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West Business magazine is produced by the Central Park Henderson Business Association Inc. (CPHBA). 3200 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

West Aucklanders have once again been disappointed by the small percentage of lowlifes bringing their wannabe LA-style anarchy to our neighbourhood.

With the most recent shootings' and the body found in Henderson creek, it makes me cringe when some groups' decree "respect" for their fallen 'heroes'. Surely it should be - a disappointment for their community!

Respect is not given for free; it is earned and learnt. These occurrences are not something to be proud of. Consider your family, friends, work colleagues (yeah, it is possible), and your neighbourhood - your actions impact. If a profound act of violence is going to give someone respect, you need to rethink your being.

Why should I comment on this behaviour? Many of us are proud West Aucklanders that want only the best for our community. Fortunately, we are a majority.

It's easy to get drawn into negativity. Westies are great people. We have a past to be proud of, hard-working proud people. If you want anarchy, take it elsewhere!

Though we could have hosted Posie Parker for a chaotic aberration and of course, the added exposure of Marama Davidson's perspective of all white men (cisgender!) - that certainly would have created a distraction for Henderson!

CPHBA is trying very hard to keep our businesses (and community) feel more secure; Security patrols, Improvement project for Main Street lighting, and our to-be hero CCTV program. Four years in, we are optimistic that we will get this over the line. We will be providing the locality with a tool to improve community policing, in turn making our district feel safer.

I had the pleasure of attending the Waitakere Indian Association's Holi Mela last month, this was such a well-organised, fun event - seeing the Corban estate



KELVIN ARMSTRONG

so alive, thanks to Sunil Kaushal and his team. I took my family and extended family along to a new experience. We became part of a vibrant, friendly party atmosphere. We came away in many colours, having such a great time it's highly recommended.

On a more serious subject, in the name of advocacy; CPHBA completed a submission to the Auckland Council on behalf of our members. The Council seem to have lost their way, certainly with the spending on woke projects. We are paying more and getting fewer outcomes. It was evident in the recent storm some core services, such as clearing the waterways and road maintenance, have been neglected. Please take a read of our submission on pages 6 and 7.

.....
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HARNESSING THE POWER OF STORYTELLING for Your Local Business



Building Connections and Attracting New Customers Through Authenticity and Relatability

In today's digital age, it's more important than ever for small business owners to leverage the power of storytelling to connect with their audience and stand out in the crowded online marketplace. As a digital marketing specialist, I've seen first-hand the incredible impact that a well-told story can have on attracting new customers and building a loyal following. In this column, I'll share some insights and examples to help you understand the importance of storytelling and how to create authentic, relatable content that resonates with your local audience.

Why Storytelling Matters

Stories have the power to evoke emotions, build trust, and create a deep connection with your audience. By sharing your unique journey, values, and vision, you can create a compelling narrative that differentiates your business from competitors and establishes a strong brand identity. Moreover, storytelling helps your customers feel more connected to your brand, fostering a sense of loyalty and trust that encourages repeat custom and positive word-of-mouth.

Do's and Do Not's of Storytelling:

YES DO:

- 1. Be genuine and authentic:** Share real experiences and challenges that you and your team have faced, as well as the lessons you've learnt along the way. This will humanise your brand and make it easier for your audience to relate to your story.
- 2. Focus on your target audience:** Understand the needs, preferences, and pain points of your ideal customers. Create stories that speak directly to their concerns and showcase how your products or services can address them.
- 3. Use a variety of formats:** Utilise different storytelling formats, such as blog posts, social media updates, videos, and podcasts, to reach a wider audience and keep your content engaging.
- 4. Showcase your local roots:** Emphasise your connection to the local community and the role your business plays in supporting it. Share stories about your involvement in local events, collaborations with other local businesses, or your commitment to using locally-sourced ingredients or materials.

DO NOT:

- 1. Overly self-promote:** Whilst it's important to showcase your products or services, avoid making your stories sound like sales pitches. Instead, focus on the value you provide and the emotions you want to evoke.
- 2. Be afraid to show vulnerability:** Sharing your struggles and setbacks can make your business more relatable and inspire empathy from your audience. Remember, nobody's perfect, and your customers will appreciate your honesty and humility.
- 3. Neglect to proofread:** Ensure your content is polished and professional by checking for spelling, grammar, and formatting errors before publishing.
- 4. Ignore feedback:** Pay attention to your audience's reactions to your stories, both positive and negative. Use their feedback to refine your storytelling approach and better cater to their needs and interests.

Effective storytelling can be a game-changer for local businesses. By sharing authentic, relatable stories that resonate with your target audience, you can create lasting connections, differentiate your brand, and attract new customers. Remember to be genuine, focus on your audience, and showcase your local roots to build a powerful narrative that sets your business apart.

- **Members will be invited to a Digital Workshop CPHBA is holding in early May.**
- **Invites will come to your inbox in early April.**
- **To register your interest email: marketing@cphb.org.nz**



Misfit Digital & the CPHBA are holding a Digital Workshop in early May.





