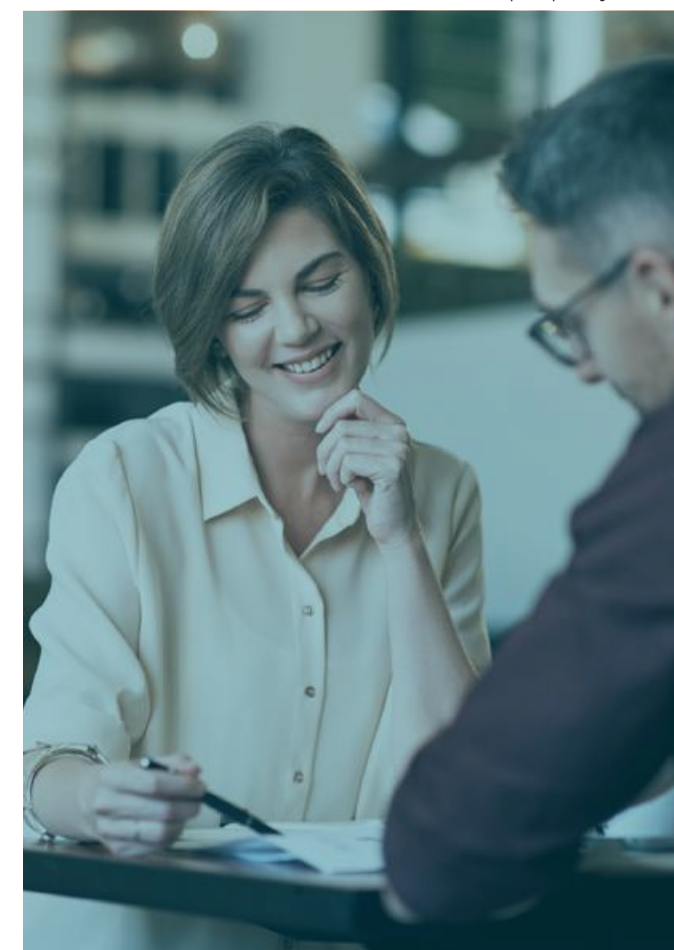
intellectual property rights are also handled. Services cover employment law and resolving commercial disputes efficiently.

Why Choose Smith and Partners?

The team of experienced commercial lawyers at Smith and Partners is dedicated to making the legal process easy to navigate. They work closely with clients to ensure that businesses are legally sound and well-protected. Guidance is also offered on starting a new business, buying or selling a business, drafting shareholder agreements, and handling corporate and commercial property issues.

Schedule Your Business Risk WOF Today

Be proactive and schedule a Business Risk Warrant of Fitness with one of the senior commercial lawyers at Smith and Partners. It can save time, money, and stress in the long run. Visit the website or contact Smith and Partners directly for more information or to schedule an appointment.



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FIRST AUTOSTORE™ IN NZ Kardex Powers a Major Intralogistics Leap for Douglas Pharmaceuticals

**Revolutionary robotic storage system
delivers fourfold productivity gains
– and a smarter path to scale.**

Henderson, Auckland – In April this year, Douglas Pharmaceuticals and Kardex officially opened New Zealand's first AutoStore™ system, marking a major milestone for warehouse automation in the region and celebrating a strong, forward-focused partnership.

Driven by the need to expand fulfillment capacity without increasing warehouse footprint, Douglas turned to Kardex – the fastest-growing global AutoStore partner – to lead the integration of a flexible, high-density solution. With over 6,000 bins and 13 robots operating within a compact cube-based grid, the AutoStore system is now fully operational at Douglas's West Auckland site.

The results are transformative: a fourfold increase

in picking speed, 30% more storage capacity using just 10% of the space of traditional methods, and 99.9% accuracy in order fulfilment. Even better, the installation required no major warehouse alterations or costly infrastructure changes – just smart planning, expert floor prep, and Kardex's proven intralogistics know-how.

"This wasn't just a technology project – it was a collaboration," said Jeff Douglas, Managing Director of Douglas Pharmaceuticals. "We're proud to lead with Kardex in bringing this innovation to New Zealand, future-proofing our fulfilment and creating a safer, smarter workspace for our people."

Kardex managed the entire solution lifecycle – from planning and modelling to integration and commissioning – reinforcing its role as the ideal AutoStore integrator for businesses aiming to scale efficiently.

Grant Smith, Head of Business Development ANZ at Kardex, added: "The official opening in April was more than a milestone – it was a celebration of what's possible when forward-thinking companies collaborate. AutoStore powered by Kardex is the future of fulfilment, and Douglas Pharmaceuticals is leading by example."

To see how an AutoStore solution could transform your operations, explore the [StoreX Calculator](#) – a free, intelligent tool that models your warehouse inputs and delivers a tailored performance and ROI report.



Jeff Douglas MD of Douglas Pharmaceuticals welcomes guests to the Official Opening.



WOMEN IN BUSINESS the ConnectHer platform

There's a very special kind of magic that happens when like-minded women connect and the ConnectHer Team have been working hard to magnify this! The intention of all that we do with the ConnectHer, women in business platform is to hold space for women in our wider business community to connect and collaborate. At Business West, we are championing this wherever possible.

