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➤ **Feature Article** with Charlie and Rob Norcross

Lessons in Successful Retailing

➤ **Local Leaders Developing Local Kids**

with Mitre 10 MEGA Westgate & Henderson

➤ **Henderson Shopping Spree**

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INFORMATION: ADVERTISING AND PUBLISHING
Garry Bates, Association Manager
Mobile: 0274 904 260
E: garry@cphb.org.nz
W: cphb.org.nz/magazine

www.westaucklandbusiness.co.nz

CENTRAL PARK HENDERSON BUSINESS:
MEMBERSHIP ENQUIRIES
Phone: +64 2 74 904 260
22 Catherine Street, Henderson, Auckland
P.O. Box 69-126 Glendene, Henderson, Auckland 0645

West Business magazine is produced by the Central Park Henderson Business Association Inc. (CPHBA). 3000 copies are distributed free to approximately 1600+ businesses in the Henderson-Massey Local Board business precincts, not including magazine stands in 'high traffic visitor' businesses.
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CHAIRS REPORT

Welcome to our first magazine for 2023.

Trust you had a great Christmas, New Year break - and business was profitable despite the headwinds.

2023 is going to be a great year! If you ignore the media and most economists.

Many of us have learned throughout the pandemic that changes within our businesses are required for a challenging environment,

So - no need for advice. "We're good to go, right"?

CPHBA still has spaces available for free business mentoring, whether it's to get your plan together (failing to plan is simply planning to fail) or a review. The application process is not telling us your issue. It's merely qualifying that you are an SME and are in our BID (Business Improvement District).

CPHBA continues with our strategic plan projects;

- Security Patrols; Henderson Town Centre, Central Park and The Concourse
- CCTV cameras in Central Park & The Concourse, also in Henderson
- HTC CPHBA/ HMLB J.V. - Safety Lighting
- CRM Project & Maintenance
- Our Video's and Promotion of our BID will continue into 2023
- The CPHBA Retail Promotion - Shopping Spree will start in February

As outlined in the following page; CPHBA is working on a plan to upgrade the lighting within the Henderson Town Centre. It surprises us how many retailers in the Town Centre don't make an effort to highlight their businesses during the evening by way of verandah lighting.

This may be a problem relating to landlords not assisting tenants, but we are investigating 'the why'.

Is it Apathy? Cost? Ignorance? Lack of concern by



KELVIN ARMSTRONG

Council? OR a combination of these?

Many buildings have under-verandah lights in place, but not operating and/or in poor condition.

The necessity of verandah lighting is a requirement of The Auckland Unitary Plan (AUP)

Which requires all buildings within AUP Control Overlay "Key Retail Frontage" to have under verandah lighting operating outside daylight hours. AUP planning maps show building addresses under this control. Specifically, this applies to all buildings on:

- Ratanui Street,
- Great North Road (between Edsel Street and Alderman Drive)
- Railside Avenue (between Stevies Lane and Great North Road)

Suffice it to say, having understood verandah lighting being a requirement, does allow another tool to alleviate our endeavour.

.....
KELVIN ARMSTRONG, CHAIRPERSON CPHBA
kelvin@kaar.co.nz | 021 828 008

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HENDERSON RATEPAYERS FORSAKEN BY PREVIOUS COUNCILS

will this one be any different?

Council (Panuku) has been banging on about revitalising Henderson for well over a decade now. What has been achieved? some Older People units, after all the hype - is this the best they can do...

Council CCO's can't even work together to get the escalators working at the 'Central Rail Link' after many months; which is inherently dangerous to all pedestrians let alone older folk. To compound the issue, the lift is often not working - Seriously?

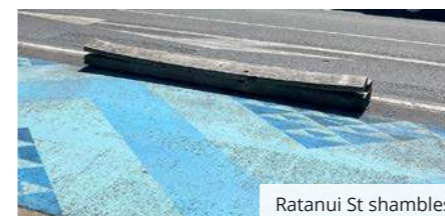
The 'shambolic' attempt via the 'Henderson Streets for People trial' under the guise of 'beautification & pedestrian safety' designed by Panuku and 90% funded by NZ taxpayers via NZ Transport Agency. The project's total price tag reported at \$1.37M was dubbed an "extremely wasteful" use of taxpayer funds. The rerouted traffic around Henderson's main shopping strip - "extremely disruptive" - which included a trial of bus-only lanes and 'safe-shared-paths' for people on bikes and scooters.

We need the 'Blue Road to Nowhere' in Ratanui Street removed which is ugly, ageing badly and adding to congestion, together with the speedhumps (hypothetically there to protect the Blue Paint) which is looking 'the pits'... "Get it Gone - John!!"

Security Lighting Project; Henderson Business has formed a JV with HMLB in an effort to improve lighting in the Henderson Town Centre (HTC). The funds allocated will be nowhere near enough but it's a start...

Subsequent to a discovery assessment of the HTC by a lighting expert, it was determined there is a lot of work to do; lighting around the Library, Unitech, Council Car Park and Trading Place was unsatisfactory in 2022, and is Now Non-existent!

Retail veranda lighting was poor (and in most cases defunct) with a generally dilapidated look as a result of age or neglect. The resulting work/ costs will be high, which makes one think of the aforementioned expenditure that could have been spent much more wisely.



Ratanui St shambles



Road Humph Ratanui (gouges from vehicles)



Road Humph 2 (Railside)

- Now Council seems to have turned off the lights -

Upon investigation in December and again in January; it was noted that around the library is now a 'Dark Hole' with very little lighting evident, is this a reflection of Council cost-cutting?

Central Govt and Auckland Council Priorities

- Redevelopment plan for Waitakere Hospital (Deferred/On hold)
- Key Move 1: (2014) Enliven Henderson's Main Street (Let's do New Lynn & NorthWest instead)
- Lincoln Road upgrade (No prioritisation)

But walking/ cycleways, and playgrounds are the 'important' priority, along with intensification...

OK they built a new film studio, but how's that going to enhance the HTC.

The rampant crimewave with Ram-Raids, Robberies, Violence and Smash-and-Grabs, together with a Youth Crime Spike are hot topics. Our local MP espouses that the Govt has invested in assisting Police with more officers and support initiatives, our question is; Is this keeping pace with offending?

Auckland is the largest commercial centre in New Zealand, is home to around a third of the population and contributes almost 40 per cent of the nation's gross domestic product.