Central Park Henderson Business Association

PO Box 69 126 Glendene,

Henderson,

Auckland 0645

25 March 2023

CPHBA SUBMISSION ON:

Auckland Council Annual Budget 2023/2024

RE: Feedback (AK Have Your Say)

TO: Auckland Council Group Chief Financial Officer

Name of submitter: Central Park Henderson Business Association Inc. (CPHBA)

Our role/ priorities in the Auckland (West) economy is to improve the business environment of our 'Business Improvement District' area; Providing security, Organising business events, Business support, Advocacy on behalf of Members, Promoting the area to new businesses, as well as attracting employees, customers and visitors.

The Auckland Council group plays a pivotal role in providing efficient and effective core services Citywide. Auckland must continually strive to attract more visitors, and bid competitively to host major events, as well as support economic development activities.

The marketing of Auckland City firmly sits within the scope of Council's fundamental services - no other entity has the resources, nor the single minded focus, to position the City's brand internationally. Council must continue investing in this important service to support economic development.

RE: Key themes identified in your Consultation Document; CPHBA which to speak too:

(A) Managing ongoing budget pressures, rates and debt

(B) The Storm response

(C) Our Local Board Submissions

(D) What else is important to us

Ongoing budget pressures

CPHBA absolutely supports Auckland Council holding 'tough' talks with Central Govt too push-it-to-pay more for the City Rail Link. This is a fundamental piece of National Infrastructure, a national asset and should always have been fully or mainly funded by Government. Potentially hundreds of millions could be clawed back here by Council.

Regarding the need for efficiencies and savings, we ask that the detailed review of services across the entire Auckland Council to be accelerated. A strong emphasis on finding savings from the management of contractors and consultants by CCO's, as we believe there is still degrees of wastage.

Auckland Council needs to strategically identify its core business (Roads, Rubbish, Parks, Water, Sewage) all the boring stuff. These are must deliverables; the rest are nice to have, but may not be affordable. The lofty Social programs are not part of the rating system, and belong to Central Govt.

As mentioned earlier, CPHBA does not support the \$27.5 million funding reductions proposed for Auckland Unlimited. We do ask however, that the budget for marketing Auckland internationally, attracting visitors, bidding for and hosting major events as well as supporting economic development activities - be maintained with a judicious overwatch and accountability.

We also ask that the budget for our Henderson Town Centre re-generation be maintained. Henderson is one of the 'forgotten' suburbs, which has been poorly treated by Council. These 'Town Centre' activities are what can make West Auckland a 'vibrant' place in which to live, learn and earn.

Again, with KPI's and accountability - without the current ideological approach.

Managing rates and debt

Turning to managing rates, we appreciate that this is important in terms of Council's budget challenge. CPHBA acknowledges that a large number of businesses were impacted by significant rates rises subsequent to new valuations.

This also impacted on Residential rates after the Govt/ Council imposed 'intensification' of many suburbs resulting in much higher property values at the time new rates levels were set.

CPHBA recommends that at least the proportional increases be repatriated back to the suburbs affected by this extra rates burden.

We do support an increase in general rates no higher than inflation. However, we believe it would be disingenuous of Council to raise rates on the rating valuations set at the peak of the residential property market. Therefore recommend to be set on [their] current valuations.

CPHBA does not support pausing the long-term differential strategy.

The intention of the long-term differential strategy is for the share of general rates paid by business properties to be made fairer. However, every time there is a budget challenge, Auckland Council pauses the long-term differential strategy. We are strongly of the view that this is unacceptable.

We also support reducing the Natural Environment Targeted Rate and the Water Quality Targeted Rate by around two thirds and using the money Council has already collected from these targeted rates to continue delivering these work programmes.

The Storm response

CPHBA agrees that the impacts of the recent storm events over Auckland Anniversary weekend and Cyclone Gabrielle have been substantial for Council.

We have been concerned about the lack of ownership regarding the risks from flooding and the relevant CCO's that operate within the Council Group, which do not seem to act cohesively at any time - this certainly came to the fore during and following the flooding events.

We find it incredulous that core functions, such as keeping the drains free from blockages or maintaining storm water pipes, fall between several agencies, and sometimes into some kind of void between Auckland Council and Auckland Transport or NZ Transport Agency. We understand that certain areas (streams) are cleared after heavy rains, but the maintenance schedule overall must be a more serious consideration.

This needs your urgent attention. Keeping the drains free and regularly maintained is core business, and the schedule needs to be at least double to twice annually. We do not believe the onus should be placed on property owners.

We agree that the floods and slips mean that urgent repairs and replacements must be carried out ahead of less urgent work.

So, we absolutely agree with increasing operating budgets by around \$20 million to support the repairs and replacements as well as prepare for and respond to future storms and understand that this may raise rates by an additional 1%.

