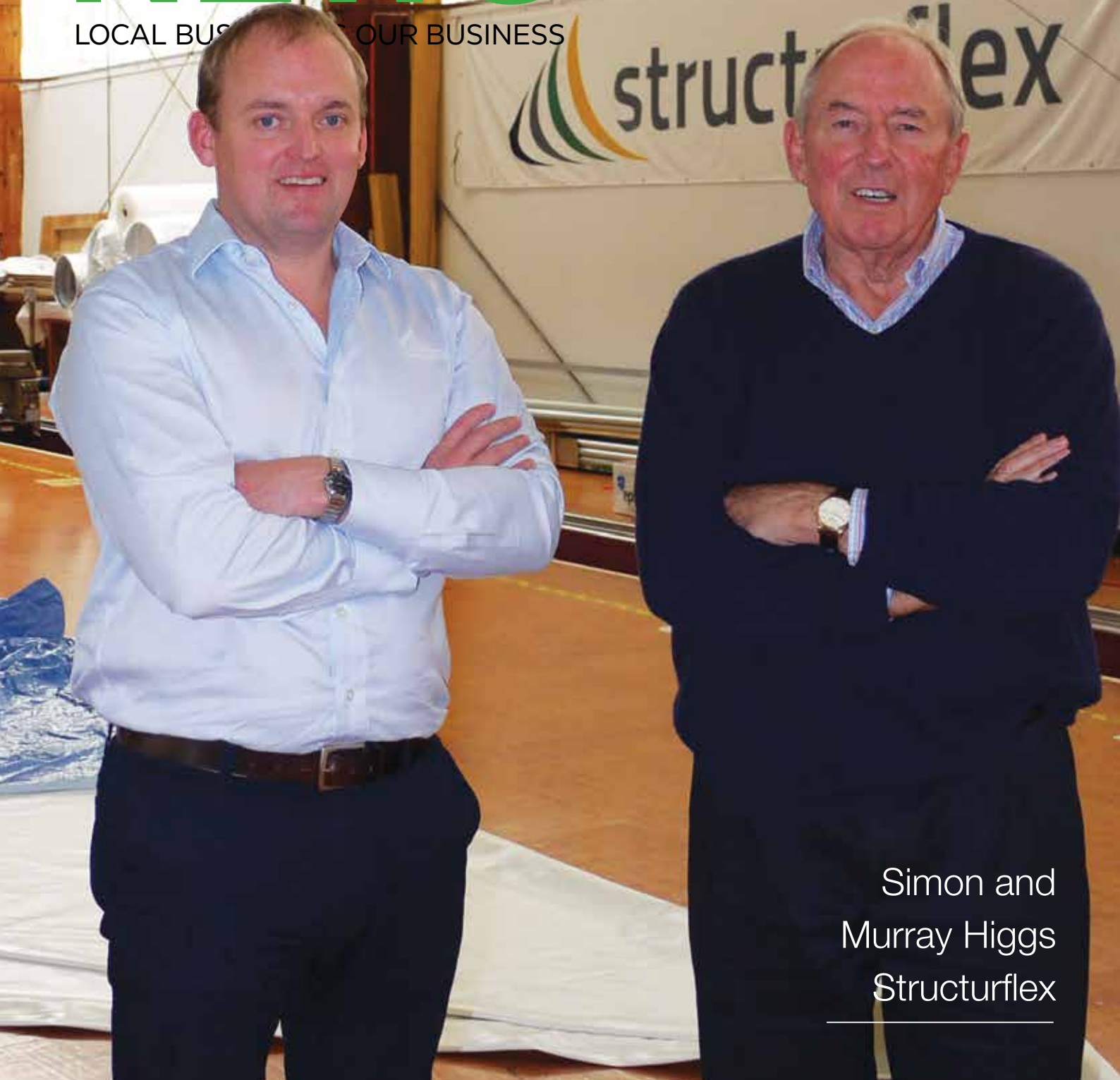


ISSUE 06. OCTOBER / NOVEMBER 2016

Central Park NEWS

LOCAL BUSINESS & OUR BUSINESS



Simon and
Murray Higgs
Structurflex



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FROM THE TOP



Pedal to the metal

Why business is like a great car race

Firstly, I'd like to congratulate young Ash Blewett who made his first appearance at the Mountain (Bathurst) racing in the Toyota Racing 86 series. Ash is the son of member John Blewett, West City Holden. I saw the last race (round 12) live and he came a creditable 8th.

