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ISSUE 33 APRIL/MAY 2019

WEST AUCKLAND BUSINESS

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- › **The Original Aussie Butcher**
 - › **Davis Classic Car Show a success**
 - › **Mitre 10 Mega with Dave and Elaine**
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CONTENTS WEST AUCKLAND BUSINESS

IN THIS ISSUE

- | | | | |
|----|--|----|---|
| 4 | CHAIRS REPORT
KELVIN ARMSTRONG | 14 | THE ORIGINAL AUSSIE BUTCHER
NZ OWNED SUPPLYING ONLY NZ MEAT |
| 6 | BUSINESS IMPROVEMENT DISTRICT
TICKING THE BOXES | 15 | LIFESTYLE - RECIPE
FROM BEEF & LAMB NZ |
| 7 | BUSINESS AFTER 5 (BA5) REPORT
BUSINESS NETWORKING OPPORTUNITIES | 16 | YANA KIRAKOVSKAYA
FOUNDER AT PAPAYA STORIES |
| 8 | MILLION DOLLAR MISSION
AN UPDATE FROM THE TRUSTS | 17 | LIFESTYLE - BOATING
WITH BENSEMANN BOATING |
| 9 | THE FUTURE OF YOUTH EMPLOYMENT
SOCIAL INTRAPRENEURSHIP IN THE WEST | 19 | MOTORING
EV'S 13,000 MARK |
| 11 | PAPER PLUS WESTCITY
& OWNER-OPERATOR ANDREW PIGGIN | 20 | DAVIS CLASSIC CAR SHOW
26TH MARCH - A GREAT SUCCESS |
| 12 | MITRE 10 MEGA
WITH DAVE & ELAINE HARGEAVES | 22 | WAIPU CAR & BIKE SHOW
A CAR SHOW HELPS THE COMMUNITY |



7. BA5 Report
We welcome 2 new sponsors



12. Mitre 10 Mega with Dave & Elaine
Big Stores, Big Service



16. Papaya Stories
& founder Yana Kirakovskaya



20. Davis Classic Car Show
26th March - a great success

Cover: Mitre10 Mega - Photography by LFHQ Studios

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CHAIRS REPORT

Wow!! it's been a great start to our year, announcing the release of our new magazine. With 3000 copies printed and distributed through the West, the phone calls of encouragement, asking for more to fill the new stands, is a testament to the support CPHBA has for our endeavours. On behalf of the board I would like to thank you all for your sentiments.

The term exclusively inclusive came to mind, it's our aim to support you, our community, not preach our personal agenda, though our agenda is worn on our sleeves proudly!

In April, we will be sending out a survey. There are a number of avenues (tools) to enable business owners with, this survey seeks to prioritise them. CPHBA is striving to ensure the future model and planning is relevant to your needs, understanding for now that resources are limited.

When you get the chance to participate, please take a moment and do so. If you do not receive the survey email, and you are in the Henderson district, send me an email and I'll send a link to you.

Recently I received a communication in relation to the West Auckland Business After 5 ('BA5') events and to my surprise it was from a high-profile public figure, they had no idea that it existed! If you don't already know, it's one of Auckland's most successful and popular networking events.

There are nine after 5pm events per year, and with nearly 2000 members, you must register fairly quickly. It's not a corporate talk fest, actually pressure is applied to keep it short as possible and usually takes no more than 20min tops!

Oh, and a side note, when you join you will not receive multiple marketing emails, just invites!

As usual each month we catch up with our local board chair Shane Henderson. A part of our discussions is what local activities are happening, one great initiative is called 'A Silent Disco' so if you are wandering around Henderson and see a group dancers with headphones on, give them the thumbs up!

I also had a catch up with the team from the Whau Board area, Rosebank Business Association Chair/



KELVIN ARMSTRONG

President Bernie Macrae and CEO Mike Gibson, thanking them for the initial support getting the CPHBA momentum going, and collaboration with their Roundabout magazine. Reflecting back, unfortunately we created some confusion within our community, and our identity became obscure with our combined activities.

In 2019 we present ourselves, CPHBA, clearly as a completely standalone organisation owned and influenced by our members. The CPHBA board is 100% focused on the true West Auckland Business Success, IN ALL SECTORS.

Till next time ...