However, we think this funding should be 'ring fenced' for these purposes.

Henderson Massey Local Board Submissions

The proposed budget would require the Henderson-Massey Local Board to reduce its planned operating spend by \$959,000.

Key Priorities in 2023/2024 (HMLB)

- Focus on supporting community organisations and initiatives that strengthen social and economic resilience and prosperity.

- CPHBA recommends that some of this support should lay with the Taxpayer, not the Ratepayer

- Support community-led environmental activities and enable community-led climate action through initiatives identified in the Climate Action Plan

- CPHBA would have thought that mitigation of storm damage and remedial work for future, would be a more important priority at this time

- Continue to support the Māori responsiveness plan Waitākere ki Tua and Te Kete Rukuruku project, developing relationships across Māori communities and returning Māori names and narratives to the whenua.

- CPHBA does not support this Central Govt. led agenda as being a 'key priority'

- Continue support for Pasifika and ethnic focused initiatives.

- Continue to support collaboration between key agencies and intercultural activities with minority, migrant and refugee communities to increase inclusion and participation.

- CPHBA believes the above two 'priorities' should be grouped together under one budget

CPHBA has understood for a decade now that the HMLB has not recognised business to the degree necessary for adequate connection and consultation. The word business is little used in planning, therefore the words [in key priorities] 'economic resilience' are somewhat perceptual.

What else is important to us

CPHBA supports a budget package that sharply reduces Auckland Council's group operating costs.

However, Security is a significant priority for both Business and Community.

We do support prudent borrowing even if it requires more than \$75 million of additional debt to support safety concerns in our neighbourhoods.

CPHBA has been working on a CCTV project on our streets for four years now. We have finally progressed plans to encompass our boundary with the assistance of Police and SaferCities, which we have budgeted for. However we have reached an impasse with a manager at Auckland Transport.

This manager has pontificated over the use of required poles within the plan, giving no information, assistance, or costs - citing the new AT budgetary requirements; this with a complete lack of empathy for the plight of Henderson, especially in view of the crime spike over the last year.

In Conclusion

We ask that there be a focus on providing those services which grow the economy and support local businesses, especially in our town centres.

Auckland Council should understand that business is mobile and can relocate outside of Auckland if the business environment is less favourable.

We fundamentally believe greater savings can be made with a culture of efficiency being instilled across the Council Group, Auckland Council needs to focus on its core business. Now is the time for the council, and it's significant number of employees, to adopt a business mindset. But Council must not lose sight of Auckland's ongoing economic prosperity.

This Submission is not part of a petition, but simply identifying the concerns of CPHBA Members

Yours faithfully

Kelvin Armstrong
Chairperson CPHBA

THANK YOU TO Davis Funerals A Suburb BA5

Our first event for 2023 started with Davis Funerals in February. Mike and his team always offer a memorable hosting, this was no different with terrific feedback from attendees. We are very fortunate to have the company as a sponsor; a friendly team with a neighbourhood focus, supporting many community groups.



THANK YOU TO Spark Waitakere Business Hub

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After 30+ years; West Auckland Business Club is indeed fortunate to such a passionate, committed and enthusiastic group of sponsors who are dedicated to the promotion of our local businesses.

We are proud that two of the original three who initiated the West Auckland Business Club still attend these events; Tim Livingstone and Lawrence Ponniah, both of whom are Board Members of the Central Park Henderson Business Association (CPHBA).

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

W: westaucklandbusiness.co.nz/wba/



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THEFT ON THE INCREASE

From Our Partners Matrix Security

According to policedata.nz, theft and related offences reported in the Waitemata Police District have increased by 35.2% in the past 12 months to January 2023.

While the data does not distinguish commercial from residential crime, it is timely for retailers to review ways in which to work with their teams to identify opportunities to reduce crime.

In Cases of Identified/ Potential Shop theft - Some Tips:

Be professional:

- Greet each customer and give them prompt attention when they enter your store.
- Don't stereotype – anyone can steal and anything can be stolen.
- Well-trained and motivated staff are an effective deterrent.
- Trust your instincts.

If you think a potential thief is in your store:

- Don't be afraid to approach a suspect a second or third time, asking if you can be of assistance. Thieves feel uneasy when they are approached by attentive staff - it makes them feel that you are aware of their intentions.
- Genuine customers will not mind the attention.

If you believe a theft has occurred

- Approach the suspect and identify yourself. Stay at a safe distance.
- Think about your safety at all times.

- Be polite. Do not be confrontational.
- Tell them what you saw them do.
- Ask them to return with you to your office.

If the suspect is cooperative

- If you are by yourself, walk behind the suspect to the office. If you are assisted, have the other staff member walk in front of the suspect and direct the way.
- Watch to see if the suspect discards any stolen items.
- In the office, seat the suspect in an area where they cannot hide or steal further items.
- Note any explanations or admissions.
- Call 111 and ask for police.

