

THE LOOP


Keeping you in it

BUSINESS FEATURE

SISU Reformer Pilates & Movement Studio


YOU'RE INVITED!

Crime Prevention Seminar


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Time to assess

**Business
SWOT
Analysis**

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A Multi-faceted approach



I'm sure you have seen the news summed up in a recent Stuff headline – 'Auckland young people out of control as ram raids ramp up across city'

We live and work in a beautiful rural township, but we are not immune to crime and disorder that happens in other areas. We have experienced ram raids and gang violence.

I am immensely proud of the multi faceted approach that the PBA is taking to address these issues.

Our staff have formed excellent working relationships with other agencies. Senior Sergeant Wayne Paxton and the local community policing team have been an

outstanding support for local business. They have been proactive & responded rapidly with excellent results.

The PBA is hosting a Crime Prevention Seminar in June. Wayne will be a contributor. These seminars not only provide practical tips and advice, but they are also a great networking opportunity.

ANPR (auto number plate recognition) cameras have been a great win for Pukekohe. These are now located on the main arterial routes. Whenever a stolen car drives in or out of town, an alert is sent to our local police. All ram raids use stolen vehicles, so ANPR cameras are essential tools in the response.

Recently we have upgraded the CCTV cameras around town. This came about through relationship building between PBA, Police and Auckland Transport. These can be monitored at the police station and provide a high-quality view over our public areas.

The PBA leads a WhatsApp group focused on reporting and preventing crime. I know several business owners have felt supported after a quick message to the group.

A couple of years ago, The PBA made a considerable donation to allow the local

Community Patrol to purchase a car they use to keep our centre safe. We are grateful for the many volunteers who keep an eye out on our community.

Lastly, the PBA has a subsidy for members to upgrade their security systems. We would encourage all businesses to have a quality camera system and security alarm.

The most effective redress is community wide, with many groups working together

We can all agree that a safe and crime free environment is the best place for youth, families, and businesses to thrive. No one organisation can solve these issues. PBA is playing its part and I am very proud of the initiatives taken by Shawna and Chenay.

Together, we can make Pukekohe a safe place to live, work and play.

Rupert Ross, PBA President

Administration



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Shawna Coleman
09 910 0137
021 930 137



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Chenay Douglas
09 910 0137

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09 238 1951



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09 238 1079

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Follow us on
Facebook & Instagram
@pukekoheba

GIVE IT A WHIRL

Mag & Turbo Pukekohe

Don't let the picture on the right fool you, we had no idea what we were doing when we stepped into Mag & Turbo's workshop for this month's Give it a Whirl feature.

Mag and Turbo Pukekohe was brought to Pukekohe by husband and wife team Max and Clare, who are both new to the area and new to the wheel and tyre business but are loving both!

"The people in Pukekohe are just great and we've enjoyed meeting all of the local business owners and customers and we are looking forward to being more involved in the community as we look to lay down some roots in the area" says Max.

"While there are several existing tyre shops in the area, we will bring a new level of service and professionalism to this sector, as well as the best mag and tyre showroom in the Franklin district, maybe even the whole of Auckland."

Having been open since mid-March, the team includes several

long-standing local icons of the mechanical/tyre scene who bring a wealth of technical knowledge and expertise to the business, to compliment the business skills of owners, Max and Clare.

Upon arriving at Mag & Turbo, we were quickly put to work, with Shawna being tasked with fitting a tyre to a rim and Chenay given the job of balancing a tyre.

To fit the tyre, Shawna was shown how to lift the rim onto the tyre machine, coat the bead edges in lubricant, ensure bottom bead was in the approximate position, then use the tyre irons to lever the top bead onto the rim while the tyre/rim rotated on



the tyre machine. She finished up by filling the tyre with air and popping on the valve core.

To even out any small weight imbalances in the rim and/or tyre, Chenay was given a crash course in how to use the balancer. Once the tyre was in position, the machine cover was closed to run the tyre at speed to determine if any weights need to be attached and where. After adding the recommended weight, the tyre was good to go and we were ready to knock off!

Pop in to see the Mag & Turbo team!

123 Manukau Road, Pukekohe
pukekohe.magandturbo.com
09-200 1133

Collaboration Catches Crims

There doesn't seem to be a shortage of ram raids, break ins or general bad behaviour going on in and around Pukekohe recently.

