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- **Business - WESt MAGAZINE**
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- **Mitre 10 MEGA - TOUGH KID 2024**
Local Leaders Developing Local Kids
- **Feature Article - WEST CITY AUTO GROUP**
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Cover: Photography by Smoke.co.nz

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CHAIRS REPORT

Firstly, I would like to wish everyone belated happy new year, and welcome to this first publication of WEst for 2024. I am delighted to be provided the opportunity to take up the position of Chairman for the Business Association. I would like to thank the outgoing chairperson, Kelvin Armstrong for the huge contribution that he has made during his tenure as chair, and I am truly delighted that Kelvin has agreed to stay on and maintain a position on the board.

A little bit of time off over the Christmas and New Year period provided me with an opportunity to step back and reflect on what the association can be doing to drive value for the businesses that we represent. Most obviously this will be to continue to progress the critical projects, notably the CCTV project which is progressing well. I look forward to providing more positive news and updates in upcoming editions.

But it doesn't stop there. I did not have to look much further than the revelation that surfaced in December indicating that councillors had voted in favour of a further reduction in the number of local boards; likely resulting in a 30% drop in the number of local boards at the next local body elections.

Whilst it could be contended that as things stand with the amalgamation and formation of the super-city, the effectiveness of representation from the local boards has been at best questionable, the planned further disintegration of the local board framework is almost certainly unlikely to yield any significant improvement; arguable, feeling somewhat like "an exercise in deck chair reorganisation on the Titanic".

I firmly believe - that in addition to overseeing the definition, design and delivery of specific beneficial local projects and initiatives, the association has a larger role, that is to be a proponent and voice of local



MICHAEL POWELL

business; to challenge both the council and central government to prioritise and drive positive outcomes for our community. To scrutinise their plans and decisions to ensure the best use of available funding, and to minimise wastage on programmes that will not contribute to promoting an environment in which businesses within our Business Improvement District (BID) can flourish.

Most importantly as a business operating within the BID, this is your association. To ensure we are truly representing your interests, we welcome your input, ideas, questions, and suggestions.

MICHAEL POWELL, CPHBA BOARD CHAIR
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SHOPPING SPREE SUCCESS Lucky Winners Draw

In November 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 lucky winners have been chosen and each of our winners are absolutely thrilled to start their \$2,000 shopping spree adventure in Henderson... two have already had their shop which was great fun for themselves and our team

Our winners 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!



The Aussie Butcher Henderson



Kings Plant Barn Henderson



West City Shoes

Thank you to all the participants who took part in the Shopping Spree competition; and a special thank you to the 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.




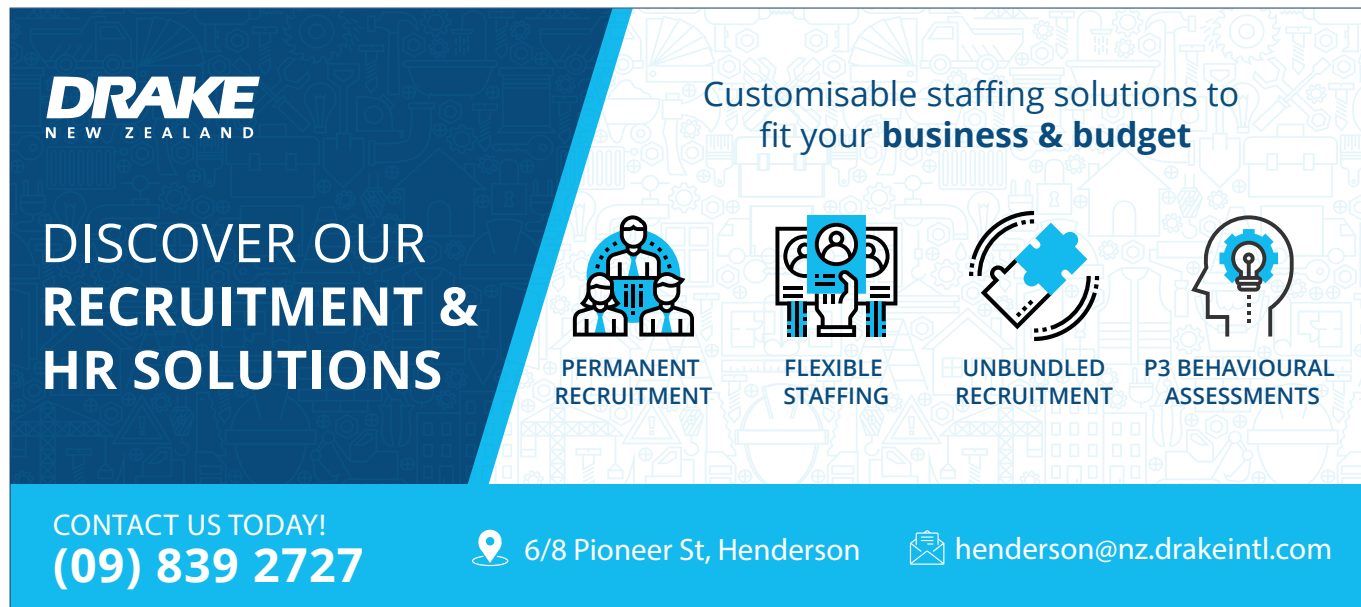
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PIHA SURF LIFE SAVING CLUB

West Coast Beaches Are Open And Ready For You!

Piha SLSC was formed in 1934 by 4 mates who saw that the local community needed people to keep them safe whilst on the beach. Nearly 90 years on, members of Piha SLSC are still doing the same!

Despite the devastating impact to Piha from the extreme weather events last Summer, it helped galvanise the club further within the local community, becoming a hub for warm meals, discuss support services and a warm, dry place to bunk down for those who had lost their homes.