Its high time the wokerati in Central Government with their ideologies started listening to the needs of Auckland, not interfering with the running of the place with a We-Know-Best credo.

The HMLB area has the highest number of building consents of all local boards. An implication of this is that the rapid growth of population as well as the pressure on infrastructure, transport, and public safety will contribute to increased feelings of insecurity. This will point to the value of investing in 'placemaking' initiatives seeking to build social capital; so let's cut the BS and start the so-long-promised investment to liven up Henderson



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BUSINESS - BA5 REPORT
WEST AUCKLAND BUSINESS

SPONSORS FOR 2023



Business After 5 (BA5) is a networking event once a month. It's free to join, and a usual event has 80 - 140 attendees from many Industries, Trades, Services, Retail & Corporate. The events start at 5pm, the formalities begin at 6 pm and are restricted to 20 minutes, event finishes at 7:00 pm; nibbles and refreshments are served.

The wonderful Sponsors are members of Central Park Henderson Business - see below. We welcome two new Businesses to this amazing group; Quest Apartment Hotel Henderson, and Spark Business Hub Waitakere. This group of sponsors are passionate about West business and making a difference in our district.

Our first event for 2023 starts with Davis Funerals in February. Mike and his team always offer a memorable hosting. We are very fortunate to have the company as a sponsor; a friendly team with a neighbourhood focus, supporting many community groups. Come along and tour their fabulous facility, and hear their story.

If you want to mix with like-minded business owners and leaders, then register - It is free...

W: westaucklandbusiness.co.nz/wba/

Supporting Sponsors:





WHO BURGLES A HOUSE AND WHY

From Our Partners Matrix Security

People often ask, "is there such a thing as a typical burglar?" While it's difficult to exactly define the type of person who burgles a house or business, it is useful to have a general understanding of how a burglar thinks and operates.

That way you can be better informed about what you can do to reduce a burglar's opportunities help prevent burglaries.

Burglars are often opportunistic and will seek out an opening to take advantage of, specifically doors and windows left open, unlocked or that are easy to force. If they can spot valuable items through a window, they may be spurred on.

Who am I?

- I can be male or female and I act on easy or tempting opportunities
- I burgle houses during the day or night
- I may operate alone or with other people

- I may be on foot or could use a vehicle to check out your neighbourhood
- I often burgle one or more nearby houses
- I won't burgle too close to home in case someone recognises me
- I may look out of place in your neighbourhood, but few people take note of my activity

Why would I pick your home?

- I like houses where it looks like no one's home
 - no lights on at night, curtains drawn during the day, letterbox full.
- I like houses where a window or door is left open
- I like houses where people can't see what I'm doing from the street
- I like houses that have alleyways running beside them or back onto parks, reserves or green belts
- I like houses where items of value are left outside

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- I like houses I've been to before. I know the layout, contents and how to escape.
 - If I've burgled a house once, it's likely I'll try it again when valuable items have been replaced.
- I like sheds and garages that are unsecure as they may contain tools to steal or use to break into a house.

How do I operate?


- I'm usually looking for cash or small, valuable items I can quickly convert into cash
- Often I'm stealing to order and may have a car nearby to help with my 'get away'
- I usually sell stolen property to people who like to buy things cheaply
- I may go onto a property and knock on the door to see if anyone is home
- I try to get in and out of your home as quickly and quietly as possible
- Sometimes I hide your property nearby to collect later

What I don't like!

- Houses with alarms and video surveillance cameras
- Neighbours who support each other and report suspicious activity to Police
- Houses with good locks on doors, windows and other entry points
- A vehicle in the driveway
- Lights, TV or stereo on
- Guard dogs, and
- People who mark valuable property with serial numbers and keep a record of those numbers



Are there gaps in your security?



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ALL OVER WEST AUCKLAND COMMERCIAL



From top left: Stuart Bode, Alister Hitchcock, Wesley Gerber, Matt Clifford, Mark Preston, Beterly Pan, Brendan Graves, Sunil Bhana, Sam Raines

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As businesses recalibrate and regroup after pandemic-related dislocations, one thing is patently clear – now, more than ever, premises must be fit-for-purpose and have pulling power for staff recruitment and retention.

The flight-to-quality continues across the office, industrial and retail sectors and discussions around lease structures and terms are multi-layered as all parties to a deal jostle to be heard.

After an extended period of flux, we're seeing significant expansion in the business domain with larger office tenants making growth decisions based on positive revenue results, and SME sectors like information technology flourishing.

Office occupiers continue to gravitate towards premium A-grade buildings, as employees seek better workplace experiences and stakeholders drive home environmental, social and governance (ESG) goals.

Industrial and logistics occupiers are hunting for modern, future-proofed premises that fit new templates for more time-sensitive and ultra-streamlined operations.

Retail leasing activity is also starting to rebound, particularly in the luxury brands, athleisure and sporting goods categories in prime locations.

With the cost of debt and business operational outgoings rising, as everything from energy bills to wages escalate, there's lots happening in the occupier space.

Landlords wishing to stay ahead of the game are changing up traditional thought patterns and being more responsive to occupier needs - especially in the secondary office market.

With net effective rents under the spotlight, and banks putting pressure on landlords around weighted average lease terms, building owners are very wary of rising vacancy levels and dwindling bottom lines.

There is also the added hurdle of rising fitout costs. Office occupiers are increasingly looking for turn-key solutions where the hard yards have been done, while landlords are battling inflationary pressures,

supply chain and raw material hiccups and labour shortages.

We've always maintained that property is a people business and that's never more accurate than today as the market resets.

Occupiers seem to have the upper hand right now, requesting landlords provide longer fitout timeframes and longer rent-free periods, for example.

Landlords willing to engage with occupiers to find common ground, and prepared to be flexible, are spending money to make money and sealing leasing deals.

Business owners are evaluating their Capex columns closely and trying to find more cost-effective space solutions – particularly in markets where there is an oversupply of space.

Building owners are also doing their sums and, with banks playing hardball on loan-to-value ratios, some landlords are opting to sell rather than navigate the leasing arena.

This opens the door to owner-occupiers who, in the face of rising rental rates, are considering ownership as a hedge to inflation and with more properties coming to the market with vacant possession or passing leases, SMEs are active in the owner-occupier market currently.

It all makes for interesting times in the commercial and industrial property market and demonstrates the perpetually cyclical nature of this industry.

You can leverage our extensive experience and award-worthy industry nous for any of your commercial and industrial property requirements, so please get in touch with Bayleys Northwest.