In today's fast-paced digital world, it's certainly no secret that professional networking sites such as LinkedIn have become indispensable tools for professional and personal advancement. Recognising this, ConnectHer proudly launched the LinkedIn Lab, a workshop designed to empower and equip members with the skills necessary to maximise their LinkedIn presence.

We teamed up with Nicki Osbaldiston of **Osobaldiston Lane Marketing**, who is (among many other things!) an absolute expert in maximising LinkedIn presence.



Nicki brought her unmatched expertise and very personable teaching style, making this 'Fasterclass' invaluable. The response was overwhelmingly positive, having a significant impact on all who attended. This is definitely going to be a permanent fixture on the ConnectHer calendar, with a waitlist already formed for the next LinkedIn Lab.

The benefits of LinkedIn Lab are multifold. Attendee's craft profiles that stand out, understand how to build strong professional networks and learn to uncover potential opportunities within their industries. They learned insights into leveraging LinkedIn's vast resources to not only enhance professional visibility, but to establish an authentic personal brand as well.

Five key points that came out of the LinkedIn Lab:

- **Profile Perfection:** Get this right first! Use a professional photo that aligns with your brand and shows you authentically. Write a compelling headline that succinctly outlines what you do.
- **Engaging Content:** Share articles, thoughts and achievements regularly to keep your network engaged and informed about your professional journey.
- **Strategic Networking:** Connect with peers and industry leaders. Personalise connection requests to build meaningful relationships – it is often glaringly obvious when this is AI automated so take the pros and cons of this into consideration.
- **Active Participation:** Thoughtfully provide comment and engage in relevant discussion. This starts to expand your industry knowledge and creates influence.

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- **Endorse and Be Endorsed:** Gather endorsements and reciprocate. A rising tide lifts all ships!

We kept the momentum going with the ConnectHer **Business After 5** event. The turnout was phenomenal - a sellout within days! This event held space for women in our wider business community to connect and was a perfect blend of fun, connection, networking and inspiration.

There are so many women doing some incredible things and it was a privilege to have the opportunity to champion these.

Instead of a formal speaker, we chose to have attendees grace us with their 60 second **ElevateHer Pitches** - such a great move! These interesting, thought-provoking (and sometimes downright hilarious!) stories breathed life into the event and reinforced the spirit of support and encouragement that ConnectHer values.

Guests were treated to exquisite food and atmosphere



at The Alderman, beautiful wine tasting from Business West supporter Babich Wines and very generous spot prizes gifted by The Alderman, Babich Wines and Waitakere Resort. Many new connections were fostered and existing ones nurtured. The success of this event underscores our ConnectHer commitment to not only providing solutions for learning and growth, but a space to nurture connections.

Emma Monaghan from Forsyth Barr is a genuine advocate for women in business and has been a major sponsor of ConnectHer since inception. We extend the most heartfelt thank you to her and look forward to bringing her formidable skills to the ConnectHer community.

Both the LinkedIn Lab and the inaugural Business After 5 event highlight Business West's continued efforts to support and elevate women in the business world. We are certainly committed to keeping the momentum going!



Emma Monaghan, Forsyth Barr



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LOW RATES & FLAT PRICES
mean Big Opportunities for Buyers

If you've been keeping an eye on the property market, you've probably noticed something curious. Interest rates are finally coming down, but house prices haven't skyrocketed - Yet. For first homebuyers and investors, this could be the golden opportunity you've been waiting for.

Many West Auckland suburbs still offer great value compared to the peaks we saw a few years ago. And that's unusual. Typically, once interest rates drop, buyer demand increases and prices quickly follow. But right now, there's a lag. For first homebuyers and investors, that lag could be opportunity knocking. And here's why:

First-Home Buyers

If you're a first homebuyer, now's a great time to get your foot on the property ladder. This is a rare window of opportunity when borrowing is becoming cheaper, but prices haven't surged. Banks are offering some very competitive deals, with fixed lower-term rates and better lending conditions. That makes it easier to plan long term and even borrow a bit more to secure the home that might have been out of reach a year ago.

Investors

The current market also presents plenty of opportunities for investors to take advantage of before prices start climbing again. Rental demand remains strong throughout West Auckland, and with interest rates easing, cash flows and the return on investment are improving.

Plus, with fewer buyers in the market, there's less competition and more room to negotiate. And that's good news for investors and first home buyers.

West Auckland's prime location

The West has long been desirable for buyers looking for solid, affordable homes, good amenities and great communities. What's more, the arrival of the WXI bus has cut down on travel times and improved transport links.

We're also seeing more motivated sellers in the market, which means there are some fantastic deals out there if you're ready to act.

Ready to make a move?

The combination of affordable mortgages and stable prices won't last forever. So, whether you're a first homebuyer or investor, acting now could mean locking in a great deal before the market shifts.

Want to make your move? Contact The Mortgage Hero today. Leading West Auckland mortgage broker Vins Grover will help you get buy-ready and secure the best deal.