When cyclone Gabrielle hit, the Piha lifeguards completed welfare checks well into the night throughout the flooded areas; conducting three rescues, one major first aid, and 10 assists for 163 people. The guards showed that lifesaving skills learnt can be used across many different scenarios, and that professionalism is ingrained within their volunteer organisation from a very early age.

'This could be our worst year for drowning this century'

NZ has a higher fatal drowning rate compared to other Western nations such as Australia, Canada and the UK. In 2022 NZ experienced a total of 94 deaths which represents the largest annual drowning loss of life in a decade. Tragically 15% higher than the 10 year average. NZ's Water Safe predictive Modelling Warns: This will be our worst year for drowning this century. Their projections suggest around 30 Kiwis, mostly male, could die over the Summer season through drowning. Most at risk are males 55+ at beaches and on boats and secondly, Asian men rock fishing with an average age 45.



Rock fisherman

There is an increasing concern about the number of fishermen getting into trouble on the rocks around Piha. There have been some outstanding rescues in challenging surf conditions for fisherman, but over recent months, there have had three major callouts involving fishermen coming off the rocks. Piha SLSC after-hours Search and Rescue (SAR) squad have been involved in one successful rescue and the other two ending tragically for all involved.

Safe rock fishing tips

- 1. Be well prepared!** Don't fish alone, wear sport shoes - not gumboots.
- 2. Take a cell-phone** so you can call 111 if trouble occurs.
- 3. Never fish** on a rocky outcrop that is already wet & Never turn your back on the ocean.
- 4. Always keep an eye** on the surf for those rogue waves and wear a lifejacket.
- 5. If someone falls in the water**, pick up an angel ring or any flotation device you may have, throw it to the person in the water. Call 111 for police, report your location and emergency.
- 6. Send someone** to find a lifeguard or help.

Piha SLSC believe engaging and giving back through the act of saving lives is the most honourable and impactful way to contribute to a community. Last season Piha SLSC conducted 33 rescues, four major searches, and contributed 6,181 patrolling hours on their beach.

Photography by @pihasteve23

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WEst MAGAZINE

Celebrating Five Years

This issue we celebrate five years of producing our WEst magazine.

This 'little' magazine started off 5 years ago at 24 pages, and has grown to 36 pages, even reaching an impressive 40 pages for our October 2023 edition. Reflecting on our growth, the initial print run of 3,000 copies has now expanded to 4,000, making its way to local businesses, our magazine stands, and the hands of our many readers.

The Magazine Logo

The brief: To resonate with Business and Community;
To define connection and underpin the link to the Association, Website, and our events entity:
- West Auckland Business Club

Design symbolises West Business, and stylises 'WE'

WE: Inclusiveness, We, All, and the association 'One Voice' strapline

WEst: Expresses WEST

IMAGE: Denotes direction > the path along which WE move toward; our goals; the West

WE: Also a nod to the former Waitakere Enterprise Trust mission; to accelerate sustainable economic growth of Waitakere City (Henderson)...



We take a moment to acknowledge the continued support of our advertisers; as without them this magazine would not be possible. Especial recognition to Kelvin Armstrong Auto Repairs [KAAR], Mitre 10 MEGA Henderson & Westgate, our Printers, West City Auto Group, and The Trusts; who have been with us for every issue.

Also, a mention our photographers LFHQ Studios and Smoke Event Photographers; for their exceptional cover feature work, helping bring our magazine to life through their images. And to Caroline Ducobu for her talented work, capturing shots at our Business after Five's (BA5).

A special shout-out to the businesses hosting our stands; we are always amazed at how quickly they fly off their display racks.

WEst has also added a 4-page section in collaboration with our northern neighbours - NorthWest Country Business, to underpin the Western Corridor of Commerce.

Thank you for your support,
The team at the CPHBA.



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for details contact: Garry - 027 490 4260 or garry@cphb.org.nz

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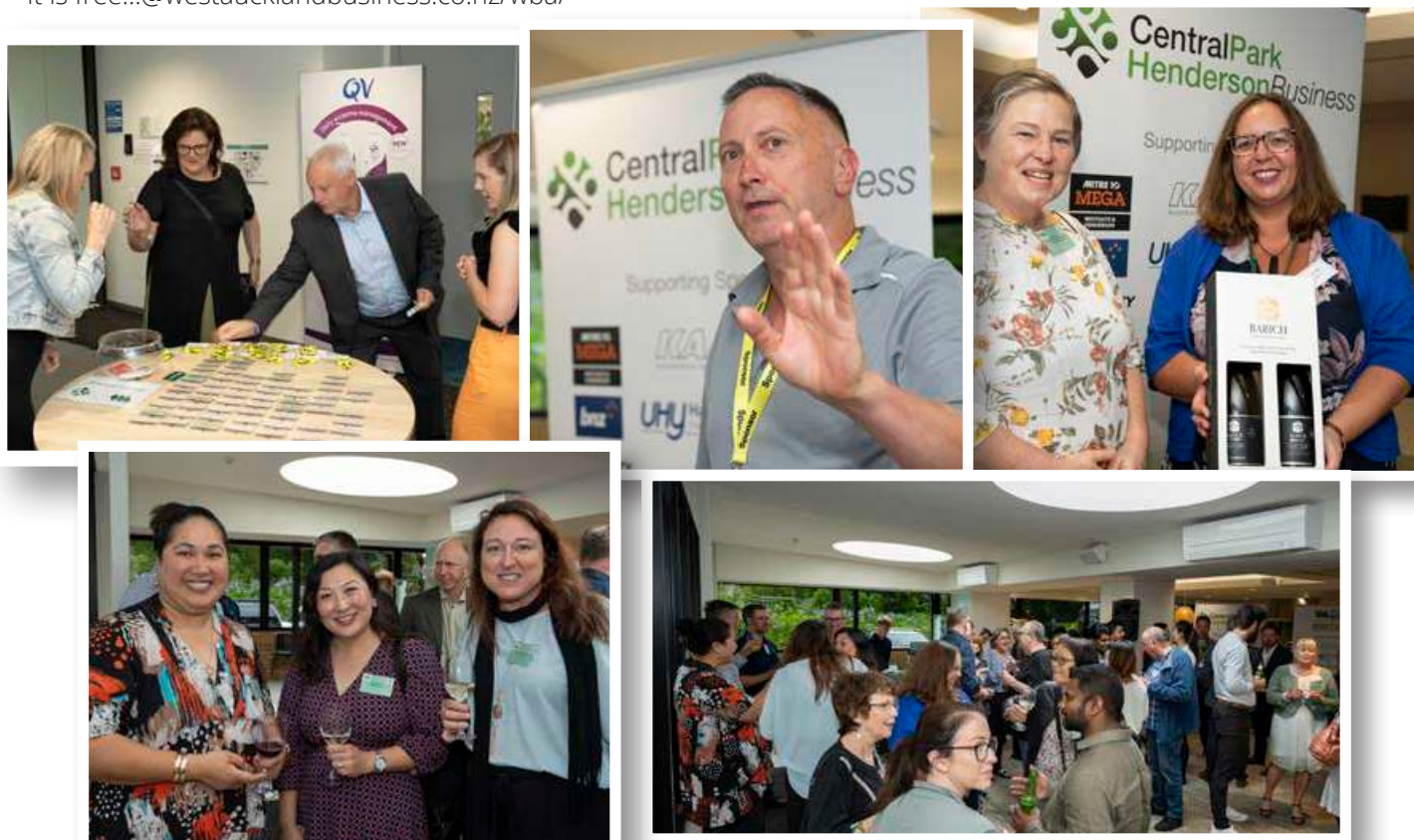
THANK YOU TO DOUGLAS Pharmaceuticals in November

