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# CHAIRS REPORT

AGM season for 2023 is upon us and an exciting time for our business association. We cordially invite all our members, business owners/managers and commercial property owners to join us as we showcase our ongoing efforts and initiatives.

I do not need to summarise our activities in this publication, as we look forward to sharing our progress with you in person. Please mark your calendars for the upcoming event:

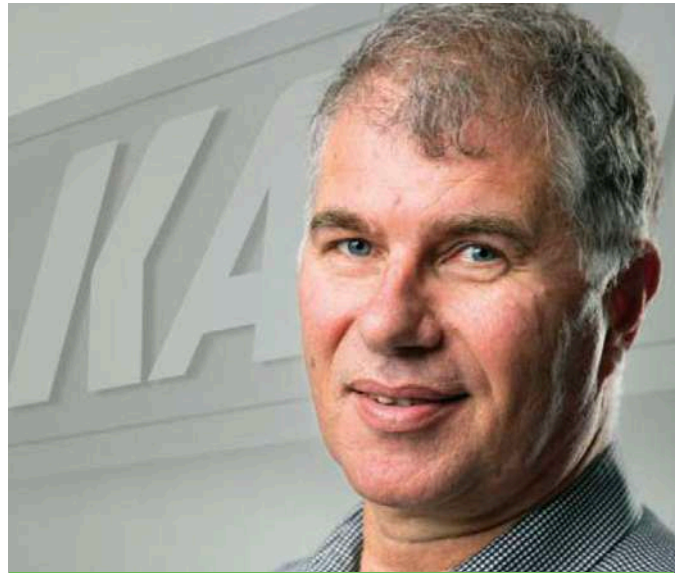
The invite will be emailed out in October  
Date: 26th October, Time: 4:00 PM.

The upcoming election season presents a critical opportunity for us all to stand up, raise our voices, and actively participate in shaping New Zealand's future.

It's a chance to earn the right to express our concerns and aspirations.

I've witnessed the challenges of the past few years from different perspectives. In the aftermath of a global crisis, many of us had hoped for a focus on fiscal responsibility, increased personal accountability, and a solid commitment to community well-being. Unfortunately, we've observed a concerning trend of wasteful spending, heightened security concerns, and a profoundly severe distrust in media. It is disheartening to witness the resulting erosion of patriotism, as evidenced by the increased use of terms like separatism, colonialism, and pronouns permeating our discourse.

While the initial Covid-19 support package was a critical lifeline for New Zealand businesses during a challenging time, it's essential to look beyond short-term relief measures and consider the long-term financial implications of debt servicing. The continued expenditure on interest payments raises significant concerns about the allocation of resources and the missed opportunities for investment in critical areas that could propel our nation forward.



**KELVIN ARMSTRONG**

The challenge is not merely one for the present generation but extends to our children and their children. How will they manage the legacy of debt and the imperative to allocate resources wisely? The sustainability of our democracy hinges on their ability to address these issues thoughtfully.

We entrust our community leaders, whether politicians, local board members, or council representatives, responsible for making decisions that lead us toward a better future. Perhaps it's time for us to reevaluate the qualities that define a good politician.

In the business world, we don't elect our CEOs, GMs, or COOs, yet we entrust them with the success of our organisations based on their proven track records. Similarly, this is an opportune moment to scrutinise the CVs and qualifications of your local party representatives and cast your votes accordingly.

Allow these thoughts serve as food for contemplation as we navigate the upcoming elections.

Let's strive for a future that reflects our values and aspirations.

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

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## Waitakere College Foundation

The Central Park Henderson Business Assn. (CPHBA) has long been focused on supporting economic prosperity in West Auckland through alliances with each other and organisations that like us, are invested in seeing everyone do well.

In addition to our networking event, Business After Five's, we also have Youth Wayin™ which helps support young people into employment. So when the Waitakere College Foundation told us about their purpose, and an upcoming fundraising event they are hosting, we were keen to play a part in spreading the word.

**Waitakere College Foundation's** core purpose is removing barriers to education for the kids who attend the school. The Foundation's trustees are all former students and the Principal, Mark Shanahan, who many of you will know. They all firmly believe in the role that education has in driving prosperity. The Foundation raises funds and uses them to support kids with university scholarships, entering into the trades, drivers licenses, which is so important for getting a job, attending major sports events and camps, uniforms and sports equipment - the list goes on.

### One of Waitakere College's past pupils;

Shayne Elliott, who is now the global CEO of the ANZ Bank has been a huge supporter of the Foundation, and just one of many hundreds of success stories to come out of the College.

**Chair of the Foundation;** Sandra Gilliam, said education has played a massive part in her own story, along with wider family.

"My parents grew up at a time when you could leave

school with absolutely no qualification, and do ok for yourself. But if I look at my cousins and our kids, there's a really clear divide between those who did well at school or got a trade or a degree, and those who did not.

"We trustees are crystal clear on the link between a great school experience and great outcomes further down the track.

**In December the Foundation is hosting a fundraiser lunch. Shayne, along with Paula Bennett and economist Brad Olsen, will be talking about where they see things going in the economy.**

We'll have a new government by then, so it will be a great opportunity to pick the brains of a few people who spend their days thinking about these things. Paula will MC the event and there will be an opportunity to put questions to Shayne, Brad, and Paula too.

**It wouldn't be a fundraiser without an auction, and we understand there are some great prizes.** Tables can 'buy a question' - and if you can't attend but want to support the Foundation; - you can buy a seat at 'Table 19'.

Tickets are \$150 for lunch, drinks, great company, great cause.

Tables of 10 are \$1300. If you want to support the Foundation in other ways;

feel free to contact Chair Sandra Gilliam on:

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# THANK YOU TO

## Quality Hotel Lincoln Green in August and to Exeloo Limited in September

For their great BA5's in their respective premises; both had attendances of 90+ people enjoying their fine hospitality while mixing with fellow business connections.

WABC also thanks Mike Powell the MC for both events, Babich Wines for their continued support, and images by Caroline Ducobu.

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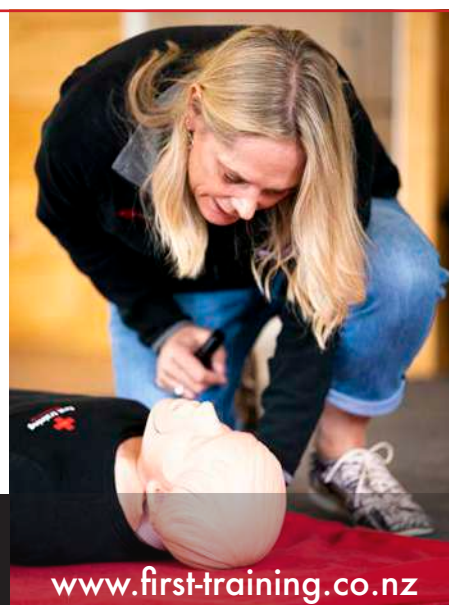


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# MATTHEW HOOTON BREAKFAST

## West Auckland could be key in deciding next election

Political and public affairs strategist Matthew Hooton was the latest speaker at our ever-popular Business Breakfast series. With a reputation as a straight talker, Hooton entertained the packed audience with his insightful, witty presentation. However, anyone looking for a glimmer of hope from Hooton would have been disappointed. 'Things are pretty bleak in every respect,' Hooton declared at the start, setting the tone for his talk.

