

# WE St

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# IN THIS ISSUE

- 4 INVIGORATE MEDIA**  
4 HEALTHY TIPS FOR WORKING FROM HOME
- 6 CHAIRS REPORT**  
KELVIN ARMSTRONG
- 8 SECURITY**  
BUILDING A ROBUST SECURITY BUSINESS STRATEGY
- 9 SECURITY**  
WELCOME TO MATRIX SECURITY SERVICES
- 10 ANNUAL SUMMER GAMES**  
POSTPONED
- 13 AN UPDATE**  
MITRE 10 MEGA WESTGATE & HENDERSON
- 14 FRONT COVER FEATURE**  
BNZ - BACKING BUSINESS IN THE WEST
- 19 TRUSTS BRINGS BROAD BENEFITS**  
TO LOCAL BUSINESS COMMUNITY
- 20 SKILLSNACKS**  
A RETAIL TRAINING PLATFORM FOR MEMBERS
- 21 SCAM WARNING FOR BUSINESSES**  
KEEPING DATA SAFE FROM SCAMMERS
- 22 LIFESTYLE - RECIPE**  
FROM BEEF + LAMB NZ AND BABICH WINES
- 23 LIFESTYLE - WELLBEING**  
HEART ATTACK
- 24 LIFESTYLE - GARDENING**  
WITH KINGS PLANT BARN
- 27 DAVIS CLASSIC CAR SHOW**  
RETURNS IN 2022

Cover: LFHQ Studios.

## INFORMATION: ADVERTISING AND PUBLISHING

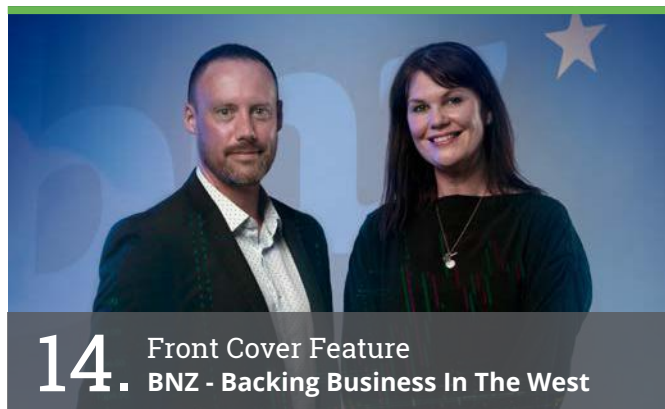
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**8.** Business - Security  
Building a robust security business strategy



**14.** Front Cover Feature  
BNZ - Backing Business In The West



**20.** Skillsnacks  
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## INVIGORATE MEDIA

### 4 healthy tips for working from home

#### Walking phone calls.

If you're taking a call or have a meeting (where you don't have to be on zoom), get up and walk around. Being on the phone is a great opportunity to have conversations and be active at the same time.

#### Keep a flexible working area.

You don't need any fancy equipment for this! Try opting out your chair for a standing position, a kneeling position, or a Swiss ball. This is going to keep your energy levels high, reduce strain from being in a position for a long period, and increase productivity. Making a simple change to your work habits increases productivity by 50%.

#### Take a 10-minute walk every 2 hours.

This is going to reduce brain fatigue, allow you to get some fresh air, and boost your happiness for the day.

#### Work outside.

Find a nice sunny spot to work. Working outside can boost your mood levels, reduce stress levels, and allows you to get in your vitamin D.

#### 'Clickbait' or fake accounts

Click Bait is when someone will post a piece of content with an exaggerated headline that entices people to click on it. There are mixed opinions on whether

people like it or not. If you are a business, we advise you to keep away from using clickbait as part of your marketing strategy, as this can cause distrust and disappointment with your audience.

- The difference between click bait and enticing copy is, Click bait can be over exaggerated to the point of miss information. An enticing hook should be a clever way to getting your audience's attention.

**Fake accounts** - Things to watch out for as a business. You may have noticed a lot of fake Instagram accounts pop up especially if your business is running a giveaway.

There are a few reasons that people might want to imitate your business. They might want to gain organic followers, scam your followers, or try and advertise to them.

Here's 3 ways to tell if an account is fake

1. Check their bio - If it has a link asking you to click through... it probably fake
2. Check their followers - Who are they and what do their profiles look like?
3. Do they have followers themselves...do they post?
4. Check their content and engagement - What are they captioning on the photos?

Are people interacting with it? Commenting on their posts?

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5



## CHAIRS REPORT

We have been busy finalising our 2022 – 2023 Strategic Plan and Budget, recently preparing for our AGM. All the while keeping a wary eye on Auckland Council, and their CCO's - watching for their next initiative; i.e. their Parking Agenda, their objectives in the Town Centre, regeneration and redevelopment programmes etc.

When I entered into this role as Chairman, my rule was to be 'A' political, with the full intention of working with the incumbent rulers to achieve more. I have to now show my colours, as these (above and more) are causing some diversion - considering the impact of Covid 19 on our businesses.

Consideration for our members has 'more so' been front of mind during the past few months, as a frustrated business owner now reflecting on the impact of this pandemic. Not only on the bottom line but the mental challenges being exposed in our community. Keeping busy for many is a distraction to difficulties in one's life, taking this out of ones day to day activities, has exposed a weakness in the community's support network.

But have no fear, Andrew Little is to the rescue with a \$5.6m package for the Auckland DHB announced on the 6th of November, will put our minds to rest. Telehealth is here - it's called Whakarogorau Aotearoa (call 09-375 7770) In my belief, Mike King should not have been ignored as many of us have very little trust in the public health sector.

Seeing the e-commerce market taking off has been a positive for many. I'm a mere spectator due to obvious restrictions within my business, though have to admit, we have been known to import products recently due to shipping delays from local suppliers and have been pleasantly surprised how much faster we can get it direct. If you have the product and haven't moved or started to move into this, you have no time to waste. For many, this will be an additional income stream if we ever get back to normal.