A New Zealand success story; a family-owned company, a reputation for high manufacturing standards, quality products and excellent client service. West Auckland Business Club (WABC) thanks Douglas Pharmaceuticals for hosting us at their outstanding premises.

WABC also thanks Michael Powell - the CPHBA Chair (GM DAVIS Funeral Care and BA5 Sponsor) as the MC for the event, Kings Garden Cafe Henderson for their 'always' fine delicacies, Babich Wines for their continued support, and images by Caroline Ducobu Photography.

This top event was at capacity, and the registrations were booked out within a day, with 12 'first-time' attendees and a further 40+ on the wait-list.

The Central Park Henderson Business Assn. events subsidiary; the West Auckland Business Club produces the BA5 networking experiences. If you wish to mix with like-minded business owners & managers, then register - It is free...@westaucklandbusiness.co.nz/wba/



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KEYHOLDERS AND ACCESS

With Our Partners Matrix Security

"With the traditional Christmas holiday period over, it is a good time to reflect on the security trends we have seen and what all businesses can do to help protect themselves".

One notable issue Matrix has observed is the inaccurate details of keyholders and escalation points when your burglar alarm goes off. People come and go, phone numbers change and notifying your security company of these changes is often overlooked.

So why is this important - it is usually the case that instructions are to 'contact the keyholder before despatching a Patrol' and so any delay in contacting someone can increase the response time to site, giving offenders more time to damage or remove property. Higher risk sites typically ask to 'despatch first, then contact keyholders' ensuring that security is on site as soon as possible after an event has occurred.

Another trend Matrix are seeing is 'tailgating'- where offenders follow staff or cleaners onto a site in quick

succession thereby negating any access control or alarm systems. It is important to educate staff and contractors (such as cleaners) to ensure they have not been followed onto a site or into a building, and to wait till the door or gate is closed behind them before proceeding. This is especially true of carparks with booms or automatic gates.

Whilst on the subject of access control - building owners/ managers should check that the requirements of the Building Warrant of Fitness (BWOF) have been met with regular inspection and testing of any access-controlled doors. All access-controlled doors should be noted on the compliance schedule so that they are tested - any new doors added subsequently also must be added to the schedule.

Different components of access control systems

There are various systems to choose from with the following essential features.

- **Access cards.** Most systems use access cards that work like electronic keys. Your employee swipes or



scans the card to enter the building or access different areas internally. They are usually the size of a credit card and are easily carried in a lanyard, wallet or purse. Other options to consider instead of access cards include face recognition, fingerprints or smartphone apps.

- **Card readers.** These are usually mounted on the exterior of doors and read employees' access cards. Doors are automatically opened to those with permission.
- **Access control keypads.** Keypads can be used instead of card readers. Employees or visitors simply insert a code to gain entry.

- **Electric lock hardware.** This hardware locks and unlocks the door electronically, typically using powerful electro-magnets

Access control server computer

All you need to oversee the entire operation is a standard computer. It works as the central database, file manager and monitoring tool for access control.

Matrix Security can assist you with all of the above including IQP testing for BWOF - please reach out for an obligation free discussion on how they can help you better protect your staff and assets.

Matrix has a median response time of under ten minutes in the CPHBA area - so any delay in despatching can be material.




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TOUGH KID 2024 LOCAL LEADERS DEVELOPING LOCAL KIDS

Mitre 10 MEGA Westgate & Henderson have once again partnered with the Royal New Zealand Air Force (RNZAF) to bring you TOUGH KID 2024 at the Whenuapai Air base on 21st March 2024, starts 10.30am to approx. 1.30pm finish.

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

Each participant will receive a goody bag at the finish line.

- The RNZAF intend to do a flyover and a parachute demonstration (staff availability and weather dependant) and will provide different machines on display for the kids to see and learn about.
- More FM and Mai FM will also be on-site handing out treats and will provide a chill out area for the kids at the end of the course.