**He began by pointing out that the IMF has projected NZ's economy to be one of the worst-performing in the entire world in 2024 in terms of GDP growth. The only exception is the economy of African dictatorship Equatorial Guinea.**

Hooton was also critical of the MMP system and the National-Labour duopoly. 'MMP is designed to stop anything from happening,' he said. And he dismissed Labour and National as only concerned about their brands and getting elected.

**If we had a serious political system in NZ and serious political leaders, Hooton said, we would be focusing on the following ten issues:**

### 1. GLOBAL INSTABILITY

Russia is an obvious example here. However, Hooton also highlighted the imperial ambitions of China and sounded alarm bells at China's departure from the rules-based system. He said that some people think China just wants to trade with us. 'We're meant to believe that the Chinese empire is the first world power in history that just wants to be kind and doesn't want to achieve global hegemony,' he declared. Hooton made it clear he thinks that's unlikely. He also cautioned that the Chinese economy is about to go into recession with the collapse of its property market. Hooton warned that this will impact the global economy.

### 2. AGEING POPULATION

Hooton said we have known about this looming problem since the arrival of the Baby Boomers. According to Hooton, it's not just superannuation we need to be concerned about. 'It's also healthcare, including new pharmaceuticals, which are the bigger drivers of the fiscal challenge that comes from the ageing population,' he reported.

*Continued on page 14.*





### 3. CLIMATE CHANGE

Hooton dismissed COP 25 as all about making commitments that no country ever follows. 'The climate change debate should be about adaptation and infrastructure generally,' he said, referencing Cyclone Gabrielle and the Auckland Anniversary weekend floods.

### 4. PRODUCTIVITY

Hooton said NZ has the worst productivity growth in the OECD, making us poorer relative to the rest of the world. He noted that multi-factor productivity has been roughly stagnant for 25 years.

### 5. THE UNDERCLASS

According to Hooton, there is a large underclass in NZ, around 20% of the population. Both John Key and Jacinda Ardern made tackling the underclass and child poverty a top priority. However, he said that both had failed, preferring to focus on re-election instead of anything that could be unpopular.

### 6. CRIME

Closely linked to the underclass is crime, said Hooton. He advised that the government says that crime is falling. However, they are referring to reported crimes only.

### 7. FALLING EDUCATION STANDARDS

'The average kid is now dumber than when we were at school,' Hooton announced. He said the Covid situation has made things worse. 'Those Covid kids, ones that are five, can't speak as well as they should because they've

been in an environment where people are wearing masks when their language skills are developing,' he said. Furthermore, Hooton advises that school principals and universities are reporting a lowering of standards. According to him, we have just got better at masking the problem.

### 8. COST OF LIVING

Inflation is now locked in, reported Hooton. And he says that many of the solutions to the inflation problem proposed by Labour and National will only make it worse. Hooton believes that the Reserve Bank will have no option but to respond with higher interest rates, probably higher than it would have contemplated even three months ago. 'Who seriously thinks that when you've got high inflation, high interest rates and the worst fiscal deficit, the answer is tax cuts for the poor and middle class and more Working for Families payments?' he asked.

### 9. DEBT

Hooton advised that debt and the structural deficit were also locked in. He said there's no prospect of NZ returning to surplus any time soon. Debt servicing will impact our ability to invest in the likes of education, healthcare or tax cuts, he warned. 'We have to pay for that deficit, and that will get worse and worse until a proper revolutionary government comes along, and there's no prospect of that at the moment,' declared Hooton.





## 10. MALAISE

Hooton put the general sense of grumpiness in the country down to a hangover from Covid. 'And it's also a hangover from the appalling idiocy of the Ardern government,' he announced. 'It had no idea and couldn't organise a lie down in a morgue,' Hooton added. And he was just as scathing of John Key's better, brighter futures government. 'It took nine years to invent its social investment policy, but Key's government didn't quite get around to implementing it,' said Hooton. And he pointed out that former US president Ronald Reagan managed to end the Cold War in his eight years in office.

*'And it's also a hangover from the appalling idiocy of the Ardern government,' - Matthew Hooton*

Hooton said the general malaise is a big problem contributing to voter apathy. He reported that the purple vote (the combined turnout for National and Labour) is among the lowest ever seen, with already only 67% of voters intending to support Labour or National, and falling. According to Hooton, what this means is that a third of voters think the two major parties are pretty useless.

### WEST AUCKLAND'S IMPACT ON THE NEXT ELECTION

Hooton finished his talk by focusing on what he called the median voter. He says under MMP, the only thing that matters is the median voter because the parties only need 50 plus one. Focusing on the central voter is impacting traditional support in the two main parties, advised Hooton.

He went on to paint a picture of the median supporter. Hooton identified her as 39-year-old Te Atatu Peninsula resident Sarah. She is married to Daniel and has two children. Since turning 18, Sarah's vote has alternated between Labour and National, depending on the specific policies offered. According to Hooton, the National Party's recently announced tax cuts may sway Sarah to vote National this time.

Watch this space. We shall see if Hooton's predictions on the pivotal role of West Auckland voters is correct. Either way, Hooton says that thanks to MMP, Winston Peters will likely hold the balance of power again after this election. 'And there's nothing worse than Peters, right?' he quipped.

*Photography by LFHQ/Nick Walker.*





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## WHAT'S ON

### At WestCity Waitakere

#### PAPER PLUS WestCity

**Planning for Christmas gifts or something to immerse yourself in over the summer period? You can't beat the value of a great book!**

Paper Plus has a huge selection of new releases coming up in October and November. Here's a sample of some of the key title releases.

For those who love adult fiction there is Jeffrey Archer - Traitors Gate, John Grisham - The Exchange, Lee Child - Jack Reacher and The Secret, the long-anticipated Terry Hayes novel - The Year Of The Locust, Patricia Cornwell - Unnatural Death, Tom Clancy - Command and Control.

If fiction is not your thing, then try these non-fiction titles. The follow-up to Ganglands NZ book by Jared Savage - Gangsters Paradise, Billy Connolly - Rambling Man, Arnold Schwarzenegger - Be Useful.