While watching the great race, I thought about how we as business owners approach our businesses, preparing beforehand, building strategies to help us achieve our goals. Like motor racing, business is full of twists and turns, a drama of highs and lows, and about achieving the ultimate goal of the win! Yes, we buckle in for the ride of our lives everyday we step foot into our premises, and when I look around the CPBA area I see what amazing businesses / people we have.

Your Board has been working hard behind the scenes with passion and dedication for you our members - you're the reason we exist, and as we draw near to the end of the year we focus on the CPBA AGM on Wednesday 23 November. Keep this date free, time and venue will be sent to you in the not to distant future. Other dates of interests are: the Westpac Auckland Business Awards 2016 (WEST) on Thursday 27 October at the Trusts Arena and the Rosebank/CP member Hosting on the 29th November at Hosts, the Trusts Arena.

Keep your businesses finely tuned and go for the win!!!

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AGM NOTICE 23 November 2016

- All Members welcome.

The Central Park Business Association Inc. is holding its AGM

WHEN - Wednesday 23 November from 5pm to 7pm

WHERE - Davis Funerals (in the Chapel) 150 Central Park Drive

Agenda

- 1) Apologies
 - 2) Minutes of the previous CPBA AGM (2/12/15)
 - 3) Chairs report
 - 4) Secretary's Report
 - 5) Treasurer and Financial Report
 - 6) Election of Committee members
- Refreshments and 'mix & mingle' afterward

Cover:

Murray and Simon Higgs, Structurflex



www.centralparkbusiness.org.nz



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

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



'The Goods' from Garry

Garry Bates,
Business Development Manager

Major prize for winning the 2016 Toyota 86 Championship...a drive in the Australian class at the Bathurst 1000.

2016 Toyota TR 86 Champion Ash Blewett, son of West City Auto Group's John Blewett, recently competed at Bathurst on the fast and punishing 'Mountain'.

The drive, in the Australian 'Pro-Am' Toyota 86 Racing Series, was part of his prize for winning the 2015 - 2016 Toyota Finance 86 Championship.



Our 100th Member

Delighted to welcome member number 100 into the Assn...LFHQ, the creative home of Auckland based photographer & videographer Geoff Budd/Lensflare. The Studio is a really interesting space situated in Te Pai Place; Geoff's work includes product photography, portraits, automotive etc also Signage and Videos.

Website lensflare.co.nz features some of his personal work and portraits, the videos featuring work for Digicel, Europe and my fav...ALACH Racing's clip on Midget Racing, great stuff Geoff.

While visiting the Studio I saw that Geoff was completing a photo/design/car wrap project for the Avery Dennison 'Wrap Like a King' competition; looked brilliant, see his website LFHQ.co.nz for more details.

He was sponsored in the Champs by West City Motorsport, and also Sherlock Signs - both Central Park Business Association Members.

At Bathurst in qualifying, his first and only lap was good enough for 7th fastest, before another competitor had a big crash which brought the session to an end. This was a pretty good result considering the limited running in the car and time on track, and Ash was looking forward to mixing in with the championship frontrunners.

Unfortunately for the team, the decision was made to abandon the qualifying times and instead set the grid for Race 1 based on practice which set them back to 19th for the first race. "It was disappointing though, that we weren't able to start higher up in the first place as per qualifying, as I'm confident we could have been challenging for podium finishes," Ash reported. "Nonetheless, we still finished 10th overall for the round."