Registrations are limited to 1500 entries; and cost per child for the event is \$3.00 - We have approached many schools in the West Auckland area, and the response has been amazing so far, however if you want your school



and your children to get amongst what is going to be an awesome day then we need our local schools to register their interest, collect registrations and provide teacher/parent volunteers to help on the day.

All registrations must be made through the schools; Talk to your school coordinator about getting involved! Schools can email us for an information and registration pack.

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

Mitre 10 MEGA Westgate and Henderson would like to thank the RNZAF for helping to bring this amazing activity together and we can't wait to see everyone on the field on 21st March 2024 at Whenuapai Air base. Registrations will close on 19th March 2024.

For More Information -

Contact; marketing.westgate@mitre10.co.nz



www.westaucklandbusiness.co.nz

WHAT'S ON At Westcity Waitakere

January was another busy month at WestCity. With the pack down of the Christmas decorations for another year to the campaign planning for the 2024 calendar year - it has been all go!

We are all looking forward to what 2024 will bring and are excited about the campaigns that we are planning and look forward to sharing these with you once they are finalised.

Japan Mart has New Zealand's largest selection of Japanese food and beverage products, homeware and beauty products. Many Kiwi favourites like Kewpie Mayonnaise, Hi-Chew Confectionery, Yukimi Mochi Ice-creams and the mama san range can all be found in store.

The Japan Mart Henderson store stocks a wide range of sweet treats, chocolates, chips and snacks, drinks, noodles, sauces, and frozen meats and desserts. If you're looking for quality rice for your sushi and other Japanese inspired meals then they have many options too.

After you have explored the food and beverage range, there is also a wide range of Japanese lifestyle goods to add to your shopping basket. High quality crockery, storage containers and kitchenware are available, as well as beauty products and even Japanese nappies.

For all things Japanese, visit the Japan Mart Henderson Store located on Level One, WestCity near the escalators that take you down from the food court.



MeGstar has a great range of products and services available. They have the whole range of NZ Post Services including International Parcels, Domestic Parcels, Stamps, & Postage-Included packaging, they are the only retail outlet approved by NZ post for international parcel sending. These services are all available 7 days per week.

They also have a range of products including Lotto and Instant Kiwi. Their other products including drinks

(soft & energy drinks), diaries, calendars, magazines, stationery, newspapers, cards (e.g. Birthday cards), children's activity books and other books at special prices. If you need a sugar fix - they have some chocolates, sweets and gum.

MeGstar is located on Level One, near the BNZ bank.



The Clean Car Wash WestCity provides a number one experience and environment for customers to have their vehicles groomed, having a range of services available as outlined here.

The Deluxe Valet packages start at \$92 and this service includes an exterior hand wash, polish, dry and protective tyre treatment. The Deluxe service also includes an interior clean where your vehicle is fully vacuumed, windows and surfaces are cleaned also.

The Supreme Valet packages start at \$123 and includes all the above with extra attention to bumper treatments and an acid wheel wash. The Supreme service has extra attention to cleaning all the interior surfaces and floor mats.

There are extra services available upon request including shampoo, headlight restoration, leather conditioning, hand wax, odour removal, tar spot removal, pre-sale valet, engine bay clean, sticker removal and addition of fragrances.

The Car Clean WestCity can be found on the Ground Floor of the Car Park Building - the entrance is off Edsel Street. To make an appointment phone 0800 444 744.



FREE EVENTS COMING SOON!

We have so many FREE & fun events coming up for kids and families. Watch this space and follow us on social to keep up to date on what's on!

FOLLOW US:   WESTCITYWAITAKERE



WEST CITY AUTO GROUP Driving Success Out West

West City Auto Group's journey to success has been impressive. The group has operated out of Central Park Drive since 2004 but began trading in 1993 opposite the Corban Winery on Great North Road.

West City also has a Kia and Suzuki facility in Westgate and a large, dedicated service centre in Henderson's Soljan Drive.

Other dealerships have come and gone, but West City Auto Group continues to thrive and is the home of Kia, Suzuki, Mitsubishi, Holden, and now GWM, with the Omoda and Jaecoo brands soon to be added.

A born and bred Westie, Managing Director John Blewett has been involved in the motor industry for over 40 years. Joining Perry Motors in the early 1980s, John learnt his trade under the guidance of Frank Perry before buying Keith Hall Motors in 1993 and setting up on his own.



General Manager and Principal Dealer Jimmy Taylor has a wealth of expert knowledge. There's not much Jimmy doesn't know about the industry. He's been a part of West City Auto for 22 years and oversees the daily operation and 70-strong workforce.

A major turning point for the group was the acquisition of the Holden franchise in 1993. Several attempts to bring the Holden brand to West Auckland had been unsuccessful, and General Motors was hesitant to appoint another dealer to the territory. Acquiring the franchise was a coup at that time. Since then, further brands and new premises have been added to the company's portfolio.

The group has just opened a new GWM facility within the Westgate Mall to enhance its offering to the West further. Furthermore, West City Auto has recently completed a new Kia facility on Central Park Drive and has refurbished the Mitsubishi showroom next door. Modern and spacious, a warm welcome is always on offer. Customers are made to feel special. Indeed, John reports that the company has dealt with several generations in the same family over the years.

However, it's not just good customer service that sets West City Auto apart. The group's vision statement of 'We're part of our community' is demonstrated in the practical support given to many community groups.

Over the last decade, West City Auto has sponsored vehicles for West Auckland Community Patrols. Community patrols are operated by volunteers who support the police in keeping local communities safe.



General Manager & Principal Dealer; Jimmy Taylor, with Managing Director; John Blewett

The South Kaipara Community Patrol covering the Parakai/Helensville area was the most recent recipient of a Mitsubishi 4WD Outlander patrol vehicle.