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**BRENDAN GRAVES -
GENERAL MANAGER
BAYLEYS NORTHWEST**



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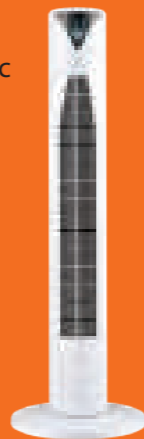
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SKU: 394422

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Goldair
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SKU: 381582

\$ 179

Goldair
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SKU: 381589

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Nouveau
Metal Desk Fan
30cm Chrome



SKU: 361742

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Nouveau
Pedestal Fan
40cm Chrome



SKU: 361425

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Goldair
Platinum Electronic
Pedestal fan with
WiFi 45cm



SKU: 381580

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Goldair
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Conditioner
2.05kW



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Goldair
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TOUGH KID 2023
LOCAL LEADERS DEVELOPING LOCAL KIDS

Mitre 10 MEGA Westgate & Henderson have once again partnered with the Royal New Zealand Air Force (RNZAF) to bring you TOUGH KID 2023 at the Whenuapai Air base on March 9th, 2023, starts 10.30am to approx. 1.30pm finish.

TOUGH KID is a super fun child-friendly military style combat course which will be run in age groups for kid's years 3 to 6, the kid's will run, walk and crawl across the gruelling course over a distance of 1-1.5km set up by the Air Force, there is sure to be mud, plenty of water to contend with and obstacles that will challenge the agility and strength of our participants.

This year the course will be like previous years but with new twists and turns. Each participant will receive a goody bag at the finish line. The Air Force intend to do a flyover and a parachute demonstration (staff availability and weather dependant) and will provide different machines on display for the kids to see and learn about. More FM will also be on-site handing out treats and will provide a chill out area for the kids at the end of the course.

Registrations are limited to 1500 entries and cost per child for the event is \$3. We have approached many schools in the West Auckland area, and the response has been awesome thus far, however if you want your school and your children to get amongst what is going to be an awesome day then we need our local schools to register their interest, collect registrations and provide teacher/parent volunteers to help on the day.



All registrations must be made through the schools. Talk to your school coordinator about getting involved! Schools can email us for an information and registration pack, contact marketing.westgate@mitre10.co.nz

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

Mitre 10 MEGA Westgate and Henderson would like to thank the RNZAF for helping bring this amazing activity together and we can't wait to see everyone on the field on March 9th, 2023, at Whenuapai Air base.

Registrations will close on February 16. For more information contact

E: marketing.westgate@mitre10.co.nz



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INFORMATION FOR RETAILERS

The Central Park Henderson Business Association (CPHBA) is running an exciting promotion during February to help entice customers to shop in our area.

- **For any purchase** of \$25 or more, customers can upload their receipt to our Special Competition page on our website and go into win one of five \$2,000 shopping sprees.
- **As a business** you don't have to do anything except encourage customers to enter. We'll be dropping off some promotional posters and A6 flyers to (mainly) retailers between 6-9 February for shops to display in their windows and hand out to customers.
- **If you want** to make sure you receive some for your shop, simply email garry@cphb.org.nz - and we'll make sure you don't miss out.
- **We'll also be pushing** this promotion through the WEst magazine (as evident), on our website and through multiple Social Media channels.
- **The winners** will each have \$2,000 to spend in a two-hour period, accompanied by a CPHBA representative who will pay for their purchases. There is a limit of \$250 that can be spend in any one shop.
- **There will be spot-prizes** for the store/ store's with the best participation/ presentation for larger and smaller format stores; ie Store Front Displays, and Promotion Engagement.
- **Competition for Retailers:** Social-Media Sharing; share our FB Post (about the shopping spree) on their own business Facebook profiles...and go in the draw to win a lunch at a local café

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INFORMATION FOR PUBLIC - THE SHOPPERS

The Central Park / Henderson Business Association area has some fantastic Retail Businesses and because we want you to discover all we have to offer, we're giving you the chance to win a \$2,000 shopping spree, just by shopping with us.

All you have to do is spend \$25 or more from any retail business in our area, take a photo of your receipt and upload it, along with your name and contact details, to our competition page to be in the draw to win.

Buying a book, updating your wardrobe, getting a new fishing rod & tackle, or those new shoes - as long as you grab your receipt and have a smartphone or scanner, you can enter. There's no limit on the number of times you can enter as long as it's one purchase per entry.

If you are lucky enough to win, the shopping spree will be fun. Imagine having 2-hours to spend your prize from any of our hundreds of Retailers - there's a limit of \$250 to be spend at any one shop, and unfortunately you won't be able to spend it on alcohol or vape products, but apart from that, it's completely up to you what you buy. You'll be accompanied by one of our team who will pay for your purchases and keep an eye on the time!

So go on..... come and shop in Henderson/ Central Park discover all the fantastic shops and businesses we have to offer, (including the Lincoln Road Big Box retailers, The Boundary and WestCity Waitakere) and you might just find yourself one of the five lucky winners.

More details can be found at **W: westaucklandbusiness.co.nz/shoppingspree**
Entries can be made from Friday 10th February - Terms and Conditions apply.

For our business association area, see the map on page 18.

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Desiree and Pat



Henderson Shopping Spree

\$10,000 IN PRIZES TO BE WON!

Spend \$25 or more in
Henderson and go
in the draw to
**WIN 1 of 5 \$2,000
shopping sprees!**

Simply make a purchase
in any Retail store in the Henderson /
Central Park / Lincoln Road area,
between 10th - 26th February &
upload a photo of
your receipt to our website:
[www.westaucklandbusiness.co.nz/
shoppingspree](http://www.westaucklandbusiness.co.nz/shoppingspree)
and you're in the draw to win!

SHOP BETWEEN 10TH - 26TH FEBRUARY 2023 TO BE IN THE DRAW.

Winners will be drawn and notified in early March 2023; A time/ date will be organised with winners to spend your \$2,000 in prizes. There are five \$2,000 shopping sprees to be won. The \$2,000 must be spent at Henderson/ Lincoln RETAIL businesses within a two-hour period on a nominated time and date. The winners will be accompanied by the Assn. Manager, or a member of the CPHBA Committee as they visit each shop - to pay for their purchases. Purchases during the spending spree cannot be made at Liquor shops or Vape stores. There is a limit of \$250 to be spent in any one store. CPHBA reserves the right to photograph winner's for publicity within our website, Facebook, and WEST magazine.



