

# the loop.

Keeping you in it

September 2023



BUSINESS FEATURE

## Franklin Law reflects on 20

**Business Talk**  
Strategise your trading hours

**Give it a Whirl**  
Kiddie Academy

# Nau mai, haere mai Welcome to Pukekohe

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WE ADVOCATE  
FOR, SUPPORT, &  
PROMOTE LOCAL  
BUSINESSES

## Get involved in the Pukekohe Business Association

If you're a business owner looking to take an active role supporting Pukekohe businesses, consider joining the executive committee.

The committee supports the strategic direction of the association and the economic development of Pukekohe's business community.

This role helps to identify environmental factors, trends, opportunities, risks and pass on feedback for other businesses to develop the PBA strategy.

The executive team is also responsible for compliance and BID obligations and monitoring the association's performance.

It has up to eleven voting members and two non-voting members. These members are chosen at the AGM each year.

### Join the committee

#### Committee member responsibilities:

- Meet once a month (on a Tuesday evening)
- Attend occasional extraordinary meetings or training
- To cover governance, reporting, decision-making and planned activities
- Assist in the development of documents (such as the annual business plan and budget)
- Attend social gatherings and encourage attendance and participation at events
- Read the report and minutes prior to meetings
- Active involvement in particular projects
- Act as an ambassador for the association
- Maintain communication between businesses and the organisation

For more information about the PBA or The Loop, please contact us on 09 910 0137 or email, [info@pukekohe.org.nz](mailto:info@pukekohe.org.nz)

## PRESIDENT'S REPORT

# The next chapter of business



For most of this year, the PBA have been working on a new strategy. Our current one was for the period 2018 to 2023 and will be reported on at our AGM at the end of October.

We enlisted the help of Steve McDowell. He runs regular training for board members most years and has a wealth of experience in governance for a range of organisations. You may have met Steve if you came to one of the workshops we ran in May this year. Attendees were asked a range of questions around business in Pukekohe, the current and future outlooks.

The feedback we received at these sessions was invaluable.

There was much talk about the positive vibe in Pukekohe and how we really do have it all here – there's no need to go anywhere else. We are that interesting mix of being part of Auckland, but many of the people we service, come from rural areas outside of Auckland.

In specific regards to what role the PBA should play moving forward, 3 major themes emerged.

#### Business Prosperity

Nearly every measure or activity linked back to supporting the prosperity of our local businesses. In other words, any other activity or outcome was not as important if it didn't lead to increased patronage for our local businesses. Everything else can be helpful or desirable but not essential, when compared to this theme.

After some finetuning, we broke down the PBA role in making local business prosperous into 3 areas – Promoting, supporting, and connecting. You will hear more about this.

The next major theme was around a safe and attractive environment. This makes sense with the recent headlines on retail crime and the damage to our local businesses.

**“With the major investment at Drury, making Pukekohe an attractive place to do business is paramount”**

The last major theme is that of Advocacy.

The PBA has the unique position of being a voice for over 700 members. What is the chief concern of those members and who needs to hear this? This is the place of advocacy. Whether it's dealing with Eke Panuku, Auckland Unlimited or Waka Kotahi, The PBA can ensure the voice of Pukekohe business is represented at all levels.

We will have an opportunity for more input on the new strategy and the annual plan for each of the next 5 years.

**Rupert Ross, PBA President**

### Administration



**Manager**  
Shawna Coleman  
[shawna@pukekohe.org.nz](mailto:shawna@pukekohe.org.nz)



**Communications & Events Coordinator**  
Courtney Johnson  
[courtney@pukekohe.org.nz](mailto:courtney@pukekohe.org.nz)



**Promotions Coordinator**  
Chenay Douglas  
(Maternity Leave)

### Committee



**Rupert Ross**  
President  
Vibra Train  
Pukekohe  
09 238 1951



**Philippa O'Mara**  
Treasurer  
Engine Room  
Chartered Accountants  
09 238 5939



**Melissa van den Brink**  
Vice President  
Smith & Sons Renovations & Extensions Franklin  
0800 002 760



**Alan Cole**  
Franklin Local Board Representative  
021 923 719



**Eugene Hamilton**  
Franklin's Bar & Eatery  
09 238 4680



**Holly Jansen**  
The Daily Goods



**Joshua Parsons**  
Crosbies Security  
0800 113 262



**Maree Trow**  
Stirling Sports Pukekohe  
09 238 7689



**Sharon England**  
TopNotch Engraving & Book Exchange  
09 238 5684



**Merritt Watson**  
Pik n Mix Lollies  
021 425 555



**Nutthida Boonprasert**  
Modish & Muse  
09 238 7797

09 910 0137  
[pukekohe.org.nz](http://pukekohe.org.nz)  
[info@pukekohe.org.nz](mailto:info@pukekohe.org.nz)

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Disclaimer: Whilst every effort has been made to provide valuable, useful information in this publication, the Business Association accepts no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.



