

THE LOOP

Keeping you in it

BUSINESS FEATURE

The Monarch celebrates 25 years

SEE PAGE 5 FOR NEW OPPORTUNITIES

Advertising & Promotion

President's Report
P. 2

News from the PBA
P. 4

Give it a Whirl with
The Herbarry
P. 7

Marketview report

Q1 Spending

Page 3

Books and covers



Lately, I have been amused by a character my kids sometimes watch on YouTube called Anatoly. This guy is a champion powerlifter in a small frame. who pretends to be a cleaner at gyms. He shocks posers by humbly moving their weights like they are nothing. It's a humorous example of grandmotherly wisdom about not judging a book by its cover.

This timeless wisdom also holds true for businesses. Many successful ventures have emerged from unexpected places, proving that true value lies beneath the surface.

Let's start with rethinking first impressions: When it comes to evaluating a business, it's natural to form an initial impression based on its external appearance. However, relying on superficial indicators can lead to missed opportunities. Just as a weathered book cover might hide a compelling story, businesses with modest exteriors can possess remarkable potential and value.

A captivating book often lies in the authenticity of its narrative, and the same principle applies to businesses. Companies that stay true to their core values and purpose, irrespective of external appearances, tend to cultivate loyal customer bases and foster long-term success. Customers will discover the unique qualities that set these businesses apart.

Small businesses or startups operating in unassuming locations might lack the glamour of their corporate counterparts, but they often possess the agility and creativity to disrupt industries. By disregarding preconceived notions and embracing setbacks as opportunities, we can unlock the potential for ground-

breaking ideas to emerge.

Just as the true value of a book cannot be measured by its bestseller status alone, evaluating businesses solely based on conventional success metrics can limit our perspective.

“By broadening assessment criteria, we unveil businesses making a positive difference”.

Companies that prioritise social impact, sustainability and ethical practices might not top financial charts but can contribute immensely to the greater good while strengthening their brand narrative.

Here's to finding the unexpected when we look beyond the cover.

Rupert Ross, PBA President

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Marketview Report

We receive consumer spending data generated from Eftpos transactions.

January – March '23

MarketView findings show the beginning of 2023 has brought fruitful growth for both Pukekohe and the wider Auckland markets.

Pukekohe's total spend from January to March 2023 amounted to \$164.6M compared to the same period in 2022 which totalled \$154.2M. This 6.7% increase in the amount of local spending has also supported an increase in overall transactions and transaction value.

The amount of transactions increased by 5.5% to 2.56M alongside a modest increase in transaction value of 1.1% from \$63.49 in 2022 to \$64.21.

All categories excluding Fuel & Automotive and Home, Hardware & Electrical have increased spending share in Quarter 1.

Increase in international visitors and supporting local

Pukekohe has seen an increase in Franklin-based and international shoppers. The share of international visitors spending money rose 1.8%, reflecting the increase in overseas

travellers crossing the New Zealand border this year.

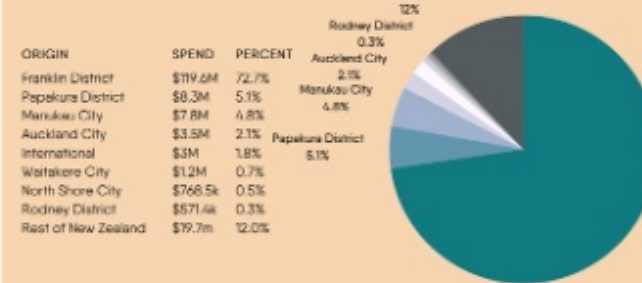
Pre-Valentine's Day Sending Boom

Spending volume peaked in mid-February leading into Valentine's Day. The highest daily spend of \$2.51M occurred on Friday 10th of February, followed by a spend of \$2.508M on Saturday 11th of February. The lowest daily spends occurred on Sunday 1st of January at \$925,018.22 and Monday 13th of February at \$956,005.

On average, Friday and Saturday perform strongly while Sunday and Monday have the least spend.