RETAIL SHOPPING SPREE

A Central Park Henderson Retail Promotion

Shop in any Retail store in the Henderson / Central Park / Lincoln Road area between the 10th and 26th February to go in the draw to win \$10,000 worth of prizes, plus spot prizes.

Q&A'S

1. How do I enter? And what are the dates of the promotion?

Entering our shopping spree is simple. Whenever you make a purchase of \$25 or more from any shop/ retail business in Central Park & Henderson, simply take a photo of your invoice or till receipt and upload it to the form on the competition page...

W: westaucklandbusiness.co.nz/ShoppingSpree

The promotion runs from Friday 10th to Sunday 26th February.

2. What does the prize consist of?

Each prize winner will have \$2,000 to be spent in local businesses in Central Park / Henderson over a 2 hour period and will be accompanied by a representative from the CPHBA who will pay for the purchases.

NB: Unfortunately Purchases during the spending spree cannot be made at Liquor shops or Vape stores, and there is a limit of \$250 to be spent in any one store.

3. How many winners are there? Is there an age limit?

There will be five lucky winners drawn from all eligible entries.

Entrants must be 18 years of age or older.

4. When & how will the winners be announced?

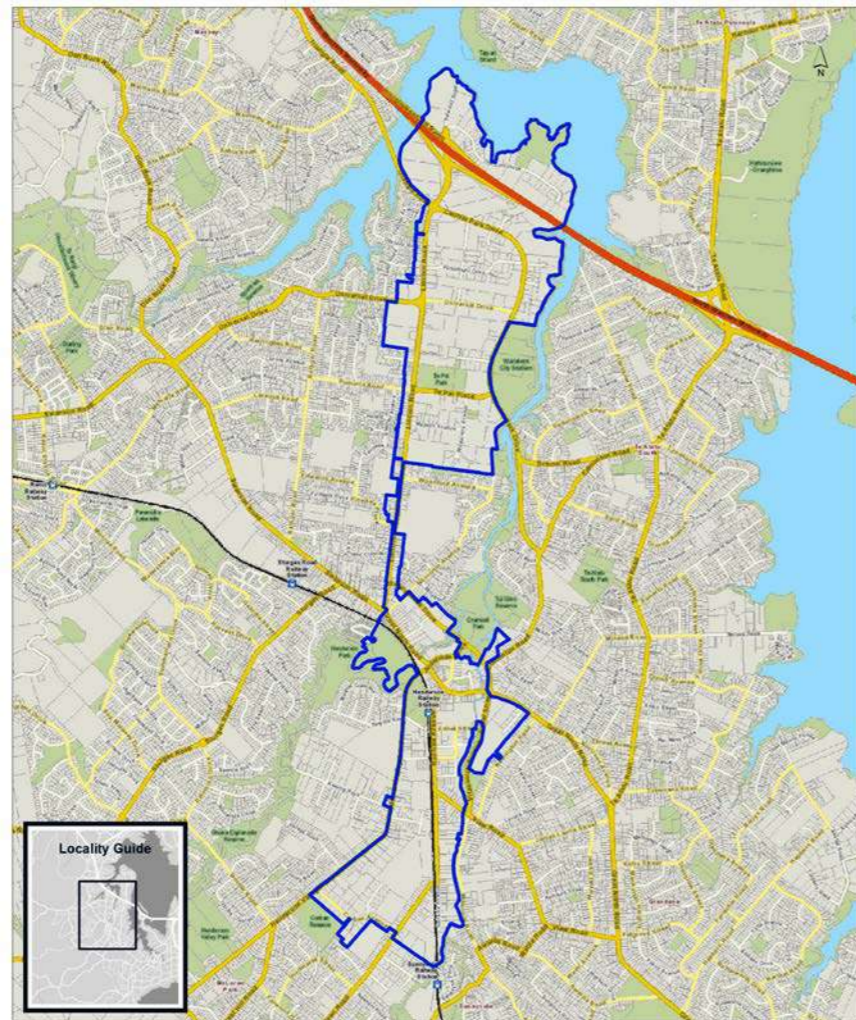
Winners will be drawn and notified in early March and will be contacted using details provided as part of the entry process by phone or email.

5. When will the winners shopping spree take place?

A date and time will be organised with winners when they are contacted and advised that they are a winner.

6. If I buy a gift voucher somewhere, will it count?

If purchased instore to be redeemed at the same store, Prezzie Cards purchases will not qualify.



CPHBA Business Improvement District [CID] Area Boundary map



LESSONS IN SUCCESSFUL RETAILING

with Charlie and Rob Norcross

Charlie and Rob Norcross of Norcross Fishing World have retail in their blood. For over 100 years, generations of Norcrosses have operated retail outlets in Henderson.

'It all started with my grandfather, who came to New Zealand from England in 1909,' explains Charlie. He was the first Norcross to open a general store in Henderson. 'You could buy everything in the shop from a pound of butter to a sack of coal,' Charlie reports.

All up, some four generations and 12 family members have contributed to retailing in West Auckland.

And in the early 1950s, Charlie opened his first shop in the new complex on Great North Road developed by the legendary Steve Ozich. This shop specialised in toys and sporting equipment. The business soon outgrew the original premises and, in 1962, moved to a new, larger store on Railside Avenue. It was a risky move. Charlie recalls that the rent on his original shop was five pounds and eight shillings a week. By contrast, the rent on

Railside Avenue was a hefty 30 pounds per week.

However, the risk paid off, and some 70 years later, Norcross Fishing World is still a mainstay of the Henderson retail scene. The shop is now West Auckland's leading saltwater fishing store. Customers come from far and wide to take advantage of the extensive range of rods, reels, tackle and bait. But it's Norcross's expert knowledge and personalised service that sees generations of fishing enthusiasts come back for more.

It's a fantastic success story. And it's also a testament to the resilience and adaptability of Charlie and his son Rob who took over the store in 1987.

In the early days, the shop offered a diverse range of products, including sports, shooting, diving and fishing. 'We sold every dart and tennis ball – you name it!' says Charlie.

Continued on page 20.