As some of you are aware, the impact of the ongoing restrictions has created an increase of concerning undesirable activities in the local community. CPHBA has engaged Matrix Security to patrol our neighbourhood and will be working alongside the police.

### From a personal point of view

Like me, I suspect many of our business community is not distracted to the point of staring to oblivion, waiting for the next press release. Looking at the big picture is front of mind after all as owners/ managers; we PLAN,



**KELVIN ARMSTRONG**

implement and review our day-to-day activity. Plan and implementation seem to be lost by the incumbent!

In my opinion the February 2020 lockdown was handled magnificently. The August 2021 lockdown, not so much, from a business perspective - stringing us out weekly for support announcements was a complete failure, applying undue additional stress to owners, managers, landlords and the communities they support.

Many parts of the world were already experiencing Delta, it may have been new to NZ but no planning towards the impending likely-hood of arriving on our foreshore. No 'What-If' strategy. Unless of course, this was the plan, though that would be fringing on a conspiracy theory, or is it?

The NZ Government's zero accountability towards the Covid fund spending and the countless changes going on to 'NZ Inc' are all going unnoticed by a large portion of the general public, which is a real concern to the future. Trying to change NZ's name seemed more important than fiscal responsibility for many.

It is my experience every cent you borrow has to be paid back and Interest payments only will make the lender money! Common sense I thought.

I saved the best for last, He Puapua in action, Health system management and Three Waters are major concerns. Please take the time to research and form your own opinion. This is a very real concern for every NZ'er!

.....  
**KELVIN ARMSTRONG, CHAIRPERSON CPHBA**

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# BUILDING A ROBUST SECURITY BUSINESS STRATEGY

## The importance of a well-documented, understood and continuously reviewed security business strategy can-not be underestimated.

It allows you to maintain the trust and confidence of the people and businesses you serve or collaborate with. The right strategy can help you protect your assets, reputation and profitability.

### Positive outcomes also include:

- Mitigation of risks, resulting in fewer breaches, claims and/or harm caused
- Reducing liabilities and potentially insurance premiums
- Ensuring that in the event of an emergency, established plans can take effect minimizing longer term impacts on your business
- Creating a sense of confidence and peace of mind for your employees and customers alike.

As the pandemic continues to impact business particularly in how we innovate to ensure compliance with health mandates (current and future), your strategy will need to adapt.

Matrix are hearing from their customers wanting to discuss solutions for checking customer and employer compliance with vaccine certifications. Matrix Security is proud to be part of the team supporting the Covid-19 private self-isolation pilot championed by Sir Ian Taylor, '#151 Off the Bench'.

Designed with the international business traveller in mind and as a means of freeing up spaces in MIQ for returning Kiwis, the pilot explores robust ways in which to provide security including monitoring of key events and appropriate responses (our contribution).

### Carry out a risk assessment

To best mitigate risk, it is imperative that you understand the actual and potential workplace risk factors.

Although developed for mandatory adoption by Govt. Departments in mind, the Protective Security Requirements (PSR) have established best practice procedures which can be adopted by any New Zealand business - big or small.

They have developed an in-depth self-assessment tool to help you identify your current capabilities: see at - [protectivesecurity.govt.nz/self-assessment-and-reporting/](https://protectivesecurity.govt.nz/self-assessment-and-reporting/)

### Your assessment should consider:

- **Creating a security culture** – ensure your employees and customers understand the importance of security for your business success and the protocols to follow.
- **Control access to your premises** – be it from security front of house presence through to access control systems, ensuring you know who is on your property is key to any plan.
- **Secure the outer area** – walk the perimeter and explore the outside areas to look for any weaknesses a potential intruder could take advantage of.
- **Video surveillance** – a key tool for deterring criminal activity from eventuating as well as providing evidence of criminal activity and health and safety breaches.
- **Alarm systems** – an efficient way to protect your business particularly when combined with 24/7 monitoring. It should be designed with the specific needs of your business in mind.

Matrix Security consultants have a combined industry experience of 86 years and are offering West Auckland Business Members a free security audit to help you with the risk assessment.



Matrix Mobile



On patrol with Fuimanu Lomi and Daniel Walters (Ops Mgr. Waitemata)





# WELCOME TO MATRIX SECURITY SERVICES



Central Park Henderson Business Association (CPHBA) is delighted to welcome the iconic Matrix Security into the Membership. The firm is already supporting our businesses in the Henderson Town Centre.

CPHBA in collaboration with Matrix Security and Local Police, has established an initiative to create 'peace of mind' for business owners.

In partnership with CPHBA member Matrix Security, CPHBA has arranged the deployment of two Security Officers who will patrol the Henderson Town Centre. Foot patrols commenced on 1st November and will continue for the summer season. Regularly reporting on observations, actions and outcomes. The incident reports will be shared with CPHBA and Police to help us look at future security needs within our 'Henderson Business District' boundary.

Our aim is to provide a positive shopping experience in Henderson, for both businesses and customers in a comfortable and safe environment.

'We already have a well-established partnership with our local NZ Police teams. However, having some extra eyes on the street will assist our businesses to provide an even better service to their clientele'.

Upon reviewing feedback from a workshop with the Henderson Town Centre Retail Community - CPHBA appreciates that by having a confident and enjoyable shopping experience, Henderson can attract more

customers to Town, which in turn has an impact on revenue for our local business owners.

Matrix Security services are fully integrated and specifically tailored for each client. As well as security guards and mobile patrols, they install, monitor and service a range of premium security alarm systems that work in conjunction with the latest technologies in mobile apps and IP technology.