Origin of people spending in Pukekohe

Q1 2023 - Total Spend \$164.6M



Sector spending in Pukekohe

Category	Spend	% of total	Share Change*
Accommodation	\$29.7k	0.0%	0.0%
Apparel & Personal	\$7.1M	4.3%	+0.3%
Cafes, Restaurants, Bars & Takeaways	\$15.6M	9.5%	+0.7%
Department Stores & Leisure	\$29.9M	18.1%	+0.6%
Fuel & Automotive	\$24.7M	15.0%	-0.1%
Groceries & Liquor	\$61.0M	37.1%	+0.2%
Home, Hardware & Electrical	\$21.8M	13.3%	-2.5%
Other Consumer Spending	\$4.4M	2.7%	+0.9%

RETAIL THEFT TREND

Police Report

With Constable Keven Greasley

Counties Manukau South's new team to assist with policing.

Counties Manukau South as an area have recently set up a new team who is tasked with assisting our Community Policing Team with recidivist retail crime offenders.

Collating and gathering files and sufficient evidence such as CCTV footage and statements can be a very time consuming exercise. This is especially the case with some of these individuals offending on a regular basis.

The new team has been set up to focus on our prime recidivist offenders and develop the file to prosecution standard including with all known offences.

The file is then assigned to one of the community workgroups to locate, arrest, interview and prosecute. This provides the best of both worlds meaning the Community team can still be out and about in the world while the files are being prepared and offenders targeted.

I am pleased to announce that we received the first of these files last week.

We located, arrested, interviewed and charged the offender the following day.

Please continue to report shoplifting incidents through the correct channels as this is how we can help ensure these people and offences are dealt with appropriately.

Until next time,

Keven

NEWS FROM THE PBA

This month we are introducing advertising and promotional opportunities for our members, we give an update on local works and Pukekohe High School's workplace learning program, and we send our congratulations to Chenay and her growing family!



NEW LOCAL ARTWORK

Pukekohe-based artists, Kirsty McMahon and Nancy Kaur have brought beautiful floral illustrations to our streets through a partnership between Beautification Trust & Chorus Cabinet Art.

McMahon's piece 'Diverse-city' is located on Victoria Street West (above). Kaur's artwork (below) titled 'Indian Folk Art' uses traditional Pichwai art and is located on Puni Road.



DEVON LANE WORKS

Temporary road and construction works are planned for Devon Lane. The proposed design is pictured on the right.

Eke Panuku, in collaboration with Franklin Local Board, is enhancing the lane to make it safer and more inviting for people while still accommodating vehicles that need to load and unload.

The works are scheduled to commence in mid-June and are anticipated to last approximately five weeks.

To ensure the works are completed as fast as possible, Devon Lane between Edinburgh and Queen Streets will be partially closed. Access to carparks here will be limited.

The partial closure will be in effect from 7am to 6pm Monday to Saturday.

Free parking is available to customers in the Pukekohe Plaza (Farmers building).

Using this alternative parking option ensures construction can be undertaken as quickly as possible.

For more information, email info@ekepanuku.co.nz

MOTHER'S DAY GIVEAWAY WINNERS

Congratulations to the four winners of our Mother's Day promotion.

Cassie, Samantha, Anamika and Mia chose Bessie S, Pure Indulgence and Franklin's Bar & Eatery vouchers respectively.

Thank you to everyone who entered, we hope you all had a wonderful Mother's Day with your loved ones.

Follow our social media for the next giveaway!



TRUANCY REMINDER

To keep our kids safe and attending school, we encourage businesses to take a stance against truancy.

You can show support for this initiative by downloading 'Truant Free Zone' posters for your store from our website.



CONGRATS, IT'S A BOY!

On Saturday 27th May, the newest addition to Chenay's family arrived - Noah Timothy Morton Douglas.

Congratulations to Chenay and Tim for your beautiful boy! Noah was born at 8.26pm and weighed 7lb 1.5 oz.

We're thrilled for your growing family and wish you all the joy of a new baby!

KING STREET PARKING

Parking on King Street is reserved for shoppers.

Friendly reminder to businesses and their staff to make alternative parking arrangements to ensure customers can easily access our town centre.

VOTING CLOSES SOON

We've received over 4,500 votes for the coveted Peoples' Choice Award. Vote in stores or at pukekohe.org.nz before **June 6th, 5pm**.

STRATEGY PLANNING

At the start of May, we met with Steve McDowell from Meeting & Governance Solutions and a variety of local businesses and stakeholders.