If the suspect is aggressive or runs off

- It is better to let the suspect go than risk being assaulted.
- If you feel safe enough to follow them, keep a safe distance.



- Advise another staff member that you are following a shoplifter get them to call 111 and ask for police.
- Give the police a description of the thief.

Imposing condition of entry

A shop is not a public place; Members of the public have an implied licence to enter shops and similar places open to the public. This licence may be revoked at any time and failure to leave after revocation of the licence constitutes trespass.

Because a shop is not a public place; It is also able to impose conditions on entry which may include a bag check. If a person is not prepared to abide by the entry conditions, they should not enter the shop.

Signage should be prominently displayed; So that a

request to check a bag should not come as a surprise. Failure to have adequate signage could render the bag check illegal.

Children and young persons

All offending by children (under 14 years) and young persons (over 14 but under 17 years) should be reported. This encourages lawful behaviour and assists police to identify those repeatedly offending and their care and protection needs.

You can issue a trespass notice to a child or young person who has been apprehended for shoplifting or was in the company of others who have been caught shoplifting and been trespassed.

Information Source: Business Crime Prevention Booklet

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ONE OF NZ'S LARGEST LIQUOR RETAILERS to Replace All Stores with New Brands

West Aucklanders are set to benefit from the launch of new retail liquor brands, in a move designed to boost consumer choice. The move will see The Trusts, which has a community mandate to operate liquor retail licenses in their area, change all stores to a franchise brand model.

It will see liquor outlets in the region rebranded and operate as either Liquorland or Super Liquor stores - within the coming 12 months. With 25 stores, The Trusts is one of New Zealand's largest liquor retail chains and the second largest employer in the West Auckland region.

Profits from the retail stores have seen the organisation's social enterprise model return millions of dollars to community charities and groups each year.

In 2021, the Trusts moved to replace three of their stores under the Liquorland brand and another one in 2022.

Allan Pollard, CEO of The Trusts, says Trusts branded stores have supplied consumers in the region for over half a century however the adoption of the new retail model will introduce the country's two largest liquor retail brands to the region.

He says the Trusts will retain ownership of the new franchised stores, allowing them to continue to fund hundreds of local charities, sporting and community groups. “Our sales data shows the Liquorland stores developed as part of our initial trial have been well received by the region.

“Under our new initiative, consumers will see one of two new franchised brands replacing each of The Trusts stores in their area - with potential for other liquor retail brands in the future.

“West Aucklanders will have access to the same core



product range, pricing and promotions available at any other of the Liquorland and Super Liquor stores operating around New Zealand.

“In addition, we will continue to stock a wider range of product lines we know West Aucklanders are already familiar with and prefer - including those sourced from local vineyards and boutique manufacturers.

“Each store will carry around 1,500-2,000 different products,” he says.

Pollard says there will be no reduction in the number of outlets as a result of the change.

He says the replacement of the new stores is part of a million-dollar retail upgrade of their sites over the coming 12 months. “This change programme is an extension of The Trusts strategic growth strategy, with the move designed to create significant cost efficiencies for us and removing the cost of running our own retail brand.

“Our expansion and growth will help us get to a point where we can give back up to \$5 million annually to local community groups where the need for financial support is at a critical level.

“We are also committed to bringing greater choice to West Auckland consumers and maintaining our primary role as responsible liquor retailers in the region,” he says.



THE TRUSTS CEO
ALLAN POLLARD





NADINE CROZIER brings glitz and glamour to Henderson

Ballgowns, Bridal & Beyond's eye-catching window display gives just a hint of the glittering treasures that lie within. Owner Nadine Crozier has created a beautiful haven on Great North Road, offering elegant bridal gowns, ball dresses and special occasion wear.

'Our shop is more than a retail store,' declares Nadine. 'We offer a safe, welcoming space where 'every body' can feel fabulous and have the ultimate shopping experience,' she adds.

And it seems Nadine was destined for a career as a stylist. She grew up in a family of five girls, and her mum worked as a style and image coach. Nadine was exposed to fashion from a young age, developing a lifelong love of clothing and fabrics. Celebrating women and helping them look and feel fabulous is in her DNA.

Once she left school, Nadine worked in a hair salon before changing direction and training as a teacher. Nadine spent eight years as a primary school teacher. However, the experience of planning her wedding in 2005 set her on a different career path.

'I love celebrations,' says Nadine. So, setting up her own wedding and event planner business was a natural



move. 'I think we should celebrate more,' Nadine reports. She believes celebrating even the small things benefits the soul and brightens our lives.

In 2017, when the Ballgowns, Bridal & Beyond business came up for sale, Nadine jumped at the chance. She moved the shop to its current location. And after a whirlwind renovation, it opened for business just four weeks later.

The store is now a thriving hub for brides far and wide. 'We are definitely a destination store,' explains Nadine. And a vibrant social media presence has spread the word to customers from as far afield as Whangārei, Hamilton and even the South Island.