But it's not all bad news - Senior Sergeant Paxton has advised that thanks to the CCTV footage, statements and assistance provided by businesses, Police were able to arrest two individuals in relation to a recent burglary on King Street.

These arrests will go on to assist Police to solve other offenses that occurred around a similar time frame.

This type of collaboration between businesses and Police is highly beneficial for both parties and our Community Police team are grateful for the assistance provided.

We also had a great win with WhatsApp last week when a watch was stolen from a King Street retailer by a known offender. The business sent out a 'heads up' message to the group, noting that the watch had been taken. Senior Sergeant Paxton saw the message, went on the hunt for the individual and recovered the watch - all in the space of 10 minutes!

To join our WhatsApp Security group and stay in the know, txt your name and business to 021 930 137.



NEWS FROM THE PBA

June has arrived, and suddenly we're half way through the year! In this month's office report you can read about the newly installed ANPR Cameras, our upcoming Crime Prevention Seminar - which we encourage everyone to attend if relevant to your business - plus more.



ANPR CAMERAS NOW FULLY INSTALLED

We are pleased to announce the complete installation and integration of four new Automatic Number Plate Recognition (ANPR) cameras in key locations throughout Pukekohe.

With the assistance of our local Police, Safer Cities, Downer, AT and Counties Energy we are now one giant leap closer to reducing crime in Pukekohe.

ANPR largely acts as a deterrent. The knowledge that an offender's number plate is being recorded and checked is usually enough to stop criminal behaviour in advance. ANPR is also useful for the police, who can browse the data collected and check for suspicious vehicles, or vehicles that were involved in a crime.

These cameras were funded by the Pukekohe Business Association & Franklin Local Board.



WINTER WELLNESS GIVEAWAY

As winter approaches, we thought it would be a great idea to develop a 'Winter Wellness' promotion in which two lucky winners will receive the ultimate pamper package to treat themselves in Pukekohe as the weather packs in and the temperature drops!

The promotion will run across Facebook and Instagram between June 2nd - 9th and alongside the main prize, we'll be giving away eight \$50 vouchers to the Pukekohe businesses of the winners' choice.

A big thank you to the businesses that have donated prizes - RAWK Hairdressing, Modish & Muse, The Herbarry, Bessie S, Pukekohe Plaza Pharmacy, Franklin Massage Therapy, Active Osteopathy and SISU Reformer Pilates & Movement Studio.

Make sure you're following @pukekoheba on Facebook and Instagram.



SLIPPERY PAVERS- IT'S THAT TIME OF YEAR AGAIN!

The state of the footpaths in Pukekohe has been an ongoing issue for a number of years now. We are aware of slips and falls that occur due to wet weather, fallen leaves and bird droppings and agree that this is totally unacceptable.

We make many phone calls to Auckland Transport to request a solution to these problems (among others), however we need help to add weight to this request. Each individual caller is logged as a separate request, which supports the need for a solution.

It would be a tremendous help if our members phoned to log a complaint about this health and safety issue.

You can do this by phoning 09 355 3553 or by going online to [at.govt.nz](https://www.auckland.govt.nz). Just have the location information ready for the operator/submission form.

MEMBERS

CRIME PREVENTION SEMINAR

Hear from a Subject-Matter Expert in Crime Prevention Through Environmental Design (CPTED), learn how to minimise crime in your business, keep staff safe, plus loads more!



Wednesday, 22 June | Doors open 5.25pm for 5.45pm start
Pukekohe Library 12 Massey Ave, Pukekohe

RSVP to info@pukekohe.org.nz by 5pm Mon, 20 June



Security Bollards



With the recent increase in ram raids occurring across the city, Auckland Transport is working on simplifying the process for small business owners to install bollards outside their businesses.

AT generally does not install bollards outside businesses for building protection purposes, due to the high costs of ongoing maintenance at the expense of the public.

However, where a site has experienced ram-raiding or repeated vehicle accidents, AT will consider the installation of bollards near the front of their building at the landowner's expense.

There are general requirements that need to be met when installing bollards. Some include submitting a written request, providing a detailed plan, undertaking a footpath assessment and obtaining a Corridor Access Request (CAR) permit before digging commences.

For more information, please contact Loretta Su'a-Chang, Senior Transport Engineer, at Loretta.Chang@at.govt.nz.

IF YOU SEE GRAFFITI, PLEASE REPORT IT

During April, the dedicated crew of Manukau Beautification Trust, removed 236 tags in the Franklin area!

