

THE LOOP



Keeping you in it

BUSINESS FEATURE

Tiny Turtles



ENGAGEMENT TIPS

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COVID-19

Business Support

Lockdown Lowdown

Taking Action



They say many an honest word is said in jest. You might have seen the humorous lock down meme - "After years of wanting to thoroughly clean my house but lacking the time, this week I discovered that wasn't the reason."

This eloquently captures a common occurrence for most of us.

We know there are things we could or should do, we procrastinate, we put them off. We do the urgent instead of the important. Our days fill up and those things never get done. Sometimes there are very good reasons. Some jobs are not worth starting if you don't have the space to commit. It's a pain to dig all

your tools out of the back of the garage and start measuring up only to be interrupted for something else.

Time was often the reason for putting off lots of things – we didn't have enough of it. However, like the meme, some of us now have the time but we still don't do it. If time wasn't the factor maybe its motivation. If only we had enough motivation to get started and stick at it. We act like motivation is the missing ingredient – we can be inspired enough to achieve.

“We use a hierarchy of excuses for not doing something ”

Maybe it's a knowledge gap. I want to but I'm not sure if I know how. This could be difficult. If I follow the right person or watch the right YouTube video, perhaps I will feel confident enough to get going.

Is it ability – I don't think I can do this? I'm not clever, patient, detailed, experienced, fit, fill in the gap... enough to do this.

There is another school of thought.

It says action is the best form of motivation. It says action is the key ingredient of success. Have you seen the clip of the army guy talking about why you should make your bed each day. He's really saying start with small steps and the rest will follow.

I had a boss that used to say, 'how do you eat an elephant, one bite at a time.'

What can you **do** today?

How about writing a to do list, maybe setting some goals for this week and then this month and the rest of 2021. Then go for a walk and get the blood flowing. It's all legal and it's good for you.

There are actions you can take from reading this edition of the Loop. Sign a petition, apply for a covid or PBA subsidy, book a webinar and upskill. Do one now, then do another. After all is said and done, it's not what you know, or thought about, or planned that matters. It's what you did.

Have fun doing.

Rupert Ross, PBA President

Administration



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Kendyl Sullivan
09 910 0137
(Maternity Leave)



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



**Administration
Co-ordinator**
Shawna Coleman
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KEEPING CUSTOMERS ENGAGED DURING LOCKDOWN

Social Media Tips

Your customers are looking for ways to be social, to connect with others and to be distracted from the uncertainty and worry of COVID-19.

Coming up are six ideas to enhance customer engagement via your social platforms during lockdown.

1. Experiment with new types of content like video

The recording doesn't have to be professionally produced. You can film a how-to video with a product of yours, host a live Q & A with your audience or even share your favourite recipe. Click [HERE](#) for some ideas.

2. Create a poll on Instagram

Instagram story polls are a great way to get people to stop swiping past your story and engage with you.

[HERE](#) is a helpful link to walk you through creating a poll.

3. Ask for User-Generated Content

User-generated content is any form of content created by consumers - not brands - and posted to social media. You can find some great examples [HERE](#).

4. Run a contest

We all love free stuff, right? check out some lockdown specific ideas [HERE](#).

5. Show your human side

Don't be afraid to show your audience the person or team behind your social media account/business. Give your audience a 'behind the scenes' look at what you're doing during lockdown or share a relatable post.

6. Share articles you find interesting

You don't have to limit yourself by only sharing your content. If you come across something that's relevant to your industry and you know your audience will find it interesting, share away!

You know your customers better than anyone, so have fun with social media!

Police Report

An update from
Sergeant Wayne Paxton



Firstly a big thank you to all those that popped along to the "coffee with a cop" morning we had last month, the turnout was incredible and it was a fantastic opportunity to talk with you all.

We hope we were able to answer a few questions and pass on a few ideas around the prevention space.

It's a shame our current situation is holding up the progress forward with our CCTV upgrades, but it will be something to look forward to once the upgrades start.

Obviously it's not the greatest position for you all to be in again with our current lockdown restrictions, but I do hope you are all keeping in good spirits and looking after yourselves. Please reach out to the team at the PBA or my Communities team if you have any concerns.

My team have been out and about since lock down began trying to be present for the community, answering questions, assisting with delivering food parcels and dropping off chrome books to students. So far there hasn't been an increase in crime around the businesses and we believe the amount of patrolling by staff is keeping people away.

I'm sure you have all read the restrictions around operating your businesses in the current environment. If you are unsure [this link](#) should take you right there. If you are unsure, please reach out and we may be able to give you some guidance. There have been a few businesses that unfortunately have already been spoken to which is not ideal when things are tough for you all.