If you are looking for something for the kids or grandkids then there is David Walliams latest book - The Blunders, Andy Griffiths / Terry Denton - 169 Storey Treehouse, Rick Roidon - Percy Jackson and the Chalice Of The Gods or for all the family to be mesmerised there's the 2024 Guinness Book Of World Records.

If none of these major releases sound interesting, we have a wide range of other titles releasing across many genres including local and international authors all curated for our West Auckland readers.

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## THERMOSASH

Makes its Mark on The Landscape

**Thermosash's flagship headquarters is hard to miss. Situated in the old Nido building on Central Park Drive, it's a local landmark. But while you can't fail to notice the massive blue building, you may not appreciate the complex and exciting work that takes place within.**

Thermosash provides building envelopes, curtain walling systems and total-clad solutions to buildings nationwide. 'We are responsible for 30-40% of all the specific design façades completed in the country each year,' declares CEO David Hayes. High-profile projects include Wellington Regional Children's Hospital, New Plymouth Airport, and the Commercial Bay Precinct. 'We're all about helping people manage risk, solve problems and deliver better outcomes,' says David.

Projects are a mix of new builds, high-end residential and refurbishments of leaky buildings. David says New Zealand is still constructing leaky buildings, especially multi-storey apartments. And refurbishments make up

around 20% of Thermosash's turnover.

Founded in 1973 by David's father, Thermosash is still a family-run business. The company may have offices in Wellington and Christchurch and its own testing facilities, but its home is in West Auckland. Thermosash employs 650 workers, with 238 on the Auckland site.

The company operated out of two sites in Glenfield on the North Shore for several years. However, David and the team leapt at the opportunity to acquire the old Nido building in 2021 and following a refurbishment, the new site opened its doors in April.

'This building ticks all the boxes for us,' says David. On a flat site with plenty of on-site parking and proximity to the motorway, the building has a lot going for it. Even better are the increased efficiencies of having everyone on the same site. David reports, 'There are many benefits to having our materials and people in one location.'

*Continued on page 20.*





Kent Nixon (Director/ General Manager) with David Hayes (Director/ CEO/ Chief Facade Engineer)

And it's clear people are important to the company and are the foundation of its success. 'People deal with people, not businesses,' declares David. 'We have a whole lot of good staff working very hard, and we achieve outcomes with and through our people,' he adds.

According to David, finding workers with the right skill set in New Zealand is hard. Thermosash's work is complex and highly skilled. As a result, the company has actively recruited overseas and now has around 30 different nationalities in its diverse workforce.

Thermosash works hard to retain its highly skilled workforce. 'This industry is challenging, and there's a lot of competition out there,' David advises. He adds that hanging on to all that knowledge and expertise is a priority.

**Originally from Brazil, Production Planner Thaisa Moreira is an excellent example of the talent within**

**the company. She is responsible for pulling together a dizzying number of project components.**

Projects are designed and manufactured at the Auckland site. 'Typically, we process around 4,500 extrusion parts weekly in Auckland alone,' she advises. This includes thousands of sheet metal elements and extruded CNC cut and machined parts, making up to 120 window frames on average each week. Plus, tens of thousands of screws, bolts and brackets. Thaisa is responsible for this mammoth task of coordination, which is often several years in the planning.

Not surprisingly, Thermosash has developed an in-house project management system to track materials through the supply chain, production process, and material handling onto sites and installation. The company also uses GPS tracking, so installers know exactly where components are and when they will arrive on site.



Thaisa Moreira (Production Planner)





Stopa - Automated Sheet Metal Storage System

Many employees, like General Manager Kent Nixon, are longstanding. A Registered New Zealand Architect, Kent has been with Thermosash for nearly 13 years and currently is a Director and General Manager. His primary focus is strategy, market positioning, technical coordination and project procurement.

The company is very proud of its record on seismic performance. David says that Thermosash has probably done more seismic testing than any other company in the world. 'When you look at the performance of our systems in the Wellington and Christchurch earthquakes, we did better than the structures they were bolted to,' he advises. David puts that down to the extensive seismic testing completed in Thermosash's IANZ Accredited test facility.

Thermosash is also proud of its commitment to sustainability. Kent advises that the company uses solar power, recycles 100% of all metals, and sources materials in New Zealand wherever possible to reduce freight emissions.

Furthermore, the new National Archives project being built in Wellington has been recognised as one of

the highest-performing façades in the world from an embodied carbon footprint and extremely low air and water infiltration performance level. In fact, when it comes to embodied carbon, Thermosash's solutions are 15 times more efficient than comparable products supplied from China. And they also outperform Australian and European systems by significant margins.

**Thermosash is about to celebrate its 50th jubilee.** And that's a major milestone in the highly competitive construction industry. 'We wouldn't be in business after 50 years if our installed products didn't perform in the marketplace,' David announces.

Thermosash's staff, clients and contractors can look forward to a well-earned special event in November and celebrate what is a fantastic success story.



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# MITRE 10 MEGA WESTGATE

## October Garden to Kitchen

**This is a month of rapid new growth for the whole garden, so there is plenty of work to do. Spring is well underway, keep an eye on the weather, pay attention to weeding and feeding. A well-fed plant will better survive diseases, pests and drought.**

October is tomato and vegetable planting time, plant seedlings and seeds of salad crops. Finish planting the herb garden, small fruits and berries should also be planted now and time to feed all fruiting crops.

Protect cabbages and cauliflowers with Derris Dust to prevent white butterfly caterpillar and diamond back moth. Make sure you get to the undersides where they like to lay their eggs.



**TIME TO SOW SEEDS:** Beetroot, beans, carrots, cabbage, cauliflower, eggplants, kohlrabi, lettuce, cucumber, melons. Transplant to the garden as the weather warms and when they are showing at least two sets of true leaves.

Tomatoes can be planted now the weather is warmer. Dig compost into the soil before planting. Put the stake in at the same time to save root damage later on and it serves as a reminder to regularly tie them up.



**PLANT SEEDLINGS:** Eggplant, capsicum, cucumber, melons, lettuce, capsicums, leeks, cabbage, corn, pumpkin, celery, onions, silverbeet, courgettes, beans, peas, courgettes, cauliflower, carrots, radish, beetroot, spinach, lettuce and tomatoes.

### PLANTING

**Passionfruit** - if you have an existing vine remember they need replacing after approx. five years, plant its replacement now.

**Tamarillos** - red or yellow, they like a free draining soil, add compost to the soil and stake well.

**Blueberries** - can be planted now, easy to grow and a great source of antioxidants.

**Basil and Coriander** can be planted now as the weather is more consistent, pinch out the centres to encourage the plant to bush out. Use the pinched tips in the kitchen.