Their call centre, based in Penrose, is manned 24 hours a day to provide alarm monitoring, dispatching and customer services; ensuring prompt response to alarm activations, security incidents and customer enquiries.

They are offering businesses in our area a Free Security Audit.

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# SUMMER GAMES



## POSTPONED

Due to the current COVID situation, CPHBA has made the unfortunate decision to postpone the 2021 / 2022 summer games event until next season.

**The games will be back bigger and better in Summer 2022 and we look forward to hosting teams then.**

Please keep an eye out for registration details in the Spring issue of the WEst Magazine.



Encouraging businesses to enter teams of 4 players in all or individual events. Entry will be free and refreshments will be provided for both participants and spectators.

To register your interest in the 2021/2022 Summer Games please email your business details to [admin@cphb.org.nz](mailto:admin@cphb.org.nz), along with the details of which events you are interested in participating in.

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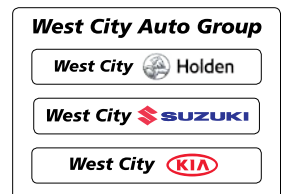


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# MITRE 10 BUILDINGSUPPLIES

## MITRE 10 MEGA WESTGATE & HENDERSON UPDATE

The Mitre 10 Mega Westgate Enclosed Trade drive-through

**While the latest COVID-19 restrictions have provided their fair share of challenges, the teams at Mitre 10 MEGA Westgate and Henderson remain in high spirits.**

The extension at Westgate is progressing well, with the newly constructed area now fully enclosed joining the original Mitre 10 store, and what to many was known as the Palmers building. “All going to plan, we’ll be able to open our new, complete store during Q1 of 2022”, said owner operator Dave Hargreaves. “Seeing the joining of the two buildings has got myself and the team extremely excited for what is to come. We’re so proud of how our teams have operated during what was a tumultuous time”.

## OUTDOOR FURNITURE AND BBQS

Summer is just around the corner, and the stores are well stocked with everything you need to make it a memorable one. With one of West Auckland’s largest range of BBQs, Mitre 10 MEGA Westgate and Henderson stock big brands such as Weber, Broil King, Traeger, Charmate and Masport. “Due to the lockdown, we’ve got a fantastic amount of stock on hand for this time of year, but we don’t expect that to last” Dave said.

**On top of this, the stores are stocking one of their largest ever ranges of outdoor furniture and have everything to get your outdoor area looking tip-top in time for Christmas.**

## GARDENING

November is a fantastic time to get stuck into the garden so you can enjoy some homegrown goodness later in summer. From seed, vegetables such as beans, carrots, courgettes, lettuce, and tomatoes will all thrive if planted around now. For best quality results, we recommend feeding with Tui Vegetable Mix. Berries are also a great plant to get started at this time of year, and with the warm weather set to stay, will add the perfect topping to that Christmas pavlova.



New racking installed



New Mitre 10 Enclosed Trade drive thru



## BNZ - BACKING BUSINESS IN THE WEST

**BNZ has ramped up its offering to the West Auckland business community. Last year, Lisa McShane was appointed as Head of West Auckland Region, followed soon after by Jamie Pickford, Senior Partner Business and Commercial for West Auckland. Jamie now heads up a ten-strong team of Partners based in Henderson.**

Many of you will know Lisa and Jamie from our BA5 events. 'We are huge supporters of BA5,' says Lisa. 'It's a great opportunity to mix and mingle, have a good chat and find out about the experiences of local businesses at the grassroots level,' she continues.

Lisa already has a track record out west. She started her banking career 27 years ago and has been with BNZ for the last three and a half years. Lisa's experience covers the whole spectrum of banking. She started as a teller on the frontline before moving through many front-line leadership roles, also completing a stint in head office with the retail product and strategy team. Since joining BNZ Lisa's been back to her passion which is the frontline.

Jamie is also a career banker spanning over 20 years. He's been at BNZ for ten years and started as a part-time teller whilst studying at Uni, moving through various roles before specialising in business and commercial banking 14 years ago. Originally from Dunedin, Jamie is a local, having lived in Te Atatu, and more recently Hobsonville for the last seven years.

Lisa's appointment as Head of Region was something of a departure for BNZ. 'Eighteen months ago, BNZ launched 17 new regional roles,' she explains. 'West

Auckland is very important to BNZ, and I was fortunate to move into the head of region role. It's been an exciting and rewarding opportunity.'

According to Lisa, BNZ introduced the regional roles to support communities around the country and strengthen the bank's local presence. BNZ has long had a presence in West Auckland. Jamie reports that the Henderson branch has been at its current location for 70 years. 'We now have what we believe is the largest locally-based business banking team in West Auckland,' he says. 'The Business and Branch teams work collaboratively together to ensure customers are well supported and receive a seamless experience.'

The West has a diverse business community, and BNZ works with a wide range of customers. According to Jamie, this gives the team a unique overview perspective. 'Our Partners work with businesses across all industries. These include those that have thrived during Covid restrictions and those that have struggled,' he reports.





Closed borders have meant businesses can no longer rely on immigration to fill jobs. Pressures on wages, rising inflation, and ongoing problems with supply chains have added to the strain on businesses navigating their way through Covid. Jamie says that despite these challenges, businesses have been coming up with creative ways to adapt from new technology to new kit. 'We have one company who increased their graduate programme as a way of addressing the shortage of skilled labour,' he says.

Sharing knowledge is a crucial part of the work of the BNZ team. Jamie explains more: 'We have been able to say to customers, 'hey, have you thought about doing this. It's worked for another business, so it might be worth considering.'

Christmas is fast approaching. When it comes to managing cashflow, the holiday season is often a challenging time for businesses. Jamie has some helpful advice on that front. 'We often see requests from customers over the Christmas and new year period for temporary cashflow cover,' he explains. 'If this is the case for you, then front footing that with your bank sooner rather than later is vital.' He says a well-thought-through cashflow forecast will help you avoid sleepless nights.