# — News From The PBA

This month we cover our giveaways, updates on our new CCTV upgrades and strategic plan, and invite you to all our upcoming events from our business seminar series, the AGM and our biannual School Holidays in the Square free family event.



## GIVEAWAYS GALORE

We've recently run two more giveaways on our Facebook and Instagram.

For Father's Day, we have given away four \$50 vouchers for the winner's chosen businesses.

And thanks to Images MediSpa, 23 Therapies, The Herbarry, Pik 'n Mix Lollies and Liddell's Pharmacy, we provided two delicious wellness hampers to Anna Farley and Tiahna Gianni (whose lovely step-dad picked up the hamper on her behalf).

Thank you to everyone that has participated! If you missed out, keep following our social media for our next competition @pukekoheba.

## NEW CCTV PLAN

On August 22, we hosted businesses at the Netball Courts in Bledisloe park to provide an opportunity to catch up with the local community Police team, hear from Crime Prevention Spokesperson Garry Boles and share updates on our plans for new CCTV camera.

Pukekohe Business Association is working with police and Auckland Transport to introduce 40 more CCTV cameras onto an updated network thanks to \$40,000 worth of donated hardware.

Police are ready to install their new monitors and system for a real-time feed of events that assists with crime prevention and reporting.

We also heard of the downwards trend in retail crime and thefts, and useful advice about preventing crime in your store which we will be sharing soon.

## THANK YOU KATE

Our very own admin coordinator, Kate Morgan has finished her contract with us and moved onto her next adventure.

We would like to thank her for everything she has done for the PBA and our members.

She's been such an asset to our team and a joy to work with over the past year.



# THE SMALL BUSINESS SERIES

**Intro Event: Let's Talk Business**  
with an expert panel covering finance, HR, marketing & more

**Thur 21 Sept, 2023 10:00 AM - 12:00 PM**

Campbell Tyson Business Centre  
1 Wesley Street, Pukekohe

BROUGHT TO YOU BY



## What's On

Local events in Sept-Oct

### ORCHID SHOW

WHEN: Saturday 2 September, 10am-3:30pm

WHERE: Pukekohe War Memorial Hall, Massey Ave

WHAT: South Auckland Orchid Society's Annual Show

### CREATIVE HANDS EXHIBITION

WHEN: 31 August - 19 September (during open hours)

WHERE: Franklin Arts Centre, 12 Massey Avenue

WHAT: An exhibition of local artists

### BOLLYWOOD BHANGRA DANCE CLASSES

WHEN: Every Saturday from 2 Sept - 4 Nov, 10:30am - 12pm

WHERE: Franklin: The Centre

WHAT: Free dance classes for ages 6 years old - adults

### SCHOOL HOLIDAYS IN THE SQUARE

WHEN: Friday 6 October, 12PM - 8PM

WHERE: Pukekohe Town Square

WHAT: A day and evening of free activities and fun for all ages (see back cover for more info)



## MEMBER EVENTS

Join us at our next business events in Pukekohe

### AGM

Our Annual General Meeting will be held in October. We will be discussing our new strategic plan, annual plan and new committee.

If you're interested in joining our Committee, you can contact shawna@pukekohe.org.nz for information about the nomination process and role commitments.

WHEN: Monday 30 October 5:30 pm - 7 pm

WHERE: Engine Room, 217 King Street

### LET'S TALK BUSINESS

Co-hosted by PBA and Campbell Tyson, we are introducing a series of seminars covering various topics to help your business thrive.

The first of which 'Let's Talk Business' will consist of guest speakers and a Q+A with People Passion, BNZ Partners, Campbell Tyson and Razor.

WHEN: Thursday 21 September 10 am - 12pm

WHERE: Campbell Tyson, 1 Wesley Street, Pukekohe

RSVP: [www.tinyurl.com/4akf3bc9](http://www.tinyurl.com/4akf3bc9) or [shawna@pukekohe.org.nz](mailto:shawna@pukekohe.org.nz)

### BUSINESS & BEERS

The second business and beers is happening this month. Drop in to catch up with local businesses over complimentary drinks and nibbles.