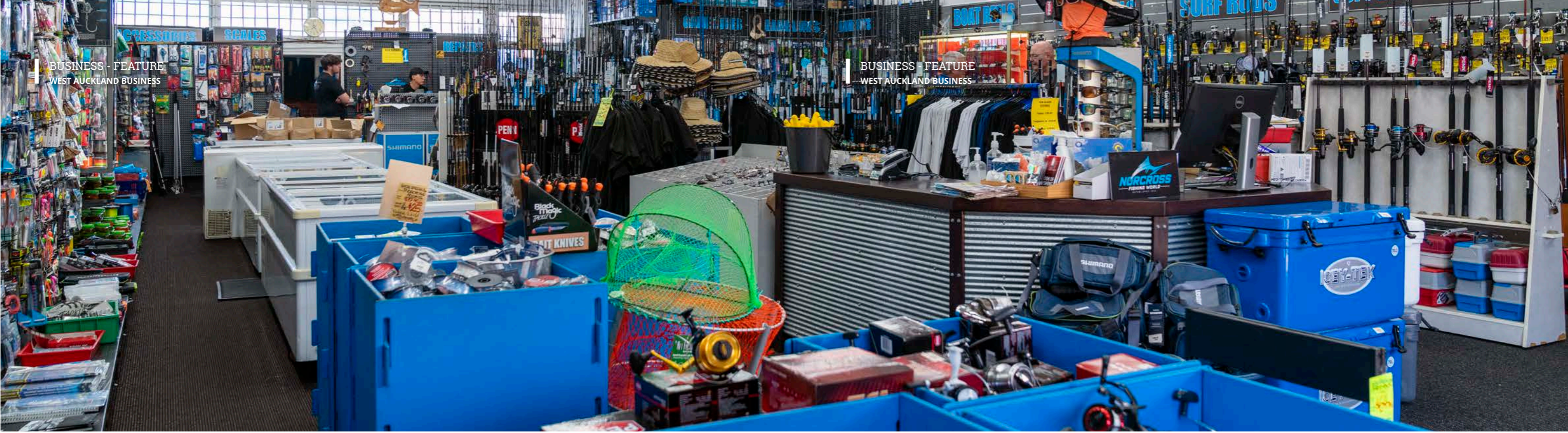
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BUSINESS FEATURE
WEST AUCKLAND BUSINESS

BUSINESS FEATURE
WEST AUCKLAND BUSINESS

The arrival of Rebel Sport on the retail scene shook up the sports market. 'If we had 50 tennis racquets, they'd have 500,' explains Charlie. Rob adds that Rebel Sports' glitzy marketing also captured the imaginations of younger customers. 'When they came to town, they halved our general sports sales overnight,' he advises.

Rob reports that the Norcross family business has rebranded five times in response to changing market conditions throughout its life. However, in 1986, Rob made the fateful and, as it turned out, fortuitous decision to focus on fishing.

And the timing was perfect, as the change in direction also coincided with the increased popularity of fishing as a leisure activity.

It was an easy switch for the Norcrosses. Charlie has always been a keen fisherman. 'I was known in Henderson as St Peter the Fisherman,' he jokes. 'I caught more herring and sprat down at Falls Park than any other local,' Charlie adds.

What's more, the Norcross name was already well known among local anglers thanks to the sponsorship of annual fishing contests at Muriwai. Charlie was the instigator and organiser of the original contest. At their peak, around 1,800 passionate anglers took part.

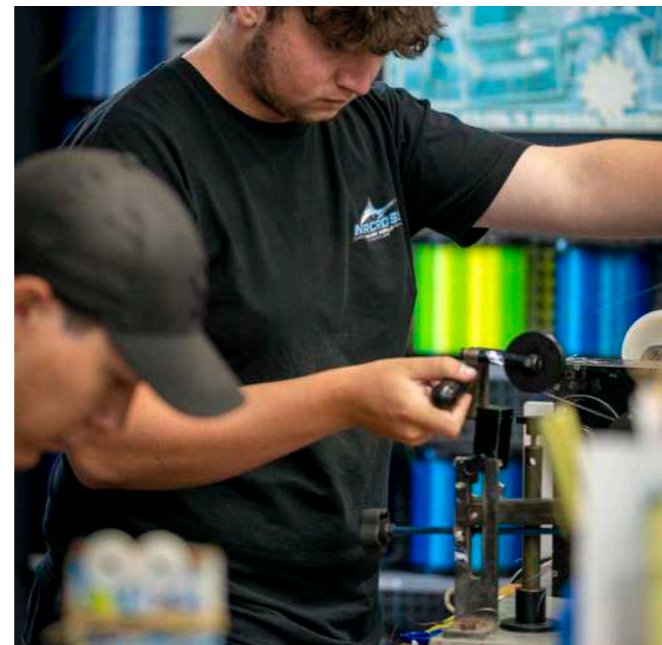
Since making the change, the family-run business has never looked back. However, Rob quickly points out that it's not been easy. 'Competitors have come and gone, and online outlets have also had an impact,' he says. According to Rob, online shopping has been good for Norcross. 'Customers want to buy from the likes of us. They want the personal touch and expertise, but you have to compete on price,' warns Rob. He says online platforms have made it easier for Norcross to monitor and match competitors' prices.

Furthermore, Norcross is one of only two outlets in Auckland that repair guides on fishing rods. And that's a service online platforms can't offer. 'We don't make any money out of it,' Rob reports. 'But we do get a lot of customers coming through the doors,' he adds.

'You have to try different things to keep your customers hooked,' advises Rob. He says the price is important but so too is the service.

And Rob has some extra advice for anyone in retail. 'My father handed down some words of wisdom years ago that still hold true,' advises Rob. 'When you're a business owner, you have to accept you work for the business – you're an employee. Pay yourself a reasonable wage, and that's what you live by,' he says.

However, according to Rob, you are also a shareholder in the company. 'If you have a good year, you get a



return, and there's something to take home. If you have a bad year, there's nothing to take home,' he advises. According to Rob, you must ensure all your employees – including you as the owner – are all working well, so it's a profitable year.

He also encourages retailers to review and reflect on operations regularly. Look at everything from merchandising, layouts, warranties, and two-for-special deals, Rob advises. 'Never stop looking and learning from what others are doing,' he adds. For example, Rob successfully ventured into exhibition sales. At the peak, Norcross exhibited at six shows a year, including the New Zealand Boat Show. It was an extra revenue stream and raised the profile of the Norcross brand.

Charlie retired from the family business several decades ago, and Rob is also looking forward to hanging up his rod. After 50 years, Rob is handing over

the reins to his business partner Jonathan Lisipeki. No doubt fishing will continue to be a big part of Rob's life, but he's also keen to pursue other interests like mountain biking.

One thing is for sure, thanks to Charlie and Rob's resilience and vision, Norcross Fishing World will continue to be a magnet for anglers out West.