KELVIN ARMSTRONG,
CHAIRPERSON CPHBA

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A BUSINESS IMPROVEMENT DISTRICT

Ticking the boxes

This issue, I wish to answer the question from Kelvin's perspective - What is in it for me?

Currently: If we are successful - I can get back working on my business and personal balance and enjoy the benefits!

Historically: It's no secret! But just in case. My business KAAR Avondale is located in the Whau District, across the river in Rosebank Road, which has its own Business Improvement District run by Rosebank Business Association.

I opened this business in 1994, I worked in it, I worked hard, I worked many hours. The business was busy and doing quite nicely it was growing and I was keeping the taxman/woman happy! I had no formal business training and to be honest struggled getting advice and confirmation. I was heading down the path of true success, though I did have Business Coaches, yes a few! I joined RBA in 2004 and attended many networking events meeting quite a few other successful business owners and managers which was good for me personally. Then RBA in 2005 was successful in its BID, stepping up the association in its activities, and widening the connections. One of those connections was Waitakere Enterprise, based in Henderson, which managed the Westpac Business Awards and the Event aspect of the West Auckland Business Club (WABC). In 2010 I was encouraged to visit the awards process, with their support and resources from their BID!

I attended all the Events and built many relationships, but most of all if it was not for the support of the Business Association and Waitakere Enterprise (Now ATEED and formally events coordinator for WABC), who knows but now I may still have been swinging spanners!

Ironically I now chair the West Auckland Business Club!

Think what could be done in our Business Improvement District, now the CPHBA owns the West Auckland Business Club and the sheer size of our district, the diverse mix of business, we can be as successful as we want to be, in my case it was confidence. In yours it could be just community or access, roading, employment, security the list goes on.

We all have challenges, with no or little resources or capability to challenge them - together we can achieve much more!

What did the BID do for me?

The Business awards may not be your cup of tea! There are many other opportunities such as...

Events - Networking. Being able to have a casual chat with a Bank manager, Lawyer, Accountant or a marketing consultant at the monthly networking meeting strengthens relationships and trust. On the other perspective I get to see some of my customers and they get to know me better. Hey even if the other networkers aren't one of my suppliers, I can get a second opinion on a task or issue I may have at the time. If I'm lucky and I suit their requirements I may get to service and maintain their vehicles in my business! Which is a bonus. I find it is much more comfortable to do business with someone you know.

We are now well connected at CPHBA, a 'BID' would strengthen and future proof our community

More on my experience in our next issue

Kelvin Armstrong, Chair - CPHBA

BA5 REPORT

We are delighted to welcome two new sponsors to our great band of BA5 champions. Both iconic and supportive members of Central Park Henderson Business (CPHBA):

- West City Auto Group, John Blewett and
- Mitre 10 Mega, Dave & Elaine Hargreaves

Mitre 10 Mega Henderson and Westgate - see our Cover Feature pages 12 & 13 in this issue

West City Auto Group Ltd, whose brands include HOLDEN, KIA and SUZUKI, are one of the longest serving LMVD dealerships in our West. Born and raised in West Auckland, John has been in the game here in the West for almost 30 years. 16 years as West City Autos, being on a path of continuous expansion, and a history of supporting many Community projects.

The West Auckland Business Club's (WABC) Business After 5 (BA5) events provide business networking opportunities with like-minded local business people in a relaxed environment.

WABC is the events arm of CPHBA, whose members have priority booking opportunities.

February's BA5 was held at Davis Funerals, attended by more than 100 people. Davis Funerals are long-time sponsors of these events, are always very hospitable



BA5 at Davis Funerals



BA5 at Soil and Rock Consultants

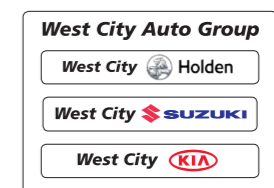
and provided a great look at their very professional operation.

March BA5: As this magazine goes to press, we visit CPHB member Soil and Rock Consultants - Geotechnical Engineers & Environmental Consultants. With over 100 registered, this is sure to prove another successful event.

These events are well known as one of Auckland's premier networking programmes and we thank our wonderful sponsors for their involvement and support to West Auckland Business.