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Hikoki
185mm High Torque Brushless Circular Saw Bare Tool 36 Volt



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MITRE 10 MEGA WESTGATE Unveils Power Tool Department Makeover

Mitre 10 MEGA Westgate has raised the bar with a stunning transformation of its power tool department, setting a new benchmark in retail for both trade professionals and serious DIYers. Already known for its commitment to quality and innovation, the store now boasts the largest trade range in the entire Mitre 10 network—solidifying its status as a true destination for tools and big-name brands.

At the heart of the makeover is a *trade-focused extended offer*, tailored to meet the evolving demands of professionals who rely on performance and reliability. From premium cordless systems to heavy-duty workshop gear, the range has depth, variety, and relevance.

Mitre 10 MEGA Westgate is the only hardware retailer in the country with this new set up; the custom *integrated display* enhances both functionality and aesthetics. Carefully curated zones make it easier than ever for

customers to compare brands, view products, and access information—delivering a *seamless shopping experience* from start to finish and....

What sets this upgrade apart is how it blends the scale of a big-box retailer with the insight of a specialist tool provider. Whether you're a tradie looking for trusted gear or a weekend warrior upgrading your workshop, the Westgate experience caters to all levels of expertise.

Future-focused and built to evolve, the redesigned department is more than just a facelift. It's a strategic investment in *future-proofing* the store's offer—anticipating trends, integrating new technology, and accommodating expanding product lines.

Mitre 10 MEGA Westgate's revitalised power tool zone doesn't just sell tools—it empowers its customers with choice, confidence, and convenience. With this bold step forward, the store cements its place as the go-to destination for power tools in New Zealand.



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WHAT'S ON At Westcity Waitakere

2025 is all go at WestCity as we head into the Winter months. We had a successful campaign over the April School Holidays where we held a Silent Disco Party down on Level One. This activation involved participants popping on a pair of wireless headphones, choosing their favourite tunes and dancing the afternoon away in a fun atmosphere complete with a glowing floor!

By the time this magazine hits the streets, we will be ready to welcome in Matariki and the July School Holidays. We also have some exciting news about our Justice of the Peace sessions.

Justice of the Peace

Justice of the Peace (JPs) services are now available on Friday nights here at WestCity! This is great news for those requiring their services. The new service hours are every Thursday and Friday night from 6pm until 8pm and every Saturday from 10am until 12pm. You can find them on Level One, in front of Japan Mart.

JPs can offer a range of services including:

- Witness signatures on documents
- Certify copies of documents (including email attachments and phone messages)
- Take oaths, declarations, affidavits or affirmations

Note: It is important that you do not sign any of your document(s) before you visit a Justice of the Peace.

However, you can complete all other details required noting if the document needs to be witnessed, declared or sworn then the Justice of the Peace must complete what is required and must personally see you sign it.

If you require certified copies of a document e.g. your driver's license or passport – you must produce the original and a photocopy to be certified.

All JP services are FREE to the public.

Matariki

Embrace the magic of Matariki here at WestCity. Join us as we celebrate the Māori New Year with a special display on Level 2 just in front of the Customer Service area. This display will be available to view from Friday 13th until Sunday 22nd June with a Public Holiday falling on Friday 20th June (WestCity will be open from 10am until 6pm that day).

July School Holidays

Guess what's coming to WestCity for the July School Holidays?

Slime and lots of it! From Saturday 28th June until Sunday 13th July, we will have slime making down on Level One near Jay Jays. Imagine how happy your child would be having a wonderful slimey time learning about, playing with and creating their own slime creations. They will also have the opportunity to take their slime home with them.





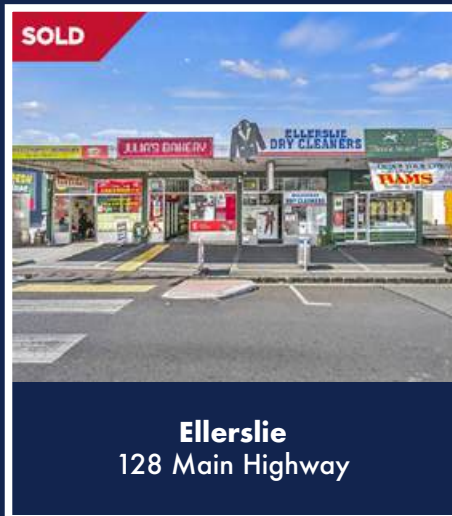
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2169 Great North Road



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Ellerslie
128 Main Highway



SOLD

Massey
Unit A9 1-3 Red Hills Road



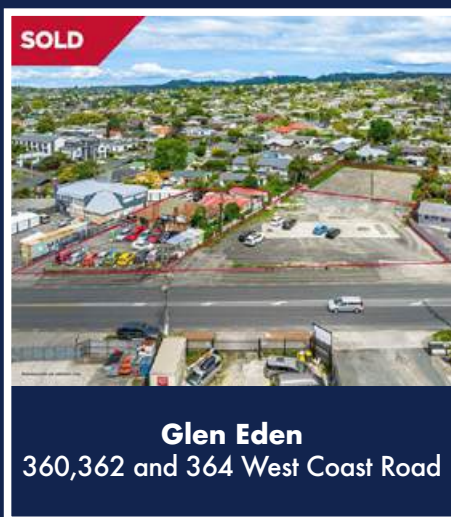
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SOLD

Waimauku
9A Factory Road



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As one of the Top Female Commercial Brokers in the country, Beterly Pan is a senior investment sales specialist at Bayleys NorthWest Commercial. Here WEST features one of her listings...