Alongside an extensive collection of designer wedding gowns, the store has a range of bridesmaids' dresses and mother-of-the-bride or groom outfits. 'We did a wedding last year where we dressed the bride, matron of honour, seven bridesmaids and five flower girls. Now that was exhausting, but very rewarding!' declares Nadine.

The store also has a selection of hard-to-find accessories like horseshoes, ring cushions and garters, all handmade locally.

Ballgowns, Bridal & Beyond, specialises in plus-size dresses. 'We love curves,' says Nadine. 'Our team are experts at finding the perfect gown to bring balance to any silhouette,' she advises.

Whether looking for a bridal dress or ballgown, customers enjoy a welcoming, personalised experience. Nadine explains that the team like to hear customers' stories and get a sense of who they are to help them find the dress. 'We like to have fun and laugh and make people feel comfortable,' she reports. 'We offer an exclusive, personable service, but we are not a snooty store,' Nadine advises.

The shop strikes the perfect balance between a high-end experience and affordability. According to Nadine, you don't need to spend a million dollars to feel like a million dollars. And the shop has a strong collection of gowns for under \$1,000, and there's nothing in store over \$3,000. You can also check out the shop's Sell on Behalf service, where you can pick up a pre-loved, quality bridal dress or special occasion outfit.

Nadine has plans to extend the store's special occasion range. 'Whether it's a black-tie event or a day out at the races, affordable occasion wear can be hard to come by,' explains Nadine. She hopes that Ballgowns, Bridal & Beyond will develop its own occasion wear and bridal label with the range made in New Zealand.

Nadine always looks for opportunities to support other local businesses. A Dresses & Drinks social held on the last Thursday of every month showcases the store's offerings and is an opportunity to meet other local vendors like Soul Sisters Photography.

'We also run an annual bride of the year competition,' says Nadine. All brides are invited to enter, and a shortlist of three is put to a public vote on social media. Local businesses, including several in Henderson, donate prizes. 'If we all help each other, everyone wins,' she declares.

Continued on page 18.



Nadine ended our conversation by sharing three top tips for brides on the hunt for the dress.

- Allow plenty of time. Nadine advises you want to enjoy the whole process of looking without any time pressures. Dresses at Ballgowns, Bridal & Beyond are made to order, so allow time for tailoring and alterations. She says for a relaxed experience, begin your search around 6-8 months before the big day.
- Be open to possibilities. Nadine cautions that although you may have a vision of the perfect dress, what works well on your body may differ. Her advice is to keep an open mind and try on a broad range of styles and designs.
- Be true to yourself. Nadine says that although there are trends in bridal wear, don't let fashion influence your choice too much. Instead, be guided by what you like and feel fabulous wearing.

Shopping for your wedding dress or outfit for that special occasion is an exciting and thrilling journey. And there's no better place to start than right here in Henderson.



You'll find Ballgowns, Bridal & Beyond at 395 Great North Road.

Check out this gorgeous local store at the 'Dresses & Drinks' event on the last Thursday of the month, from 5.30-7.30 pm.

W: ballgownsbridal.nz

E: info@ballgownsbridal.nz

P: (09) 837 5010



SHOPPING SPREE SUCCESS 5 Lucky Winners Drawn

Our 5 lucky winners

In February the Central Park Henderson Business Association held a local Shopping Spree Competition, where shoppers could enter to win 1 of 5 \$2,000 shopping sprees in Henderson.

The criteria was simple; spend \$25 or more in any business in our area, take a photo of the receipt and upload it, along with name and contact details, to be in the draw to win!

The competition was a terrific success, and we had a great number of entries over the promotional period. The 5 lucky winners have been chosen and each of our winners are absolutely thrilled to start planning their \$2,000 shopping spree adventure in Henderson... now the hard part for them, where do they start, and how do they choose!?

Our winners will each have approx. a 2 hour time slot, to spend their prize in any of the hundreds of retail businesses in our area...there is a limit of \$250 to be spent at any one shop - excluding vape & alcohol shops - but apart from that, they have complete freedom as to what they purchase!

Thank you to all the participants who took part in the Shopping Spree competition; and a special thank you to the incredible retailers in Henderson who got behind the promotion, and shared it with their customers, your support was fantastic.

Stay tuned for more from the CPHBA.



Nadine earned herself a voucher from The Grounds (\$100) and the Feature in this issue for her presentation of The 'Spree'

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Henderson Shopping Spree

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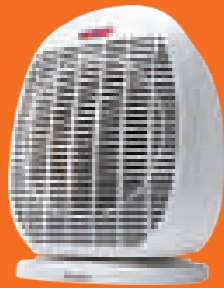
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Tania Houghton • Branka Buchevich



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Goldair

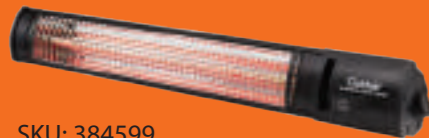
Metal Panel Heater 2.4kW
SKU: 369986



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Goldair

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Meteor

Steel Fire Pit 610mm Black



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Firepit / Fire Bowl Como Black/Bronze



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Vege display

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April Kitchen Garden



Pansies

Sow green crops of lupin and mustard in any empty spaces of your vegetable garden for digging into the soil for green manure.