To join: www.westaucklandbusiness.co.nz/west-auckland-business-club/contact-us/

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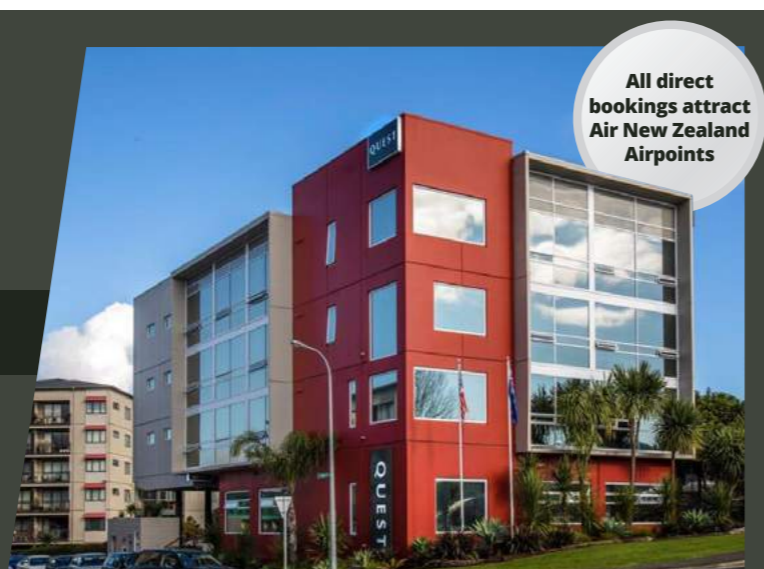


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MILLION DOLLAR MISSION

West Auckland Charities to Benefit from Million Dollar Grant to Community Programmes.

Thousands of West Aucklanders are expected to benefit from a charitable initiative which saw \$1million donated to almost 50 organisations - covering a range of environmental, educational and health charities.

Over the course of three weeks, 200,000 votes were cast which saw 48 groups secure funding for their projects, with some charities raising thousands of dollars a day by coordinating their supporters to go online.

The Million Dollar Mission is an initiative developed by social enterprise The Trusts' West Auckland, which redistributes the profits from the retail sales of food and beverages through its hospitality venues and off-license outlets around the region.

New Zealanders were able to vote online for the cause of their choice with each vote providing \$5 to the group to help complete projects of benefit to the local community.

Simon Wickham CEO of The Trusts says environmental and youth charities were some of the biggest winners in this year's round of funding with their combined donations reaching more than \$424,400.

EcoMatters a sustainable living charity which supports the community with knowledge reduce waste received more than \$22,000 to help them collect donated bikes for reuse.

The Waitakere Ranges Protection Society, was another of the environmental charities to receive its funding. The group works to protect biodiversity in the area and conducts native planting around local waterways. A local kindergarten will use its donations to install equipment to meet their sustainability goals and Project Litefoot Trust,

will use the funding to install energy efficient materials in local clubs.

Other beneficiary charities included the Upside Downs education trust which helps children with Down syndrome in the area learn to read, write, speak and sign; and Youthline has been given a boost of \$10,000 to help support youth and their families in the area.

The Million Dollar Mission is in its third year of operation and has provided \$3million in funding to almost 100 community groups since it began.

The Trusts, is a business which has exclusive rights to retail liquor in the West Auckland region. Formed in 1972, it is the largest of the entities of its kind in NZ and is tasked with reinvesting profits from the sale of alcohol back into community programmes, grants and sponsorships.

Wickham says the million dollar charitable initiative is an example of how the licensing model is able to support charities while at the same time better manage the sale of alcohol.

Past initiatives have included the multi-million dollar support for The Trusts Stadium and the provision of free smoke alarms and fire extinguishers to every resident in the region.

"Most of the profits from liquor sales around NZ are retained by store owners. Under the model we operate within, the proceeds are returned to the community," he says.

Wickham says the causes were chosen by a judging panel including Linda Vagana, Duncan Garner and Sir Bob Harvey who selected 48 finalists from over 100 applicants.



SIMON WICKHAM

THE FUTURE - YOUTH EMPLOYMENT

Bringing Social Intrapreneurship to the West.

Social intrapreneur Alex Hawea has just taken up a role with The West Works, a new Auckland Council backed initiative to bring together innovation, social impacts and employment opportunities in West Auckland.

Alex says a social intrapreneur works to bring together the great work that many organisations do, and build on networks and relationships in communities, businesses and government, enabling people to realise work opportunities, and achieve practical solutions to environmental and social challenges.

"It sounds a lot," says Alex, "but really it is about taking the opportunity to focus on joining the dots of initiatives already underway in business and the community."

