

# THE LOOP

Keeping you in it

BUSINESS FEATURE

## Sky View Photography

BUSINESS TIPS

## 4 ways to retain & recruit staff

President's  
Report  
P. 2

Give it a Whirl  
P. 3

News from  
the PBA  
P. 4

Marketview

Spending  
Report

Inside



## PRESIDENT'S REPORT

# Vision Leaks



### What a massive political change to the start of the year.

I know there were some articles last year about who the next leader of the Labour party would be. Obviously, everyone could see the polls. History shows a clear pattern of at what point political parties start to second guess their leaders. As back benches face the idea of unemployment, they can brutally start assessing the best candidate to secure their place. It's ironic that the party popularity has more control over their employment than their own personal skills or performance.

Anyhow, I was still surprised at the news that Jacinda Ardern was resigning – and quite abruptly. As recently as a few weeks ago, she was assuring us she was committed.

Post the shock of the announcement, next came much comment on the level of angst and vitriol she faced. Was it because she was a woman? Would a man face the same level of hate and violence. Was this the real reason she was leaving?

I am not going to add to this discussion. Apart from declaring that no threats or hints of violence are in any way ever acceptable.

What the saga has shown to me – something we all intuitively know – vision leaks.

After the dizzying heights of approval Ardern garnered in 2020, more than double National, somehow the dream died. From a red army to a breakdown in communication. From excitement and hope to infighting and insults.

Somewhere along the line, ordinary kiwis felt they had no place in the vision, perhaps there was no compelling vision at all.

This is without judgment on any particular policy or decision.

## “Whether they were the best or the worst, the public dropped off the bus and the vision leaked away”

We all know the same thing can happen in our lives. In family, business, or organisations – we lose sight of the destination or dream. We start infighting and complaining. We go along with routines or habits. We do not strive or offer discretionary effort. We put out fires. We make do.

We are still in February. How about reassessing the vision for your business for 2023. Is it obvious to all staff and customers? Is it shared widely and often? Is it one that is worth sacrificing for?

Here's to a successful 2023.

**Rupert Ross, PBA President**

### Administration



**Manager**  
Shawna Coleman



**Promotions & Events  
Co-ordinator**  
Chenay Douglas



**Administration &  
Membership  
Co-ordinator**  
Kate Morgan

### 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



**Mark Woodward**  
Blue Ox Babe BBQ  
09 238 1079



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



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



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

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

Follow us on  
**Facebook & Instagram**  
**@pukekoheba**

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.

GIVE IT A WHIRL

# Connecting Together



## Paediatric Occupational Therapy

Connecting Together is a service run by Owner and Occupational Therapist, Melissa Walker-Tate, to provide care, intervention, therapy and guidance to children and families.

Melissa and her team can assist with delayed developmental skills, fine motor control, toilet training, emotional regulation, social skills, sensory processing and more.

While we were visiting, Melissa showed us a few of the many tools and activities that she uses in her sessions. The first of which was a therapeutic sensory swing - a double layer of soft cotton and spandex which can be used when sitting, standing and lying down.

Inside the swing, kids learn body awareness, balance, motor planning and spatial skills. It's also a great space to just lie motionless while enjoying the calming effect of the movement - just ask Chenay who nearly fell asleep in the swing.

Next, Kate's vestibular function was tested using the spinning 'astronaut board'. Melissa played a track on her phone, while spinning Kate clockwise three times. After assessing Kate's eyes for any irregular movement, Melissa then spun her another three times counter-clockwise.

Our vestibular system centres and grounds our body so we know exactly where we are and which way is up, even when we are upside down. It is an essential foundation for all sensory processing and movement control. The training that Melissa offers is designed to develop optimal vestibular function.

Shawna's co-ordination, balance and listening skills were tested in the next exercise. She was asked to carry a tray of water-filled cups from one end of the room to the other, stepping over and removing obstacles as she went.

Melissa and her team work with kids of all ages, up to 16 years. They listen to parent's concerns, and determine the



right way forward, whether it be private therapy or group sessions.

If you're unsure whether or not your child could benefit from Occupational Therapy, Melissa encourages all parents to give her a call for friendly, no obligation advice.

### Get in touch with Melissa

Suite 4, Unit 15/73 King St, Pukekohe  
021 0291 5235  
connecting-together.co.nz

# Marketview Report



This month, we're sharing the latest Marketview Report, which compares the period of December 2021 with December 2022.