The group also provides and service vehicles for Fair Food. This food rescue charity distributes surplus food to those in need. And Mercy Waitemata is making good use of its West City Auto donated van to help feed people experiencing homelessness in Henderson.

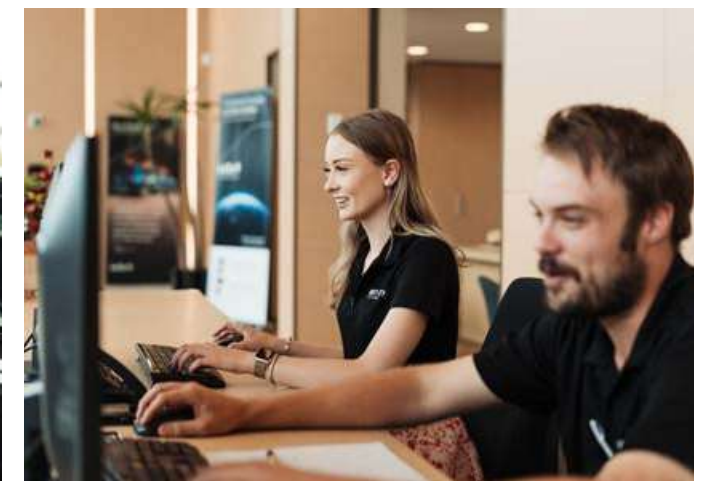
Jimmy says involvement in the local community has made a big difference to the group's longevity. However, the company is also constantly innovating to meet the changing demands of customers. 'We regularly monitor what's going on in our territory and adapt our offering,' he says.

The addition of new pop-up stores is an excellent example of the group's ability to innovate. One pop-up

specialises in GWM's range of cars. Another will open in Henderson opposite the current showrooms in March, offering Omoda and Jaecoo, two Chinese brands new to the NZ market.

Furthermore, West City Auto Group has recently purchased land in Westgate and plans to start work on a major brand-new facility this year. 'We recognise we must keep investing to provide the facilities customers want and expect,' says John.

Increasingly, electric and hybrid vehicles are in demand. And while the government's clean car discount scheme undoubtedly boosted business, it also came with some challenges. Jimmy says that policy announcements were being made without factoring in the long lead-time for distributors. New vehicles can take 6-12 months to get on the road.





According to John, the future of vehicles is undoubtedly alternative energies. However, he says whether that continues to mean EVs or whether hydrogen-powered vehicles take off remains to be seen.

West City Auto Group's typical customer is a family, says Jimmy. 'Our business is about 70% family and 30% small businesses,' he advises.

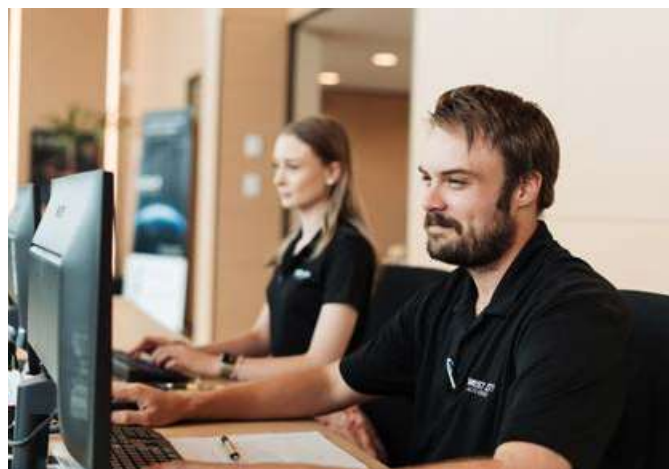
And there's certainly a broad range of new and used cars to choose from at every price point. The group sells around 2,500 vehicles every year, so there really is something for everyone.

The fully electric Kia EV9 featured on our front cover offers the ultimate driving experience. With its advanced driver-assistance features, digital side mirrors and massaging driver seat, it's a vehicle worthy of James Bond.

Another premium choice is the Mitsubishi Outlander Phev Sport featured opposite. This plug-in hybrid is stylish and powerful, going from 0 to 100 in just seven seconds.

Work and family life keep both John and Jimmy super-busy. However, as die-hard car enthusiasts, it's no surprise that both are massive motorsports fans. The group also sponsors the safety cars at the Hampton Downs and Taupo racetracks.

West City Auto Group is a fantastic homegrown success story. A 30-year history of servicing the motoring needs of West and Northwest Auckland says it all. So, if you're looking for a new car, why not get your search underway right here at West City Auto Group.



“Empty chairs are not empty in reality; memories always sit there”

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MARKET RESEARCH Why Does It Matter

Imagine sailing a ship without a compass; that's essentially running a business without market research. It's the process of gathering, analysing, and interpreting information about your target market, competitors, and industry trends.

Why does it matter so much? Because the business landscape is constantly shifting. What your customers wanted last year might not be the same this year. Regular market research helps you stay aligned with your customers' evolving needs, preferences, and behaviours. It's not just about keeping up; it's about finding new opportunities to adapt and grow your business.

How often should market research be conducted?

The answer varies depending on your industry and the speed at which your market evolves. For fast-paced sectors like technology or fashion, where trends change rapidly, conducting research quarterly or even monthly is beneficial. For more stable industries, like basic consumer goods or traditional services, a semi-annual or annual approach might suffice.

However, the key is consistency and being reactive to market shifts. Regular market research allows you to pivot quickly, adapting to new trends or consumer needs before your competitors do.

3 Cost-Effective Market Research Methods

- 1. Surveys and Questionnaires:** Powerful tools to get direct insights from your customers. Use free online tools like Google Forms to create surveys. Ask about their needs and preferences. Share these surveys through various channels like email or social media.
- 2. Social Media Monitoring:** An open forum where customers voice their opinions. Use basic plans of tools like Hootsuite to gather information about customer sentiments and trends.
- 3. Competitor Analysis:** Understand what your competitors are doing by visiting their websites and following them on social media. Identify their strengths and weaknesses to find your opportunities.