Jamie also has some useful advice on managing supply chain logistics. 'We have seen importers struggling to get goods from overseas and exporters struggling to get goods to market. This means businesses need to hold more stock or fund stock in transit for longer,' he says. According to Jamie, margins need to be managed carefully to cope with the pressures. As he points out, 'If businesses can't keep staff or have what their customers need when they need it, they won't keep customers for long.'

These are just some of the insights the BNZ business team can share. 'Sometimes people don't feel they can approach their Bank,' says Jamie, 'But we are here to support you,' he adds. Lisa agrees and invites you to get in touch, 'There's so much experience in the team, so call us and have a chat,' she says.

Jamie nicely sums up the ethos of the BNZ business team when he says, 'We're local, we're on the ground, we're in the community, and we're here to connect with you.'

Super-friendly and very approachable, Jamie and Lisa are a welcome addition to the local business community. So, next time you are at a BA5 event, be sure to say hello.

Jamie Pickford | E: [Jamie\\_Pickford@bnz.co.nz](mailto:Jamie_Pickford@bnz.co.nz) | Ph: 021 834 774

Lisa McShane | E: [Lisa\\_McShane@bnz.co.nz](mailto:Lisa_McShane@bnz.co.nz) | Ph: 0274 977 751

*Photography by LFHQ Studios.*



Jamie presents at the BNZ BA5 (Business After 5) last December.



### About our Good to Grow Loans:

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### Jamie Pickford

Senior Partner - Business - Commercial

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# congratulations!

**to the Your West Support Fund  
recipients for 2021.**

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Dynamic Badminton Association	\$5,000
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Bellyful West Auckland	\$5,000
Waitākere Gymnastics Inc	\$4,000
Henderson Valley Pony Club	\$4,000
Henderson Bowls Inc	\$5,000
Glenavon Community Trust	\$5,520
Henderson Falls Friendship Club	\$500
Waitematā Scottish Country Dance Club	\$651.16
The Huia Settlers Museum Charitable Trust	\$1,199.46

6th Auckland Girls' Brigade	\$1,600
Auckland Waitākere Roller Sports Club Inc	\$1,923.75
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West City Baseball Club	\$5,000
Titirangi Badminton Club Incorporated	\$5,000
North West Toy Library	\$2,000
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Laingholm Playcentre	\$2,000
Waitākere Hockey Club Incorporated	\$5,000
Waiatarua Playcentre	\$2,000
Interacting	\$5,000





Starling Park Sports Club Incorporated	\$5,000
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Waitākere Bears Baseball Club Incorporated	\$5,000
Massey Amateur Swimming Club Incorporated	\$5,000
Communicare CMA (Ak) Inc	\$3,000
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West Auckland Community Toy Library	\$3,000
West Harbour Playcentre	\$5,000
HBC Community Trust	\$5,000
Te Atatū Peninsula Community Trust	\$3,000
Henderson Squash Club Inc	\$5,000
Community Waitākere Charitable Trust	\$3,000
Triangle Park Community Teaching Garden Charitable Trust	\$5,000
Re-Creators Charitable Trust/ The Re-Creators Ltd	\$5,000
Glen Eden Tennis Club Inc	\$2,246
Playhouse Theatre Incorporated	\$5,000
No. 3 Squadron (Auckland City) Air Training Corps	\$3,000
Kelston Community Hub Incorporated	\$10,000
Waitākare Auckland Brass Ltd	\$5,000
Auckland Marathi Association Inc	\$5,000
Mobility Assistance Dogs Trust	\$2,860
Age Concern Auckland Incorporated	\$5,000
Te Atatū Endeavour Sea Scouts	\$5,000
Community Support Waitakere	\$5,000
Glenora Rugby League Football Club Incorporated	\$5,000
Netball Waitākere	\$10,000

Red Leap Theatre Charitable Trust Board	\$5,000
Kelston Community Trust	\$5,000
Hobsonville Yacht Club	\$5,000
Te Atatū Toy Library	\$4,000
Waitākere City Rugby Football & Sports Club Inc	\$5,000
West Harbour Tennis Club Inc	\$5000
SCOW Incorporated	\$10,000
Living and Learning Family Centres Foundation	\$5,000
Rānui 135 Leadership Team	\$15,000
Glendene Community Society Inc.	\$5,000
Titirangi Playcentre	\$5,000
Massey Playcentre	\$5,000
Te Atatū Peninsula Bowling Club Incorporated	\$5,000
Waitematā Table Tennis	\$10,000
Protect Piha Heritage Society Inc	\$10,000
Bay Olympic Soccer and Sports Club	\$5,000
Crescendo Trust of Aotearoa	\$5,000
Bike Avondale (Umbrella Organisation is *Avondale Community Action)	\$20,000
Glen Eden Playcentre	\$5,000
West City Band Inc	\$5,000
The Auckland Diving Community Trust	\$5,000
Te Kōhanga Reo o Te Kōtuku	\$5,000
Green Bay Community house	\$10,000
WIA Hindi Language and Cultural School	\$9,000
Kaipātiki Project Incorporated	\$15,000
Silver Fern MotorSport Charitable Trust	\$5,000
MPHS Community Trust	\$20,000
RiverCare Group Te Wai o Pareira	\$20,000
Piha Surf Life Saving Club	\$10,000
Rotary Club of Henderson Charitable Trust	\$10,000