In the curtain raiser to the V8's Ash acquitted himself well, finishing one behind the very experienced Glenn Seton, racing against 40 regular championship competitors on the world-famous 6.2km Mount Panorama circuit was a great effort indeed.



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We took a REXTON SPORT 402 for a drive...

I called into Western Ssang Yong recently to see Sales Manager Jared Thornton and noticed their deal on the 2016 Rexton.

Jared invited me to "take it for a drive." I did, and took Magazine publisher Phil Clode along for the ride.

I first noticed the leather interior, classy dash complete with screen, and 7 seats to boot. "Nice looking beast," Phil commented. Once behind the wheel, I was particularly impressed with the great vision from all angles and the large rear mirrors. So easy to back with the reversing camera and I really like sensors for both parking and tight spots; wouldn't be without them now. The turbo diesel Rexton drives well, and feels good and tight over bumps and speed humps.

"Sweet ride," said Phil when it was his turn: "Very, very cruisey at 100k's and good sounds," nodding to the radio and speakers. "It's got all the bits too," he added, pointing out the USB and HDMI.

I asked Jared about the economy of the 2.7L diesel. He told us, "It's rated at 9.2L/100km and can tow 3.2 ton."

Crikey, we were impressed - she's a damn good deal at \$39,990 + ORC's down from \$47,990 or you can lease it from \$499 per month. The special offer finishes at the end of October or while stocks last.

Story by Garry Bates

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LFHQ - Lensflare, as mentioned in 100th Member

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Bromleywear Clothing Ltd

Established in 1966, Bromleywear is celebrating their 50th year of business supplying uniforms throughout New Zealand. The business is 100% NZ owned and operated and started as 100% manufacturing in NZ. Tony Stockwell took over the running of the company in 2014 with a vision of adapting and remodelling the business to meet current marketplace demands.

The current location next to The Hangar in Central Park Drive has been home now for over 20 years and they consider themselves very fortunate to have been in this position, and to have had the opportunity to watch West Auckland grow.

Up and coming website www.uniformservices.co.nz is currently being uploaded with a combination of styles at very competitive pricing and offering additional services such as screen printing, embroidery and transfers to name a few.

This will be working in conjunction with the new upcoming Uniform Services Centre, to be run out of the old Schoolwear Centre location in the Bromleywear building on 100-102 Central Park Drive.

Tony's vision for the future: To expand into being West Auckland's first choice in Uniform Supply.

If you're looking for any Work, Corporate or Hospitality uniforms then give Bromleywear a call: 09 836 7101 or Email: uniforms@bromleywear.co.nz



Theia Ltd

Theia Ltd is a highly efficient technology based team of 13 located at 3/7 Waipareira Ave, Henderson, dedicated to providing one-stop marketing solutions for small and medium sized businesses for more than six years.

From Graphic to Digital (photography, visual identification - branding and design packages, logos, business cards, website design, development and management). From Offline to Online (hard-copy printing, advertising material, flyers, brochures, point-of-sale, bus advertisement, large billboard signage, SEO, online marketing solutions, etc.), and from Local Market to other Regions (social media campaigns, Facebook, Twitter, WeChat, etc.).

The Theia team believe that creating great experiences is the key to optimising your business - their design service strategy begins with getting to know your business, and continues way beyond the delivery of your design project. They have helped hundreds of local and international businesses reach their full potential by delivering unique and out of the box solutions for all of their marketing needs.

Their slogan "At Theia, We Make Everything Possible," means they devote themselves to customising their services for each client. The market is "Ever changing, ever growing, always evolving," so the Theia team keeps an eye on the trend of the times, energising themselves with technologies as to what the market desires, and being also prepared for what the market will need in the future.

At Theia, marketing will be in a different way. See for yourself: www.theia.co.nz, Phone 836 6799, 3/7 Waipareira Ave, Henderson.