Market research isn't a one-off task; It's an ongoing process that keeps your business aligned with the ever-changing market landscape. By regularly engaging in cost-effective market research, you can make informed decisions, adapt to your customers' changing needs, and ultimately, stay ahead in the game. Remember, knowledge is power, especially in the dynamic world of small business.



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WISDOM TEETH Debunking Some Common Myths

Not everything you read or see about wisdom teeth and getting them removed is true. So here we debunk some of the common myths about these troublesome teeth.

Wisdom teeth are the third and last molars on each side of both jaws. They are the last permanent teeth to come in and this usually happens when you are older and 'wiser'!

The average age that people get their wisdom teeth is between 17 and 25 years old. Obviously though everyone is different and they can come through earlier or later - even as late as in your 40's. And it's not necessarily a given that you will get four wisdom teeth either, as some people have less, none or occasionally even more.

Everyone is different and therefore not everyone has to have their wisdom teeth removed. The problem with wisdom teeth is that they are the teeth most likely to be stuck, or impacted, because of a lack of space for them to come through. This means they can cause overcrowding and misalignment, damage the molar next to them or create a pocket for bacteria.



These are all good reasons to have them removed to protect the health of the rest of your teeth and keep your smile straight. However, some lucky people do have enough space for their wisdom teeth to come through without causing any issues and therefore there is no cause to remove them.

The method of removing a wisdom tooth depends on your circumstances. Sometimes a fully or partially erupted tooth can be removed via a simple extraction which is quicker, easier and less invasive. But in other cases oral surgery may be necessary. In all cases local anaesthetic is applied to effectively numb the gum to ensure you are totally pain-free.

Dental sedation may also be an option to keep you calm and comfortable, especially if you suffer from dental anxiety. You are likely to need over-the-counter painkillers for a day or two to stay comfortable.

Unfortunately, people who have wisdom teeth emerging and aligning without any problems are the minority. In the majority of cases these molars come in crooked and/or don't break fully through the gum. Overcrowding and misalignment can lead to a crooked smile as well as leave you more prone to tooth decay because misaligned teeth are harder to keep clean (because of food traps and hard-to-reach bacteria pockets).

Partially erupted teeth can lead to bacterial infections or even cysts which can damage bone and gum tissue. Often there is also pain or tenderness, swelling and sometimes an unpleasant taste in your mouth.

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TURMERIC, SWEET CHILLI, & LIME CHICKEN SALAD

Great for Late Summer Outdoors.

A tasty salad for 4 people

This dish is also delicious served with seared scallops.



Chicken:

- 400 grams x Chicken breast, sliced into short strips

Dressing:

- 50ml x Lime juice
- 100ml x Thai sweet chilli sauce
- 1 teaspoon x ground turmeric

Salad:

- Thai Basil x Small bunch
- Coriander x Small bunch
- Mint x Small bunch
- 100 grams x Mung bean sprouts
- 1/2 Cucumber
- 1/4 small red and green cabbage - finely sliced
- 1 x Grated carrot
- Fried shallots to garnish

Preparation:

- Marinate the sliced chicken, using a little dressing to coat.
- Allow to rest at room temperature for an hour
- Fan Bake for 5-7 minutes at 200c on grease proof paper
- Allow to rest until cooled

To Serve:

- Toss salad ingredients together, place on serving dish
- Lay chicken pieces on top of salad
- Use rest of dressing for salad and coat chicken
- Enjoy.



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CHOLESTEROL - HIGH (aka Hyperlipidemia) What Is It?

Cholesterol is a type of fat in your blood. Most cholesterol is made by your body, but eating fatty foods can lead to high cholesterol levels. It is when there's too much bad cholesterol (LDL) and/or not enough good cholesterol (HDL) in your blood.

High Cholesterol can have different causes in different people. Some of these causes can be changed and some of them cannot. Even if the underlying cause cannot be changed, you can still improve your health by taking steps to lower your cholesterol (see below).

Causes for high cholesterol which can be changed include: Eating too much refined sugar and unhealthy fats - Alcohol - Not being physically active - Or being overweight.

Causes for high cholesterol which cannot be changed include: Your age - Your genes (family history) - Some medical conditions

Why is it important that you control your cholesterol?

Uncontrolled cholesterol increases your risk of having a heart attack or stroke. Sometimes when your arteries clog up with the fatty cholesterol, you will head down the road of high risk heart attacks or strokes.

High cholesterol usually does not have symptoms. The only way to find out if your cholesterol is high, is to have a blood test called lipid profile. This measures the amount of cholesterol and triglycerides in your blood.

How can you treat high cholesterol?

Your doctor will assess your risk of heart attack or stroke based on your lipid profile results and other risk factors such as age, sex, blood pressure, smoking and diabetes.



Your doctor may give you medication such as statins to lower cholesterol and reduce risk of having a heart attack or stroke.

What are some ways that can help you lower your cholesterol?

You may be able to reduce your cholesterol by making changes to your lifestyle such as:

- Eating healthy foods, including lots of fruit and vegetables, low or reduced fat milk, lean meat, nuts & seeds, and healthy fats
- Exercising regularly - being active for least 30minutes a day most days of the week
- Staying a healthy weight
- Avoiding takeaways and deep fried foods, cakes, biscuits, pastries and chips
- Reducing red meat, cheese and butter
- Not drinking too much alcohol

Talk to your healthcare provider now if you have any concerns and make some changes to your lifestyle to help lower your cholesterol, you may need to take medicine for this.

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THE GLORIOSA

NZ's Flamboyant Flower with Davis Funerals

In the lush landscapes of New Zealand, amidst the vibrant flora, the Gloriosa, known colloquially as the flame lily or cat's claw, stands out as a botanical marvel.