The three areas of key focus for West Works are developing and implementing better and more equitable models for procurement, developing hard and soft skills, and employment.

West Works will draw on some of the experiences of the The Southern Initiative that has supported a range of successful services upskilling and supporting people into work and business in South Auckland.

While TSI has clocked up a number of successes, Alex is quick to point out that the West is a very different kettle of fish to the South.

"The last thing I want to do is look like someone riding in on a big white horse with a whole lot of new ideas about how to do things."

Alex says growing up and working in the West he is aware that the community is already very well connected and has its own character and ways of working across its networks.

Alex says his expertise is building relationships between employers, education providers, service providers and government agencies.

"I have the ability to move quickly to utilise my networks



ALEX HAWEA

and contacts built up over 18 years in the West."

"We want to work with business, community and West Auckland service providers to help answer questions as to who to talk to, where to go, and how to increase understanding of how to work with small business, and a focus on increasing work opportunities for Māori and Pacific communities," he says.

West Works will have people on board with expertise ranging from social procurement to employment brokers and coaches.

Alex Hawea was born in Gisborne but has spent most of his life in West Auckland. He says he owes a great deal to his upbringing here, finding his feet at Massey High School, becoming a prefect there and then moving on to serve on the Waitakere City Youth Council and play rugby for Waitakere City.

His grounding in the communities of the West led him into his career working with youth at risk, and working to bridge gaps, particularly for Māori and Pacific youth getting into work.

Alex's career has included working with Michael Jones at the Village Trust and sports academy in New Lynn, and working with the Youth Guarantee and Te Wānanga o Aotearoa as a social and youth support worker.

With a degree in Māori Development from the University of Auckland, Alex moved on to gain qualifications from Teach NZ and take on a community and whānau support role with the Middle School West Auckland.

Today Alex is a father of four living in Te Atatu North.

He is excited for the potential Western Works has to be an 'awesome vehicle' to serve West Auckland.



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PAPER PLUS WESTCITY

Owner-operator Andrew Piggin tells us why he chose to open in WestCity Waitakere

"With WestCity's well rounded offer of shops underpinned by its strategic intent on becoming a quality retail destination uniquely West Auckland" says Andrew "it made sense to be part of the evolution".

One gets a sense that things are changing and for the better. There are also major plans for significant expansion and redevelopment within the wider catchment; all part of Auckland Unitary plan. Westcity is well positioned to benefit from this, becoming the focal point for the community and a shopping destination for the wider Auckland market.

Andrew states that whilst the book industry has been challenged through the digital revolution customers are becoming very conscious of screen time and impacts this is having. We spend huge hours of time on computers, phones and tablets for work, study, communication and entertainment. There is a growing trend towards reducing that time we are hearing this not just from our older customers but also our younger ones too. Books are coming back and there's nothing quite as relaxing as escaping from all noise and reading a good book.

As we have seen retail is continuously evolving to meet customer's needs and whilst e-commerce has grown



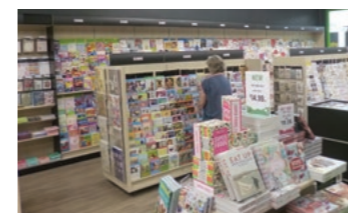
ANDREW PIGGIN

exponentially there is still a need for bricks and mortar retail businesses that are aligned to their communities and offer a customer experience that is unique, friendly and fun.

Andrew says that Paperplus is focused on inspiring people to live bigger lives. It's about balance and whilst Paperplus offers an online shopping experience that includes click and collect, bricks and mortar stores like this are key to a great customer experience, it is the lifeblood of a successful retail business.

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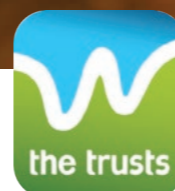
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giving back

MITRE 10 MEGA WITH DAVE AND ELAINE

Big Stores, Big Service –
the Hargreaves' way

PLONK a football pitch the size of London's Wembley Stadium surface down, and then put another one alongside it. That will give you an idea of the size of Dave and Elaine Hargreaves' massive Mitre10 Mega branch in Lincoln Road, Henderson.

At 13,000 square metres it's the largest Mitre10 store in the country and that takes some servicing, supplying and running.

