

THE LOOP

Keeping you in it

BUSINESS FEATURE

Franklin Recruitment

THERE'S A NEW FACE IN TOWN

Meet our new Community Constable

Nominations Open

WIN a team
lunch on us!

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PRESIDENT'S REPORT

A town centre to be proud of



Ever wanted to have your say? Now is your chance. With our ongoing work with Eke Panuku, feedback is currently being sought on our town centre.

Pukekohe is a unique suburb in greater Auckland. We have different demographics and supply and service a rural fringe that the rest of Auckland does not have. We are growing faster than most places in Auckland. We also have a massive development planned in our neighbouring Drury that will affect our local community and economy.

The usual Auckland policies do not fit Pukekohe as well as other suburbs.

Take the recent discussion around removing street parking. When up to 60% of money spent in Pukekohe comes from people not living in Pukekohe, removing any parking is the wrong option.

We need a different approach that benefits our community.

Now is a crucial time to have your say. Local businesses have already been invited and will continue to be asked about their goals and priorities for improving our town centre.

Soon you may see consultants asking shoppers and locals for their input. We need to understand the main reasons people come to our town centre and how we can make it the best experience.

This is a golden opportunity that we should make the most of. Harking back to a previous decade when 'the living was easy' will be to our detriment as Drury comes online. Let us be bold and visionary about how good our town centre can be.

We have the chance to make it an inviting place where people want to linger and spend their time and

money. Imagine a town centre so good that there is a backlog of businesses wanting to come here.

Think green spaces, art and interest, open shops and eateries, music and colour. Pristine heritage buildings and renovated shop fronts. A mix of covered and open space for festivals, buskers, markets and community fun. Plenty of parking in easy reach with good accessibility for the less abled.

“Be an advocate for future focused discussion on every platform”

Think about where you would love to shop, then talk to your neighbouring businesses, talk to your customers, talk to the PBA.

Above all, be imaginative and creative, dream dreams.

Here's to New Zealand's best future town centre, right here.

Rupert Ross, PBA President

Administration



Manager
Shawna Coleman
09 910 0137
021 930 137



**Promotions
Co-ordinator**
Chenay Douglas
09 910 0137

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09 238 4680



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09 238 7689



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**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 WITH Modish & Muse

This month's Give it a Whirl called for a mid-winter pamper session, so when Nutthida invited us to Modish & Muse for a luxurious Mani and Pedi treatment, we were there with bells on!

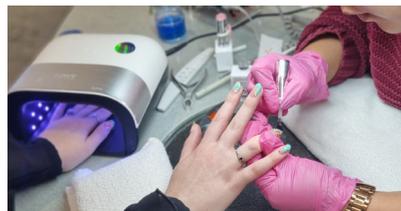
Since 2005, Owner and Founder of Modish & Muse, Nutthida Boonprasert, has been taking the beauty industry - particularly in the nail and eyelash extension sector - by storm, providing clients with a wide variety of beauty and appearance products and services.

"I have long been obsessed with the beauty of nail art" says Nutthida. "I became a qualified Nail Technician in 2005 and went on to become an educator for a few international nail brands, as well as a qualified

International Nail Judge in 2019."

Shawna opted for the Luxurious Skin & Heel Treatment, which involved a complimentary glass of bubbles with yummy treats, as well as a relaxing foot bath, exfoliating foot and leg massage, moisturising foot mask and gel pedicure to top it off.

Chenay received a Luxurious Skin & Cuticle Treatment with a gel polish Manicure, and was also treated to a selection of sweet snacks, as well



as a lovely warm hand bath before being given a relaxing exfoliating and moisturising hand massage post-manicure.

We highly recommend visiting Nutthida if you're wanting to treat yourself to a nail experience with all the trimmings. If you're just after regular nail services such as gel polish, acrylics, backfilling and rebalancing, she does that too!

Modish & Muse also offer lash and brow services, so check out their website and book yourself in!

Modish & Muse

73 King St, Pukekohe
09 238 4680,
www.modishandmuse.com

LOCAL ACHIEVEMENTS



BODY LIQUEUR

HAPPY 2ND BIRTHDAY

Congratulations to Christine and the team at Body Liqueur for celebrating their 2nd year in business.