### FEEDING

**All vegetable** plants fortnightly with a liquid fertiliser, water and fertiliser at the same time!

**Strawberry** plants with strawberry food every two weeks, water in the fertiliser.

**Potatoes** with blood and bone every two weeks, and remember to mound up the soil around as the foliage as it grows.

Citrus needs protection now from verrucosis, spray with Copper Oxychloride.

Protect fruit trees with Codlin moth traps and protect seedlings with slugs and snails with bait, scatter around each plant.

## UNLOCK LOCAL PROFITS: How Google's Tools Can Drive Customers



Owning a local business is rewarding, but it comes with its own set of challenges, especially when it comes to visibility. Have you ever Googled your business only to find it buried under competitors? That's disheartening. Worse, research shows that around 75% of people never scroll past the first page of search results. The businesses that appear at the top get the lion's share of clicks, calls, and foot traffic.

**So, how do customers find you among the sea of competitors? They're more likely to click on the first listings they see, whether those are ads, or Google My Business profiles filled with glowing reviews. Your business being invisible or lost in the maze of Google's second or third pages could be costing you, customers, every day.**

The good news is Google offers simple yet powerful solutions to address these pain points: Google My Business, Search Ads, and Local Shop Ads.

### Google My Business

Starting with Google My Business (GMB) is an excellent first step. It's free and allows you to control how your business shows up on Google Search and Maps. By optimising your listing with photos, accurate opening hours, and quick responses to reviews, you're more likely to get clicks, calls, and visits from interested customers.

### Google Search Ads

Google Search Ads are worth the investment for immediate visibility. These ads place you right at the top of the search results. You pay only when someone clicks on your ad, making it a cost-effective solution for local businesses looking to attract more customers.

### Local Shop Ads

If you have a shop, Local Shop Ads showcase your products directly in search results, including a picture, the price, and your location. This can direct people right into your physical location.

While these tools can offer a significant return on investment, they require a strategic approach to maximise benefits. Missteps could save precious dollars. Hence, it's crucial to have a team that knows what they're doing when setting up and managing your Google presence.

In conclusion, Google's tools can give your local business the boost it needs, making you more visible to potential customers. A small investment can lead to more calls, more visits, and more sales, solving the pain points that many local businesses face. Don't let competitors outrank you; control how your business appears on Google today.



## Ready to boost your local business and dominate the competition?

Sign up for Misfit Digital's Local Business Google Package before November 10th and receive a \$300 ad credit to kickstart your journey.

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# CLEANING & REPAIRING DENTURES

McIntosh and Fraser Dental

**Quality dentures are custom crafted to be as lifelike, comfortable and functional as possible to be an ideal substitute for your natural teeth. Unlike your natural teeth, though, dentures are made of strong, durable plastic and therefore need to be treated quite differently. As experienced denture technicians, here are our top tips for cleaning and repairing dentures.**

## **What is the best way to clean and store dentures?**

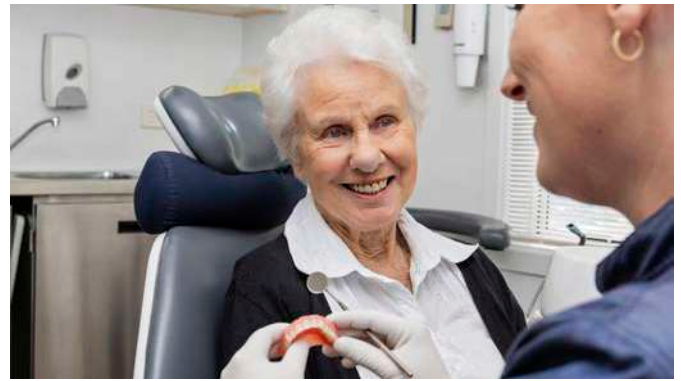
Always clean dentures with a nonabrasive denture paste and soft toothbrush. Although dentures are made from specially durable plastic it is not as strong as teeth enamel. Regular toothpaste can be abrasive and contain materials which can scratch the plastic. Gently brush every surface of the denture. Store your dentures in a water-based cleaning solution overnight.

## **Can yellowing or stained dentures be whitened?**

Dentures can't be whitened using the same methods or products as natural teeth because they are made of plastic. Your dentist can recommend appropriate denture-cleaning products which will safely remove most stains. They can also use in-clinic specialised treatments to carefully remove stubborn or in-depth stains without causing damage.

## **Can I glue broken dentures back together?**

Trying to repair broken dentures by fixing them yourself is a bad idea! Adhesives like superglue can



be toxic. Using DIY denture repair kits will not give you a good result as the bite of the dentures will be compromised, making chewing difficult and causing pain and irritation by unevenly wearing on your gums. All too often we see patients who have tried to fix their broken denture at home with disastrous results. If you have had to do a quick, temporary fix yourself, do make sure you follow up with an appointment to your dentist or denture technician for a permanent repair.

## **Why do dentures have to be stored in water or denture solution?**

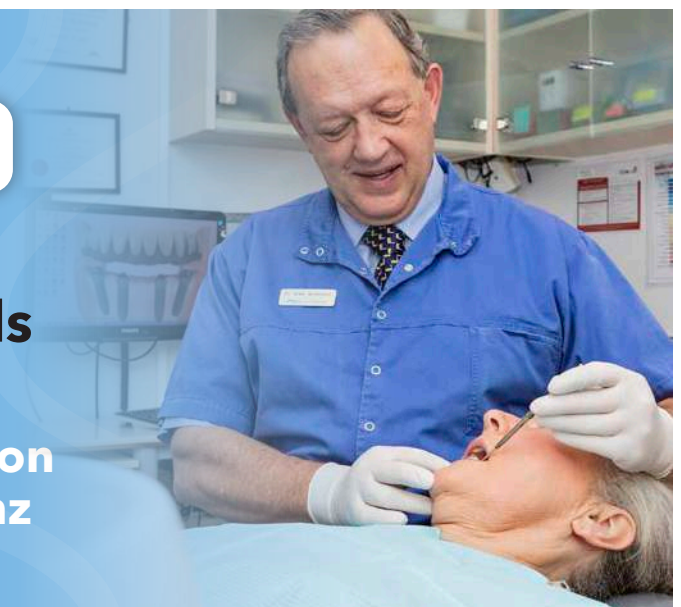
They are made from an acrylic material that needs moisture to retain their shape. When you are wearing them, the saliva in your mouth keeps them moist. But when you take them out at night it's essential to store them in water or denture solution so they don't dry out, losing their shape and becoming brittle and uncomfortable to wear.