The team at MBT rely on South and East Auckland communities to be their eyes and ears across the region.

Noticed a new tag? Please report it directly to the Beautification Trust, so they can remove it as quickly as possible - www.beautification.org.nz/report-graffiti.

TEAM RED - DONATING BLOOD TOGETHER

Did you know that only 3% of eligible blood donors, donate?

Team Red is a group blood donation programme brought to you by New Zealand Blood Service, that gives you the opportunity to help save lives with your friends and colleagues.

It is open to any workplace or group that wants to do something amazing and contribute to their community.

Visit www.nzblood.co.nz/get-involved/teamred for more information or to book your next donation.

NEW MEMBERS

THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS



CROSBIES SECURITY

Crosbies specialise in solar powered security equipment, as well as the delivery of quality security integration services into commercial builds.

6/16 Alpto Place, Pukekohe
0800 113 262
crosbies.co.nz

ZEELAND LAKMINU

ZEELAND LAKMINU offers a variety of Indian, Sri Lankan spices and Asian foods.

33 Edinburgh Street, Pukekohe
021 517 575
Facebook: @ZEELAND-LAKMINU

COUNTIES CUTS

Your local barber that has been servicing Pukekohe for the past 10 years.

32 King Street, Pukekohe
021 251 7321
www.countiescuts.com

Interested in becoming a member? Email info@pukekohe.org.nz for information.

LOCAL ACHIEVEMENTS



FLEX FITNESS

Congrats to Flex Fitness Pukekohe, for being awarded Club of the Year in 2021, beating out all other Flex Fitness gyms in NZ. Congrats also to Manager, Robyn Wilkinson, who was awarded Manager of the Year.

7 Wrightson Way, Pukekohe



FOOTLOOSE PUKEKOHE

Congratulations to Catherine and the team on 15 years in business!

Shop 3, 113-117 King Street, Pukekohe

SHOUT OUTS

LOGAN SOOLE

We're happy to have been able to contribute to helping Logan attend the Local Government NZ & Young Elected Member conference later this year.

Over 650 Local and Central Government delegates attend the 3 day conference, to discuss & focus on the future of New Zealand.

We look forward to hearing all the positive ideas he comes back with!



Quiz: Can my customer return it?

Do you know when to give a customer a refund, repair or replacement?

Business.govt.nz gives some helpful scenarios showing when you are and are not responsible under the Consumers Guarantee Act.

Antique shop owner, Liz uses a courier service to ship a set of teacups to Cassie. The teacups break during delivery. Who is responsible for fixing the problem? Liz, Cassie, Courier?

Liz must make sure products aren't damaged. This also applies to deliveries. Liz may be able to seek compensation from the courier.

David buys a commercial welding machine for his building business. A few weeks later, it breaks down. Under the Consumer Guarantees Act, can David get a remedy from the store he bought it from?

No, The CGA only applies to products and services that are usually for household or personal use. David should still contact the store to see if they can work out an arrangement.

A customer accidentally spills her drink at Jamie's bar. Under the Consumer Guarantees Act, what must Jamie do to fix the problem?

Under the CGA, businesses aren't responsible for problems or faults caused by a customer after purchase. Jamie may still decide to replace the drink as part of her own policy to provide good customer service.

Lianne is an interior designer. A supplier installs a shelving unit incorrectly and it breaks a month later. Who is responsible for fixing the problem? Lianne, The Installer or the Shelving company?

Lianne. Because her customer hired Lianne – not her supplier – Lianne must fix any problems. It's a good idea for Lianne to ask her supplier for compensation or repairs.

Manu's apprentice, Chris accidentally breaks a window while painting. What does Manu have to do to fix the problem for his customer?

Manu must offer to pay for or fix the broken window as soon as possible. It's also a good idea to check up on Chris to make sure he has what he needs to do the job with reasonable care and skill.

HOT TIPS FROM BUSINESS.GOV.T.NZ

Do you know your strengths and weaknesses?

A SWOT analysis is a great way to assess what your business does well, and where you'll need to improve. It can also help you identify ways you can exploit opportunities, and to identify and prepare for potential threats to your business success.

It's a commonly used strategic tool, as well as a product-focused marketing tool that can help you form your marketing objectives.

Strengths and weaknesses are typically inside your business – what are you good at, what are you not so good at – while opportunities and threats are external factors.