And while it's big, that's not what pleases the Hargreaves most about their store, and its partner, their Mitre 10 Mega at Westgate, a few kilometres up the road, which, says Dave, is "merely mid-sized" at 10,000sq metres.

No, what really exemplifies their work ethic at both places is the service that they provide to West Aucklanders. Dave: "There is absolutely no substitute for great customer service."

"We like to think that both our stores are more than just a business," said the Liverpool-born owner operator. "We believe in providing a superior level of service to the community."

The story of how Elaine – who is also an owner operator, this enterprise is a partnership – and Dave began all this success begins in West Wickham, a place in southern Greater London about midway between Croydon and Orpington.

It was there, on the same day 33 years ago, that they went to the training centre of Sainsbury's, the giant United Kingdom supermarket chain, which with more than 1400 outlets is the second largest supermarket business in the UK.

Elaine, who hails from Newcastle, married Dave three years later and 18 years later, when Dave was a Sainsbury's senior manager in Edinburgh, they had



an approach they couldn't refuse.

Dave: "We were both happy working in the United Kingdom and a recruiting officer from Woolworths New Zealand came along and asked us 'Why not come work for us?'

"So we looked New Zealand up on a map and then we came out for a look around for a week. We loved it, sold our house and moved out here within four months."

That was in 2001.

Dave started in Hamilton, while Elaine took up an HR job with the Ministry of Education there.

"I was an area manager for six months and then Woollies got taken over by Progressive Enterprises and I got promoted to divisional manager. I worked for Progressive for three years.

"In 2004 I left for a new role, as general manager of the Noel Leeming Group. In 2008 I left to work as



CEO at Liquorland where I stayed until 2012."

That is some serious business experience, and now Mitre 10 comes into the picture. "I moved to Mitre 10 as operations manager at the group's headquarters in Albany. And when the Westgate development arose it was considered to be a must for Mitre 10 to have a presence there.

Under Dave and Elaine's direction, Westgate quickly became one of the finest Mitre 10 outlets in the country. Examples of how successful: in 2016 after winning the regional competition Westgate won the 'Excellence in Customer Service Delivery' award at



the Westpac Auckland Business Awards 'Best of the Best' category, and the following year it won Trade Store of the Year in the annual Mitre 10 awards.

The Hargreaves employ 220 people across both stores and while Elaine says "It wasn't planned that way" the break down of those employees is almost exactly 50-50.

Something that is intentional, though, is the Hargreaves' attitude over the age of their staff. They refuse to be ageist. "At Henderson the oldest employee is 81 and at Westgate it's 78," says Dave. "You can't put a price on that experience."

Dave and Elaine – she is based at Westgate in "back of the house" work, while Dave divides his time between Westgate and Henderson with "front of the house" supervision – both work across the trading week, fitting in the needs of the business.

"We are really hands on, we work closely with our teams, and we have a great group of people working with us."

Most of those people are Westies. "We want both stores to have a local flavour – there's a great culture here."

Big stores, big culture.

Mitre 10 MEGA Henderson
186 Lincoln Road , Henderson

Mitre 10 MEGA Westgate
95A Northside Drive Whenuapai

W: mitre10.co.nz



THE ORIGINAL AUSSIE BUTCHER

NZ Owned supplying only NZ Meat

The Aussie Butcher is a New Zealand owned company that has been trading since 1984. The Aussie Butchers company policy is to sell fresh Pork, Beef, Lamb and Chicken of NZ origin only.

Henderson was their second store, (first being Otahuhu) originally in the former 'Henderson Square' near the Catherine Arcade, then moved to the Pioneer Plaza - adjacent to another CPHB member in Oceanz Seafood.

The Aussie Butcher is probably best known for the quality of the meat they sell and by only buying New Zealand grown stock they can guarantee not to compromise on quality. Many of their team in Henderson have been there for more than ten years, some more than two decades and their Manager, Stuart Page for 28 years

NZ Grass Fed Beef Steaks

All Aussie Butcher stores source only the best available NZ beef and process it on site. They use only the finest steak cuts, heavily trimmed and aged in their own chillers, and are able to monitor the quality from start to finish.

Offering these delicious steaks cut to a decent thickness (no paper thin steaks here folks) and they



even do extra thick cut steaks for the real carnivores out there. Eye fillet, scotch fillet, sirloin, rump, T-bone, scotch fillet on the bone (Dino steak). It's all there ready for you to enjoy all year round.