Photography by LFHQ Studios.



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Friday 10th February
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Saturday 11th February
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WestCity
WAITAKERE



FREE

BUSINESS - RETAIL
WEST AUCKLAND BUSINESS

WHAT'S ON AT WESTCITY WAITAKERE

Plenty is going on at WestCity Waitakere to entice you to explore this February and March. Here are just a few of the highlights.

Love is in the air!

February is the month for romance, with Valentine's Day on the 14th. Celebrate the special day with your loved one at our free photo booth. Take a snap, share to your socials, tag WestCity and you could be in to win one of five double passes to the movies!

Thanks to our friends at Event Cinemas, you and your other half can enjoy the perfect Valentine's date night in the back row of the cinema.

The free photo booth is located on Level 1, by Mister Minit, and it's open 11am-6pm on 10 February and 11am-5pm on 11 February.

Style Hub with Coby Haimes

A change in season is the perfect time to revamp your autumn wardrobe. Stuck in your ways or short on ideas and inspiration? We have got you covered.

Book a free 20-minute session with professional stylist Coby Haimes and explore the latest trends with expert advice. Our one-on-one sessions will help you look and feel your best.

Ready to be transformed?

Style Hub is open to anyone aged 18 and over, so book your session from 13th February at west-city.co.nz.

Cotton-On Kids is back!

Fans of Cotton-On Kids – and who isn't – will be excited by the return of Cotton-On Kids to WestCity.

'It's great to be back,' declares store manager KK. 'We have a loyal base out West, and we are thrilled to reconnect with old customers and welcome new ones,' he adds.

Cotton-On Kids is the go-to store for on-trend kids' clothing and fashion accessories. And we are delighted to welcome them back.



Chatters Café does Ethiopian!

And after a full and exciting day at WestCity, what better way to relax and unwind than an authentic Ethiopian dining experience?

Situated on the ground floor atrium, Chatters Café is now serving up the spices and unique flavours of Ethiopia. Take your pick from delicious and colourful meat and vegan options prepared on-site by the family-run business. Traditionalists can still enjoy classic café-style food.

And if you need a pick-me-up, we recommend trying Chatters' Ethiopian coffee. Deliciously smooth, it also packs a punch!

With so much going on, why not escape the heat and check out WestCity Waitakere this late summer.



FEBRUARY IN THE GARDEN

with Davis Funerals

Over the last couple of months we've almost been able to watch the grass growing, and of course the weeds thanks to the warm, wet conditions. Whether the weather pattern prolongs La Nina or El Nino sneaks in, its normal to expect dryer conditions in February. When skipping off to the beach or boat, try to keep your garden well-watered, stay on top of the weeds, and enjoy the fruits of your harvest.

PLANT NOW

Vegetables

Chilies - Don't miss out on some of the interesting large-grade, super-hot chilies that are available now. Plant them out into larger pots or in the garden as they produce fruit.

Herbs - Plant herbs and leafy veggies such as lettuce, parsley, basil, coriander, and spinach; be sure to keep them well-watered.

Future crops - Towards the end of the month start preparing. and planting out winter crops including broccoli, cauliflower, and silver beet.

Fruit

Citrus - Ensure that summers in the future are filled with zest by planting some citrus trees now.

Passionfruit - Plant passionfruit in fertile, free-draining soil rich in organic matter such as compost. Plant in a spot with good airflow and ensure that you avoid wetting the foliage when watering.

Feijoa - For best results with feijoas, plant two different varieties to ensure good pollination. Plant an earlier season and a later season variety to extend your harvest.

Flowers & Perennials

Seasonal Colour - Add a splash of colour by planting some annuals; including marigolds, dianthus, penstemon and gazanias.

Perennials - Plant flowering perennials now to enjoy



Dianthus



Penstemon



Feijoa

Penstemon, Red Chillis and Gazanias



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Passionfruit



Watering



Alstroemeria

their wonderful blooms; Petunias, geraniums and alstroemeria will all look delightful.

Spring bulbs - As spring bulbs begin arriving in stores, start planting them out to ensure a beautiful display of colour next spring.

Trees & Shrubs

Fragrance - Grow a sensationally scented garden by planting some evergreen star jasmine, the tropical climber stephanotis (relative of jasmine), or gardenias.

Tropical Plants - You can still bring the tropics home by planting mandevilla, vireya, frangipani, hibiscus and bird of paradise.

CARE

Vegetables

Keep your veggie garden well fed and watered this summer to help plants stay healthy and productive, as well as being less likely to fall victim to pest insects. When watering tomatoes, courgettes and pumpkins try to avoid wetting the foliage.

Fruit Trees

Deeply water fruit trees once a week and net trees as fruit ripens to ensure the birds don't eat it all. As deciduous fruit trees finish fruiting, start to summer prune.

Flowers

Deadhead spent flowers regularly to keep your plants flowering for longer. Water early or late to ensure the moisture gets to where it needs to and feed regularly. Fertilise roses to give the last blooms of the season a boost.

Lawns

Fertiliser is usually applied in spring and autumn to older lawns, an application later in March will maintain healthy growth. Sprinkle your lawn with SaturAid to help it to retain moisture, and water with collected rainwater where possible.

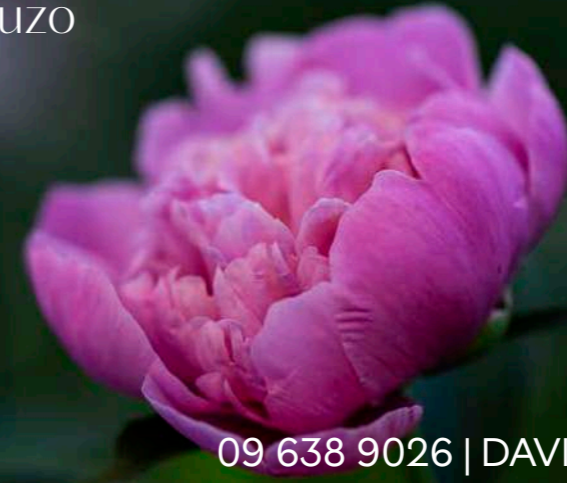
HARVEST

You can still harvest your avocados and cape gooseberries, also delicious passionfruit, capsicum, chillies, melons, sweetcorn, tomatoes, beans, and berries.