Look out for each other and keep safe in your bubbles. Looking forward to catching up with you all again over a coffee.

Sergeant Wayne Paxton.



**JOIN OUR PBA
WHATSAPP SECURITY
GROUP**



Keep up to date with security issues by joining our PBA WhatsApp security group. Email info@pukekohe.org.nz join.

Get the Lockdown Lowdown



COVID -19 FINANCIAL SUPPORT IS AVAILABLE

We know this is an uncertain time for businesses and we are here to help and support you through the changes we are all facing in our daily lives.

We've collated some useful support links for you to access all in one place. Click on the links below to help you get the financial support you need during this frustrating time.

Click [HERE](#) to take a simple questionnaire to help find what support is available to you.

WAGE SUBSIDY



The subsidy is for two weeks, and the payment rate is \$600 a week (full time) and \$359.00 a week (part-time). This subsidy will evolve with any extension of Level 4

[Click here to apply](#)

LEAVE SUPPORT



This provides a two-week lump sum payment of either \$585.80 per week for full-time workers or \$350 per week for part-time workers, who must self-isolate and cannot work from home.

[Click here to apply](#)

SHORT-TERM ABSENCE PAYMENT



(STAP) provides a one-off (once per 30 days) \$350 payment for workers who must miss work due to a COVID-19 test and cannot work from home.

[Click here to apply](#)

RESURGENCE SUPPORT



Available if firms incur a loss of 30% of revenue as a result of the alert level increase. The RSP is worth up to \$1500 plus \$400 per full-time equivalent employee, up to a maximum of 50 full-time employees.

[Click here to apply](#)

SMALL BUSINESS CASH FLOW LOAN



Government will provide loans to small businesses, including sole traders and the self-employed, impacted by COVID-19 to support their cash flow needs.

[Click here to apply](#)

BUSINESS DEBT HIBERNATION



Business debt hibernation helps companies, trusts, and other business entities affected by COVID-19 to manage their debts. Applications are open until 31/10/21

[More info here](#)

A Petition to Government

EMPLOYERS NEED MORE SUPPORT!

The Auckland Chamber of Commerce is petitioning the Government, seeking an extension of the Resurgence Package to provide more support for business owners during lockdown.

Currently employees are receiving the wage subsidy from Government and if business claim the wage subsidy for employees it means they should pay the employees 80% of their wage. For Business this means the employers are topping up the Government subsidy at a time where they have no revenue coming in. The Government does offer a one off resurgence payment, however if you look at this, it's equivalent to about 60% of one week's overheads.

As the Government extends the lockdown, employers need the same recognition as employees. Please click [HERE](#) for more info and to sign the petition.



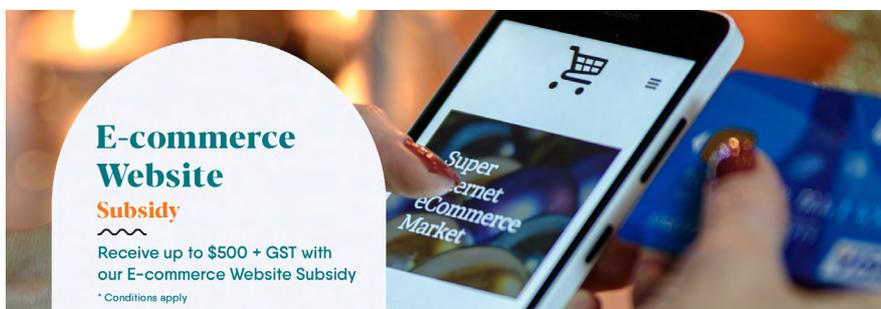
PBA Business Support Subsidies

Lockdowns and trade restrictions are stressful and put a lot of pressure on business owners. We can be of assistance – here are a list of subsidies that could be useful during this time.

Each subsidy is valued at \$500+gst and are subject to T's and C's.

- **Health and Safety** for PPE safety screens and COVID-19 related health and safety measures. We have a wide range of businesses who can cater to these needs [HERE](#).
- **Business Advice and Training** can be put towards Accountant or Lawyer fees or other business related advice or training. Check out our [Professional Services](#) category on our website for businesses who can assist.
- **E-commerce** can enable e-commerce capabilities on a new or existing website. We have a fantastic range of companies in Pukekohe who can get your E-commerce platform ready. Click [HERE](#) for more.

To apply for any of the above subsidies or others found on our website [HERE](#), please email info@pukekohe.org.nz.