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## ISRAELI COUSCOUS SALAD

Great for Christmas from Kings Garden Café

This is a tasty side-salad for 6 people

### Spices:

Tablespoon of each:

- Turmeric
- Cumin
- Smoked paprika
- 1 x teaspoon of curry powder

### Fresh Herbs:

Small handful bunch of:

- Mint
- Coriander
- Italian parsley

### For the Mix:

- 500g Israeli couscous
- 1/2 cup Orange juice
- 1 punnet Pomegranate seeds (reserve some for garnish)
- 1/2 cup Sliced Almonds
- 1/2 cup Mixed Citrus peel
- Small Packet of crumbled Feta
- 1/2 cup Dried cranberries
- Olive oil drizzle
- Salt & pepper to taste



### How to do it:

Boil couscous for 15 minutes in plenty of pre-boiling water with 1 teaspoon of turmeric for colour and a teaspoon of salt, drain and cool with cold water, drain again.

In a bowl add orange juice and olive oil & blend together.

Add rest of ingredients **apart from Feta** and combine.

Serve with crumbled Feta on top, add more herb garnish if you wish.



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## WEDDINGS OUT WEST

### Ballgowns, Bridal & Beyond 2023 Bride of the Year Competition



The judges determined the three finalists

For the sixth year running Ballgowns, Bridal & Beyond recently ran their Bride of the Year competition. "It's a great opportunity for brides who have purchased their gowns from us to relive the excitement of their wedding day and share their journey with others." says Nadine Crozier owner of Ballgowns, Bridal & Beyond.

This year's entries were judged by Angee Nicholas (National Candidate for Te Atatu electorate) as well as Seona Christie and Michaela White of the Central Park Henderson Business (CPHB) association. Judging determined the three finalists which were then put to the public vote via social media.

Nadine and her team were very impressed with the caliber of this year's entries, many of which showcased some of west Auckland's finest wedding vendors such as Bridgewater Estate, Abel Estate, and Sweet Bite Cakes.

After all the votes came in, Joanne Mijares-Supelana was announced Ballgowns, Bridal & Beyond's 2023 Bride of the Year grand winner. Joanne and the two runner ups, Jayme-Leigh Beale and Jessica Hockly were presented with prizes at Ballgowns, Bridal & Beyond's Dresses & Drinks evening on Thursday 28th September. The grand winner's prize package consisted of a number of sponsored items from various businesses, with the main item being a 'Couples Photo shoot' with Rhea Rodrigues Photography valued at \$550.

**Photo credits:**

- Songbirds Photography - [www.songbirdsp photography.com](http://www.songbirdsp photography.com)
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Finalist: Jayme-Leigh



Finalist: Jessica



Grand winner: Joanne

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# SUNFLOWERS

With Davis Funerals

**Sunflowers, also known as Helianthus Annuus which is a derivative of the Greek ἥλιος ἄνθος / Helios (Sun) Anthos (Flower), are a cheerful, smile-inducing flower that are well loved, bringing not only joy and inspiration throughout history and today but they are also used in the medical and culinary world.**

One of the most amazing things about sunflowers is that they are heliotropic, their young faces tilt to follow the sun across the day. Once the flower matures the heliotropism usually ends with their shining faces, facing east.

### Inspiring the words from Helen Keller:

'Keep your face to the sunshine and you cannot see the shadows. It's what the sunflowers do.'

Sunflowers have been the subject of many prominent pieces of art from various artists. They were one of

Vincent van Gogh's most favourite subjects, created in France between 1887 and 1889, all 12 of his sunflower paintings were among his most famous works; he referred to sunflowers rather possessively as his own artistic signature. They inspired his artist friend, Paul Gauguin to paint the famous piece called "the painter of the sunflower", which featured van Gogh himself creating his beloved sunflower paintings. In 2020 artist Ai Weiwei's created a piece called "Sunflower Seeds" consisting of millions of handmade porcelain seeds, weighing more than 10,000 kgs.

The sunflower has appeared in history with evidence of cultivation back as far as 3000bc. The Ancient Incans believed they symbolized the powerful sun god, Spanish conquistadors who colonized the Americas, took sunflowers back to Europe with them, and the 1500s, the flowers had started to spread around the world.



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

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Sunflowers can produce up to 2000 seeds each, the black seeds are used for making cooking oil and nut butters and the grey seeds for consumption as snacks by humans, birds, and animals. Ukraine is currently the world's largest producer of sunflower seed oil, extracting about 18kg of seed oil per 46kg of seeds. Sunflower oil has anti-inflammatory properties as it contains linoleic acid, often used in skin treatments.

Sunflower plants also have a unique ability to absorb toxins from the earth, after nuclear accidents, such as Japan's 2011 Fukushima incident and the 1986 Chernobyl meltdown, sunflowers were planted in the millions around the sites as they have discovered

sunflowers are great at absorbing radiation.

**And Lastly, a study by Rutgers, The State University of New Jersey, found that in the company of flowers, people became happier, more sociable, and far more positive in their long-term outlook, so not only are sunflowers aesthetically pleasing but having them around you can also help your mental well-being, lower your stress, and increase your creativity.**

These happy flowers have much to offer, from health benefits to a cleaner environment, and they're a great way to send a message of cheer, friendship, and joy.

#### Tips for keeping your cut sunflowers from drooping:

Use fresh, clean lukewarm water in the vase and change it every 1-2 days and make sure the vase and water is clean to reduce bacterial growth. Add a little sugar to the water and keep them out of direct sunlight.

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# MEASLES

## Can be Prevented with the Vaccine

Measles is a highly infectious illness caused by a virus. The virus lives in the mucus of the nose and throat of people with this infection. Physical contact, coughing and sneezing can spread the infection. In addition, infected droplets of mucus can remain active and can be passed on by touching (they are contagious) for around two hours. This means that the virus can live outside the body - for example, on surfaces and door handles.

Measles can lead to severe illnesses for some individuals, causing some major complications, however this can be prevented.

It was common for children and adults to become infectious from measles, all this upon the vaccine was developed and the stakes must be lower than once before, however there are strikes when the numbers go higher. For those who have had or may get infected from the measles, it suppresses the immune system, making the body's ability to fight other viruses more difficult than it would without the distress from the measles, taking years for some individuals for their body's immune system to get stronger.

The vaccine is aimed towards the avoidance of individuals not getting infected by measles. The vaccine may come in handy and be of high importance especially for those expecting to travel overseas to protect individuals for their return back into the country, this way they're avoiding bringing the disease back with them and spreading it as they would if they are not vaccinated before travel, as measles is very contagious therefore it is important to be careful where possible.

Children whom are unvaccinated could struggle with measles as their body an immune system won't have the support from the vaccine and therefore can potentially be at a higher risk of getting very sick.