The Gloriosa is native to tropical and subtropical regions of Africa and Asia, where it thrives in warm, humid climates. Its distinctive appearance has earned it the nickname 'flame lily' - due to its fiery red and orange petals that unfurl in a dramatic display reminiscent of a flickering flame. Six quirky little stamens with prominent



anthers jut out from the blossoms like a set of tiny limbs. The plant's botanical name, Gloriosa, is derived from the Latin word 'gloriosus', meaning glorious, a fitting descriptor for its stunning blooms.

In New Zealand, where the Gloriosa has found a second home, its vibrant presence adds a touch of tropical elegance to gardens and landscapes. The North Island, in particular, provides an ideal climate for these beautiful flowers to flourish.

One of the most fascinating features of the Gloriosa is its unique method of climbing and clinging, earning it the nickname 'Cat's claw or Tiger's claw'. The plant employs specialized tendrils at the ends of its leaves, which coil and grasp onto surrounding vegetation for support.

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



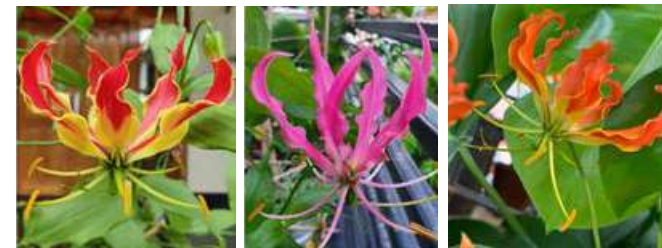
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Beyond its aesthetic appeal, the Gloriosa holds historical significance, intertwined with tales of exploration and trade. European explorers and traders first encountered this enchanting flower during their journeys to Africa and Asia in the 15th and 16th centuries. The discovery of the Gloriosa sparked a fascination among botanists and horticulturists, leading to its introduction to various parts of the world, including New Zealand.

For those seeking to bring a touch of the exotic into their New Zealand gardens, cultivating the Gloriosa can be a rewarding endeavour. These flowers thrive



in well-draining soil with ample sunlight, and their tuberous roots require a delicate touch during planting. Gardeners across the country have embraced the challenge of nurturing these vibrant blooms, adding a splash of tropical allure to their landscapes.

While the Gloriosa's allure is undeniable, it conceals a fascinating secret - its toxicity. The plant contains colchicine, a compound that can be toxic if ingested. This unique characteristic serves as a natural defence mechanism against herbivores. In traditional medicine, however, certain cultures have harnessed the plant's properties for medicinal purposes, albeit with caution and careful preparation.

In conclusion, the Gloriosa, with its captivating beauty, historical allure, and botanical intrigue, has firmly established itself as a noteworthy resident in New Zealand's rich array of flora. This flame lily is a testament to the marvels of the natural world we are so blessed to live in.

Drawing inspiration from Hans Christian Andersen's wisdom: "Just living is not enough... one must have sunshine, freedom, and a little flower" perhaps the exquisite Gloriosa could be your petite bloom of joy this season.

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Introducing the pinnacle of automotive luxury and off-road excellence – the all-new GWM Tank 300. This exceptional vehicle is meticulously crafted to seamlessly blend opulent comfort with cutting-edge technology, setting new standards for both on-road sophistication and off-road prowess.

At the forefront of innovation, the Tank 300 Lux Hybrid emerges as a trailblazer in the realm of 4x4 off-roaders. Its power is derived from a groundbreaking combination of a 2.0-litre turbo four-cylinder petrol engine and an electric motor, delivering unparalleled

performance. This hybrid marvel not only defies expectations but also redefines the driving experience with high-end features and advanced safety systems.

For those seeking the epitome of 4x4 adventuring, the Tank 300 Ultra Hybrid stands as an iconic choice. Powered by petrol-electric dynamics and seamlessly shifting through a nine-speed automatic transmission, it offers an unrivaled blend of power, efficiency, and sophistication. This model transcends traditional off-road standards, elevating the driving experience to new heights.



The Tank 300, available in a Hybrid version, ensures an optimal fusion of performance, off-road capabilities, and unmatched comfort. Engineered with a reinforced frame and body, it is purpose-built to conquer the most extreme conditions, whether navigating city streets or venturing off-road into the wild.

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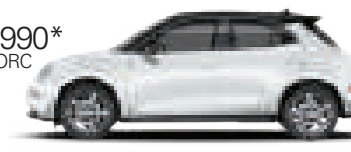
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MEMBERS CAR

The 1964 Ford Cortina Mk1

In 1962, the first model came off production in the UK at Ford's Dagenham plant. Launched in September 1962, the car was targeted at the family market and was featured in the October London Motor Show in 1962. The Mark I was originally available as a 1.2L or 1.5L 4-cylinder engine; as either a 2 or 4 door saloon; or a 4 door estate. The base model was sold at a price of just £639 (approx. \$1,300NZ).

Ford Cortina's were produced between 1962 and 1982 (NZ-1983); as the Mk1, Mk11, Mk111, Mk1V & finally the MkV versions, it remains the third most popular car ever sold in Britain. Many of us fondly remember owning one as a first or second car, and watching them on the race-track.

Antony from Carlton Party Hire in Central Park enjoys his classic Cortina which is now 60 year old, and being a four-door saloon 1.2L 'pre-facelift model' is becoming quite rare these days. The vehicle is complete with the original 'Consul Cortina' Shop Manuel, together with an owners workshop manual.

Jeremy Clarkson owns/ed a Ford Cortina; it was the car his parents drove and it was also his first car. "Always Ford Cortinas," says Clarkson. "That's why I bought a Ford Cortina, I didn't know there were other cars."



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MANAGER'S MESSAGE

Welcome to 2024 and we hope this year to be the one that beats all others.