It can be as simple as drawing a large square, and dividing it into four quadrants – one for each element of the SWOT analysis.



Our PBA Marketing Subsidy can help with getting your business or marketing plan sorted. Call us today

Strengths

Think about what you, your team, and your business are good at – all the attributes that will help you achieve your goals, e.g. what you (and your team) do well, any unique skills or expert knowledge, what you/your business do better than your competitors, good processes and systems, and where your business is most profitable.

Weaknesses

Think about the things that could stop you from achieving your objectives. This might include what costs you time and/or money, the areas you or your company need to improve in, what resources you lack, which parts of the business aren't profitable, poor brand awareness, disorganised processes, or a poor on-line presence. Think about what you can do to minimise your weaknesses.

Opportunities

Think about the external conditions that will help you achieve your goals. How can you do more for your existing customers, or reach new markets? Are there related products and services that could provide opportunities for your business, and how could you use technology to enhance your business?

Threats

Consider the external conditions that could damage your business's performance – things like what's going on in your industry, and in the economy, the obstacles you face, the strengths of your biggest competitors, and things your competitors are doing that you're not. Think about how you could try to minimise or manage the threats.

Repeat the exercise for your competition too – it'll help you identify areas where you can beat them, to fine-tune your niche market, and make sure you're prepared to address the challenge they pose.



BUSINESS FEATURE

SISU Reformer Pilates & Movement Studio

Bringing an Idea to Life

SISU was born out of a passion for delivering dynamic movement classes and a need for a boutique Reformer Pilates studio in the Franklin area.

“Pukekohe was missing what I needed and wanted – an uplifting community and a beautiful space providing high energy, full body workouts on the Reformer” says owner, Abby Fitzgerald.

Brand spanking new to business and in the thick of COVID, the idea for SISU Reformer Pilates and Movement Studio was born and Abby set to work making it become a reality, opening the doors in the heart of Pukekohe at the end of 2021.

SISU’s 45 minute classes are designed to challenge both body and mind, improving strength, fitness and the ability to go beyond one’s limits, which is the meaning behind the Finnish word ‘sisu’.

“Our clients range from absolute beginners to expecting mamas to those that have been doing Reformer for years. We aim to provide fun, dynamic, thoughtfully-curated movement experiences with banging tunes, because

exercise should be enjoyable. Our classes are kept small (maximum 6 people) so we can get to know our clients, how they move and what makes them tick so we can connect and empower them to explore movement in a way that feels good for their bodies” Abby tell us.

“We are an inclusive community that values everyone that steps through our doors”

“We celebrate what the body can do every size and ability, moving away from the idea that health and beauty has to look a certain way and instead building our clients up to move and live with confidence, ultimately loving the body that they are in.”

Book a class with Abby, today!

2B Hall Street, Pukekohe
hello@sisustudio.co.nz
www.sisustudio.co.nz

Interview with Abby Fitzgerald

WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?

I fell in love with Reformer Pilates but I couldn’t find a studio locally that provided the kind of workouts I enjoy, so I decided to open my own.

WHERE WOULD WE FIND YOU AFTER WORK?

A self-confessed science nerd, I’m forever listening to podcasts and watching lectures about anatomy, exercise and Pilates. I enjoy getting outdoors, cooking, reading and spending quality time with family and friends.

WHAT IS THE BEST BUSINESS ADVICE YOU’VE RECEIVED?

Done is better than perfect (being a perfectionist I often have to remind myself of this!)

WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

Seeing people who have never enjoyed exercise before fall in love with moving their bodies gives me the biggest buzz, as well as watching people get stronger and more confident in their bodies.

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

At the moment SISU is my passion project – I am an Audiologist, so in between teaching classes at the studio you will find me testing hearing and fitting hearing aids.

ANYTHING YOU WOULD LIKE TO ADD?

A big big BIG thank you to everyone that has supported SISU since we opened. I feel so grateful I get to do something I love everyday and meet such incredible people that inspire the socks off me.

CCTV and Security



SUBSIDY

Have you considered installing a CCTV system to ensure the security and safety of your business and staff? We offer full members up to \$500 + GST to purchase a quality system that will provide peace of mind. This subsidy can also cover the costs of security patrols, guards, alarm installation or securing your premises.

**Contact
us to apply.**

Approval required.
Terms and conditions apply.