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Charlie and the Team

Good Tyres, Good Prices and Real Good Service

Davy Tyres, (the trading name of Central Park Tyres Ltd originally opened in 1998),

has been proudly owned and operated by Charlie Sharma since 2014.

Venturing into the business as a first time owner and new to the tyre industry,

Charlie had a lot to learn from the get go. He is supported by a tight knit team of six - two mobile on fleet trucks, one doing the accounts and three (including him) in the workshop. Already understanding the value of great customer service, Charlie learnt the trade expeditiously.

The Henderson store, located conveniently near the Northwestern motorway on the corner of Central Park Drive and Winston Place, has a team of specialists to give you the best advice in the selection of tyres, both for performance and value for money.

Three years on, the business has maintained a focus on not only servicing their commercial customers and their fleet vehicles, but continuing to offer real customer assistance and expert advice for all who walk through the doors.

Some of their other services include Wheel Alignments, Balancing, Puncture Repairs and Nitrogen Fills. Davy Tyres is also a Shock Shop Branch, and a part of the Advantage group (global experts in business relationship measurement, benchmarking and tracking and monitoring trends).

A bonus - by being an account client, customers can be serviced at branches New Zealand wide. Contact: Davy Tyres (09) 836 6943. www.davytyres.co.nz

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Events in Central Park:

The Trusts Arena Saturday 5th November

The Trusts Spooks and Sparks 2016

- Our annual Fireworks show with rides, food stalls and entertainment, Open from 5.30pm

Saturday 12th November

'On the Mat' Charity Wrestling night

- Witness the most infamous, world famous pro wrestling faction to invade our shores -The Bullet Club. We have enlisted the most electrifying, crowd pumping, high flying professional wrestlers from the stable of New Japan Professional Wrestling.

For more details of major events visit the Trusts Arena website which is updated each day - <http://thetrustsarena.co.nz/>



Structurflex - A culture of innovation and practicality

From humble sail-making beginnings, Structurflex has consistently pursued opportunities and developed new skills to become one of the world's leading suppliers of innovative tensile membrane structures for transport, architectural, environmental and event use. They design and manufacture PVC, PTFE and ETFE solutions that set the global benchmark for performance.

Structurflex began life as Sails & Covers Ltd on 21 July 1937. Owned by Leo Bouzaid, the company designed and manufactured sails and other marine products. On the death of Leo in 1962, Tony and Chris Bouzaid took over the

business and brought in good processes, control procedures and disciplines which are still critical to the success of the business today. In 1981 Structurflex was formed, as a subsidiary of the sail-making business. The new company focused on the design and manufacture of industrial products, such as truck covers, marker buoys, railway wagon covers and flexible containers. From its inception, Structurflex was committed to creating innovative, cost-effective products using advanced production methods and engineering ingenuity.

A substantial part of Structurflex engineering and design activity is

dedicated to the invention for a specific purpose. Once the big idea is right, they add the detail required to turn vision into reality.

Structurflex moved to a purpose built building in Central Park Drive 32 years ago. Today they have operating businesses in West Auckland, Mt Maunganui, Whangarei, USA and Malaysia and considerable export business in Australia and elsewhere in the world. They have undertaken work on six continents which has led to an impressive portfolio of successfully executed tensile membrane structures.

Current Managing Director, Murray Higgs,

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CP PROFILE - STRUCTURFLEX



purchased the shares from Tony Bouzaid in Structurflex in 1993, with the mission of increasing international opportunities. From a background in engineering, economics and accountancy, Murray steered Structurflex in a way that gives equal weight to design excellence and sound engineering. He relishes the challenge of international business, providing support for all divisions in the company and all offices offshore.

Simon Higgs is a customer relationship specialist with finance and economics degrees and experience in corporate banking before he joined Structurflex 6 years ago. Simon guides the sales and marketing activity for the Structurflex Group and in the last 2-3 years Simon has played an increasing role in the management of the business.