Shop 1/6 Roulston Street, Pukekohe



SMITH & SONS

RENOVATIONS AND EXTENTIONS

Congratulations to the team at Smith & Sons Franklin for receiving several awards at the Smith & Sons 2022 Awards Ceremony, including NZ Renovation of the Year and the International Best Business Award.

19 Manukau Road, Pukekohe



SUMEI

ANOTHER NOTCH ON THE BELT

Congratulations to Owners of Franklins Bar and Eatery, Eugene and Hannah, on the successful launch of their new Asian Fusion restaurant, SuMei, named after their daughters, Sumire and Meiya.

3b West St, Pukekohe

NEWS FROM THE PBA

This month you can read about the winners of the 2022 Voucher Booklet Promotion, how your business can win a team lunch on us, our save the date for a new Christmas event, how to provide feedback on Pukekohe's treacherous pavements and more!



SAVE THE DATE!

Due to a gradual decline in float participants in the Pukekohe Christmas Parade, the Combined Service Clubs of Pukekohe have given the PBA their blessing to organise a very exciting community Christmas event in place of the Parade.

We have been working hard behind the scenes over the last couple of months to put together an evening of entertainment and activities that the whole family will enjoy, and we will be able to tell you all about it very soon!

In the meantime, circle Saturday December 10 on your calendar and keep an eye on our social channels, emails and next month's Loop, to keep up to date with the event details.



VOUCHER BOOKLET

This year our Shop Local Voucher Booklet promotion ran for its 10th year from the 1st of April until the 31st of May.

More than 14,000 booklets were delivered in and around Pukekohe utilising the postie network.

Congratulations to *Cecelia P and Kharyn H, who each won \$500 worth of vouchers to spend in Pukekohe by shopping locally and utilising the great deals in the Booklet.

Cecelia's winning voucher was used at **Columbus Coffee Inside Mitre 10 Mega**, while Kharyn's was redeemed with **Liddells Pharmacy**.

Thank you to all the businesses who participated in the promotion.

*Photos and redemption numbers to come



HAPPY FIVE YEAR ANNIVERSARY, CHENAY

Happy five year work anniversary to our Promotions Coordinator, Social Media enthusiast and daily #Heardle champion, Chenay!

SLIPPERY PAVEMENT SURVEY

We can all agree that something needs to be done about the slippery pavers that plague pedestrians after it rains.

We have created a survey for the community to share their thoughts on the issue.

The more feedback the better - please visit www.pukekohe.org.nz/members/pukekohes-slippy-pavers/



WIN LUNCH ON US!

We've made it to the second half of 2022 without another lockdown and to celebrate, we are giving your business the chance to win one of two \$150 vouchers to spend at the Pukekohe eatery of your choice for a team lunch or dinner!

To enter, simply email info@pukekohe.org.nz to nominate your business, boss or staff member and you could be winning a meal on us!

Entries close Wednesday 20th July.

Another Successful Security Event



Last month we held a Crime Prevention Seminar with subject-matter expert, Constable Garry Boles.

Based on questions and concerns raised by businesses in the audience, Garry discussed everything from deterring criminal behaviour with excellent customer service, to how to deal with a confrontational customer/thief.

His insights were equally valuable and entertaining, and everyone left with new ideas to implement in their business.

After 28 years in the Police force -many of which spent in the loss prevention space- Gary has created an audit that focuses on CPTED - Crime Prevention Through Environmental Design. This document was shared to members via our weekly email, our Whats App Security Group and in our Facebook Members hub group.

If you would like a copy emailed to you, please email info@pukekohe.org.nz and we will send it to you.

We would like to thank Senior Constable Garry Boles for sharing his time and expertise with our members. Special mentions also go to Senior Sergeant's Wayne Paxton and Jeremy Steedman, Constable Keven Greasley and The Warehouse Pukekohe's Loss Prevention Manager, Makuini Moses, for her insight and advice on dealing with criminal behaviour in-store. Thank you to the Pukekohe Library for their hospitality.

If you would like to be added to our WhatsApp Security group, or if you would like to join our closed members-only Facebook group, please email info@pukekohe.org.nz.



UNDER VERANDA LIGHTS

As we head deeper into winter, it's very important that we have adequate lighting in our town centre so members of the public and staff can move around safely.

Over 50% of under veranda lights on King Street are maintained by Downer through Auckland Transport.