First of all, a big thank you to all north west stores who joined us in the Christmas Store decorating competition, we had a good number of entries. By joining in the fun we create a space attractive for people to come and complete their Christmas shopping, while offering two businesses a small Christmas gift of \$1,500 each.

Two winners were chosen across all entrants in our rural villages, with Chanelle Jade Hair Salon in Helensville and Zubu Women's Boutique in Kumeu both taking home a \$1,500 cash prize each. The business association hopes to make this an annual competition that will help put North West Country on the map and allow Christmas shoppers some fun as they shop locally.

Chanelle and Teresa were both over the moon with the prize winnings, with both business owners excited to receive funds that they could immediately invest into their business. "It has been such a hard year," said Teresa Nobilo-Healey, "it is nice to have this competition to close the year and this means so much to us." Chanelle and the team were excited to hear the news. "It took a while to sink in," said owner Chanelle Haywood, "but we couldn't be happier. We put a lot of effort into the window display.



DANIELLE HANCOCK

This is wonderful."

2024 is the year that everyone is looking forward to, and we hope to make it a top year for our business members. Starting the year off is the Ultimate Day Out competition. The competition is open in January and February, with the prize draw in March at the Kumeu Show. Simply spend \$50 or more at any North West Country member's business in this time, save your receipt, and drop your entry in the box at the North West Country stall at the Helensville or Kumeu shows. The winner will win an ultimate day out for two in Adventure Country. For competition and entry details and to find out who our members are, head to our website at www.northwestcountry.co.nz/ultimatedayout/.

Another benefit we are offering to our members is to join us at the Helensville and Kumeu Shows. We will be on site with a large marquee and make an open offer to members to have a stall within our marquee for free. We will man the stall for you and make sales, and you get the proceeds. All you have to do is set your goods up at the beginning of the shows and take them back at the end and leave the rest to us.

To book your spot at either show, reach out now at manager@northwestcountry.co.nz.

TOOLS FOR BEING A TRADIE AND RUNNING A SUCCESSFUL BUSINESS

There are so many great tradies out there who do great work, but often struggle to build a great business at the same time. While tradies may well have gone through significant training and qualifications to learn their trade, seldom does this learning include how to run a business.

That is the challenge that led Andy Burrows to establish The Trades Coach, a trades-specific business training and coaching business in 2011. A business dedicated to helping the owners of construction related trades to better balance the effort and risks put in, with the rewards they take out.

Since then, The Trades Coach has helped hundreds of owners with advice and support on how to grow their businesses sustainably and profitably. The Trades Coach programmes range from a low cost, online training platform for those new to business ownership, to a fully customisable 1:1 coaching solution that covers multiple areas of business strategy and development. Participants can choose from various modules that comprise the programme content and cover such areas as:

- Planning and goal setting
- Business strategy
- Marketing and lead generation
- Sales process and contracts
- Team development and management
- Operational improvement and systemization
- Financial management, pricing and cash-flow

All programme versions have been registered with the Regional Business Partners programme (part of MBIE) and are eligible for up to 50% co-funding for approved business owners.

As part of the evaluation phase The Trades Coach offers a free, no-obligation strategy session. We look at where your business is now, what areas can do with some improvement, some ideas to implement and if we are the right fit. More details about how to register can be found here:

www.tradescoach.co.nz/strategy-session-2/

Does it work? Yes it does and as long as you do your bit around providing the necessary information and implement the agreed strategies, we guarantee it. Read about some client success stories here:

www.tradescoach.co.nz/garys-story/



Shop in the North West in January and February 2024 for your chance to win an

Ultimate Day Out

Simply spend \$50 or more with our members to go in the draw. More details at www.northwestcountry.co.nz/ultimatedayout/

Enter online or drop your entry at the North West Country business association stand at the Kumeu Show.

Prize draw live on Sunday 10 March 2024.

THE KUMEU SHOW 2024
SAT 9 - SUN 10 MARCH

NorthWest COUNTRY BUSINESS ASSOCIATION

THE KUMEU SHOW 2024

SAT 9 - SUN 10 MARCH

STYLE AND CLASS IN HELENSVILLE

Chanelle Jade Hair Studio is situated in the main street of historic Helensville offering boutique hair cuts, colours, treatments and styles. Owned and managed by Chanelle Jade, the salon is starting to make waves in the local community. Making the most of the historic building, Chanelle has styled the salon to showcase the natural timber floors and large picture window onto Commercial Road.

Chanelle's eye for style has seen the studio recently win the Christmas Window dressing competition, receiving a \$1,500 cash prize. The judge was impressed with the eye for detail in the display, and how much this added to Christmas cheer.

The hair studio offers a range of hair care products suited to your hair type and lifestyle, and caters for your hair cutting needs also offering silent hair cuts and late nights on Tuesdays and Thursdays. Pop in today to see Chanelle and Ongelique.

www.facebook.com/ChanelleJadeHairStudio



SUPPORTING NEW ZEALAND WOMEN'S FASHION

Zubu Women's Fashion Boutique is situated in the heart of Kumeu and is a stand-out store like no other. Owned and operated by Teresa Nobilo-Healey, a Kumeu local with a passion for fashion. After spending two decades working in hospitality, raising a family then running a wine wholesale import/ export business, Teresa thought it was time to do what she loves the most.

Zubu was born and has never looked back. Offering unique clothing in a range of natural fibres, colours, and using New Zealand designers, Zubu ticks all the boxes. Zubu is all about helping customers find the perfect outfits that not only flatter your body shape but also suit your lifestyle. Teresa believes that fashion should be fun and adventurous, so she always encourages customers to try new colors and styles. Whether you're looking for a chic dress or a casual ensemble, Zubu have got you covered. Offering online and in store sales including accessories. Open 6 days a week in store, 24/7 online. www.zubu.nz/



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