A Prime Terraced House and Apartment Building (THAB) Zoned Corner Site.

Situated at 1 Te Kanawa Crescent and 30-32 Lincoln Road, Henderson

- Three sites that can be bought together or separately
- Residential Terrace Housing and Apartment zoning in the high growth area of West Auckland
- Well-serviced location with easy access to public transport networks, Northwestern Motorway and Waitakere Hospital

With its strategic location in one of Auckland's growth



areas, this property offers a rare opportunity to create a dynamic mixed-use development that will cater to the needs of Auckland's housing shortage.

Alternatively, with holding income in place, the property is also suited for owner occupiers who would like to **reposition their business** on a prominent corner that sees almost 30,000 cars pass daily.

Whether you're looking to establish your own business or create a thriving residential complex, this site is perfectly positioned to be maximised. With its unbeatable location, high density zoning, and exceptional potential, this terrace and apartment zoned corner site on Lincoln Road is an opportunity not to be missed.

Property Details

Land Area - Combined 2,011sqm (more or less)

Zoning - Residential Terrace Housing and Apartment Building

Residential income - Returning \$1,170 weekly from two residential tenancies

Commercial income - Returning \$40,000pa + GST from one tenancy

Tenancy Details

Full tenancy details are available upon request.

For Sale by Deadline Private Treaty (unless sold prior)

1pm, Thursday 3rd July 2025

2 Harris Road, East Tamaki, Auckland

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**Forsyth Barr is proud to get behind
Business West Auckland.**

We're pleased to be able to play our part in keeping our community thriving.

Contact your Investment Adviser - Emma Monaghan
E: emma.monaghan@forsythbarr.co.nz
DDI: +64 9 368 0174 | Mobile: +64 21 760 764

TERM DEPOSIT RATES ARE FALLING What Are Your Options?

For many years, bank term deposits have been a go-to investment option for New Zealanders seeking dependable, low-risk returns. Offering a predictable income stream, they've played a key role in many portfolios - particularly for those focused on stability.

However, the landscape is changing.

Term deposit rates have dropped noticeably and are expected to fall further. If you're relying on these rates to grow your wealth or maintain your income, now is the time to reassess your strategy.

Why It Matters

Lower rates mean your money may not be working as hard as it could. This is especially important if you're in or nearing retirement, or if you're looking to build wealth for future goals. Relying solely on term deposits in today's environment could leave you short of the outcomes you're aiming for.

Exploring Alternative Investment Options

While term deposits offer security, they may no longer provide the returns needed to outpace inflation or meet long-term financial objectives. That's where a broader investment strategy comes in.

At Forsyth Barr, their Investment Advisers can work with you to explore options that offer the potential for

higher returns - including managed funds, diversified portfolios, or income-generating investments. These may involve a higher level of risk than term deposits, but they can also provide greater long-term growth potential.

Understanding the balance between risk and return is key, and they're keen to guide you through it.

Personalised Advice for Your Financial Goals

Whether you're just beginning your investment journey or already have an established portfolio, their Investment Advisers are there to help. Providing personalised advice tailored to your circumstances, goals, and appetite for risk - whether you're focused on generating income, preserving capital, or building long-term wealth.

Ready to Talk

If you'd like to understand your options in today's changing market, Forsyth Barr invite you to have a no-obligation conversation. Let them help you invest with confidence - and ensure your money is working as hard as you are.

To discuss investment options and opportunities; Emma Monaghan, Forsyth Barr Investment Adviser is available to provide you advice and assistance on 021 760 764.



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BUSINESS - INTEREST
WEST AUCKLAND BUSINESS

BABICH WINES

Vintage 109 done and dusted!

The 2025 vintage delivered one of the most generous harvests in recent years, with large volumes recorded across both Hawke's Bay and Marlborough. Remarkably, this abundance came without compromise to quality.

A warm, dry spring set the foundation for solid flowering and fruit set, while a mild summer allowed fruit to ripen steadily. Rain arrived just when the vines needed it most, keeping canopies healthy and fruit vibrant. These ideal conditions meant we could pick at optimal ripeness across all varieties, with no rush or compromise.

In Marlborough, our Sauvignon Blanc parcels were some of the most exciting we've seen in recent years.



They arrived in the winery full of energy; bursting with lifted aromatics, juicy tropicals, and a precise, mineral-driven structure. The volume was high, but the concentration and purity of flavour were extraordinary.

Hawke's Bay also shone brightly this year. Our red varieties, particularly Merlot, Cabernet Franc, and Syrah, benefited from the extended growing window. The fruit came in deeply coloured, with great varietal definition. Early ferments are revealing complex aromatics and a generosity of fruit that bodes well for age-worthy, characterful wines.

At Babich, we always say that great wines begin in the vineyard and this vintage is a testament to that belief. Our winemaking team had the luxury of choice, and the results reflect our commitment to balance, integrity, and expressive flavour.

The 2025 vintage offers wines of real depth and vibrancy. With plenty of volume and even more personality, this season reflects the best of nature, nurtured by the Babich way.