Avondale Community Action	\$20,000
West End Rowing Club	\$5,000
Whau Coastal Walkway Environmental Trust	\$20,000
EcoMatters Environment Trust	\$20,000
Give a Kid a Blanket	\$10,000
Corban Estate Arts Centre	\$15,000
Well Foundation	\$20,000
The Brotherhood Continues Charitable Trust	\$10,000
The Whau River Catchment Trust	\$20,000
Te Pou Theatre Trust	\$20,000
Waitākere Water Polo Club	\$5,000
CARE Waitākere Trust	\$15,000
Community Waitākere	\$25,000
Waitākere Badminton Association	\$5,000
Auckland Basketball Services Limited	\$5,000
Blockhouse Bay Community Centre	\$10,000
Suburbs New Lynn Cricket Club	\$5,000
Glen Eden Bowling Club	\$5,000
Friends of Oakley Creek Te Auaunga Inc	\$20,000
Gecko Trust	\$20,000
Going West	\$15,000
Kotuku Trust	\$5,000
Henderson Budget Service	\$25,000
Oratia United Sports Club	\$5,000
Waitematā Rugby Union Football and Sports Club INC	\$5,000
Hospice West Auckland	\$25,000
Whau the People Charitable Trust	\$15,000
Just Move Charitable Health Trust	\$5,000
Waitematā Rowing Club Inc	\$5,000
West Coast Rangers Football and Sports Club Incorporated	\$5,000
Waitematā Football Club	\$3,000

Te Kura Kaupapa Māori o Hoani Waititi Marae	\$10,000
French Bay Yacht Club Inc	\$5,000
Glen Eden Community House Inc	\$10,000
The Gallery	\$15,000
Zeal Education Trust - Waitākere	\$25,000
Waitākere Ethnic Board	\$20,000
Sport Waitākere	\$25,000
Titirangi Community House Society Inc	\$10,000
Waitākere Central Community Arts Council	\$1,500
Auckland Curling Club	\$1,500
Rānui Swanson Football Club	\$2,000
West Auckland Pasifika Forum Community Trust	\$10,000
Netball Northern Zone	\$5,000
Laingholm Baptist Church	\$2,000
Roosters Softball Club Inc	\$2,000

# 130

**community organisations  
received a share of  
\$1,000,000 of funding  
from The Trusts.**



## TRUSTS BRINGS BROAD BENEFITS to local business community



There's not many sports clubs or community organisations in West Auckland that haven't benefitted from the support of The Trusts over the years. Preceding in this edition is the full list of recipients from the latest round of the \$1M Your West Support Fund. Given this year's constrained operating environment, the 2021 support fund is no mean achievement from The Trusts.

### **However, less well understood are the wider economic benefits The Trusts brings to West Auckland.**

We caught up with CEO Allan Pollard to explore some of these business benefits in more detail.

There's no doubt The Trusts is a significant local employer. Pollard puts the organisation in the top five in West Auckland.

As an employer, The Trusts has become a market leader and an employer of choice. Each year, they invest in staff training and career development. Internal progression opportunities and multi-career pathways that see staff promoted from within are key.

The Trusts has also recently adopted the Living Wage for all workers, two years ahead of schedule. 'I understand we are the first retail hospitality company of our size that's a Living Wage employer,' declares Pollard.

What's more, it's company policy at The Trusts to use local suppliers for goods and services. Keeping it local has significant flow-on benefits for producers and suppliers out west. 'We aim to keep the money in the local community, and that's really important to us,' says Pollard.

All up, The Trusts has 25 liquor stores, ten hospitality venues, including the Quality Hotel Lincoln Green, and around 350 staff, making it a significant player in the local economy. Pollard estimates that The Trusts total asset base is in the region of \$150-170M. And as Pollard points out, 'That asset base is owned by the community.' West Aucklanders get to elect members to the licensing trusts, giving the community a direct say in how alcohol is sold, which is almost unique in the country.

Pollard recognises that there is always room for improvement. The recent community petition seeking a referendum over The Trusts monopoly was unsuccessful. However, The Trusts accepts that it needs to listen to the feedback.



**ALLAN POLLARD - THE TRUSTS CEO**

According to Pollard, among the exciting plans in the pipeline are ambitious upgrades to all retail outlets and hospitality venues. 'We want our community assets to be as good as any you would see in New Zealand,' Pollard says.

And there are also plans to introduce more competition with a partnership announced with Liquorland. Although The Trusts will operate the Liquorland outlets as franchises, locals benefit from more choice and competitive pricing.

In fact, West Aucklanders already enjoy a wide range of choices with 24 independent off-licenses, plus 134 non-Trusts operated restaurants and bars. Among them are some big national names like Goode Brothers and Lone Star.

Pollard is a committed member of the business association. 'I've been a member of many business groups in my career, and I have never seen a more vibrant one than CPHBA,' he says. According to Pollard, business leaders must stick together and work together, especially in these challenging times.

Tim Livingstone, Consultant at UHY Haines Norton, echoes this sentiment. According to Livingstone, 'The Trusts is a vital and valued member of the West Auckland business community. The Trusts' economic and social impacts have important knock-on effects for the local economy. All local businesses benefit from having The Trusts in our community.'

There's no doubt, The Trusts makes a difference locally both as a significant economic force and as a supporter of good causes.

Certainly, the 130 community groups to benefit from the latest Your West Support Fund would agree. However, Pollard paints a stark picture of the level of unmet need among West Auckland community organisations.

'What worries me,' he says, 'is that the fund received 259 applications for \$6.6M, so it shows there's a real need in the community.'

We look forward to The Trusts continuing to have a positive impact socially, economically and as a valued business partner.

# A RETAIL TRAINING PLATFORM FOR MEMBERS



**Central Park Henderson Business (CPHBA) is funding a retail training platform for association members in partnership with Skillsnacks Ltd.**

Are you making the most of your retail team after lockdowns? How do you increase sales, improve customers experience, and embed product knowledge.

Skillsnacks is online learning that that delivers. It's low-touch for managers, flexible for businesses - and provides continuous learning to support sales people. In short, a microlearning platform just for Retail, it's effective, compelling learning that people will want to do. Think "Netflix for learning."