### Signs and Symptoms

- Blotchy rash - lasting up to a week 5-7 days
- Cold like symptoms
- Sore, red eyes

### Complications

Most people will recover from measles after a week or two, but sometimes it can lead to serious complications, even death. Common complications that affect about 1 in every 15 cases include:

- Ear infections
- Diarrhoea, which can also lead to dehydration
- Fits caused by fevers
- Pneumonia – this is the main cause of deaths from measles.

Women whom are pregnant, unvaccinated and are infectious with measles, can potentially be at risk either by miscarriage or premature labour.

Inflammation of the brain (encephalitis) occurs in about 1 in 1000 measles cases, with some of these people dying and 1 in 3 being left with permanent brain damage.

Other complications include sclerosing panencephalitis a degenerative brain disease (which can occur in 1 in 100,000 measles cases), problems with blood clotting, and inflammation of the small airways in the lungs, the heart, kidneys or liver.

### Treatment

There is not a specific antiviral treatment to cover the measles infection.

Self-care; good healthy nutritious foods and drinks  
Vitamin C supplements, keeping up to fluids intake  
If and when required, go to hospital especially if the signs and symptoms worsen.

More info is available on the Health New Zealand website.

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# ADDRESSING FISCAL INEFFICIENCIES

## and Ensuring Accountability in New Zealand's Social Welfare System

**We are all too familiar with the fiscal inefficiencies of both local and central government in New Zealand. It has been a constant concern, exacerbated by the COVID-19 pandemic and the time leading to the upcoming elections.**

The staggering increase in our national debt, from 60 billion dollars just six years ago to nearly 800 billion dollars today, is truly mind-boggling. Even more concerning is the thought of servicing the interest on this massive debt.

Recent experiences serve as evidence that New Zealand faces a significant social welfare challenge. It has been reported that approximately 50% of New Zealand's tax revenue is allocated to social welfare, with 20% going towards healthcare and 17% towards education.

For many years, individuals have been able to apply for hardship grants through Work and Income New Zealand (WINZ) to cover unaffordable expenses such as vehicle repairs and maintenance, among other things. Businesses understand the necessity of such assistance, as many people find themselves in need due to various circumstances, including medical issues, psychological challenges, social factors, or simply bad luck.

Historically, there have been tales of abuse and questionable claims within the system, though often these remained anecdotal. However, recent experience sheds light on how unregulated the system can be.

A client brought in a 20 year old VW Golf with a water leak issue. It was identified that the vehicle had been unregistered since February and had an expired

warrant of fitness (WOF) since October 2022. The client was provided with a written estimate of \$1,407.85 for the coolant leak repair. The client was also advised that the vehicle required more extensive maintenance and might not be worth fixing. He was not interested in repairing anything else.

The same client returned with a WINZ card (Similar to a gift card), hoping to pay for the repairs using it. After the payment was processed, the client abruptly changed their mind and requested a cash refund, which was declined, explaining that the funds would be returned to WINZ. This interaction proved to be a pretty challenging process.

Such audacity and ignorance of the system is disheartening. The business has encountered similar experiences, and it is evident that checks and balances are needed:

- Assess the vehicle's value (no repair should exceed the vehicle's worth).
- Verify the vehicle's roadworthiness.
- Establish contracts with repairers, negotiate rates, and fix them (using a mechanical insurance model process).
- Implement a strategy for auditing repairer fraud.
- Consider partnering with a vehicle supplier like Turners and apply restrictions to the types of vehicles that qualify for assistance.

**We must transition towards a system that provides a hand-up rather than a handout, ensuring that taxpayer resources are used responsibly and effectively.**



# GET YOUR INNER BUMBLEBEE ON...

'The Last Knight' - a modified 2017 Camaro

Let's cut right to it, if you're looking at this you know exactly what this machine is capable of. To make the deal even sweeter, she's been fitted with a 2.9L Whipple supercharger strapped on to the heart of this beast.

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- FE4 performance suspension with specific tuning for the springs, anti-roll bars, and magnetorheological dampers (GM's Magnetic Ride Control)
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- Dyno tune ( 600HP, 830NM )
- Drive shaft hoops
- LVV CERTIFICATION



Flat-bottomed steering wheel



Rear backing camera



Recaro buckets



Whipple 2900 Supercharger Kit




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- An electronically controlled limited-slip, 3.73:1 differential; a six-speed manual transmission
- A dual-mode performance exhaust system, which sounds crisp and really roars like it should
- Track cooling package with engine, transmission, and differential coolers.
- 20-inch Satin Graphite finished forged-aluminium wheels (10 inches wide front, 11 inches at the rear).

**Tell-tale cosmetic items include:**

An aggressive-looking fascia and grille with a larger splitter plus a rear blade spoiler; the aero aids are rendered in the same satin black as the hood wrap.



**The interior features:**

Heads-up display and Recaro front bucket seats, while the flat-bottomed steering wheel and the shift knob are both wrapped with a soothing synthetic-suede material that feels great under your fingers.

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**2023 Mitsubishi Mirage**

**\$18,995 DRIVE AWAY**

- 10 Year Factory Warranty
- Reversing Camera
- 5.5L/100 km Fuel Efficiency
- 7 inch Touch Screen Audio System
- Apple Carplay and Android Auto



**2023 Kia EV6 Standard Range**

**\$76,990 DRIVE AWAY** **\$7015 REBATE**

- Fully Electric 168kw
- 394 kms Range
- Normal / Sport / Eco drive modes
- Lane Keep Assist
- Lane Follow Assist



**2023 Suzuki Swift GL Auto**

**\$24,990 +ORC**

- Cruise control & speed limiter
- Bluetooth handsfree connectivity
- LED daylight running lamps
- 5.3L/100 km
- Touchscreen Sat Nav with reverse camera



**2023 Mitsubishi Triton GLXR 2WD**

**\$42,995 DRIVE AWAY**

- 2.4L Mivec Turbo Diesel Engine
- 3.5 Ton Towing Capacity
- 7 inch Touch Screen Audio System
- Apple Carplay and Android Auto
- Forward Collision Mitigation



**2023 Kia Sorento PHEV EX AWD**

**\$79,990 DRIVE AWAY** **\$4025 REBATE**

- 1.0L Per 100kms Fuel Efficiency
- Full Leather Seating (Front Heated)
- Lane keep and blind spot assist
- 4 Year / 40,000kms Scheduled Servicing



**2023 Suzuki Ignis**

**\$24,990 +ORC**

- High seating position
- 6 airbags
- Cruise control and speed limiter
- Bluetooth® & USB connectivity
- 5.4L/100 km



**2023 Mitsubishi Outlander PHEV VRX (High Spec)**

**\$71,888 DRIVE AWAY**

- Plug-in Hybrid
- Up to 84kms of Full EV Range
- 1.6 L / 100 km
- 360 View Camera
- Power Tailgate
- Full Leather Seating (Light Grey Optional)