Each month, you can be in to win a \$100 morning tea shout by RSVPing to the event. You must attend on the night to receive the prize.

Join us on the first Wednesday every month. Event details below:

### September

WHEN: Wednesday 6 Sept from 5PM

WHERE: Blue Ox Babe, 127 Manukau Road, Pukekohe

RSVP: [www.tinyurl.com/yc38cwbk](http://www.tinyurl.com/yc38cwbk) or [shawna@pukekohe.org.nz](mailto:shawna@pukekohe.org.nz)

### October

WHEN: Wednesday 4 Oct from 5PM

WHERE: Longkeeper, 249 King Street

Thank you to Jannette from Charleston's Restaurant and Bar for hosting our first event in August!

## NEW MEMBERS

WELCOME TO THE PUKEKOHE BUSINESS ASSOCIATION



### ARA HOME

A curated collection of homemade candles, home decor and lush plants.  
7B Paerata Road, Pukekohe  
020 4048 2612  
[arahome.co.nz](http://arahome.co.nz)

### FULTON SWIM SCHOOL

Passion-driven providers of swimming education for all ages.

16/73 King Street, Pukekohe  
09 238 1841  
[fultonswimschool.co.nz](http://fultonswimschool.co.nz)

### NEWSHAM PARK PHARMACY

Community medical clinic in Pukekohe East  
41-49 Twomey Drive, Pukekohe  
09 238 3750  
[newshammed.co.nz](http://newshammed.co.nz)

### PHYSIO DEPOT

Physio experts that restore optimal function and performance for all injuries.

20 Hall Street, Pukekohe  
09 238 7484  
[physiodepot.co.nz](http://physiodepot.co.nz)

### PRO-TECT AUCKLAND

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0508 7825 439  
[protecttraining.co.nz](http://protecttraining.co.nz)



Email us at [info@pukekohe.org.nz](mailto:info@pukekohe.org.nz) to find out about becoming a member.





## BUSINESS FEATURE

# Franklin Law reflects on 20 years

Local legal experts serving the community with quality advice for two decades.

**Franklin Law has grown rapidly from being a three partner firm with few staff in 2003 to the busy medium sized establishment that it is today.**

Franklin Law was established on the 1st of April

2003 when three sole practitioners decided to join forces as partners at a new firm. Franklin Law has gone from strength to strength since its inception moving from their Hall Street offices to the Campbell Tyson Business Centre in 2013.

Prior to the relocation, the Franklin Law offices were situated in separate but adjacent buildings.

“We simply outgrew our Hall Street offices. When we had staff regularly running across the car park from building to building with armfuls of files we knew we had to do something about it”, says Partner Kelly Jones.

### The partners unashamedly give priority to young graduates with local roots when hiring staff.

While not shown on the balance sheet, Franklin Law considers its staff its greatest asset.

And, when they are hired, Franklin Law focuses on providing the best training and development possible.

Part of this is embedded in the open plan design of their office. At Franklin Law, not even the partners have individual offices which gives junior staff unparalleled access to question and learn from senior practitioners.

“While some firms claim that they have an open door policy, we do one better. We don’t even have doors!” says Partner Daniel Cowan.

Being a part of the local community is hard wired into Franklin Law’s DNA.

Franklin Law sponsors Pukekohe AFC Football Club, the Waiau Pa Hockey Club, Tuakau Cricket Club and the Auckland Show Jumping North Island Championship as well as regularly contributing to local schools and other community initiatives in the district.

“Our main focus in sponsorship is sport and education. Young people are the future of the district and contributing towards sports and education is an ideal way of giving back to the community”, says Partner Glen Low.

With four partners and 30 staff members, Franklin Law is now by far the largest firm in the district with specialist lawyers to assist their clients with all their legal needs and requirements.

Whether you are an individual, a family, a business, or in need of legal aid Franklin Law are able to provide expert, personal and individualised services. They will partner with you to achieve the results you want so you can get on with life.

Franklin Law are experts at what they do, but local like you! If you need help you can simply call their team on reception or fill in an online referral form on the website.



## An inside view of Franklin Law



### HOW MANY PEOPLE WORK FOR FRANKLIN LAW?

There are four Partners and 30 staff members, including Associates, Solicitors, Legal Executives, Law Clerks and the Practice Manager.