In 2015, Structurflex acquired 50% of the Whangarei business, Fabric Structure Systems and in 2016 they acquired the Mt Maunganui business, Baytex Industries, NZ's largest manufacturer of marques and portable framed structures. These acquisitions have benefited from the scale of being part of a larger Structurflex Group.

We asked Murray and Simon what the keys to their success have been - "Our people! We have a team of 85 who have been in the business for many years. Our employees are proud of our history and what we have achieved. Also, paying attention to detail, everything in business is extremely important to get right. We live in a new economic age where mistakes are unacceptable."

The other key to success is their commitment to on-going research and

development. They are determined to remain at the forefront of emerging technologies, so their engineers, designers and project managers maintain a rigorous continuing education programme of training courses, conferences and networking events.

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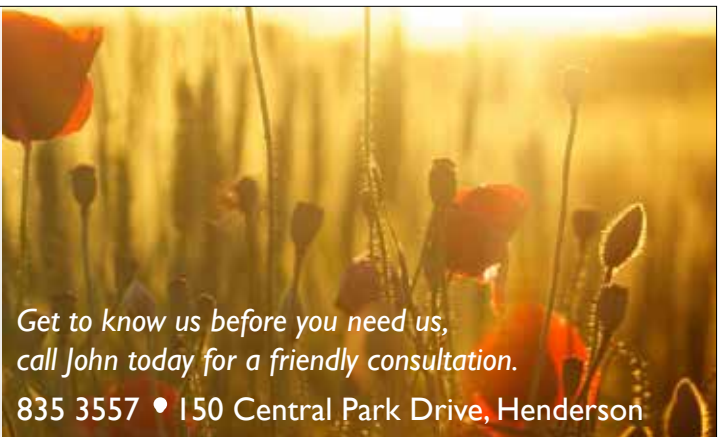
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Training for the Worst Matters

Billy Doyle
First Training

It's 4pm, a drizzly Friday afternoon and a colleague sits wearily in the coffee room. He's pale, profusely sweaty and very short of breath. "Mate, I don't feel well." He stutters before slumping. He's stopped breathing.

Do you know what to do to save his life? Calling 111 is a start but may not be enough.

In this article I will outline why training for the worst matters and why we all should prepare for such situations.

Three aims of first-aid include actions that immediately preserve life, prevent further injury and promote recovery.

Benjamin Disraeli, the first to have said: "I am prepared for the worst, but hope for the best," provides a perfect meme for the mind set required. Sure, most of the time first aid kits gather dust and the odd Band-Aid gets used for a savage paper cut; however there are times when decisive action is needed. For good reason. Here's why:

There are several types of emergencies when even with best intentions ambulance services can not arrive fast enough to meet the **first aim** of first aid: to immediately preserve life. They need and encourage first-aiders to start the process to give people the best possible chance of survival and returning to normal levels of functioning. For example, commencing CPR, using an Automated External Defibrillator (AED) in case of cardiac arrest, relieving an upper airway obstruction for a person choking, and stopping a severely bleeding wound are all situations where the difference between survival and a bad outcome is measured in seconds or mere minutes. The actions required in such circumstances are simple to learn, should be learnt by as many people as possible and make a real difference.

Evidence on this is clear. We know the greater the number of the community that know and are willing to undertake by-stander CPR and use an AED, the more people survive cardiac arrest.

It's not just immediately life threatening situations when first-aid makes a real measurable difference. Ambulance services also need first-aiders' help to meet the **second aim**: To prevent further injury. For example, there is evidence that immediately cooling a burn lessens the extent and depth of the burn. This may mean in some cases the difference between needing skin grafts or not; nasty scarring or not. Preventing a suspected spinal injured patient moving may prevent lingering long-term injury.

Immediately flushing chemicals splashed in the eye may save someone's sight, and recognising the signs of heart attack and stroke then calling for help could potentially save life and also preserve heart function in the case of heart attack or brain function in the case of stroke. A real difference.