**2023 Kia Niro PHEV Light**

**\$49,995 DRIVE AWAY**

- Up to 65kms of Full Electric Driving Range
- 0.8L per 100kms PHEV combined Fuel Efficiency
- Lane keep and blind spot assist
- 1.6 GDI Petrol Plug In Hybrid Drivetrain



**2023 Vitara Hybrid JX 2WD**

**\$40,790 +ORC**

- Adaptive cruise control with Stop & Go
- Dual Sensor Brake Support
- Apple CarPlay & Android Auto
- Sat Nav & reverse camera
- Auto levelling & light-sensing headlamps
- Booster Jet turbo Engine with Smart Hybrid System



**Mitsubishi\*** On Road Costs of \$1250 include registration, Wof, 1,000km road user charges and a full tank of fuel and are paid when vehicle is driven away. Model shown with optional accessories available at additional cost. Visit [mitsubishi.co.nz](http://mitsubishi.co.nz) for full Diamond Advantage warranty conditions. Offer available until 31 October at West City Mitsubishi or while stocks last. Heartland Bank lending criteria, T's & C's apply, including a \$692 establishment fee and \$10.35 PPSR fee. A fixed interest rate of 10.95% p.a. applies, 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). \*\*Visit [www.nzta.govt.nz/vehicles/clean-car-programme/clean-car-discount/](http://www.nzta.govt.nz/vehicles/clean-car-programme/clean-car-discount/) for more details.

**Kia Confidence T&C** \* 10% Deposit Applied, ORC of \$1250 which includes Pre-Delivery Inspection, Wof, Mats, Full Tank Fuel & Initial registration. With the Confidence offer, at the end of the term you can choose to keep the car, by paying the Guaranteed Future Value, trade it or return it (subject to T&Cs and excess charges). Offer excludes on road costs. Kia Financial Services is provided by Heartland Bank. Heartland Bank lending criteria, T's & C's apply, including a \$242 establishment fee and \$7.99 PPSR fee. Fixed interest rate of 10.95% p.a. applies. Offer available until 31 October 2023 at West City Kia or while stocks last. Not available with any other offer. See [kia.co.nz](http://kia.co.nz) for details.

**Suzuki UDC Finance\*** ORC of \$1210.00 which includes Pre-Delivery Inspection, Wof, Wheels Alignment, Mats, Full Tank Fuel & Initial registration. Subject to T&Cs and excess charges. \*\*TERMS AND CONDITIONS: Weekly payments based on mil deposit, 6.9% p.a. interest rate and 5 year term. On payment of on-road costs to the Dealer, finance payments include a \$305 documentation fee and \$10.35 PPSR fee. Normal lending and credit criteria apply. Excludes 2023 Jimmy, fleet purchases, demo vehicles and all other promotions. Real Value 3 year/100,000 km comprehensive warranty, 5 year/100,000 km powertrain warranty, PLUS a full 5 year roadside assistance plan. Offer available until 31 October 2023 at West City Suzuki or while stocks last. Not available with any other offer. See [www.suzuki.co.nz](http://www.suzuki.co.nz) for details.

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

**MITSUBISHI SALES - 837 0907**

130-134 CENTRAL PARK DRIVE, HENDERSON

**West City** **KIA**

**KIA SALES - 837 0907**

2 LOCATIONS: 48 NORTHSHORE DRIVE, WESTGATE, HENDERSON & 130-134 CENTRAL PARK DRIVE, HENDERSON

**West City** **SUZUKI**

**SUZUKI SALES - 837 0907**

48 NORTHSHORE DRIVE, WESTGATE

Fuel economy and range figures are based on the ADR 81/02 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 styles. Outlander PHEV tow 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 [nhtsa.govt.nz](http://nhtsa.govt.nz).



## WHAT IS MECHANICAL VEHICLE INSURANCE?

**Aftermarket motor vehicle mechanical insurance, known as 'mechanical breakdown insurance (MBI)' it is a type of insurance designed to protect consumers against the costs of unexpected mechanical breakdowns in their vehicles.**

It covers repairs and replacements caused by unforeseen breakdowns that result in a mechanical issue, such as a fault with the engine, transmission, brakes, air conditioning or other critical components. However, it doesn't generally cover wear and tear issues or regular servicing.

### **What does a policy cover?**

Mechanical breakdown insurance usually covers the costs of unexpected repairs and replacements of major parts, components and systems including labour charges. Components and systems covered can vary depending on the insurance policy. It can also cover some roadside assistance costs including towing, breakdowns, flat batteries, and flat tyres.

### **Do I have to pay anything if my vehicle needs a repair or service?**

You have to pay for all service or service-related repairs (i.e. things that have usual wear and tear) such as cabin filters, wiper blades, brake pads etc.

Should you need to claim, the Policies usually have an excess from \$100 to \$500 it usually aligns with the cost of the policy, but we have seen it can vary from seller, the policy is generally purchased from a car sales yard.

*- You may also be responsible for fluids, freight and consumables.*

### **So what is the benefit of having a Mechanical Insurance Policy?**

Benefits of Aftermarket Motor Vehicle Mechanical Insurance Having aftermarket motor vehicle mechanical insurance can provide you with peace of mind, knowing that if anything ever goes wrong with your vehicle, you can rely on the insurance policy to cover all or some of the costs of unexpected repairs or replacements.

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**What are the pitfalls of these policies?**

Warning all policies have a Minimum service requirement,

- The interval which usually aligns with manufactures' recommendations 1 year or 15'000km's
- Content of service (what is done) an oil change or check does not constitute a service

If a vehicle is not serviced within the criteria the insurance company may decline the claim.

If a service does not contain the minimum requirements, the insurance company may decline the claim.

Mechanical Breakdown Insurance can be an expensive and unnecessary add-on to car finance. Consumer NZ has argued that it may offer the same protection as the Consumer Guarantees Act but at a high cost

- Do your own due diligence, as there are many other issues

**How do I insure my policy stays valid and the claim process goes straight forward?**

- Ensure you keep copies of all invoices inside your vehicle
- Use an insurance-approved workshop for servicing and ensure you have a detailed invoice from your service

provider. The approved service provider will know the minimum requirements.

- Be patient when a claim is in process as it can take up to 24 hours to get a response to start a claim, then another 24 for approval.

*Note*

- The initial inspection costs are your responsibility until the Insurance provider approves a claim.
- The workshop requires the claim to be approved before starting repair or ordering parts.



# CARING IS OUR BUSINESS



Thank you to our West Auckland community for supporting us for the past 29 years.

At KAAR, the needs of our customers come first. We know maintaining a vehicle can be expensive and that many of our customers know very little about how a car motor works.

That's why we pride ourselves on giving good and honest advice, and taking our customer's budget and car value into account.