### WHAT SETS YOUR TEAM APART?

“We are big enough to enable our solicitors to really specialise in their chosen areas, but small enough to be able to provide a personalised service to our clients”, says Partner Gagan Tangri.

### WHAT TYPES OF SERVICES DO YOU OFFER?

Franklin Law is a full-service law firm (except Criminal Law). Their expertise includes:

- Business Law
- Commercial Property Law
- Litigation & Mediation
- Property Development
- Residential Property & Construction Law
- Rural Law
- Family Law & Relationship Property
- Trusts & Asset Planning
- Wills & Powers of Attorney
- Retirement Villages
- Estate Administration

### HOW CAN WE REACH YOUR TEAM FOR ADVICE?

**Franklin Law**  
1 Wesley Street, Pukekohe  
0800 842 972  
franklinlaw.co.nz



# — Give it a whirl

With Kiddie Academy

This month we went back to pre-school to visit some of our smallest locals and give play-led learning a whirl!

Kiddie Academy is an early childhood education centre licensed for up to 110 kids from 0-6 years of age. They provide play-led intentional learning with flexible curriculums to adjust to different children's needs.

Entering our tour, we were surprised to find how large the facilities were. Kiddie Academy's spacious areas are filled with beautiful and quality resources and toys for kids to explore, get messy, build, invent, dance, and play.

Each age group has two large rooms filled with various activities and artwork. Each area had a few of their 18 staff members to guide and monitor play activities.

Getting right into it, we started in the Papatuanuku (Earth) rooms with the crawler's space. This was simply adorable! We found an activity ready for us and got straight into some coloured chemistry by combining baking powder, vinegar, and food colouring.

While we were there, one of the kids' favourite ladies, Tina the chef, came in to drop off their lunches and have a quick cuddle and play.

The older infants were making masterpieces by rolling cars through paint and having an outdoor dance party to the 'I'm a gummy bear' song.

Next, we toddled into the Tangaroa (Sky) room to visit the centre's toddlers. This group was very engaged in their reading time and playdough play, so left them undisturbed and headed back outside.

The main outdoor area has entrances from the toddlers' and the older kids' rooms so they can both make use of the extensive playground, wheels, outdoor games, and sandpit.

The Kiddie Academy is not afraid of getting hands a little mucky for the sake of engaged learning experiences. Shawna couldn't help but join in with the big slime bucket that the kids were happily sharing.

We each had some quiet time in some of the cozy corners, playhouses and reading nooks around the Raninui (Sky) room and read some of the books we were recommended by the little ones.

Finally, the kids showed us their playdough

and floral creations. All of them were welcoming and encouraged us to join in on the fun. So, we ended our playtime with our own playdough creations which was meditative and fun.

The structured and unstructured play opportunities ensure kids can learn at their own pace either individually or in a group. When we visited, the centre was also running a Filipino Cultural week, one of the many they host to celebrate the diverse backgrounds of the tamariki and Kaiako.

If you're considering childcare options, we recommend booking a tour to see their massive and safe facilities and hands-on team.

Everyone from the administrator to the chef spends quality time getting to know the kids and ensuring their milestones are appreciated and celebrated from day-to-day learning to birthdays and graduation ceremonies.

While most of their kids are part-time, they are open from 7:00am - 6:00pm to meet any family's needs.

Right now, they have a great deal for 50% off fees for 3 months for new enrolments under twos. Limited spots are available, valid until 31st October 2023.

**Kiddie Academy Pukekohe**

93-97 Victoria Street, Pukekohe

09 238 0232

[www.kece.co.nz](http://www.kece.co.nz)



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# — Police Report

With Constable Keven Greasley

As previously mentioned on the Security Whats App group our new dedicated Retail Crime Team is continuing to charge our most prolific shoplifting offenders.

Since the creation of this unit in July over 20 individuals across Pukekohe and Papakura have or are soon to be charged for multiple incidents. This will no doubt increase by the time of printing.

These offenders often tend to offend in both areas so regular reporting remains important.

Please continue to report all incidents to Police through the correct method as this is how we can continue to build cases against these offenders.

It has been brought to our attention that an increase in people begging on King Street is occurring. With investigation, I can confirm there is no official law preventing this from occurring.

If anyone is displaying harmful or disruptive behaviours, this should be reported.

I will continue to monitor and speak to the individuals on a regular basis, as we continue to check that they are housed and supported. My best advice is to not provide any money and inform customers to do the same.