Let the stories flow

We all have our favourite stories.

And the holidays are when they all come together. Old stories retold, new ones made over a table heaving with good food, great wine and uncontrollable laughter. Of course, the stories are just the way we get each other to the right place — it's the sharing that matters.

Share these holidays with Babich wines.

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MAYOR WAYNE BROWN
Business West Breakfast

Support him or not, there's no denying Mayor Wayne Brown is passionate about the city he has spearheaded since 2022. 'I'm here for Auckland,' declared the mayor as he spoke to the packed audience at the latest Business Breakfast just after our Autumn edition had been delivered.

The attendees were keen to understand the Mayors perspectives on how as a business leader, he saw the role of council, cutting costs, and supporting businesses.

Mr Brown quickly captivated the audience with his engaging presence. His perspectives demonstrated a profound understanding of both challenges and opportunities, as he dove into many topical issues, perhaps the most relevant in today's business climate.

His ability to infuse humour into serious conversations fostered an atmosphere of thoughtful participation, leaving the audience not just informed, but also inspired.



Brown said that over the last three and half years, much progress has been made on the five priorities he set for himself:

1. Stop wasting money

Not surprisingly, the top priority for the straight-talking business-owning Mayor is stopping wasteful spending. Wayne claimed not to be a fan of acronyms before declaring he had come up with a new one for the council: 'SDDS or stop doing dumb...stuff'

According to Brown, council staff have been given ten capital spending rules to use as a checklist when planning to spend ratepayers' dollars. 'These are stop-go,' he advised. 'As soon as you get a no, you stop,' he added. Wayne said that the following checklist is helpful for any business.

And he also offered to share it with MPs!

- What is the problem we're trying to solve?
- How much can we afford to spend?
- Have we considered standardised designs?
- Have we set cost limits?
- Are we choosing the best suppliers, including local ones?
- Can we supervise the process and remove barriers?
- Are we managing consultation and consultant costs?
- Have we independently reviewed the process?
- Are we still getting value at every stage?
- How will this look on the front page of the Herald?



BUSINESS - FEATURE
WEST AUCKLAND BUSINESS

Brown said that council staff also use the checklist to evaluate how and when things could have been done better. He doesn't want to see the same mistakes happening again.

2. Reform council-controlled organisations

Mayor Brown's views on Auckland Transport are well-known. However, that's not the only CCO to be singled out for reform. He also plans to rename and better integrate Eke Panuku 'Development Auckland' and Tātaki 'Auckland Unlimited'.

Brown said that the current CCO model is inefficient and no longer fit for purpose. He believes better integration with the council will improve accountability and transparency.

3. Finish the big projects

The mayor confirmed his commitment to doing rather than talking. He cited the City Rail Link and the Central Interceptor project as examples of his ability to get big projects over the line that would benefit the whole of Auckland.

4. Speed up traffic cheaply

According to Brown, plenty of simple solutions could help ease the city's congested roads. Things like phasing traffic lights to synch better with peak flows and adjusting lanes so there are more citybound during

the morning rush hour before swapping them over in the evenings. He says these ideas can be implemented at minimal costs but with maximum impact.

5. Better financial management

Brown's final priority is better all-round financial management. He said he inherited a budget hole of nearly \$400 million from his predecessor when he became mayor. 'Despite that, Auckland had the lowest rate increase of any city in the country,' he proudly declared.

Furthermore, the mayor advised that funds raised from the sale of the council's shares in Auckland Airport have been used to establish a new investment fund – the Auckland Future Fund. Wayne reckons the fund's establishment will help keep rates down by 3.5%.

Plans for future

The mayor continues delivering on his five priorities. However, supporting tourism and trade is also critical to Brown. He wants to see a 2.5% surcharge on the city's accommodation sector. He says this will raise about \$27 million that can be used to support world-class events like the America's Cup. 'Big events fill hotels, so they're all for it,' he reported.

In addition, Wayne says that trade between China and South America is booming and worth around



BUSINESS - FEATURE
WEST AUCKLAND BUSINESS

\$500 billion annually. The shortest route to fly between those destinations is through Auckland, yet there is no direct flight. He says airlines are ready to jump on board, except there is a transit visa requirement for Chinese citizens entering NZ. He said removing the transit visa would make travelling through Auckland easier for people and goods. 'We could pick up 2-3% of that lucrative trade,' Brown contends. 'It's dumb stuff, and it's costing us money,' he added.

Furthermore, he believes being apolitical gives him an advantage.

Unlike party affiliates, Brown says he is free to speak up for Auckland. 'We account for a third of the population and 40% of GDP,' he said. 'I don't like being lumped in with all the other 76 mayors.'

The government needs to treat us differently because of our size and role in the nation's success,' he asserted. Mayor Brown acknowledged that there was plenty of work to be done before Auckland reached its full potential. However, he concluded by saying: 'Often, I hear council officers asking if we can do things better, cheaper and faster, and I know we're making progress as they never would have said that four years ago.'

Regardless of whether you're a supporter, Brown's commitment to the city he loves and his genuine desire to make a difference is without question.