LEAVE AND PAY DURING COVID-19

If workers are not able to come into their usual place of work, employers are encouraged to ask individual workers to work from home while the risk is addressed, and pay them normally.

Employers cannot make employees take annual leave where they are not able to come to work because of the changes to alert levels.

Employers can only make an employee take annual leave if they can't reach an agreement with their employee about when annual leave will be taken, and they give the employee at least 14 days' notice.

[Click here for more](#)

DOING BUSINESS AT DIFFERENT ALERT LEVEL

It's been a while since we were in level 4, so here is a handy reminder of how to operate during the different alert levels.

- [Doing business at alert level 4](#)
- [Doing business at alert level 3](#)
- [Doing business at alert level 2](#)
- [Doing business at alert level 1](#)

Applications for Business Travel Documents are now open. To find out more visit [Business travel across Alert Level Boundaries](#).

Please email info@pukekohe.org.nz if your business is operating at Level 3 or 4.

REGISTER FOR SOS BUSINESS

SOS (Spend on Small) Business began as a rapid response to the COVID-19 pandemic in 2020 and has more than 2,000 businesses across its network.

Customers can choose to purchase a voucher directly from a specific business, or alternatively they can purchase a Universal Voucher to spend at any business associated with the SOS platform. It's a great way for people to support small businesses during this tumultuous time.

To find out more and to register your business on the SOS website, click [HERE](#).

MENTAL HEALTH SUPPORT

As the Mental Health Foundation of NZ says, "It's all right to feel a range of emotions right now. Going into a Level 4 lockdown is a big deal and it brings all sorts of different feelings to the surface, including frustration, worry and even gratitude. However you are feeling, know that you're not alone – we're all going through this together."

[HERE](#) are some information and tools to support your mental health during this time and [HERE](#) is a handy guide for managers on talking about wellbeing during COVID-19.

NEW MEMBERS

THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS

CFR FITNESS AND BOXING

Boxing and fitness gym with a focus on whānau and community.

105 Manukau Road
021 617 474
cfrfitnessandboxing.com

LITERACY AOTEAROA

A national organisation of adult literacy providers and a leading commentator on literacy issues in Aotearoa

2 Wesley Street, Pukekohe
09 239 0316
literacy.org.nz

CASH CONVERTERS PUKEKOHE

Cash Converters is the world's largest second-hand dealer, and a market leader in pawnbroking and small loan services.

65 Edinburgh Street, Pukekohe
09 282 4415
cashconverters.co.nz

HOT BOXX

Vape kits, tanks, coils and vaping accessories

18A King Street, Pukekohe
021 204 2076
hotboxx.co.nz

ENVIRONZ FRANKLIN BULLS

The Bulls compete in the National Basketball League and play their home games at the Franklin Pool and Leisure Centre.

29 Franklin Road, Pukekohe
bullsbasketball.nz

HARRINGTONWEST

HarringtonWest is a full service Hair Salon located in Pukekohe.

Cnr Harrington Ave & West Street,
Pukekohe
09 929 8209
harringtonwest.co.nz

PIK'N MIX LOLLIES

Pick and mix your own selection, delivered to your door.

021 425 555
piknmix.co.nz

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

Interview with Heather Lieshout

HOW LONG HAS YOUR BUSINESS BEEN IN PUKEKOHE?

7 years, but 4 1/2 years in King Street. We started as an online store, which I ran from home.

WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

The customers. We get so many amazing, happy customers who are shopping for their children/grandchildren.

WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?

I really struggled to find styles I liked that fit my boys when they were smaller, so I tried to develop a shop that had lots of selection for different body sizes and shapes, that wear really well and a shop that made shopping easy.

WHAT DO YOU LIKE TO DO WHEN YOU'RE NOT AT WORK?

I'm a typical busy mum to 4 Pre Teen/ Teen Boys. Living on a lifestyle block always means there is plenty to do outside too, which I love. But I do find time to play social netball each week and try to fit in some horse riding when I can.

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

Our clothing range goes up to size 12 and some styles a 14. Most people think we are just a baby shop, but we also have a small amount of maternity and lots of other goodies that go hand in hand with having children.



BUSINESS FEATURE

Tiny Turtles

Specialists in Cotton & Merino Kids Clothing

The idea of sitting in traffic travelling to Auckland to visit the generic mall stores with young kids in tow, had very little appeal to Tiny Turtles Owner, Heather Lieshout. As a result, she thought the opportunity to open a store in Pukekohe, one she would happily shop in, and made life easier, appealed.