Finally, thank you to Pukekohe Business Association for hosting their Mid-year Catch up with the Cops. Our team likes to have this opportunity to connect with businesses and provide updates our current focuses, including the new CCTV plan underway.

See you out there,

Keven







## BUSINESS TALK

# STRATEGISE YOUR TRADING HOURS

### Deciding your opening hours is a strategy that can be easily undermined.

Obviously, the goal is to be open when most of your customers want to access your goods and services, but businesses cannot cater to every customer, nor have the staff to be open for long hours.

So how do you find the balance between the costs incurred through wages and utilities with the return for sales, customer loyalty and productivity. Here are some considerations to inform your decision.

### Competition

If a competitor is open when you're not, that's where your customers are likely to go while you've shut. You're missing out on that earning potential, which is why some shopping districts and centres have set hours for all their businesses. Have a look at their hours and if businesses surrounding you have a typical 'late night'.

Another tactic is to fill the gap in the market. If a lot of businesses close on certain days, such as Mondays or Sundays, you may be able to catch those customers while competitors are closed. This is particularly true for nearby competition.

### Area

Where your business is positioned also impacts when customers will want to shop. If you're surrounded by offices and workplaces, the lunchtime or after-work rush Monday-Friday may be what fills your café, bar, or retail store.

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**Consider the time your customers will take to travel from their work or home to you.**

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Many people in Franklin commute to work. Evening or early morning hours may pull in a different set of customers to your business.

### Customer Interests

Of course, customers are a priority. Understanding local customers and when and how they want to shop is crucial. If you're not open, you won't just lose sales but also customer satisfaction and loyalty.

So why not ask them? Take the time to question regular customers on how you could improve your business hours to what they want and expect. Not only will you learn something new, but you'll show those customers you appreciate and consider them.

### Perseverance

A slow day one week, could be busy the next and vice versa. Don't give up hope for those quiet times. Continue to test different marketing channels and messaging.

Just because the customers aren't coming in to your shop, doesn't mean they don't exist. It may just be a matter of finding a more successful way to reach them.

**To strengthen our local economy, Pukekohe must remain a vibrant and bustling district that is accessible to customers.**



## How to maximise sales and foster customer retention



### Consistency

Being reliable is most important to your customers. If you're open at 8am Monday-Wednesday, customers will expect to be able to return at the same time on Thursday.

Meeting these expectations improves their perception of your business. If they aren't sure you'll be open, they won't risk making the journey to you.

### Update your hours online

Any changes to your business hours should be shown in all your customer touchpoints, including your website and Google Business Profile.

Most people will now Google a business to find its location and hours. If it says you're open on Google Maps and a customer turns up to a locked-up shop, this will make you appear unreliable.

### Integrate online sales

Retail foot-traffic has declined over the last few years. Expanding and promoting your online presence and e-commerce capabilities can increase sales on deliverable and click-and-collect products.

This boosts sales without increasing wages and allows staff to be packing and organising online orders during your off-peak open hours.

### Grow your business

If you're struggling to be inside your business as much as you need, it may be time to get financial advice. An accountant can talk you through the costs and return involved in expanding your staff to cover or extend your open hours.

Not only can this increase your sales but allow you to focus on other areas of business.

### Open for the holidays

Holidays increase activities and spending. In Pukekohe, we consistently see spending peaks leading into and during holidays, from public and school holidays to Valentine's Day and Mother's Day. Adjusting your hours to match this increased demand could be very beneficial.

### Utilise the quiet times

You may be tempted to mitigate costs by closing shop during off-peak hours – but this is a great time to get busy in your business, like cleaning, filling online orders, merchandising and restocking or improving the store experience.

This preparation means your staff will be able to give their undivided attention to the customer when they do come. If you do end up making a sale too, this is another win.



# — LOCAL ACHIEVEMENTS



## BODYBLAST

On August 2nd, the local fitness business BodyBlast celebrated 10 years in business!

1 Paerata Road, Pukekohe



## YOUR LOCAL COFFEE ROASTERS

One year ago, Your Local Coffee Roasters opened up their Brew Bar & Roastery!

173 Manukau Road, Pukekohe



## LIDDELL'S PHARMACY

Congratulations to their team! Liddell's Pharmacy have received a COVID-19 Response Recognition Award.

48 King St, Pukekohe



## NAVIGATION HOMES

They received three Silver Awards at the Registered Master Builder House of the Year 2023!

173 Manukau Road, Pukekohe



## KANDA HOMES

They also won the Regional Gold Award for a local design in the New Home \$1-1.5million category at the same event.