Promoting recovery is the **third aim** of first aid and there is evidence that actions taken by first-aiders promote faster recovery from injury. For example, immediate rest, ice therapy and simple compression bandaging following a strain or sprain can speed recovery.

So why does training for the worst matter? Simple really.

Despite the straightforwardness of skills required to save life, the emotional response encountered during an emergency, a thumping heart, sweaty palms and feelings of panic are natural responses to stress and can affect an untrained person's ability to act. Practical skill and scenario-based training offers an antidote and can build confidence. Knowledge dispels fear. Learning these simple skills not only prepares us for the worst, it may mean the best for others. The best for your work colleagues, employees, friends or family.

I urge you to train for the worst. It does matter. Enrol in a First-Aid course today. You can't afford not to.

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Hearing the message

Mei Yen Tan
Bay Audiology

If you're suffering from hearing loss, you're not short on company - one in six New Zealanders share the condition, according to the National Foundation for the Deaf.

But while many view hearing loss as simply an inevitable part of ageing, there's a growing body of evidence that points to the impacts of hearing loss being wider than once thought. Researchers are now finding links between the condition and greater risk of cognitive decline and conditions such as dementia, says audiologist Mei Yen Tan, meaning the issue of maintaining good hearing health is being brought into greater focus.

An audiologist at Bay Audiology's Lincoln Road clinic in Henderson, Mei Yen says hearing loss can have wide-ranging impacts that can significantly affect sufferers day to day.

"When your hearing starts to decline it can have many other consequences, and those can become more of a concern as you age. For example, there can be significant social impacts for people when difficulties with their general communication lead to isolation and a loss of independence," Mei Yen says.

"Research is also now giving us greater insights into how hearing loss is related to cognitive abilities and cognitive decline, and linked to conditions like dementia and depression. I think those issues really highlight just how important it is for people to be aware of their hearing health," she adds.

"A hearing check is the best way to establish the current state of your hearing health," Mei Yen says, "and regular check-ups are important to monitor any changes to that baseline." Bay Audiology offers free hearing checks to anyone aged 18 years and over, and recommends these annually for everyone aged 50-plus.

It's a simple procedure, requiring a short, 15-minute appointment. After a quick discussion about your hearing history and health, the clinician will take a look inside your ears and then conduct a

hearing screening test, which involves responding to a series of 'beeps' delivered at differing volumes and frequencies.

"From that process we come up with a result, and if we find something that's outside of the normal range we recommend coming in for further testing," she explains. "Or if we're happy with where everything is at, then it's generally okay to have another check-up in 12 months. And of course if you notice anything else subsequently, get it checked immediately. Don't put it off."

And there are a few further everyday measures that anyone can take to help maintain good hearing health.

First and foremost, it's important to protect ears when exposed to loud sounds. A gradual decline in hearing, particularly at higher frequencies, is expected with age, but hearing at these frequencies can also be affected by exposure to loud noise. Protecting your ears when doing noisy work or attending loud concerts, therefore, is a must to prevent further, unnecessary hearing deterioration. Those who have worked in environments where they've been regularly exposed to noise - anyone from gardeners, to hairdressers, to airport ground staff - need to be particularly aware of inflicting any further damage.

And another tip in today's world where we're often connected to devices - if using headphones, particularly in noisy environments, noise-cancelling options are recommended.

It's also not advised you remove wax from your ears yourself, cautions Mei Yen, who suggests people instead see an ear nurse or another appropriate professional who will use the proper equipment to remove any build up.

Lastly, Mei Yen says, listen to what others have to say about the state of your hearing as, given that any decline usually occurs very gradually, it can sometimes be difficult to notice changes yourself.

"If friends or family are noticing anything - that you're having difficulty hearing certain things, or avoiding certain situations - don't hesitate to come in and have a basic check," she invites.

For more information contact:

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