Mayor Brown has long waged a campaign against road cones, so it was fitting that alongside a bottle of the Patriarch, one of Babich Wine's finest, Business West Chair Michael Powell also gave the Mayor a personalised set of road cones. He may use them to cone off his office when he sees his colleagues from AT approaching!

A huge Thank You to everyone who joined us in making this event a success. Our business communities enthusiasm and participation is what makes these events achievable.





QUEENS OF THE GARDEN

Roses with Davis Funerals

“What’s in a name? That which we call a rose by any other name would smell as sweet.”

A lovely sentiment from Shakespeare - but try telling that to a florist who’s accidentally grabbed ‘Mother of Pearl’ instead of ‘Quicksand’ at 5am auction day, with a client’s wedding looming and no second chance to re-buy. Turns out, when it comes to roses, alas names matter.... A lot.

Here in New Zealand, our collective love of roses runs deep. Grown commercially from Northland to Canterbury, they’re the go-to for weddings, sympathy, birthdays, and nothing says “I’m sorry I forgot our Anniversary” like a courier arriving at your work with a dozen long-stemmed reds and a nervous-looking card.



Stop and Smell the Roses - If You Can

Thanks to our climate and some seriously talented local growers, New Zealand roses are known for their impressive vase life and - when you’re lucky - that nostalgic, intoxicating scent that makes you want to stop, sniff, anddream.

Sadly however, many modern varieties have had their natural scent bred out in favour of traits like long vase life, sturdy petals, and picture-perfect symmetry. As demand grew for blooms that could travel well and last for days, fragrance became one of the first trade-offs.

While heritage garden roses and specialty breeds - like David Austin’s beloved English varieties - still boast that rich, old-world perfume, many commercial favourites today are all beauty, no scent. It’s a bittersweet compromise that’s left many rose lovers sniffing in vain.

Thankfully, a growing number of breeders and growers are now reviving fragrant varieties, recognising that a rose isn’t just about looks - it’s also about the feeling it stirs the moment you lean in for a breath.

The Secret Language of Rose Colours

- **Red roses** have long been the gold standard for love.
- **White is timeless** and elegant - perfect for weddings, sympathy, or minimalist vibes.
- **Peach and blush** say, “I love you (but I’m not clingy about it).”

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

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- **Lavender** is dreamy, soft, and a bit whimsical, representing mystery and love at first sight.
- **Yellow?** That’s the wildcard - friendship, happiness, or the classic “we’re just talking.”

Rose Care 101

If you want your roses to go the distance, here’s what we recommend:

1. Strip off any leaves that’ll sit below the waterline
2. Cut the stems on a sharp angle
3. Pop them in fresh water (not that murky stuff from last night’s jug)
4. Change the water daily



5. Keep them out of direct sunlight and away from fruit bowls — the ethylene gas released by ripening fruit can dramatically shorten a rose’s vase life.
6. Talk to them, science might be on the fence about this, but we are sure a sweet “You’re looking gorgeous today” perks them up a bit.

So whether you’re wooing someone special, saying sorry, celebrating a milestone, or just brightening up the dining table, roses remain the go-to bloom for making a moment feel meaningful. With their beauty, symbolism, and charm - and a little care to help them thrive - they remind us why some classics never go out of style. Long live the rose.

If you’re after something truly special, we import premium Colombian garden roses - perfect for foyers, receptions, or just a little everyday luxury. Browse the range at marketflowers.co.nz.

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FIRST TRAINING

We teach people to save lives
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First Training, established in 1997, is a NZQA registered company providing Health and Safety compliant First Aid courses for all workplace environments, whether the office, factory, trade or construction site.

The training is carried out by experienced facilitators with a broad background of experience and knowledge.

Our Philosophy

We believe that First Aid Training is an important, necessary life skill for everyone and we provide this training with hands-on scenario based learning, while having fun. We have found that by running inclusive, interactive and enjoyable courses the course members both have a good time while doing the training and are more able to cement in the skills being taught.

Our Team

First Training's lead facilitators are all passionate about their role and thoroughly enjoy interacting and teaching the courses. They all have Pre - Hospital Emergency care and NZ Resuscitation Council qualifications. Our facilitators draw from a broad background of knowledge including paramedics, nurses, Surf Life Savers and First Responders

Our Courses

We offer workplace First Aid courses which teach skills appropriate to any environment. This includes the office or trade specific courses which are ideally suited to plumbers, electricians, builders etc. There are outdoor courses based around remote locations. These courses equip you to care for a patient for



extended periods whilst waiting for further help to arrive. We have courses specifically designed for Schools which allow students to gain NZQA credits, also early childhood courses designed for that industry which will meet individual Childcare centre requirements and are compliant with MOE guidelines. Advanced Emergency care training is also provided. This caters for people already holding current first aid qualifications who need higher skill levels for their environment. e.g. surf lifesavers, ski patrollers, SAR etc.

Finally

First Training can accommodate private first aid courses throughout the Auckland area and most centres throughout New Zealand. Whether you require First Aid training for the workplace, outdoor activities, school or early childhood centre, or simply as a life skill, contact us and we have the flexibility to meet your requirements.

Remember, unlike other First Aid courses, our courses are not dull; they are fun and interactive, which makes the time fly!