Watering veggies

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



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COELIAC DISEASE

Gluten Intolerance In The Diet

Coeliac disease is a diet related disease containing gluten; which is rye, barley and most commonly wheat. Wheat is the main culprit as it is found in a lot of ingredients from processed foods, sauces and some drinks, such as beer.

So therefore, coeliac disease and the continuity of an individual on a gluten diet will affect the lining of the gut, which is the small intestine of an individual's body, if the said individual is diagnosed with coeliac disease. For some individual's they will suffer from severe; mild to zero symptoms.

Coeliac disease does not necessarily run via genetics. Any individual can be diagnosed with the disease at any point in their life. It can be a hidden disease, as it is not only picked up on symptoms.

The most common type of symptoms may include; abdominal pains (bloating and diarrhoea), feeling fatigue, mouth ulcers, and anaemia (iron deficiency); anxiety, achy body, and headaches are also a few other symptoms of coeliac disease however, these are not high on the list of commonality.

If an individual has any of the symptoms of coeliac disease or zero symptoms at all and would like to know if there is a possibility that what might be experienced is coeliac disease, it is recommended to see a medical professional; such as a doctor or nurse and enquire to proceed with blood tests which cover coeliac disease. It makes sense to stray away from a gluten free diet at the stage, if this has not yet been tested nor confirmed, as the test can give a false response if gluten is not in the diet when being tested.



Once tested and the response from the tests are true to coeliac disease, further investigation may be required for a gastroscopy and biopsy procedure with a specialist. If this procedure confirms coeliac disease, then it is highly important for the individual's to begin the gluten free diet immediately.

Coeliac disease is a lifelong disease with no cures. Once the individual has been diagnosed, it is continued for the foreseeable future. It is extremely important for the individuals diagnosed with coeliac disease are on a true gluten free diet and continue to do so, this can help with taking away the symptoms which may be experienced and caused with being on a gluten diet, unless there are other health issues, which may complicate the situation.

As well as the incredibly important recommendation of changing diets to a strict non-gluten diet, there may be a requirement from the said individual's medical professional to proceed with regular blood tests, which can regulate whether there is gluten getting into the part of the gut which is also know the small intestine and to which degree.

Keeping a close eye on this is important, as there can be cross contamination especially when buying food from fast food restaurants and also higher class restaurants, even when being careful.



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WHEN TO GET AN ORTHODONTIC CONSULT

While having crooked teeth can undoubtedly have a major effect on appearance and therefore confidence and self-esteem, there are also serious underlying consequences to having a bad bite. Here are our top seven signs that there is a problem with the teeth or jaws.

Mouth breathing: Do you or your child tend to breathe through your mouth instead of your nose? This could be due to an open bite or the way the teeth fit together. There could also be problems with the airway which need addressing. Common signs of mouth breathing include an open-mouth posture and chapped lips.

Prolonged thumb sucking: Sucking thumbs or fingers and using a dummy/pacifier past a few years of age can cause lifelong anatomical changes, sleep problems and teeth that stick out or do not meet properly. Children with a thumb-sucking habit can 'park' their thumb behind their front teeth and cause them to protrude, known as an overjet or bucked teeth.

Early or delayed loss of baby teeth: If baby teeth fall out too early or too late, it can result in problems like impacted (stuck) adult teeth that do not erupt properly. These teeth need to be guided into place.

Gaps in your smile: This is an obvious sign of teeth problems. Not only can gaps be embarrassing, but they can also trap food and be difficult to clean, contributing to the development of cavities.

Top teeth that overlap bottom teeth: When your top front teeth cover more than



1/4 of the lower front teeth, it is known as an overbite. Overbites can cause a "gummy" smile and indicate problems in jaw development.

Crossbite: This is where one or more top teeth are biting behind the bottom teeth. Teeth can be prone to chipping and uneven wear of the enamel. An untreated crossbite can also lead to muscle pain and strain in your face and neck, as well as an uneven growth.

Crowding: Crowded teeth do not allow room for permanent teeth to come into place. There are different presentations of crowded teeth – teeth that are not level, teeth that are not aligned, rotated and/or displaced. Usually crowded teeth are a result of lack of space in the arch. The result can be an unsightly appearance, and food being trapped between teeth making them difficult to clean.




TIRAMISU

The Famous Italian Dessert

Ingredients:

For the SABAYON

- 4 packets of lady fingers (savoiardi biscuits)
- 6 eggs separated, yolks and whites in separate bowls
- 130g Caster Sugar
- 200ml Cream
- 250g Mascarpone

For the COFFEE MIX

- 500ml Espresso
- 30ml Brandy
- 30ml Rum
- 60ml Kahlua
- 30ml Triple Sec



Method:

Start with the Sabayon

1. In a large bowl, whisk sugar and egg yolk until all sugar crystals have gone.
 - This should end up about double in size. Set Aside
2. In a separate bowl, whip your cream until at 'soft pick' stage, where you can touch with your finger
 - and it will hold a slight peak, mix slowly with mascarpone until well combined
3. Repeat the whipping process in a 3rd bowl with the egg whites bringing them to soft pick

Now to mix it all together:

- Start with the cream and mascarpone mix and add the sugar and yolks.
- Mix with a rubber spatula.
- Last add the egg whites.
- Mix well until you have a smooth creamy texture.

Building the Tiramisu:

- In a deep oven tray lay out your lady fingers and pour your coffee mixture over the layer.
- Immediately add a layer of Sabayon enough to cover the fingers.
- Repeat this process until the dish is full.
- Dust with cocoa powder and set in the fridge for 1h or until set.

Garnish:

Mint, cocoa powder & chocolate shavings.

To serve cut with a cake cutter into squares and serve.



The Falls Bistro
Chef Cristian Pincheira



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GPS tracking is an essential tool for businesses with a fleet of vehicles, as it allows for real-time monitoring and data collection to improve efficiency and mitigate risk. However, not all GPS tracking products are created equal.

Many GPS tracking systems collect individual points of data at predetermined times, which can lead to gaps in information and an incomplete picture of a vehicle's whereabouts and usage.

However, Henderson based business Sensium Fleet Telematics stands out from the crowd with their TRACKbox GPS tracking hardware, which utilises their proprietary TruePath Tracking technology to constantly monitor and collect important vehicle data. This ensures a continuous flow of precise information that allows businesses to accurately assess opportunities such as improving fleet efficiency or identifying potential issues before they become bigger challenges.

Sensium's TruePath Tracking is a game-changer for businesses looking to optimise their fleet operations. It provides world-leading detailed and accurate representation of a vehicle's movements and usage, allowing you to make data-driven decisions to improve efficiency and reduce costs.