## "Think - Netflix for learning."

The company helps grow retail sales by upskilling people 3 minutes a day, every day. Skilled people have a positive impact on our community and growing retail sales, lifts small businesses and our local economy. These key drivers are what has prompted CPHBA to share Skillsnacks with members, especially post lockdowns.

They provide anyone working in Retail with small 'snacks' of knowledge in the form of daily tips, blog entries, videos and more. This app is designed for anyone wanting to improve their skills in Retail but can barely find the time to do so; casual workers, part timers, full timers, store managers or even business owners.

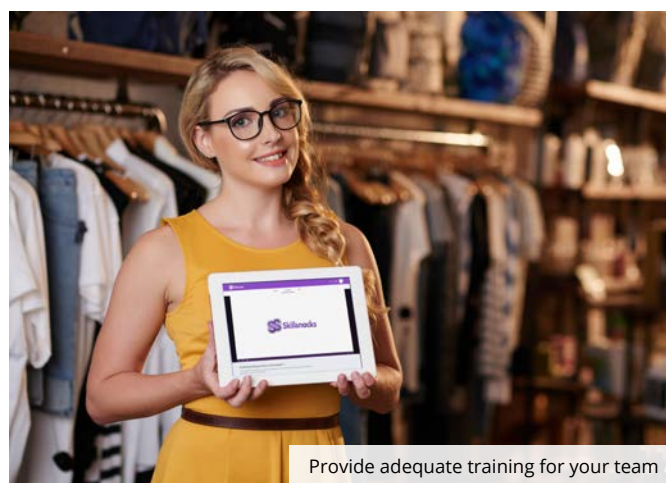
Somewhat similar to Drop box, but New Zealand owned, operated, and easily contacted. Whether it's a team update, internal comms, HR (Payroll / Leave forms), motivational video, or a place to store health and safety documents - the Retail Basics series can be used as an induction tool.

With your own dashboard, you can upload your own content; It's the ideal place to have the team roster, price & stock lists, company logo and colours, file sharing etc. Case Studies/ Testimonials are available on request.

It's been a very tough year and now that retail is opening up and while we're excited to engage with customers leading into Christmas and the New Year; remembering that some of our staff may be mentally exhausted from lockdowns, and perhaps a little rusty in service skills.

**CPHBA is providing access to this Platform 'free-of-charge' to our Retail Members,** the Skillsnacks initiative is a way we can support businesses and their staff with a refresher to get everyone ready and energised. WEst magazine is keen to share positive outcome's from our member retailers.

If you wish to learn more, email us at [membership@cphb.org.nz](mailto:membership@cphb.org.nz)





# SCAM WARNING FOR BUSINESSES

Being a business owner is hard work - keeping up with customer demands and fending off the competition never stops.

**However new research from BNZ shows that there's something else business owners need to be thinking about - how to keep their systems and data safe from scammers, as the rising tide of scams begins to affect people's confidence in organisations.**

BNZ Head of West Auckland, Lisa McShane, says "Our research shows that one in five New Zealanders doesn't believe companies and organisations are doing enough to keep personal data safe and secure. Concern about personal data in general also continues to grow with 54% of people more concerned about it than last year.

"This comes off the back of some very high-profile data leaks, such as the ransomware attack on the Waikato DHB, and the attack on server monitoring software Kaseya which small organisations, companies, and schools use to manage their systems.

"Businesses are generally doing a good job of protecting data, but our research is a good reminder to organisations of all sizes that we all need to work hard to honour the trust our customers put in us to protect their data," she says.

While businesses must protect customer data they should also protect themselves with invoice scams continuing to be a threat.

"Invoice scams are on the rise and work by a scammer sending an invoice to a customer on behalf of a business whose email has usually been hacked or mimicked.

"The scammer discovers a customer who the business regularly deals with and creates an invoice for them to pay. Often there is nothing obvious to suggest the fraudulent nature of the invoice other than changes to the bank account number.

"The customer pays the invoice not knowing that those funds are being sent to the wrong bank account which are then often quickly sent to offshore bank accounts," says McShane.

BNZ's data shows that invoice scams are generating the most losses by value of all scams.

"They are a real problem and each year they grow in size - both in the number of scams happening and the dollar value of the losses. They are popular with scammers as they are able to get larger sums of money, meaning only a few successful scams are required for a significant amount of money to be taken.



"We had a customer, a large Auckland crane business that responded to two fraudulent requests for payments. Two large payments totalling \$233,040.00 were made to a domestic account at ASB bank.

"Once we found out we worked with ASB to successfully recover \$125,194.12 but the remaining funds had been sent offshore, were untraceable and the scammers nowhere to be found.

Both of these trends underline the importance of keeping your systems up-to-date and being making sure owners and employees are cautious about clicking on links.

"Businesses are attractive targets for hackers and scammers, so you need to make sure all your devices and systems are fully updated on the latest versions, and you keep your antivirus protections updated too.

"The most important way to protect yourself, your business, and your customers from losses though it making sure everyone in your business knows not to click on links or open attachments in emails they receive without being one hundred per cent sure they are okay. Check the actual sender email address is legitimate and hover over any links in emails to check the URL is going where it says it's going," says McShane.

People can head to 'www.getscamsavvy.co.nz' to find out more about how to keep themselves and the businesses safer online.