Tiny Turtles' range is quite diverse in styles and prices, it goes from Premature through to 12 years, with a great range of footwear too, which is expanding rapidly.

"We try to genuinely help customers who are looking for special outfits or everyday wear" says Heather. "We enjoy helping with the children while they play with the toys in-store, and happily phone our customers when their orders arrive, and source items that they need."

The store also has a change table and a toilet that they are happy for people to use.

Heather finds that being a small store with a lot of product is much easier and says she has the most amazing customers.

"The excitement in the new Mums and Grandparents is something special and such a nice vibe to be around."

Tiny Turtles try to stock great quality, and can happily recommend sizes and fit because they really do love their range and know the brands, styles, fit and sizing from fitting them on their own children.

**"I wanted to offer
an experience that
surpassed the big
stores"**

Tiny Turtles was fortunate to have been deemed essential in the first lockdown, and have been able to offer their range online. Heather tell us that "being able to safely ship products throughout level 4 has made such a difference to our store."

Visit Tiny Turtles

22 King St, Pukekohe

0210 334 804

tinyturtles.co.nz

GET DIGITAL WITH DIGITALBOOST.CO.NZ

Is now the time to upskill?



'Digital' doesn't have to be intimidating. It's here to make life easy! So whatever stage you're at, digitalboost.co.nz is there to help you use digital to do business smarter.

Digital Boost provides training and support on everything from selling online to finding new customers. It has been designed by small business – for small business. And it's free! What's more – its even easier for anyone who doesn't yet have an NZBN to register and access the training modules and other great content. If you have time, take the opportunity to digitally boost your business today. Visit www.digitalboost.co.nz to find out more about the below courses and others available.



Customer Insights & Business Growth

The more you know about your customers, the easier it is to target them. Learn how to collect, analyse, and act on data, to make more sales.



Digital Marketing

Social media, email marketing, online advertising... Our experts demystify it all. Discover what's actually worth investing your time in, and learn how to do it effectively.

Business Mentors

INSPIRING SUCCESS



Running your own business may sound glamorous, but business owners will often tell you that while the rewards are there, it can be extremely challenging – not just financially but emotionally.

[Business Mentors NZ](#) offers a Small Business Mentoring service that provides up to 12 months of confidential, one-on-one assistance for small business owners, who are trading, want to grow, or need help to solve specific business challenges.

The Business Mentors have experience and empathy for small business, offering guidance, a sounding board, challenging their thinking, and providing them with an independent and fresh perspective.

You will be matched with a Mentor who understands the highs and lows of business having been on their own

business development journey, and bringing with them experience you will benefit from.

Register for a Business Mentor if:

- You are motivated and determined to grow your business.
- You are willing to listen and receive constructive feedback related to you and your business.
- You are able to commit to the mentoring relationship, working proactively to ensure tasks are achieved in a timely manner with open and honest communication.

To learn more about how Business Mentors can benefit you click [HERE](#).

They currently have a range of valuable [Webinars](#) available focusing on cashflow management, legal matters, sustainability and Stress in the Current Economic and Business Environment.

5 HANDY TIPS FOR EMPLOYEE MOTIVATION

Here are some helpful tips to keep your employees motivated during lockdown.



TREAT YOUR WORKFORCE LIKE FAMILY AND FRIENDS

Checking in with your colleagues to make sure they are okay helps foster trust and understanding. Remember, you don't book meetings with family and friends so these check-ins should take place naturally and be driven by empathy.

THINK SMALL TO CREATE SMALL CONNECTIONS THAT WILL AFFECT A BROADER POSITIVE CULTURE

Fostering a positive culture starts with small bubbles. Get your Chief Executive or Senior Executives involved in more intimate social events with three or four colleagues, rather than a company-wide Zoom.

BE AUTHENTIC

Share the good, the bad and why you think there is light at the end of the tunnel. Try to develop authentic awareness amongst your team, where you accept the things that are challenging and reassure each other that the end goal is achievable. Try implementing group sessions where nothing is off the table, letting your team be real about challenges at work and in their life.

BREAK IT DOWN

Set your short term goals together and promote the shared purpose of the team. By chunking down your vision into smaller easily achievable sections, you allow your team to sufficiently see progress from start to finish.

IT'S OKAY TO NOT BE OKAY

Some of your team may be handling things better than others. Lean into this by suggesting those who are okay help those who aren't. By inviting your colleagues to help each other you can develop a culture of internal support and understanding, where motivation comes from everyone in your business, not just your senior leaders.



Source

www.hcamag.com

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.