Harvest: the last of your Summer crops.

Remove all finished vegetable plants from the garden; put them in the compost bin rather than digging into the soil.

Prepare for winter crops by adding compost and sheep pellets to the top layer of soil.

Sow seeds: beetroot, broccoli, broad beans, cabbage, carrots, onions, radish, spinach, silverbeet. Transplant to the garden as the weather warms and when they are showing at least two sets of true leaves.

Broad beans can be planted directly into the soil, stagger the sowing for a continuous harvest.

Plant seedlings: broccoli, brussels sprouts, cabbage, cauliflower, celery, leeks, lettuce, silverbeet and spinach.

Garlic and shallots can be planted in warmer regions.

Get a last crop of peas in before winter, in warmer areas you can also get away with snow peas.

Dust your cauliflowers, broccoli and brussels sprouts with Derris Dust to protect them from white butterfly and diamond back moth.

Protect seedlings from slugs and snails, scatter bait around each plant.



Cineraria



White and yellow Violas



Snapdragons



Radish and broccoli



CELEBRATE MOTHER'S DAY AT WESTCITY 12TH - 14TH MAY

Back by popular demand! Professional stylist Coby Haimes is back for another styling session.

Receive goodie bags packed full of amazing giveaways from our retailers, plus keep an eye out on our social media for more exciting prizes!



WHAT'S ON AT WESTCITY WAITAKERE

We have lots of exciting events coming in April/ May and some new retailers that have joined us. Check out our news below and watch this space for more excitement coming over the next few months.

Treat your mum this Mother's Day

Style Hub with Coby Haimes (use photo of Coby as per previous February/March magazine edition).

Treat your mum this Mother's Day by getting her booked in for a free 20-minute session with professional stylist Coby Haimes.

Dates: Friday 12th May, Saturday 13th May and Sunday 14th May (Mother's Day).

We also have a prize pool valued at \$6,000 up for grabs. Keep an eye on our website and social media for more details!

School Holiday Programme

We have the Nanogirl team here during the school holidays to give the kids the opportunity to be blown away by Science and Engineering! We have Slime shows at 11:30am and 1pm on the 11th, 13th and 15th April. Your child will have so much fun while learning the science behind what makes things slimy! Suitable for children over 5 years old.

We also have Bubble shows at 11:30am and 1pm on the 17th, 19th and 21st April. The Bubble shows are suitable for children of all ages (including the kids-at-heart). This hands-on party always brings squeals of delight!

La Vie & Casa

Those customers with a love of jewellery will need to pay a visit to La Vie & Casa. "Come and bring in your favourite items of jewellery for a free inspection, assessment and consultation. We can remake, remodel and repair your precious jewellery items" says Qassim the store owner at La Vie & Casa.



He has a range of bespoke jewellery items in his store and he can make an item especially for you or your loved one. He is near the food court - so pay him a visit and then go and have a bite to eat.

Download opens their third restaurant; in WestCity

A great addition to WestCity's foodcourt, Download opened mid-March. With eight more restaurants coming across the North Island soon we know that you will be excited to try out their new range. You can visit their restaurant or order with Uber Eats. Download offer smashed burgers, fried chicken, ribs, gourmet dogs and epic side dishes. Download - The Secret's In The Sauce!

Come and check out WestCity Waitakere this Autumn!



THE NZ HYDRANGEA FLOWER

with Davis Funerals

In Japanese culture, hydrangeas represent love and gratitude - things that the world needs plenty of right now. And this magnificent plant is a favourite amongst Kiwis during summer. At Davis Funerals, we too, enjoy hydrangeas, and so we'd like to tell you a little about them.

Features

Native to Asia and the Americas, more than 75 species of hydrangea exist. Although it's the hydrangea macrophylla (commonly known as 'mophead' hydrangea) that you'll most likely see featured in Kiwi gardens.

Why are hydrangeas so popular with gardeners? Well, they are eye-catching, easy to maintain and flower without fail during summer. They're not small, either.

Ranging from 120 cm to 1.5 m in height, hydrangeas are ideal for potting or growing alongside walls.

What do hydrangeas smell like?

Some hydrangeas, such as the sweet-smelling PeeGee variety, have a scent. However, most - including the popular mophead - don't smell like anything.