For example, businesses can use the data collected by Sensium's TruePath Tracking to identify patterns in fuel consumption and identify areas where routes or driving habits may be optimised to reduce fuel costs. The system can also be used to monitor driver behaviour and identify areas where training may be needed to improve safety and reduce the risk of accidents.

Real-Time Visibility: With GPS vehicle tracking systems, employers can track the exact location of their vehicles at any given moment. This improved visibility enables them to respond quickly during emergencies or unexpected events, increasing safety for employees and protecting company assets from potential theft or damage.

Here are the top 5 reasons why accuracy of data provided by GPS tracking systems is important.

Optimised Routes: By knowing the exact location and movement history of each vehicle in their fleet, managers can optimize routes in order to reduce delivery times and improve customer service delivery.

Cost Savings: Companies can save money due to reduced fuel consumption as well as operational expenses related to lost or stolen inventory with accurate GPS tracking technologies.

Insurance Discounts: Many insurance providers offer discounts for businesses that deploy vehicle tracking systems; reducing premiums paid out by companies in exchange for a safer working environment provided by GPS monitoring technologies deployed throughout their fleets.

Improves Efficiency: The ability to monitor driver behaviour on the job site such as idling times or reckless driving allows companies to take corrective action in order address such problems, resulting in improved efficiency and cost savings overall.

To find out more about Sensium's TruePath Tracking technology visit www.sensium.nz or watch an overview video at www.sensium.nz/youtube.

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THE GMC SUBURBAN CARRIER

Often referred to as a 'Boulevard Pickup'

The 1956 GMC Suburban Pickup was the GMC version of the more well-known Chevrolet Cameo pickup. Originally intended to be called the 'Town and Country,' the name finally selected for production was 'Suburban'.

GMC was positioned a step above Chevrolet, and ads touted it as 'Top of the Light-Duty Class'. The new-for-1955 GMC styling was billed as 'Blue Chip Design' and the prestige model was the very special 'Suburban' pickup.

It was created due to US citizens having more disposable income after World War II. Demand for houses, appliances, and vehicles were at times more than some factories could produce in a timely manner. In regards to vehicles, GMC realized that options (offered by the factory) and accessories (offered by the dealer) were selling well on both cars and pickups. After a slight slowdown during the Korean War years, auto and truck extras were again available and good sellers. GMC sales just kept getting better!

The 1956 GMC styling was virtually unchanged from 1955 and features sleek sides, unique tail lights and a panoramic windshield. The Suburban pictured is fully

optioned with the Deluxe Cab, chrome bumpers and grille and WSW tires.

It is powered by a 316.6 cubic-inch V8 engine delivering 180 horsepower with a 4-speed Hydra-matic transmission. GMC produced the Suburban from 1955 through 1957 and total production was close to 1,000 units. When new, it sold for US \$1,923.



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There's a lot of talk about EV's lately - some good and some not so good; and a lot of Kiwi families are probably interested but realise that it would not work for them.

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It's all possible thanks to the MQ4 Kia Sorento plug in Hybrid.

Plenty of grunt with 350Nm of torque and 195kw power, And a stated 1.0 L/100km. This family wagon will plug

in at home and run on electric power around town and then the turbocharged petrol engine kicks in for the big jobs - providing a huge range and excellent versatility.

Plus all the bells and whistles, Sat Nav, lane keep assist, adaptive cruise control, and even remote parking on the premium model.



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Jimny Sierra Manual
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5 Years /100,000km Warranty
5 Years Roadside Assistance
4 Year /80,000km Kia Confidence Finance Term,
10% deposit, GFV/Balloon Payment of \$13,320.90
Clean Car Fee may apply in 2023, subject to Government announcement

NEW 2023 KIA STONIC LX
Compact Crossover SUV gets sharper pricing
NOW FROM **\$24,990** + ORC + CLEAN CAR FEE
or **\$104 per week***
5 Years /100,000km Warranty
5 Years Roadside Assistance
4 Year /80,000km Kia Confidence Finance Term,
10% deposit, GFV/Balloon Payment of \$10,136.10
Clean Car Fee may apply in 2023, subject to Government announcement

NEW Kia Niro HEV
Family Hybrid SUV
NOW FROM **\$43,990** + ORC
or **\$163 per week incl GST**
5 Years /100,000km Warranty
5 Years Roadside Assistance
4 Year /80,000km Kia Confidence Finance Term,
10% deposit, GFV/Balloon Payment of \$18,036.00

Kia Confidence TRC* 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, T's & C's apply, including a \$292 establishment fee and \$10.35 PPSR fee. Fixed interest rate of 10.95% p.a. applies. Offer available until 28th February 2023 at West City Kia or while stocks last. Not available with any other offer. See kia.co.nz for details.

West City MITSUBISHI MOTORS

MITSUBISHI SALES - 837 0907
130-134 CENTRAL PARK DRIVE, HENDERSON

Fuel economy and range figures are based on the ADR81/02 test for combined urban/extra urban driving. Please note that actual on-road fuel consumption, emissions and range will vary depending on traffic and road conditions, vehicle load and the individual's driving style. Outlander PHEV low weight is specified for use on NZ road network. Private driveways, boat ramps, sandy beaches and other off road settings may limit take off performance. Red Diamond paint colour available for an additional \$500. Note: The colours shown are approximate and may differ from the actual colours. However, changes may occur and your dealer will be aware of any variations. *Subject to available funding. All figures include GST. Safety ratings available at nzta.govt.nz.

West City SUZUKI

SUZUKI SALES - 837 0907
40 NORTHSHORE DRIVE, WESTGATE

West City KIA

KIA SALES - 837 0907
2 LOCATIONS: 40 NORTHSHORE DRIVE, WESTGATE, HENDERSON & 130-134 CENTRAL PARK DRIVE, HENDERSON

2 LOCATIONS: 40 NORTHSHORE DRIVE, WESTGATE, HENDERSON & 130-134 CENTRAL PARK DRIVE, HENDERSON



Henderson Shopping Spree

\$10,000

IN PRIZES TO BE WON!

Spend \$25 or more in
Henderson and go
in the draw to
**WIN 1 of 5 \$2,000
shopping sprees!**

For further information
see pages 15 & 18 for details.
A3 poster available on page 16.



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SHOP BETWEEN 10TH - 26TH FEBRUARY 2023 TO BE IN THE DRAW.