Of particular interest to this writer... is their Dry Aged Beef Steaks.

The dry aging process occurs when beef is refrigerated in a temperature controlled cooler for a specific number of days.

- In the Henderson shop, within the customers view, select beef spends time in a special Dry Aging Cooler.
- This ages the beef (on the bone) between 21-28 days. During this process, the beef loses moisture and muscle tissue is broken down.
- The end result is a very tender piece of beef with a delicious flavour.

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SIMPLE BEEF RAMEN BOWL

SERVES 4 - PREPARATION TIME 25 MINS - COOKING TIME 15-20 MINS

Hailing from Japan, this hot culinary trend is popular for a reason. Quick and easy to prepare, this vegetable packed beef stock is loaded with flavour. A creative, fun dish where you can encourage everyone at the table to add their own miso and beef.

Ingredients:

- 300-400g Quality Mark beef sirloin or eye fillet steak
- 2 litres good quality beef stock
- 270g ramen noodles
- 2 teaspoons sesame oil
- 4 medium-sized eggs, at room temperature
- 1 tablespoon vegetable oil
- 100g shiitake mushrooms, left whole if small
- 200g button mushrooms, wiped clean and sliced
- 1 cup frozen corn kernels, optional
- light soy sauce to season, if needed
- 4 baby bok choy, cut in half lengthwise and steamed until tender
- 3 spring onions, trimmed and thinly sliced
- 4 teaspoons naturally fermented white miso paste

Method:

1. Place the beef stock in a saucepan and place over low heat.
2. Cook the ramen noodles in boiling water for 4 minutes. Drain well, then toss through the sesame oil to prevent noodles sticking.
3. Place the eggs in boiling water and boil for 6 minutes for runny yolks. Drain and run under the cold tap, then remove their shells.
4. Heat the vegetable oil in a large frying pan over medium heat. Add the mushrooms and cook until lightly coloured. Add the corn and mix to combine.

To serve:

1. Slice the sirloin as thinly as you can and divide between 4 small dishes. Turn up the heat on the beef stock so it is steaming-hot. Taste and season with soy sauce, if needed.
2. Divide the ramen noodles between 4 warmed ramen bowls or large soup bowls. Pour in the steaming-hot beef stock, then add the mushrooms, corn and bok choy. Cut the eggs in half and add to each bowl, topping with spring onions.
3. Serve each bowl of beef stock with a teaspoon of miso paste to stir through for that delicious umami flavour. Each person then has their own dish of thinly sliced beef to add to their ramen bowl.
4. Dip and swirl the beef pieces into the broth. If cut very thin the beef will change colour. Eat and repeat until you have had enough.

Quick Tip
The very thin slices of sirloin will 'cook' a little in the hot stock. If you would prefer, you can pan-fry the sirloin steak, rest then cut into very thin slices.

Recipe by BEEF & LAMB New Zealand

The Aussie Butcher has a great selection of Quality Mark NZ steak cuts. See their advert on the opposite page.

WINE MATCH - Babich Wines BLACK LABEL Marlborough Pinot Gris OR Pinot Noir
Editor's note: the white or red is fine, if I was doing lunch, I might go with the white & for dinner I'd go red.



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YANA KIRAKOVSKAYA

Founder, Writer, Creative Director,
Placemaker at Papaya Stories

Yana Kirakovskaya always dreamt to live by the ocean. But before that, she had to fulfil some social demands.

Yana achieved a degree in Public Relations and Journalism, organised 5+ international tennis tournaments (Kremlin Cup, Davis Cup and Fed Cup), delivered 35+ projects for big brands while working for creative agencies in Moscow.

When it felt like everything was fine - she bought an apartment in the city, had a thriving career, stable partner - it felt like something important was missing. She felt like she was going to opt into living someone's else life but not hers. The voice of the ocean was calling.

In 2011 Yana came to Auckland to do a Postgraduate Diploma in Business at AUT. Then life happened. The series of transformational events led to consider her dreams for real and connect to the true calling - inspire people and communities to live to the fullest, despite any fears, stereotypes or background. Her commitment to help New Zealanders was serious. So she decided to set up a platform that improves, spiritual health and wellbeing, the platform that promotes the idea that living a happy, fulfilled life is possible and the way we all should live.

That's how Papaya Stories was created.