Through six strategic planning sessions, a collective vision emerged for PBA's future and how we should contribute to the evolution of Pukekohe.

Some of the suggestions and themes included:

- Connectivity across businesses, communities and generations
- Strengthening local supply chains
- Safety and crime prevention through environmental design
- Attracting employees and residents
- Reducing commercial lease vacancies
- Increasing events and placemaking

With this insight, we'll be devising our new five year strategy. We are excited of the prospect of embarking on this new vision that reflects the interests of our members in the current environment.

Thank you to Steve and those that came!

Local Advertising & Promotion

We're offering new ways to promote your business.

DEALS ON OUR WEBSITE

Does your business have a special deal or promotion running?

We're starting a new page on our website where businesses can share specials. Email kate@pukekohe.org.nz with the details.

ADVERTISING IN THE LOOP

The Loop is growing! Next time you see us, we'll look a little different.

The Loop will house more local news and business insights - to reflect what is happening in our community.

Local businesses will have the opportunity to advertise in the additional pages. For more information, email shawna@pukekohe.org.nz or call us on 09 910 0137.

We also encourage sending us your editorial suggestions and local event listings.

BUSINESSES PARTICIPATE IN WORKPLACE LEARNING PROGRAMME

Pukekohe High School is inviting businesses to participate in their Year 11, 12 and 13 structured workplace learning programme, "GATEWAY".

The programme assists students in joining local businesses that interest them.

The Gateway Programme requires students to work on NZQA Unit Standards that are relevant to their work placement. This results in students having a developed skillset to offer employers as well as gaining benefit from the workplace experience.

Programme Coordinator, Samantha Kelsall would like to thank the following business that have supported the Gateway students to date:

Columbus Cafe inside Mitre 10 Mega, Town Mouse, The Warehouse, E & H Motors, Countdown Manukau Rd, C3 Factory, Yakety Yak, Flying Turtles Pre School, Autobahn, Cinema 3, Mitre 10 Mega, Warehouse Stationary, Countdown Central, Westbury Stud, St Josephs Primary School, Mc Donalds and McGowan Racing Stables.

If you are a local business that is interested in providing a work experience opportunity or would like more information, please email Samantha at skelsall@pukekohehigh.school.nz

THIS COULD BE YOUR BUSINESS

ADVERTISING IN THE LOOP

Put your business in front of a local audience and other Pukekohe businesses. We're introducing a variety of advertising opportunities in The Loop from next month.

FOR MORE INFO, EMAIL US!

NEW MEMBERS

THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS

BARGAIN CHEMIST

Bargain Chemist is a pharmacy service providing healthcare and beauty essentials at a low cost.

16 Wrightson Way, Pukekohe
09 238 8571
bargainchemist.co.nz

CUTTING EDGE PLASTIC SURGERY

Southern Cross affiliated practise offering plastic surgery, cosmetic surgery, skin cancer treatments and appearance medicine treatments.

11-13 Roulston Street, Pukekohe
09 238 8881
reception@ceps.nz

FORTITUDE

An inclusive gym offering personal training, powerlifting and group classes.

162 Manukau Road, Pukekohe
09 238 0088
fortstrong.co.nz

FRUITWORLD

A fresh selection of fruit, vegetables, dairy, bread and grocery products.

2 Stadium Drive, Pukekohe
02 289 5044
fruitworld.co.nz

LA-Z-BOY

The Pukekohe La-Z-Boy Gallery offers a comfortable range of signature recliners, sofas and furniture.

7 Wrightson Way, Pukekohe
09 283 8270
la-z-boy.co.nz

MISS KRISPY

Gourmet krispy treats and sweets in a variety of styles and flavours.

1 Crosbie Road, Pukekohe
020 4104 8970

PUKEKOHE BAKERY AND CAFE

Locally owned bakery and cafe offering delicious sweet and savoury options, coffee, cake orders and catering.

194 King Street, Pukekohe
09 238 1393



BUSINESS FEATURE

The Monarch celebrates 25 years

The Monarch is a dining staple in Pukekohe with a rich 25-year history in providing high quality hospitality to our area.

When Dean Sheppard first decided to open The Monarch 25 years ago, he never thought that they would still be here today.