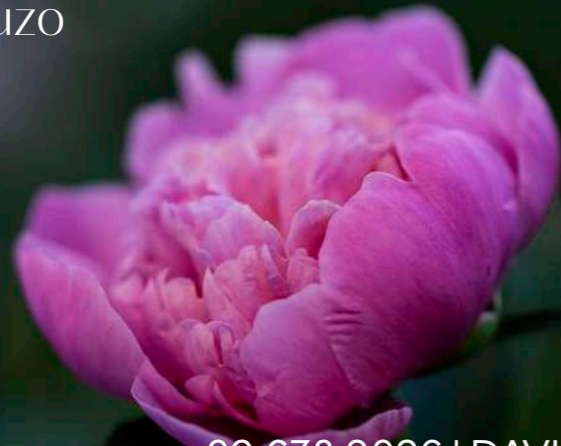
Colours

Hydrangea flowers boast hues of white, pink, blue and green, depending on the soil. As the flowers age, their colours fade to reveal shades of classic rose, copper and lime, which look impressive when displayed in a vase. Also, hydrangea flowers are ideal for picking and drying, which is why they are often worn in bouquets.

Tip: It's easy to change the colour of hydrangea flowers by altering the pH in the soil. Acid soils, for example, produce blue flowers, and alkaline soils produce pink. This rule doesn't apply to white varieties, however - white flowers will always remain white.



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



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Planting & care

For stunning blooms during summer, the best seasons to plant hydrangeas are autumn or spring.

To ensure the soil is moist and cool, put mulch beneath your plants. Over time, organic mulch breaks down and adds nutrients and improves soil texture.

The flowers do tend to turn brown if exposed to too much heat, so place them in a partially sunny or shady spot. To ensure your hydrangeas aren't exposed to the sun straight away, plant early in the morning or late in the day, and water well before and after planting.

Hydrangeas need moisture - particularly the big-leaf types - so water at about 2.5 cm per week during the growing season. Also, to give your plants the best possible start in life, apply an all-purpose slow-release fertiliser and plenty of organic matter to the soil. Part of the reason that hydrangeas are popular is that most require minimal maintenance. However, it does pay to trim back any withered flowers and stems to encourage new growth. The best times to prune your plants are mid to late winter or early spring.

Did you know?

Hydrangeas don't have petals. Strange but true! Actually, what looks like petals are sepals - leaves to protect the flower bud - that begin life green in colour and turn white, pink or blue with age.

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ENDOMETRIOSIS

Endometriosis is a health issue; it can be an interference causing ongoing health conditions, and affects up to 1 in 10 women.

Problematic symptoms in the womb area, where there is a growing tissue (which should alone be found in the womb area). However, this type of tissue is also found to be growing outside the womb and the bowel areas. These types of symptoms could cause a lot of pain & discomfort.

Main components of endometriosis

Women both young and older (symptoms starting generally from early 20's into 40's), are affected by endometriosis. It's not common among women who have gone through menopause.

- The cause is unclassified; it is yet to be diagnosed. However, from what is known, the numbers are a majority via genetics. Pelvic pain is the top common symptom type in endometriosis.
- Getting a near majority diagnose, it will involve the patient to have a surgical procedure; laparoscopy. This is due to it being difficult to diagnose, as there are similarities which coincide with endometriosis and other similar health conditions.
- Endometriosis can generally be treated with surgery, medication and the individual being self-aware of the condition at hand.

About endometriosis

Endometrial tissue adds sensitivity around the uterus areas, as the hormone levels change from high to low levels. The endometrial ovaries tissue grows due to the hormones, during the menstrual cycle. Shortly after the cycle ends, (2-3 weeks) if the individual is not pregnant, the endometrial tissue will begin to thin. The hormone levels will go down, finalising with a period to begin.

- Some individuals may experience pain in the uterus before and during the time of their period; this could be due to the hormone tissues bleeding as they grow,



causing a lot of pain.

- Endometriosis can also be found across the body, which are not the areas of the uterus. However the chances of these diagnoses are less likely.

Symptoms of endometriosis

Pelvic pain is the top common symptom. Normally it will have something to do with the individual's menstrual cycle. Women, whom have painful moments, will experience this throughout the duration of the month, as well as before and during the period. The pain can be extreme, taking the individuals away from their daily activities and dependant on others.

How to diagnose endometriosis

Diagnosing endometriosis can be tricky; even though there many of symptoms they cross over with other health conditions, making it difficult to pin point the exact condition. In this case, the way to get an accurate diagnosis is with a surgical procedure called laparoscopy.

History of periods and the levels of pain - tracking can be helpful.

- Blood tests won't pick up on endometriosis however; it can pick up on other health conditions therefore can be of usefulness.
- If/ when an ultrasound is undertaken, it won't pick up on there being any endometriosis. However, in the potential case of any endometriosis cysts, they will be seen during an ultrasound.
- Laparoscopy surgical procedure involves a small incision into the stomach area, removing some tissue for testing. This is undergone by a specialist; the patient will be under general anaesthetic.

Unfortunately after undertaking the surgery, endometriosis can come back and will require treatment. A referral from the individuals regular GP to be seen by a specialist in pelvic pain and treating endometriosis, required for the suitable treatment.

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WHAT HAPPENS WHEN YOU DON'T SEE...