YANA KIRAKOVSKAYA

Papaya Stories is a social enterprise that stands for positive community change. It's an online media platform, events and placemaking agency. Through a lens of real life storytelling about ordinary people with extraordinary lives and meaningful, interactive and creative events, Papaya Stories' mission is to facilitate a positive change and improve mental health across the communities.

Silent Disco Citywalk is a community event and placemaking initiative that has gained a lot of positive feedback across Auckland. It is an outdoor, immersive experience that represents a 60 or 90-minutes curated audio walk around Auckland for a group of 10-35 people. The main idea is to give a new perspective on the suburb, transform the city into a playground, strangers into the community, connect people to the place in a unique way, thanks to Silent Disco equipment. There are 4 walking routes available, including the route in Henderson.



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BOATING WITH BENSEMANN

As we head towards Easter, the fish will start their move back to deeper waters, but there is still the opportunity for good catches in the inner harbour.

If you're feeling fit and healthy launch your dinghy at Westhaven and row, I said yes that's right ROW!!! towards the harbour bridge. Fish the last 2 hours of the incoming tide opposite the yacht squadron and the 2nd main pillar of the harbour bridge on the Westhaven side of the harbour.

For those with a Sonar/GPS, what you will see is a very undulating surface ideal for snapper to shelter from the peak of tidal flows with their migration to deeper waters. Good Tidal flow through this area is key to success with a healthy burley trail.

As an avid stray liner, I've had much success with a small sinker and large bait in this area although most of the charter boys will tell you a sharp hook with an apple core can get the job done when the fish are hungry.

Tight Lines and always wear your life jacket!

Team BBC fishing

Finding Snapper In the Hauraki Gulf

The first part of successful fishing is to find the fish. For example, not all snapper head for the outer gulf to sit out the depths of winter. Some snapper (I'm guessing about 20-25% of them) stay inshore, mostly tucking up in heavy, shallow foul or high-current areas such as channels. The colder water slows their metabolisms, so they do not feed as actively as during the rest of the year, and bite times can be short.

One way these inshore winter fish can be targeted in the shallows is with soft-baits. It pays to target them during low-light periods, early and late, and to look for areas in the shadow of cliffs, which prolongs the fishing.

As you are fishing shallow foul, use lighter jig heads that do not sink too quickly and snag you up. Use natural colours - greens and browns are good - with lots of movement at low retrieve speeds. Grub tails and 'Crazy Legs' are good examples, in 4- or 5-inch sizes.

If the fish are not biting lures, or if you prefer baits, try the 'long game' by anchoring up-current of a big patch of foul, running a berley trail and stray-lining with lightly weighted or unweighted baits. Be patient, keep your bait size down - about half the size of a matchbox - and pay attention to the lightest bite. At this time of year, even tentative nibbles.

This article by Sam Mossman published with permission from The Fishing Website - visit Fishing.net.nz for more information.





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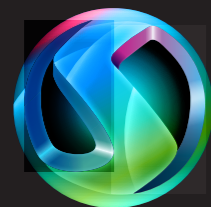
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MOTORING

WEST AUCKLAND BUSINESS

EV'S 13,000 MARK



Topping sales is the Hyundai KONA with the KIA Niro 2nd - Images taken at West Auckland Hyundai and West City KIA

By the time WEst goes to press, the total could be 13,000 – or very close.

Electric vehicles are closing in on the 13,000 mark in New Zealand, latest Ministry of Transport figures show. About 12,725 EVs and PHEVs were recorded to February 2019, up about 525 on January registrations, according to statistics released on March 5.

Used light pure electrics remain the most popular, with 7354 registered – up 354 on January's 7071. Next in line are new light pure electrics, coming in at 2152 – 80 more than the 2072 recorded in January. That's followed by new light plug-in hybrids with 2104 registered by the end of February, 116 more than January's 1988. Used light plug-in hybrids were up 44 – 983 recorded in February compared with 939 in January. Heavy EVs continue their slow rise, up two to 132. In Australia, new electrics/PHEVs recorded 151 sales for the month of February compared with 1503 new hybrids – the latter the most popular there.

New Zealand's end of year goal is 16,000 EVs – with just over 3000 more EVs to go to attain that. New EV brands and models making inroads here include the Hyundai Kona and Ioniq, while interest is high in Kia's just arrived Niro EV – initially distributed to dealerships as demonstrator models.