Cost

Registration fee is \$147.50 + GST pp

Certificate is valid for 2 years

Business West Assn. is keen to support Business Members in the Central Park/ Henderson area by subsidising a one day Workplace First Aid course/s and refresher course for this financial year. (T's & C's apply)

To Register Interest: email garry@businesswest.co.nz



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- 2 Day Outdoor First Aid - 16 hrs - in depth focus on outdoor activities & recreation

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DIVERTICULITIS with Waitakere i-Medical Centre

Diverticular disease is a long-term condition where small pockets or out-pouchings called diverticula, occurs in the bowel wall, usually in the large intestines. Having diverticula is very common in about half of all people over 60 years of age that are formed due to pressure on the weak walls of the bowel possibly from spasms or straining.

These diverticula can remain trouble free or can be inflamed causing pain, fever and changes in the bowel habit. Inflammation caused by undigested food or bacteria becoming trapped within the diverticula becomes a condition we call Diverticulitis.

SYMPTOMS

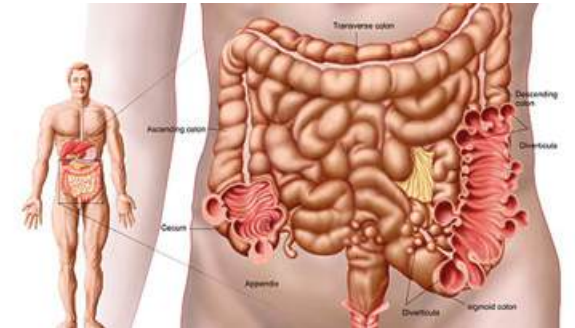
Most common symptom of Diverticulitis is abdominal pain. One can also have fever, local tenderness in the lower abdomen, upset bowel motion including sudden diarrhoea or constipation, nausea, vomiting, chills and abdominal cramping. Seek medical care when you have constant, unexplained abdominal pain specifically when you have fever and notable changes in stools.

DIAGNOSIS

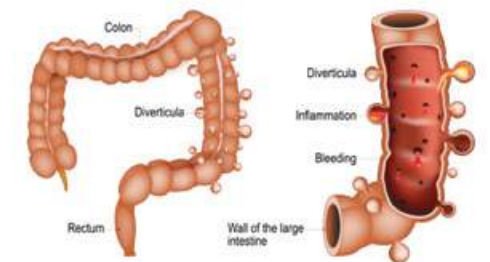
Diverticulitis is diagnosed by examining the inside of the bowel using regular Colonoscopy or CT Colonography. Doctors can diagnose and treat diverticulitis based and depending on the history, physical exam and blood tests showing the occurrence of inflammation and infection.

RISKS FACTORS

Diverticulitis frequently occurs to people over 60 years old. The following factors increase the risk of diverticulitis: *Obesity *Smoking *Low fibre diet *Absence of



Diverticulitis



exercise *Low Vitamin D levels

*Very high meat diet *Heavy Alcohol use

COMPLICATIONS

Around 15% of people with Diverticulitis can develop complications which includes the following: pocket of puss from bacteria forming abscesses, blockage or obstruction of the bowel, perforation or tear in the bowel wall causing serious damage on the abdominal lining, and bleeding from ruptured blood vessels in the bowel area called diverticular haemorrhage. The above complications require an immediate medical treatment.


TREATMENT

Those with bowel pouches which are not inflamed only require a change in diet that includes good quantities of roughage and fibrous fruit and vegetables. When diverticulitis sets in, treatment is aimed at resting the bowel - a low fibre or fluid only diet, relieving pain and fighting infection - giving antibiotics. Uncommonly, surgery is needed to remove affected part of the bowel.



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ROASTED TOMATO and Fennel Soup

The Alderman
- HENDERSON -

Ingredients:

- 8 x Large red vine tomatoes include stems
- 2 x Whole fennel bulbs trimmed and roughly chopped
- 1 x White onion peeled and halved
- 1 x Head of garlic
- 1 x Stick of rosemary
- 1 x Roughly chopped carrot
- 2 x Cups water

Preparation:

1. In a pan, Roast the above in olive oil, salt and pepper, at 160 fan bake for 40 minutes.
 2. Remove any rosemary, garlic skins or tomato stems etc. that won't blend
 3. Place roasted vegetables into blender including any liquid
- Add:
- 1/2 tablespoon of sugar
 - 1 x tsp Fennel seeds
 - Smoked paprika
 - Celery salt or seeds
- And blend until smooth; add water if too thick.
- Add 1/2 cup cream and adjust seasoning, store in fridge until service (You can use soy cream to keep it dairy free)



To Serve:

Heat in saucepan, bring to service temp then place in bowls
Garnish with slices your favourite grilled sourdough, focaccia or rustic breads

Editor's Note:

Fennel adds a slightly sweet yet spicy twist to tomato soup. This soup will carry you well through a cold winter into those chilly, rainy spring days. I've tried it at The Alderman and it's delicious, call them and ask when it's next on...

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And now, **West City Auto Group** in Henderson and Westgate is proud to be one of the first dealerships in the country to offer exclusive test drives.