If you notice an area on King Street where under veranda lighting is not operating, please let us know and we can log these jobs directly with Auckland Transport. You can contact us via phone on 09 910 0137 or email info@pukekohe.org.nz.

LIONS CHRISTMAS GROTTO

The Pukekohe Lions Club is fundraising for a new Paediatric Unit for Starship Hospital and are putting together a Christmas Grotto at the Pukekohe Town Hall.

They are looking for local businesses who would like to purchase and decorate a tree, which will be displayed in the grotto for the week of Nov 21 - 26.

The cost of a tree is \$100 and all proceeds will go directly to Starship Hospital.

For more information, or to sponsor a tree, please email crlovegrove@hotmail.com or phone Cheryl on 021 147 7587.



REPAYMENT INFORMATION- SMALL BUSINESS CASHFLOW LOAN

For those that applied for the Small Business Cashflow Loan (SBCS) in 2020, the 2-year interest-free period will be coming to an end during 2022. You may have received letters from the IRD already, so please check in myIR for any communication regarding this loan. You should receive a letter from the IRD (in myIR) one month before your anniversary, and then a repayment schedule will arrive on or around the anniversary date.

For more information visit, www.ird.govt.nz/covid-19/business-and-organisations/sbcs

NEW MEMBERS

THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS



iBUY PHARMACY

iBuy pharmacy sell New Zealand Ministry of Health licensed medicines and high quality health supplements through their licensed retail pharmacy.

Conveniently located next to New World Pukekohe with lots of parking available.

11 Paerata Road, Pukekohe
09 238 1573
www.ibuypharmacy.co.nz

CUSTOM FASCIA AND SPOUTING

Custom Fascia and Spouting is a locally owned company that has you covered for all your rainwater needs, including continuous spouting, guttering, rainwater heads, and downpipes.

Unit 8, 7 Keith Place, Pukekohe
0800 432 7242
www.fasciaandspouting.co.nz

SUMEI

SuMei (pronounced Sue-May) is Pukekohe's first Asian fusion restaurant and bar. The menu is a mix of Asian flavours - Vietnam, Thailand, China, Malaysia, Singapore and Japan. All dishes are small and designed to share so you can experience it all.

3b West Street, Pukekohe
09 283 8644
www.sumei.co.nz

FIRST NATIONAL REAL ESTATE

The team at First National Real Estate bring many years of real estate experience to Franklin and surrounding districts to help generate maximum exposure to attract a ready, willing, and able buyer.

6/73 King Street, Pukekohe
09 302 02001
www.teampatel.co.nz



Email us at info@pukekohe.org.nz to find out about becoming a member.



BUSINESS FEATURE

Franklin Recruitment

Connecting employers with the perfect candidates

Supporting local businesses and careers to assist with a thriving local business community, is what drives Franklin Recruitment.

Since opening on King Street in March 2022, Franklin Recruitment have been “astonished by the array of local businesses and amazing people that make the district what it is today” says Owner, Nikki Watson. “Our clients seek an ally when they select a recruitment company, and we are credible and trusted advisors. We concentrate on strengthening the trust and our equity with clients, by providing helpful market feedback throughout the recruitment process.”

Nikki tells us that Franklin Recruitment is often asked by Employers, “are we in a candidate short market?” To which she says we are. Therefore, as recruiters they need to specialise in understanding their candidates “motivation to accept” when discussing job opportunities with them.

“Candidates have choice today. Candidates think they want the best

package in town, but what retains talent is strong leadership, a fair salary and having fun at work” says Nikki.

Franklin Recruitment do not oversell jobs or candidates, as they believe this is a waste of everybody’s time. Instead they utilise a thorough process which ensures everybody is informed and equipped with honest information.

“We are building a superior pool of talented, local candidates and we welcome hearing from businesses & candidates alike”

Franklin Recruitment would love to hear from businesses that want to have a chat about their staffing requirements and likewise from candidates regarding their careers.

**Speak to Franklin Recruitment today.
14 King St, Pukekohe
nikki@hqr.co.nz
09 577-5566**

Interview with Nikki Watson



WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?

We have been in business since 2015 under HQR Limited and started Franklin Recruitment in March 2022 to cater to the ever-growing demands in the Franklin and surrounding areas. Our primary focus is excellence in service, really understanding the businesses and career desires of our clients and candidates. I’m passionate about treating people with respect and coaching towards great outcomes for all.

WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

I’m trying hard to make exercise a habit! I love pottering around at home both inside and outside, restoring old furniture and entertaining great friends.

WHAT IS SOMETHING PEOPLE MAY NOT KNOW ABOUT YOU OR YOUR BUSINESS?

I love learning about businesses and people. I am known to ask people lots of questions, which can be off putting in the wrong setting!

WHAT IS THE BEST BUSINESS ADVICE YOU’VE RECEIVED?

Never compromise your integrity for a quick result!

WHAT DO YOU LOVE ABOUT WORKING IN PUKEKOHE?

I enjoy it immensely. I like the people I deal with daily; I love the clash between rural and urban businesses and people and the buzz of King Street.

Welcome to town, Constable Greasley



Meet Pukekohe's new Community Constable, Keven Greasley.

Q: How long have you been in the Police force?

A: I have been in the Police for 3 years serving out of the Ormiston Station. I was in front line the whole time with a small stint in Road Policing fresh out of college. I am a Pukekohe local and went to school here, so I'm stoked to finally be working in my local community.

Q: What inspired you to join the Police?

A: I was inspired mainly by family. I have a long family history in the Police and was fortunate to grow up with two very close uncles who were Dog Handlers and in the Armed Offenders Squad. Currently I also have a close cousin who is a Sergeant in Papakura.

Q: What did you do before joining the Police?

A: I've experienced a few different careers but the majority of my time was spent in Hospitality for 10 years (managing and owning bars). Just prior to the Police, I worked for Fonterra for 7 years as a sales rep in the North Shore.

Q: What do you like to do outside of work?

A: I have two young children, a girl (5yrs) and boy (nearly 3) who keep me and my partner more than occupied. During the summer months I run a cricket competition called 'Last Man Stands' in the North Shore and will be starting one this coming summer in Counties Manukau.

Q: What does your role as Pukekohe Community Constable involve?



A: We work with businesses, schools and the public to try and make everyone feel safe in the community. We try to prevent crime by actively patrolling the area and working with community patrols and neighbourhood support. We are there for the community to rely on, and give support and advice in times of need.

HOT TIPS FROM BUSINESS.GOV.T.NZ

What is the best way to promote your business?



Online or face to face, there are more ways than ever to communicate with customers. These fall into five main categories: Advertising, Sales Promotions, Direct Marketing, Personal Selling and Public Relations.

Different types of marketing communications have different objectives, but they are all part of how you interact with customers and promote your brand and your products or services.

To share the right messages, at the right time and through the right channel, think carefully about which type of promotion suits your goal, budget and audience. To choose, it helps to weigh up your options based on the 4Cs of marketing:

1. **Communication:** consider if you want to reach a large audience vs deliver a personal message, level of interaction.

2. **Credibility:** level of trustworthiness, how seriously the audience takes your message.
3. **Costs:** overall costs and cost for each customer gained.
4. **Control:** can you target specific audiences? Can you alter the promotion if something changes?

Which one suits your business, your budget, and your goals? Here's how to work it out, plus tips on planning effective and engaging promotions.

Advertising

This involves creating adverts and making sure people see them. To reach broader audiences, consider Billboards or poster campaigns, TV or radio ads or Web adverts.

Sales promotions

These are short-term offers like discounts or coupons to attract selected groups of potential customers. Sales promotions usually lead to a short-term increase in sales. Think about how to build longer-

We offer eligible members subsidies designed to help promote and advertise your business.

Get in touch with us today to find out more!

lasting relationships with people who buy special offers.

Direct marketing

This means selecting people to directly offer a product or service, using a personalised approach over channels like phone, post or email. You then build a relationship or make a sale, depending on how they respond.

Personal selling

This involves you, or someone else in your business, meeting potential customers in person, eg at a trade show or during face-to-face visits. The aim is to build relationships as well as make sales.

Public relations

Public relations (PR) covers managing your business's image. PR includes being featured positively in the news and handling any bad publicity in messaging that helps rebuild trust in your brand.

Visit business.govt.nz for more handy tips on ways to market your business.

Business advice and training



SUBSIDY

This subsidy offers full members up to \$500 + GST to work with a Business Mentor, an Accountant, Lawyer or other business professional and can even cover the cost of sending staff on a training course.

**Contact
us to apply.**

Approval required.
Terms and conditions apply.