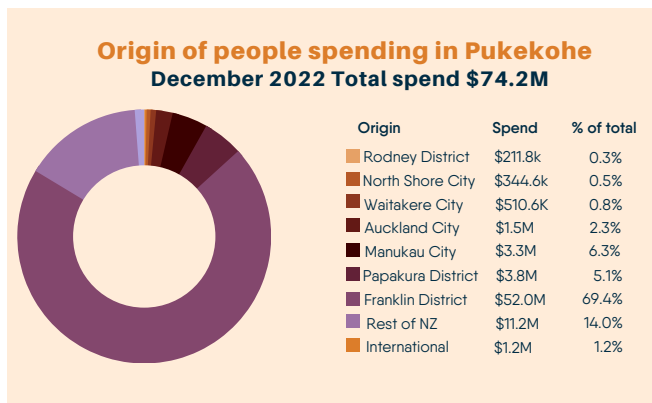
The total spend in Pukekohe in Dec '22 was \$74.2M - an increase of +4.2% over the previous year & a contribution

of 2.9% to the total Auckland Business Association Spend of \$2.6B.

The number of transactions in 2022 also increased by +7.7% to 1,075,976 which is to be expected, as we were no longer confined to our houses or restricted by alert levels.

Interestingly, the average transaction value decreased slightly in 2022 to \$68.96 - down from \$71.33 the previous year.

Below you can view the origin of people spending in Pukekohe over this time, as well as in which sectors.



# NEWS FROM THE PBA

We would like to extend a New Year's greeting to you all. We hope you had a relaxing time over the festive season and have recharged for the year ahead. The PBA office is back in action and raring to get going in our endeavours to support business in Pukekohe. Check out the below for a December recap.

## ARE YOU OUR NEXT GIVE IT A WHIRL FEATURE?

We've been having a great time visiting local businesses and giving their services, classes or products a whirl!

Over the past couple of years we have driven forklifts, learned how to brew the perfect coffee, tried our hand at panel beating, packed (and eaten) lolly orders, sweated through fitness classes and so much more.

If you would like us to come and check out your business and what you offer, we will promote our experience to the community via our social channels, Loop Magazine, website and public email. The Franklin County News also slots our Give it a Whirl articles in when there's room.

Get in touch with us today on 09 910 0137 or email [kate@pukekohe.org.nz](mailto:kate@pukekohe.org.nz)



## 12 DAYS OF CHRISTMAS WINNERS

Congratulations to the winners of our 12 Days of Christmas promotion. Once again we had an incredible response to this exciting promotion, with over 20,000 entries over the promo period.

This promotion would not be possible without the support of the following local businesses who donated over \$3,500 worth of amazing prizes:

Adrenalin Forest, Bessie S, Claire McArthur Mortgage Advisor, Computer Food, F45, Flex Fitness, Footloose, Franklins Bar & Eatery, Mag & Turbo, Pokeno Bacon, Pukekohe Plaza Pharmacy, Pure Indulgence, Scout Home & Lifestyle, SuMei and Zoom Technologies.

## WEEKEND MARKET ACTIVATIONS

Starting on Saturday 21 January, Eke Panuku Development will be hosting a series of community lead market activations in the Pukekohe Town Square.

The activations will showcase arts and crafts, creative wares and local enterprise. They are family friendly events, including a free range of games, activities, workshops, a sausage sizzle, singers, kapa haka performances, DJ and bike repairs.

The markets will run from 9.00am to 1.00pm on the following Saturdays:

18 Feb, 25 March, 22 April, 27 May and 10 June.

## CHRISTMAS ON THE GREEN

We didn't get the sunshine we were hoping for on Dec 10th, however that didn't stop our awesome community from coming out in the rain to enjoy the fantastic entertainment and food on offer at our inaugural Christmas on the Green event.

We received an incredible amount of positive feedback from the community - even from those that did not attend due to the weather conditions.

A big thank you to Franklin Local Board for supporting this event and enabling the kids fun zone to be free for all to enjoy.

Thank you also to the generous businesses that donated spot prizes which were given out over the evening to local shoppers that entered the prize draw.