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## FROM THE BID MANAGER

It is getting exciting now, we have our North West Country business awards finalists and the pressure is on to get votes in for your favourite businesses. Make sure you head to our website and vote for yours.

The focus lately has all been about you, our businesses. The overall message is that times have been tough and they just keep coming. In a recent business survey the overwhelming feedback was we need to do all we can to raise awareness of the North West as a place to do business and shop local.

Keep a look out for a great training programme for members coming up covering Business Essentials, Health and Safety for Managers, and Leadership skills. All of these will be delivered at significant discounts to members.

We have the Business Awards in November, a Christmas shop window dressing competition, and then an Ultimate Day Out competition for shoppers in the new year.

Footprints of the Past - Nga Tapuae o te Mua Helensville Heritage Walkway recently re-opened after



**DANIELLE HANCOCK, BID MANAGER,  
NORTH WEST COUNTRY INC.**

North West Country updated the trail signs. If you would like an easy walk along the Helensville River and to step back in time in this historic town, come on out and take a look. All signs have QR codes to take you to detailed information on our website.



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## MULTI-PURPOSE EVENT VENUE ON OUR DOORSTEP

© Tigris Photography

Nestled behind tasteful gardens and landscaping, and with welcoming gates onto State Highway 16 lies Allely Estate. From the outside the venue is an elegant heritage villa, but once you enter the sweeping driveway and manicured lawns you find an extensive event venue.

From smaller meeting rooms to a large indoor event room complete with bar, up to a permanent outdoor marquee and quiet gardens.

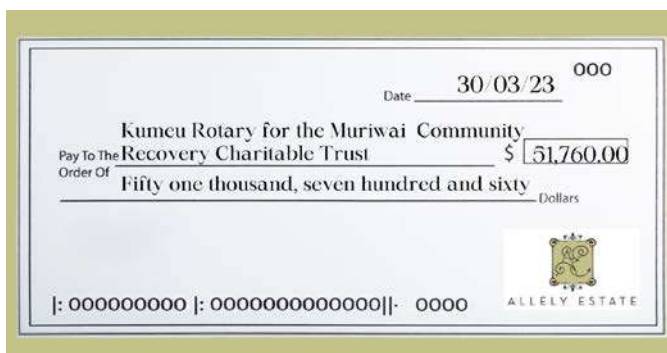
Owned by Peter and Catherine Cooke, Allely Estate is proving its worth as one of the largest catered venues in North West Country. Allely Estate offers a truly flexible service; they can accommodate up to 80 guests for a sit-down function in the villa, up to 200 for a seated dinner in the marquee, 320 for a seated dinner with marquee extensions, or 400+ guests for a stand-up cocktail celebration.

All event options have beautiful outlooks for your guests to enjoy, and Allely Estate is known for their quality cuisine from experienced chefs that can cater to anyone's needs.

Peter and Catherine are also passionate about local business and their kitchen and bar is stocked with local produce and beverages.

Allely Estate was the venue for the NZ Bride & Groom Magazine Wedding of the Year 2020-2021 and has the ability to be dressed for romantic weddings, birthdays, corporate days out, product launches, fashion shows and so much more.

Not only do Peter and Catherine own and operate Allely Estate, but they also have a number of other businesses under their belts and have been involved with business associations for many years. Both of them work in The Engine, providing training and coaching to businesses for success. As part of their commitment to North West Country, Allely Estate will be hosting the North West Country business association's 2023 Business Awards on Tuesday 7 November 2023.



# BLACKOUT ELECTRIC

Blackout Electric is a local family owned and operated business in Waimauku, run by Sebastian Weaver, a registered Electrician with over 17 years' experience in the industry.

After completing his apprenticeship and spending a number of years working for electrical companies, learning the ins and outs of the industry, Seb decided it was time to go out on his own and build his own business from the ground up – since then, he hasn't looked back.

Blackout Electrical now has four staff including a new apprentice who joined in 2023. Aligning with supporting local, two of the team are Kaipara College graduates, which Blackout supports via the College's Gateway Programme.



Seb is incredibly passionate about passing on his knowledge to others who want to be in the trade, and really enjoys seeing them succeed and become successful electricians themselves.

Since starting Blackout Electric, the support and loyalty the team at Blackout Electrical have experienced from locals is fantastic. Not only has Blackout Electrical become the local electrician with repeat customers, but regular clients refer and recommend to family and friends.

Seb is highly experienced in delivering cost-effective, high quality workmanship - offering solutions, not problems. At Blackout Electric, they pride themselves on exceeding client's expectations. The team builds a relationship with their customers that begins on the first day of contact, and only ends once they're fully satisfied with the work completed.

Blackout Electrical specialises in all forms of residential and commercial electrical work, including new builds and renovations, alarm systems, CCTV and AV, and general maintenance. From something as simple as a new power point, to an entire house rewire, Blackout Electric is happy to help.

Contact Blackout Electric for all your electrical service needs on [info@blackoutelectric.co.nz](mailto:info@blackoutelectric.co.nz).

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★ ★ ★ ★ ★

Lidgard engaged The Engine for an array of professional services including sales and marketing advice and organisational design and HR planning/support. We found The Engine to be highly professional, knowledgeable and strongly solutions focused. They were able to offer assistance and guidance in areas we hadn't even contemplated. We are now a much stronger and focused enterprise for the experience. Our many and sincere thanks!

Justin Edgar  
Director, Lidgard Shades

[www.theengine.biz](http://www.theengine.biz)

NorthWest  
COUNTRY  
BUSINESS ASSOCIATION  
Business Awards  
2023



# FINALISTS

Support your favourite businesses and  
VOTE NOW

**Business, Professional and Public Services**

Marbles (People and Culture Hub)  
Redhead Digital  
Released

**Retail**

River Valley Meats  
Pet Patch  
Stihl Shop Kumeu  
Kumeu Village Butchery  
Parakai Four Square

**Health and Fitness**

PWR FIT Studios  
The Body Clinic

**Rural Services**

Country Meat Processors  
Kumeu Meat Processors

**Recreation and Leisure**

Kaipara Coast Learn to Swim Ltd  
The Dance Shed  
KC Fit

**Manufacturing and Trade**

Blackout Electric  
Helensville Mechanical Services  
Dan Taylor Plumbing and Gas  
GT Marine

**Beauty**

Lash Envy  
Chanelle Jade Hair Studio  
Aneia Warner Salon  
Roots to Ends

**Hospitality Non-Licensed**

Sweet Retreat New Zealand  
Hapunan Filipino Kitchen  
Country Grind

**Hospitality Licensed**

Beerfoot Brewery  
Morepork BBQ  
Soljans Estate Winery  
The Beer Spot  
The Hunting Lodge  
Allely Estate  
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South Kaipara Good Food

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