10/73 King St, Pukekohe



## FRANKLIN PRIVATE HOSPITAL

Pukekohe's medical, surgical and endoscopic specialists have just had their first birthday.

12 Glasgow Road, Pukekohe

## SHOUT OUTS

### SCOUT

Luxury homeware and gift store, Scout Home + Lifestyle has moved to a new space just 100m down the road.

143 King Street, Pukekohe

### A & K THOMSON LIMITED

This business consultancy has 10 openings in their Akereii Mentoring Programme for budding entrepreneurs aged 15-24 in Franklin. To register interest, email

[akerei@akthomsonltd.com](mailto:akerei@akthomsonltd.com)

Level 2, 7 Hall Street, Pukekohe

# Local Advertising

Let your business reach a Pukekohe business audience in The Loop.

Contact us for more information or to book our member's low cost ad spaces.

Email [courtney@pukekohe.org.nz](mailto:courtney@pukekohe.org.nz)

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ADVOCACY UPDATE

# SLIPPERY PAVERS

This winter, we've once again noticed the hazards shoppers face on our mainstreet when wet. It's important to us and our strategic plan to make our business district safe and accessible for shoppers.

So when we provided feedback on the Franklin Local Board's strategic plan last month, this is one of the concerns we raised. We included the below survey findings that we undertook in June to July 2022.



## Community Survey Findings

82% of respondents have slipped over in the town centre

37% resulted in injury

Majority occurred at upper King Street

50% avoid Pukekohe's CBD if it has been raining, due to fears of falling or slipping

Some of the injuries included broken bones, muscular injury, sprains, grazes, and required hospital visits

247 people responded to our facebook survey over 4 weeks



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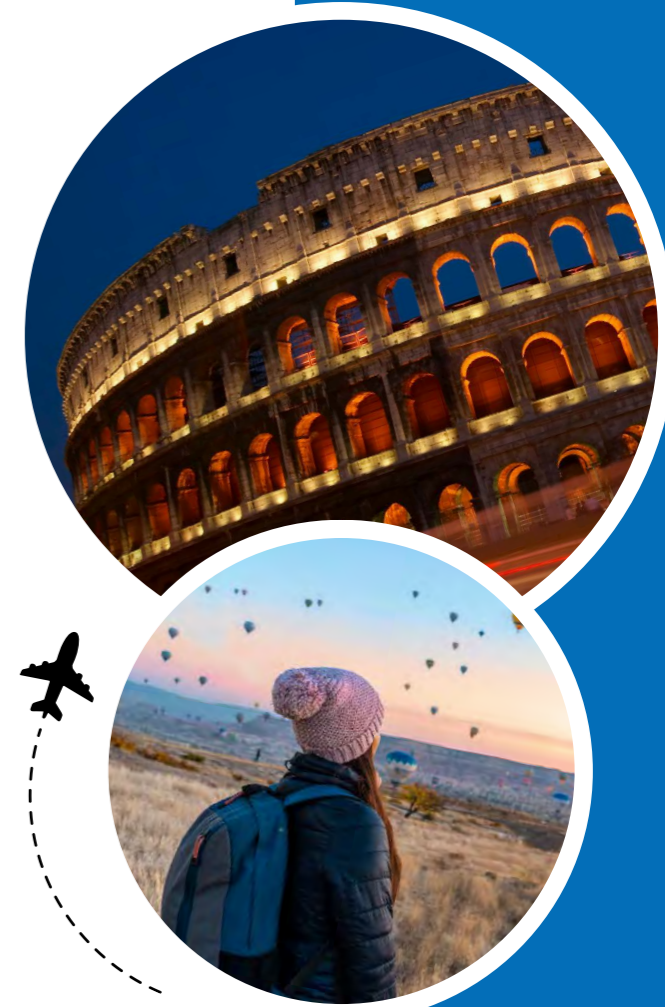
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# SCHOOL

# HOLIDAYS IN THE SQUARE

## RUNNING 'TIL 8PM

### ACTIVITIES

- Ice Skating
- Spinning Teacups
- Scavenger Hunt
- Live Music
- Fire & Emergency Escape House
- VR Experience
- Giant Bubble making
- + HEAPS more activities!

## ALL AGES



**Fri 6 Oct, 2023**

12 PM - 8 PM



**Pukekohe Town Square & Roulston Carpark**



**FREE!**

Enjoy a free day of activities, entertainment and family fun

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