## SANTA'S MAILBOX

Santa's Mailbox received 264 letters in 2022, compared to 148 in 2021. We loved seeing kids of all ages posting their letter outside of our office and had even more fun reading the letters!

Each letter received a personal reply from Santa Claus with a little festive bag of jelly beans.

This promo sets the scene for Christmas, while also giving us an opportunity to engage with our local community, build brand awareness and attract people to our online platforms which promote our local business area.



# LOCAL ACHIEVEMENTS



## COMPUTER FOOD

Congratulations to Computer Food on being named PriceSpy's Shop of the Year for 2022!

The award is in recognition of their customer service and innovation during the pandemic.



## YOUR LOCAL COFFEE ROASTERS

Congratulations and Happy Birthday to Ria Lingad and her team on their 4th year in business! Ria quit her corporate job, had only 3 weeks to bring her vision to life and now has a second premises in Pukekohe. Awesome stuff!



## WRIGHT'S JEWELLERS

Congratulations Wright's Jewellers for reaching 110 years in business in 2022!

What an incredible achievement for a 4th generation family run business.



## PIK N MIX LOLLIES

Congratulations to Merritt Watson and his team for winning People's Choice at the Westpac Auckland Business Awards 2022! As the name suggests, the recipient of this award is decided by the public via online voting.

Well deserved!

# New year resolutions - Our subsidies can help!

## Tick off those 2023 resolutions early.

A reminder that we offer a range of subsidies valued at \$500 + gst each, to help you achieve your business goals.\*

Whether you're re-branding, sending staff on a training course, wanting to work with a business mentor, clean your

shop front, purchase CCTV cameras, or create a new website, we have a subsidy that will work for you.

Get in touch with us to find out more about the following subsidies: Marketing, Health and Safety, Business Advice and Training, Shop Front Tidy, CCTV & Security and eCommerce.

\*Subsidies not available to Associate Members.

# NEW MEMBERS

## THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS

### CRACKERJACK

Crackerjack is a no frills NZ owned retailer that offers incredibly affordable value on unique and quality products from around the world.

Shop 10, The Zone 14/28 Subway Road, Pukekohe  
09 238 2313  
crackerjack.co.nz

### FRANKLIN MOTOR PUMPS & TOOLS

FMPT is a locally owned family business specialising in repair and supply of all electric motors, pumps (farm-services, filtration, UV) and tools.

159B Manukau Road, Pukekohe  
09 239 2545  
fmpt.co.nz

### PINOY ONE STOP

Pinoy One Stop stocks a wide range of Filipino and Asian grocery items.

2/233 Manukau Road, Pukekohe  
021 0821 2846  
pinoyonestop.com

### SEACO WILSON LTD

SAECOWilson is a proud distributor of Bearings, Power Transmission and Engineering consumables to the New Zealand industrial and automotive markets.

89 Manukau Road, Pukekohe  
09 237 1511  
www.saecowilson.co.nz

### SUBWAY LUNCH BAR

Subway Lunch Bar is your local spot for lunch on the go, conveniently located on Manukau Road.

146 Manukau Road, Pukekohe  
09 238 8589

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



## BUSINESS FEATURE

# Sky View Photography

### Professionally piloted drone photography

Sky View Photography is owned and operated by Andrew Underwood, who founded the business in 2015.

Andrew is a commercial pilot who came from a background in aerial survey flying, as well as being a keen photographer.

He was an early adaptor of drone technology and has the aviation qualifications and experience necessary to legally fly his equipment in areas that are off limits to others.

Over the last eight years Sky View have been providing aerial photography, videography and survey services to construction firms, marketing agencies, the agricultural and architectural industries, tourism providers, vehicle manufacturers as well as commercial real estate management across greater Auckland.

The advanced flying camera equipment that Sky View operate allow them to position what is essentially a stabilised tripod anywhere within three dimensions, enabling the capture of unique and eye catching viewpoints from a raised level.

Once up above ground level, the drone cameras have the ability to showcase these locations with far greater context than traditional ground based alternatives.

### “Sky View’s imagery is often used as the ‘hero shot’ to captivate viewers”

Using creative angles and lighting, Andrew can showcase the sites visited with perspectives unseen by most.

A large percentage of aerial photography requests had been coming from around Franklin, which led Andrew and his wife, Bianca to move both their home and business to Pukekohe in 2022. They love working locally, have felt warmly welcomed and have been enjoying discovering the wide array of local cafes, bars and restaurants in town!