The Dentist For A Long Time

Some of us regularly put off going to the dentist. We may have good intentions, but, like changing your oil, reviewing your insurance cover, or cleaning out the pantry, it's all too easy to delay and you can suddenly find that a surprisingly long time has passed since your last visit.

For most people it is recommended to see your dentist for an annual Check-Up and X-Rays.

But what happens if you don't see the dentist for a long time?

Now let's say it's been over two years since you visited the dentist. At this point, any dental cavities might be getting to the point of needing more than just a filling. Tooth sensitivity and pain are typical symptoms, and where a filling isn't sufficient; a root canal and crown may be necessary to save the tooth. That's not only a little painful but a lot more expensive than a simple filling.

In two years, gum disease, which is the first stage of periodontal disease, can progress into periodontitis which damages the soft tissue and leads to bone loss.

These are all-compelling reasons to prioritise those examinations, X-Rays and Oral Hygiene appointments. It's not just a sales pitch from the dental profession - if you don't see the dentist for a long time it is likely to cost you more stress, money and pain in the long run.

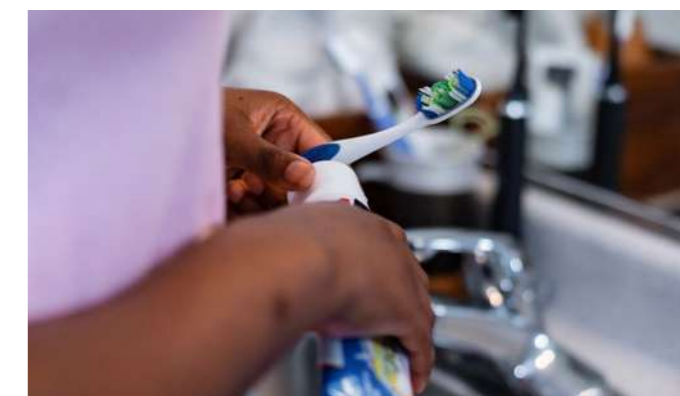
Going twice a year may not be achievable for everyone, in which case there are steps you can take to keep your



teeth and gums as healthy as possible in-between visits to the dentist.

Do have an excellent brushing and flossing routine at home - never skip the flossing!

Limit sugary foods and drinks, drink plenty of water, and if you are a smoker then this is yet another reason to quit smoking.



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CREAM OF MUSHROOMS

This Vegan Soup Is The Perfect Autumn Lunch

Ingredients:

- 1 x white onion chopped into medium pieces
- 3 x cloves of garlic roughly chopped
- 2 x table spoon of coconut oil
- 300 gr of mixed mushrooms such as button, portobello or field mushrooms, shiitake - all sliced.
- 2 x table spoon of chopped fresh thyme
- Pinch of ground black pepper
- 60ml dry white wine
- 1lt vegetable broth
- 1/2 cup whole unroasted cashew nuts, blended really fine to a powder
- Rocket leaves and truffle oil for garnish

Method:

1. In a pre-heated medium pot, put the coconut oil and add onion garlic cook off for 3 minutes at medium heat, then add the sliced mushrooms and let them cook off for about 5 minutes or until they've softened, separate in a cup some of the salted mushroom to use as garnish.
2. Stir in the thyme and pepper to taste, add white wine to deglaze the pan, turn up the heat a bit and cook for 3 minute to reduce alcohol. Mix in the broth and turn off the heat.
3. Place cashews in a high-speed blender. Add everything from the mushroom pot blend until completely smooth.

The soup will be really hot, so turn the blender off and remove the lid every-so-often to let some steam out - stir so it blends properly .

To Serve:

Return the soup to the pot over low heat to warm through and thicken, 3 to 5mins, taste for salt. Transfer to bowls and garnish each bowl with some of the mushroom you've separated earlier and some leaves of rocket and drizzle with truffle oil. And you've got it.



The Falls Bistro
Chef Cristian Pincheira



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<p>West City MITSUBISHI MOTORS</p> <p>MITSUBISHI SALES - 837 0907</p> <p>130-134 CENTRAL PARK DRIVE, HENDERSON</p>	<p>West City SUZUKI</p> <p>SUZUKI SALES - 837 0907</p> <p>40 WORTHINGTON DRIVE, WESTGATE</p>	<p>West City KIA</p> <p>KIA SALES - 837 0907</p> <p>2 LOCATIONS: 40 WORTHINGTON DRIVE, WESTGATE, HENDERSON & 130-134 CENTRAL PARK DRIVE, HENDERSON</p>
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REVOLUTIONARY TRUEPATH TRACKING

Tech with Sensium Fleet Telematics

Revolutionary TruePath Tracking Technology Takes GPS Fleet Monitoring to the Next Level - Say Goodbye to Incomplete Data and Hello to Efficiency!

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 behaviours 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 optimise 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 their website. See an overview video at sensium.nz/youtube.

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