Engineered on a robust body-on-frame chassis, the Tasman is powered by a 2.2-litre turbo-diesel engine producing 154kW and 441Nm of torque, paired with a smooth 8-speed automatic transmission. It offers a braked towing capacity of **3,500kg** and a payload of around **1,000kg**, making it a serious contender for tradies, adventurers, and weekend warriors

alike. Available in both 2WD and 4WD variants, the 4WD models also feature an electronic locking rear differential and multi-terrain drive modes including **Rock** and **X-Trek**, built to tackle New Zealand's diverse landscapes.

The Tasman is offered in five trims - **TX, TXR, TXS, X-Line, and the premium X-Pro**. Pricing starts at \$52,690 for the TX 4WD, climbing to \$79,690 for the fully-spec'd X-Pro, loaded with premium features and styling.

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MANAGER'S MESSAGE

Northwest Country
Business Association

Business Security has been a topic of much discussion and North West Country business association is delighted to be able to support our members with a collaboration.

North West Security and Caught Ya Security have created a joint security proposal for members of North West Country offering discounts and solutions for individual businesses and groups. Check out our next story to learn more.

The 2025 North West Country Business Awards open in July so head to our website and complete your entry form. We have a range of industry categories for you to enter under, as well as the popular People's Choice.

Entering the awards is not just about how much profit you make, it is about telling the story of your business, demonstrating that you understand your customers, and showcasing how you manage challenges. Have you got what it takes to enter?

Are you looking for a collaborative workspace in a bright and modern setting? Do you need a meeting space for your team training or board meeting? Check out our business hub at 103C Mill Road, Helensville.

We have hot desk spaces for as low as \$20 per day, and boardroom hire for as low as \$30. Head to <https://northwestcountry.co.nz/venue-hire/>.



DANIELLE HANCOCK

BUSINESS SECURITY A HOT TOPIC

More and more of our businesses are being hit with crime, leading to significant losses from theft as well as property damage.

After a cry for help from local Kumeu Butchers, a public meeting was held in Kumeu to look at the extent of the problem, and solutions.

Hosted in conjunction with Crime Watch Limited, North West Security, Caught Ya Security and the NZ Police, we described a range of current crime trends and protection measures.

Mark Dennis from North West Security explained the benefits of crime patrols, and we heard evidence of how behaviour changes occur simply by having a marked car move through a commercial area.

Luke Sluiters from Caught Ya Security spoke about hardware options from cameras to alarms and locking systems. With current technology, businesses can install cameras with speaking functions, alarms that



send you instant notifications, and potentials to connect with patrol units.

Alan Young from Crime Watch explained their camera monitoring capability, where people monitor your CCTV footage 24/7 and can interact with criminals as they approach to undertake a crime.

The event has triggered a collaboration between local business association members North West Security and Caught Ya Security. For all business members, discounts will be applied when ordering patrols or hardware, with the largest discounts applied for group solutions.

If you and your neighbours need urgent support, contact North West Security now on info@northwestsecurity.co.nz and Caught Ya Security on caughtyaltd@gmail.com. If you see anyone suspicious or see a crime taking place all 111.



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Caught Ya SECURITY

NorthWest COUNTRY BUSINESS ASSOCIATION
YOUR BUSINESS SUPPORT FOR A THRIVING COMMUNITY

North West SECURITY



FROM PATCHWORK TO POWERHOUSE: MODERNISING YOUR BUSINESS FOR GROWTH

Ever feel like your tech infrastructure is more “stuck in the 00s” than you’d like to admit?

At some point, your tech setup was cutting-edge, perfectly aligned with your business needs. Over the years, you’ve kept it going with a patch here or a plug-in there. Tech has developed at warp speed, and small fixes aren’t enough to compete anymore.

This reliance on outdated and inefficient technology isn’t just about lagging behind; it actively restricts your potential. It can shackle your team to manual processes, stifle innovation by making experimentation difficult, and create blind spots in your operations, hindering your ability to understand your customers and react to market shifts effectively. Ultimately, clinging to the past in your tech infrastructure can directly impact your bottom line and your ability to achieve sustainable growth.

Businesses today aren’t just upgrading tech; they’re rebuilding for scalability, agility, and smarter decision-making. Cloud infrastructure, AI analytics, and automation aren’t buzzwords anymore, real world businesses are leveraging these tools to drive personalised client experiences, operational efficiency, and competitive advantages.

And you don’t have the time you once had to sit back and watch for a few years before deciding whether to dip your toe in. Your current tech is the now the equivalent of trying to use a single Excel spreadsheet as the primary source of data to consolidate and manage your finances...

Here’s the kicker: you don’t need to know everything about tech. You just need to know where it’s holding your business back. Ask yourself:



Based in Kumeu, Anthony McMahon is an IT expert at Target State with over 20 years of experience helping businesses like yours thrive. He specialises in making sure your IT works for you, whether that’s through better service, smarter planning, or smoother projects.

- Are outdated systems slowing down your ability to adapt to market changes?
- Is your team spending more time patching problems than solving real business challenges?
- Do your competitors seem more in tune with customer needs?

If the answer to any of these feels uncomfortably familiar, it’s time to rethink your tech strategy. Start with the foundations that are slowing you down the most. It’s not about keeping up, but about disrupting yourself before someone else does.



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