#### Contact Sky View Photography:

skyviewphotography.co.nz  
@skyviewphotographynz  
09 394 2410

## Interview with Andrew Underwood

### HOW DID YOU GET INTO PHOTOGRAPHY?

My Dad has always been a keen amateur photographer and his passion for picture taking definitely rubbed off on me as I grew up.

At some stage I was gifted my first digital camera- a 1.3 megapixel resolution point and shoot. Since that time, I’ve never not had a camera on me.

### WHAT IS YOUR FAVOURITE PART OF THE JOB?

The variety of people we meet, locations we visit, and work requests we receive for aerial photography! Every day is different.

### WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?

I saw the opportunity to monetise my hobbies as I already enjoyed traditional digital photography and had been flying remote control airplanes for a while. I also hold a full commercial pilots licence and when the Civil Aviation Authority published regulations for drone use in New Zealand back in 2015, I saw a chance to combine my qualification with several of my passions into a revenue generating business.

### WHAT IS SOMETHING PEOPLE MAY NOT KNOW ABOUT YOUR BUSINESS?

CAA regulations known as Rule Part 101 govern drone flying in New Zealand, and centre around protecting the safety of both people on the ground and other aircrafts in the air.

One of the primary regulations within Rule Part 101 is the requirement for the drone operator to hold an aviation qualification to be able to fly a drone within a 4 kilometer radius of any published airport, airfield or helipad. These zones actually blanket off quite a large combined area within the Greater Auckland region and has created a niche point of difference for Sky View Photography, allowing us to legally fly our equipment where others cannot!





prospa.co.nz/blog

## BUSINESS TIPS

# 4 ways small business owners can recruit and retain staff

### Hold on to great staff and, when needed, find qualified help.

#### 1. Make employee wellbeing a top priority

Employee wellbeing is now more about understanding what truly matters to your staff. That could be money, flexibility, access to an employee assistance program, the opportunity to learn or train more, or just to have their voice heard and included in discussions about the business.

Meaningful conversations with your employees are the best way to gauge how they are doing and what matters to them. These conversations need to demonstrate that you genuinely care about their wellbeing and their success in your business.

#### 2. Embrace the superpower you already have

Most small businesses have a huge advantage they might not be aware of – fewer employees. This means they can do something most big companies can

never achieve – get to know every one of their staff members.

It could be a matter of finding out that for one employee, a raise is critical to their decision to stay or go. For another employee, the key to their satisfaction at work might be less time spent on a commute and more time spent working at home.

#### 3. Showcase your culture and make everyone a recruiter

Ask yourself this question, 'why would someone want to leave their comfortable, secure job and come work for me?'

Sometimes it will just be about the money. But most of the time culture is also influential. Is your business's culture family-friendly? Is it social? How are people treated? Is it flexible?

Figure out what it is about your business that's attractive to a potential employee and work with that.

#### 4. Turn your experts into mentors

The opportunity for more training and development is great motivation for staying in a job but the cost to the employer can be an issue. If that's the

### Talking with and listening to your employees is critical to reducing staff turnover

case, look to your existing resources. There might be someone on the team who'd be willing to take on the role of mentor or to share their expertise and experience one afternoon a week.

And on the subject of costs, be mindful that a training course or pay rise now could save you considerably in the future. Weigh up the cost of keeping a skilled employee against the cost of a position you can't fill or money wasted on the wrong people.

Read the full article and watch Prospa's Small Business Series episode here:

[www.prospa.co.nz/blog/businessdesk-x-prospa-4-ways-small-business-owners-can-recruit-and-retain-staff](https://www.prospa.co.nz/blog/businessdesk-x-prospa-4-ways-small-business-owners-can-recruit-and-retain-staff)

# Valentine's Day Giveaway

Be in to win one of three ultimate  
Valentine's Day prize packs  
donated by Pukekohe businesses!

Visit [@pukekoheba](#) on  
Facebook or Instagram to enter

6 - 10 February

## Participating Businesses

Designer Flowers  
Mitre 10 MEGA  
Pik n Mix Lollies  
Pukekohe Cinema 3  
Pure Indulgence  
The Longkeeper  
Vintage Love  
Wright's Jewellers