Earlier predictions that surging global demand for EVs was likely to lead to longer delivery times for popular new models now seem to be borne out, with limited numbers available. That may have a trickle-down effect to the used imported EV market, but GVI Electric's Hayden Johnston says that doesn't seem to be the case with sufficient numbers available currently.

Dealerships have noticed some softening in the local EV market during the past month, some dealers attributing that to people waiting to see what incentives and emission standards the Government is likely to introduce, possibly within the next few months.



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DAVIS CLASSIC CAR SHOW A SUCCESS

A few months ago we decided that we wanted to start doing events in the communities that we serve that will allow families to spend quality time together, without it costing them anything.

From this the Davis Classic was born. A car show that would be family friendly, that would encourage people bring their kids enjoy a day out. Our thinking was challenged more than once, whether such a show should even exist, but we persevered. The event would not only be a opportunity for families to enjoy the sun and some amazing vehicles but would also serve as a vehicle for Hospice West Auckland to raise some funds.

Before the event even happened though it was members of the community in the West that helped us to make it a success. From guidance with council paperwork to the special thank you that is owed to Garry Bates from Central Park Henderson Business Association for delivering flyers about the event on our behalf. It was a team effort to get the show off the ground.



On Sunday morning I woke to the rain blasting through Auckland, a feeling of dread set in immediately that months of work to deliver the first ever Davis Classic was going to be in vain. Worried, I raced to my car, completely drenched by the time I reached it. I set out to our Henderson location knowing the dice had been rolled and all we could now do is hope that the weather would turn.

Every kilometre I got closer, the skies seemed to become clearer. When I finally turned onto Central Park Drive, the skies were still grey but it was dry. Myself, our branch manager John Schipper and Mike Powell funeral director, started to ready the venue for what we hoped was a car show that would still continue on the day.

We had worked hard to secure vehicles to come to the show and with the weather we were potentially facing, we thought, if we get 30 into the car park we will call it a win.



By 9:30am we had 35 cars into the car park, by 10am however we had 45 cars. By the end of the day we had over a 100 vehicles that had moved through the show at some point during the day. A mixture of American muscle, European, Australian & Japanese cars. There really was something to everyone's taste to see.

The public seemed to enjoy both the Food Trucks on offer and the vehicles on show. There was a few comments asking if we could perhaps do this every week, and some who thanked us for allowing them to show their car and just relax on the day without any requirements placed on them.

In all for the about 800 people who attended the show who can say this. The show will definitely be back next year. Some great suggestions have been made on how we can make it even better and I assure you we have listened to those.

We are extremely excited to continue doing The Davis Classic and we hope that we see you there with us next year.

NARDUS OELOFSE, GM Marketing & Operations Davis Funerals



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WAIPU CAR & BIKE SHOW

How a Car Show can help the Community

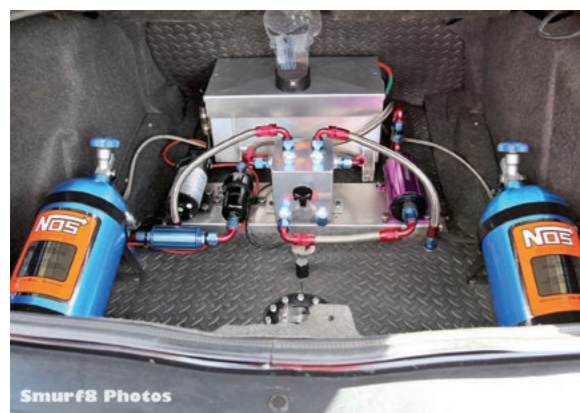
In early February WEst Magazine was again invited by friend & former Westie, Ron Cave, to attend and judge a category, at the Waipu Car and Bike Show. This event has proved a great success for the Waipu Lions Inc. and is an annual event attracting thousands of visitors.

The weather was perfect, the organisers do an amazing show, with cars coming from Northland to the rest of the North Island. The local community certainly enjoy the opportunity to host and share this awesome array of cars and bikes.

There were vehicles from many countries of origin, makes and models. 650 cars and 130 bikes made the journey to present at the show, which also included an interesting array of militaria. The event raised \$30,000 for the Lions, which will be used for the St Johns and various youth groups.

For some great pics, see Waipu Car and Bike Show on facebook

Featured car is the 2011 Challenger, owned by Matt Jukic, a builder from Henderson which won the 'Best Modern Car' category.



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