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# BALSAMIC GLAZED LAMB SALAD

The Ultimate Summer Salad Recipe

SERVES 5-6 PREP 20MINS COOK 35MINS

## Ingredients:

### Lamb

- 3 Quality Mark rump steak

### Glaze

- 1 cup balsamic vinegar
- 2 tsp brown sugar
- 1 stick chopped fresh rosemary
- 1/2 tsp salt

### Salad

- 3 cups baby spinach
- Seeds of 1 pomegranate
- 1 bunch asparagus roughly chopped
- 1 red onion thinly sliced lengthwise
- 3 kūmara
- 200g cheese, haloumi, from cows' milk
- 200g cherry tomatoes
- 3/4 cup lightly toasted pine nuts

### Vinaigrette

- 1/4 cup olive oil
- 2 tbsp white wine vinegar
- 1 crushed garlic clove
- 1 cup finely chopped basil leaves

## To serve

1. For the vinaigrette, whisk all the ingredients together until combined. Season as required.
2. Toss the lamb with the baby spinach, pomegranate seeds, asparagus, red onion, kumara, tomatoes and half the nuts in a bowl with half the vinaigrette.
3. Arrange on plates or a platter and add the haloumi.
4. Sprinkle with toasted nuts and drizzle with a little more vinaigrette or balsamic glaze if you like. Season with salt and pepper before serving.

## Method - Lamb

1. For the glaze, add all the ingredients to a small saucepan and simmer to reduce by half (this should take around 15 minutes) Set aside to cool down and slightly thicken.
2. Pat the lamb rumps dry, rub with a little oil and season.
3. Heat a frying pan or BBQ over a high heat and sear the lamb for a couple of minutes to brown all over. If you leave the fat on, leave it a little longer on that side to render and get crispy.
4. Place the lamb on a plate and coat all over with the balsamic glaze.
5. Transfer to an oven dish lined with tinfoil, spoon a little more balsamic glaze over top and finish cooking in the oven for 12-15 minutes depending on how you like it done.
6. Remove from the oven, spoon a little more glaze over top, cover loosely with foil and rest for 10-15 minutes before slicing thinly across the grain.

## Method - Salad

1. Add a dash of oil to a frying pan and bring to a high heat.
2. Fry the cooked kumara pieces for a few minutes until golden.
3. Set aside, add the asparagus to the pan with another dash of oil and a squeeze of lemon juice, and cook until tender. Season as required.
4. Only just before serving, cook the haloumi in the pan. Brush the slices with a little oil and fry over medium-high heat for a minute or two each side until crispy and golden.



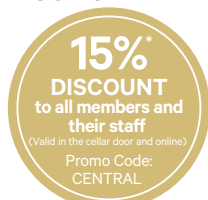
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TIPS: Go to the Aussie Butcher Henderson for your lamb. If you need a BBQ for the recipe, Mitre 10 Mega Henderson or Westgate is the place to go.

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# HEART ATTACK symptoms - treatment - causes

**A heart attack occurs when blood flow to a section of heart muscle becomes blocked. If the flow of blood isn't returned quickly, the section of heart muscle becomes damaged from lack of oxygen and starts to die.**

Heart attack symptoms vary. Some are sudden and intense but most start slowly, with mild pain or discomfort that can be easily mistaken for indigestion. If you have severe chest pain for more than 15 minutes, assume it's a heart attack.

## What are the symptoms/ signs of a heart attack?

Heart attack symptoms vary. Some are sudden and intense but most start slowly, with mild pain or discomfort that can be easily mistaken for indigestion. If you have severe chest pain for more than 15 minutes, assume it's a heart attack.

### The pain may:

- initially come and go
- be in one or both arms (more commonly the left)
- go into your neck, back, jaw, stomach, and abdomen
- also feel like squeezing, pressing, tightness or fullness.

## Symptoms in women

Chest discomfort may not be the worst, or most noticeable, symptom in women. Women are more likely than men to experience the following symptoms, with or without chest pain/discomfort, sweating, feeling faint, feeling sick, vomiting, being short of breath or palpitations (a noticeably fast, strong or irregular heartbeat). You may not experience all of these symptoms.

If you are experiencing some of them, call 111 without delay.

## What is the treatment for heart attack?

A heart attack is a medical emergency, and you need immediate medical help. Call 111, ask for the ambulance service and tell them you are having a possible heart attack.

If available, chew one aspirin, unless you have been previously advised not to take aspirin.

Rest quietly and wait for the ambulance. Get someone to wait with you, if possible.

Remaining calm means you are less likely to suffer some of the heartbeat disturbances that create problems for you and your immediate medical advisors.

## What causes a heart attack?

For many New Zealanders, a heart attack happens out of the blue. But it is usually the result of 3 processes: the development over many years of fatty deposits (plaques) on the walls of your arteries a clot forming on one of the plaques, resulting in a blockage of that artery the blockage stopping blood flow to a section of heart muscle and, sometimes, the electrical impulses your heart responds to also stop working properly.

## How can I decrease my risk of having a heart attack?

A number of factors increase your chances of developing coronary heart disease. The more risk factors you have, the greater your chance of having a heart attack. You can't change some of your risk factors - such as your age, sex, ethnicity, and family history - but there are many others you can, such as smoking, blood pressure, weight, activity level and how much alcohol you drink.

Making positive changes to reduce the impact of these risk factors will dramatically reduce your risk of cardiovascular disease and heart attack.

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# YOUR DECEMBER CHECKLIST

with Kings Plant Barn

**December is a great month in the garden. The cold is well behind us and there's still time to get the garden tidied up before Christmas.**

## PLANT NOW

### Summer Veggies

Plant large-grade tomatoes, capsicums, chillies, and eggplants in pots and in the garden now for an instant, delicious, and productive harvest.

### Planting

Stagger your planting so that you can harvest over a longer period: tomatoes, courgettes, chillies, beans, peppers, and basil can go into the garden. Lettuce, coriander, and parsley should be planted in part shade, and watered regularly, to help prevent bolting (going to seed).

### Fruit

**Citrus:** Plant citrus trees right through summer, making sure to keep them well watered. Add instant zest to your summer by planting a large-grade Meyer lemon

that is already flowering.

**Passionfruit:** Passionfruit are a must for every Auckland garden! Choose a warm sunny fence to plant up against. As it grows, prune it occasionally to increase airflow and reduce the chance of disease.