The Monarch has become part of the fabric of Pukekohe, and is proudly still standing and serving both the originals and now the new generation of Pukekohe locals.

A quarter century ago, The Monarch was opened to offer something unique to the area at the time. Their hunch was right – the community has continued to support their locally owned restaurant.

Over the years, The Monarch has witnessed many food trends and changes to the way we dine out. But their ethos has remained the same – try to give the people what they want.

“Our success has come from listening to our customers and not trying to reinvent the wheel,” says Dean.

“The Monarch knows what loyal patrons want and we stick to that formula.”

The fine-dining establishment is interwoven into local history and community – hosting baby showers, engagements, birthdays, weddings and even funerals.

Although commonly misconstrued as an eatery online appropriate for special occasions, The Monarch has adapted to the needs of local diners.

Whether it be a first date, family dinner or a raucous evening with old friends, The Monarch offers still offers some of the best local hospitality, 25 years later.

The Monarch
1 King Street, Pukekohe
09 238 3232

Interview with Dean from The Monarch

WHAT DO YOU LOVE ABOUT OWNING AND OPERATING A BUSINESS IN PUKEKOHE?

Great people who are always there to lend a hand when needed. I am passionate about Pukekohe, it has given me so much in both business and personally.

HOW DID YOU DECIDE ON YOUR RESTAURANT CONCEPT?

There was a need for something different in Pukekohe from a dining perspective. The ethos from which we started is what keeps us going today, service, quality and laughter.

HOW DID THE MONARCH START?

Hard work and a lot of optimism. What keeps it going now is the great crew that work here.

WHAT WOULD WE FIND YOU DOING OUTSIDE WORK?

Spending time with family, friends... golf and a spot of fishing.

WHAT ARE SOME OF THE MOST POPULAR DISHES ON YOUR MENU?

Our eye fillet & whitebait always seem to hit the spot.



GIVE IT A WHIRL

The Herbarary

This month we made the quick trip across the road to give naturopathic medicine a whirl!

Naturopathic practitioners and medical herbalists, Kim and Barbara invited us to their Herbal Dispensary and Naturopathic Clinic - The Herbarary.

The holistic wellness offering combines tradition and science with ethically sourced herbs and plants hand mixed into tea blends, tonics and natural medicines, along with nutritional and lifestyle advice and comprehensive support.

They walked us through their friendly consultation process used for clients that come in with a variety of ailments & health goals, ranging from gut health, immune support, hormone balance, lymphatics, stress, sleep and skin health.

Selecting from an array of aromatic herbs, Kate blended lemon balm, rose, lime blossom, skullcap, spearmint, lavender

and cinnamon to replicate their popular 'Serenitea'. This vibrant and floral tea blend is often given to clients for stress and anxiety.

Our newbie, Courtney, tried her hand at medicine mixing. She steadily measured out a selection of oils and extracts to create a sleep remedy.

Ofcourse, we taste-tested the result! While some customers prefer to mix their remedies with water, we followed the example of the professionals and each had a small portion that sat nicely on our palates and easily went down.

Instantly warmed from the concoction, we all felt calm and relaxed for the rest of the afternoon.

Finally, we got familiar with some of the other products that The Herbarary

offers including collagen supplements, foraging books and mushroom drinks for a natural energy boost.

We left feeling lighter, relaxed and cheery. Whether you have long term health issues, are feeling out of balance or want to shake off the winter ills and chills, The Herbarary's friendly service and holistic offering can support your health journey and current medical treatments.

The Herbarary Pukekohe
214 King Street, Pukekohe
09 238 1605
www.theherbarary.co.nz



LOCAL ACHIEVEMENTS



THE MONARCH

Happy 25th birthday to Dean and the team at Monarch Cafe!



WOOFLES PETFOOD

Congratulations to Woofles Petfood for celebrating 15 years as a Pukekohe business!



FRANKLIN LAW

Happy birthday to the team at Franklin Law! 20 years of providing for our community as a full service law firm.

E-commerce Website



SUBSIDY

Can your customers easily & conveniently purchase your products/ services online? We offer eligible members up to \$500 + GST to enable e-commerce capability on a new or existing website.

Contact us to apply.

Approval required.
Terms and conditions apply.