**Subtropical Fruit:** Plant subtropical fruit, such as natal plums, paw paws, guavas, and tamarillos. For best results add compost and sheep pellets when planting and keep well-watered.

### Trees & Shrubs

**Roses:** Roses are now in bloom and looking stunning. Keep them well watered, especially while they are getting established after planting. Watering deeply less often is more effective than a light watering daily. Feed while they are in bloom.

**Tropical Plants:** Looking at creating a summer-themed garden? Create a tropical oasis in your backyard by growing hibiscus, tropical frangipani, gardenia and mandevilla.



Chilli ghost pepper



Mandevilla



Speak to your local

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## Flowers & Perennials

**Instant Colour:** There is a large range of plants to choose from, including asters, alyssum, petunias, dianthus, salvia, dahlias, zinnias, snapdragons and verbenas to plant in pots, hanging baskets or in your garden now.

**Perennials:** Plant out long-lasting flowering perennials, including nemesia, petunias, geraniums, alstroemeria, calibrachoa, lavender, verbenas and bacopa. Great in mass plantings or as part of a cottage garden.

**Shady Spots:** Brighten up shady spots by planting tropical impatiens, fuchsia, hostas and heucheras.

## TEND

### Vegetables

Water, feed, mulch and stay on top of the weeds before they take over. Feed your plants regularly with Kings



Hanging Baskets



Lawn looking lush

Fast Food to keep them happy and healthy. When watering tomatoes, courgettes and cucumbers avoid wetting the foliage to reduce the chance of disease.

### Fruit Trees

Protect developing fruit from birds by carefully netting your trees or plants. Deeply water newly planted trees regularly every 1–2 weeks and mulch well with Living Earth More Than Mulch.

### Lawn

Continue to keep your lawn looking lush by feeding and getting rid of weeds the easy way with spray on Yates Weed N' Feed.

### Harvest

December is berry time! Harvest succulent strawberries, tangy red and black currants, raspberries, blueberries and early blackberries. It's also harvest time for Māori potatoes, tea leaves, eggplants, and early tomatoes.



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**Mitsubishi\*** On Road Costs of \$1250 include registration, Wof, 1,000km road user charges and a full tank of fuel and are paid when vehicle is driven away. 3.5 tonne towing is only possible with a 3-axle braked trailer, towball vertical load of no greater than 4% and an approved M/MZ towbar. Model shown with optional accessories available at additional cost. Visit [mmtz.co.nz](http://mmtz.co.nz) for full Diamond Advantage warranty conditions. Offer available 30 November 2021 at West City Mitsubishi or while stocks last. Heartland Bank lending criteria, Ts & Cs apply, including a \$262 establishment fee and \$10.35 PPSR fee. A fixed interest rate of 8.95% p.a. applies.  
\*\*Visit <https://www.nzta.govt.nz/vehicles/clean-car-programme/clean-car-discount/> for more details.

**Terms and Conditions: Suzuki UDC Finance\*** ORC of \$990.00 which includes: Pre-Delivery Inspection, WOF, Wheels, Alignment, Mats, Full Tank Fuel & Initial registration. Subject to T&Cs and excess charges. \*TERMS AND CONDITIONS: Weekly payments based on nil deposit, 3.9% p.a. interest rate and 5 year term. On payment of on-road costs to the Dealer, finance payments include a \$305 documentation fee and \$10.35 PPSR fee. Normal lending and credit criteria apply. Offer available 30th NOVEMBER 2021. Excludes 2021 Jimmy, fleet purchases, demo vehicles and all other promotions. Real Value 3 year/100,000 km comprehensive warranty, 5 year/100,000 km powertrain warranty, PLUS a full 5 year roadside assistance plan. Offer available until 30th NOVEMBER 2021 at West City Suzuki or while stocks last. Not available with any other offer. See [www.suzuki.co.nz](http://www.suzuki.co.nz) for details.

**Kia Confidence T&C\*** 10% Deposit Applied. ORC of \$1250 which includes Pre-Delivery Inspection, WOF, Mats, Full Tank Fuel & Initial registration. With the Confidence offer, at the end of the term you can choose to keep the car, by paying the Guaranteed Future Value, trade it or return it (subject to T&Cs and excess charges). Offer excludes on road costs. Kia Financial Services is provided by Heartland Bank. Heartland Bank lending criteria, Ts & Cs apply, including a \$242 establishment fee and \$7.39 PPSR fee. Fixed interest rate of 8.95% p.a. applies. Offer available until 30 Nov 2021 at West City Kia or while stocks last. Not available with any other offer. See [kia.co.nz](http://kia.co.nz) for details and Bank, Heartland Bank lending criteria, Ts & Cs apply, including a \$382 establishment fee and \$10.35 PPSR fee. Fixed interest rate of 8.95% p.a. applies. Offer available until 30 August 2021 at West City Kia or while stocks last. Not available with any other offer. See [www.kia.co.nz](http://www.kia.co.nz) for details.

**West City** **MITSUBISHI MOTORS**

**MITSUBISHI SALES**

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**West City** **SUZUKI**

**SUZUKI SALES**

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**West City** **KIA**

**KIA SALES - 2 LOCATIONS:**

49 NORTHSIDE DRIVE, WESTGATE, HENDERSON & 130-134 CENTRAL PARK DRIVE, HENDERSON. PHONE 837 0807



Due to Covid restrictions, the Davis Classic is now scheduled for March 2022

Previous owners showing their cars will be notified by email in due course

Keep an eye out for updates in this magazine - and on [www.davisclassic.co.nz](http://www.davisclassic.co.nz)



# **WE'RE LOCAL LIKE YOU**

Spark Hub Waitakere works where you work. So if you need us, we can come to you and talk things over in person when it's convenient for you.

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