

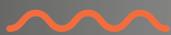
THE LOOP



Keeping you in it

BUSINESS FEATURE

Harcourts Port Realty Property Management



GIVE IT A WHIRL

Red Office



President's
Report
P. 2

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the PBA
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It's tinsel time

**Christmas
is coming!**

PRESIDENT'S REPORT

A great meeting



Our PBA AGM was held on Wednesday, 26th October. I have been to five, and I would have to say, that was the best one I have been to.

To be fair, 2021 was held over zoom, so that was not a high bar. I think most of us are zoomed out. It's great for covering geographic distances or saving wasted traffic time. However, you cannot beat being together in person in the same room. It is so much more conducive to productive discussion and picking up on the vibe.

I was not the only one who enjoyed the meeting. Others commented on the great energy in the room, the full space with few empty chairs, the useful questions and discussion and the general cohesiveness of the whole group. It felt like we were all unified in our desire to move Pukekohe forward and how we could be part of this.

As one member told me, the last year was the hardest out of 40 years in business. So, it would be normal to expect some discontent and negativity. This was not the case - In fact, it was the opposite. It was a pleasure to be there.

Our biggest rock for the committee this year is developing a new strategic plan.

When the last one was done in 2017, there was no thought of things called ram raids. No discussion around development at Drury, no idea that compulsory lock downs could happen. Even if it was the best strategy, it would definitely be out of date.

We are looking forward to wide engagement from you, our business community.

We need to understand the most critical issues of the next three or four years. I hope you will bring your best to this process.

“How we can collaborate with our stakeholders and partners to create the most amazing environment for business success.”

As of last night, I am no longer the Chairperson. This is decided at the first meeting of the committee next month. I am incredibly grateful to every member of the team and our amazing staff in the office. It has been a hard year, but the best is yet to come.

Here's to your business success.

Rupert Ross

Administration



Manager
Shawna Coleman



**Promotions
Co-ordinator**
Chenay Douglas



**Administration
Co-ordinator**
Kate Morgan

Committee



Rupert Ross
Vibra Train
Pukekohe
09 238 1951



Philippa O'Mara
Engine Room
Chartered Accountants
09 238 5939



Melissa van den Brink
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 Wilson
Pik n Mix Lollies
021 425 555



Nutthida Boonprasert
Modish & Muse
09 238 7797



Sharon England
TopNotch Engraving and
Book Exchange
09 238 5684

09 910 0137
pukekohe.org.nz
info@pukekohe.org.nz

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

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GIVE IT A WHIRL

Red Office



More than traditional bookkeeping, Red Office are your complete accounts management solution.

For this month's Give it a Whirl feature, we visited Red Office for a crash course in XERO Bookkeeping, Payroll, Business IT and Marketing Support.

Red Office started as a family business in 2006 and remains so to this day. With Directors, Louise Holmes and Scott Brundson at the helm, Red Office represents over 400 clients, across a range of industries throughout New Zealand and overseas, with bookkeeping services, consultancy, software training, Business IT and Marketing support.

They have recently attained Platinum Partner status with XERO and are specialists in bookkeeping support for businesses needing a part time accounts support 3-10hours per week.

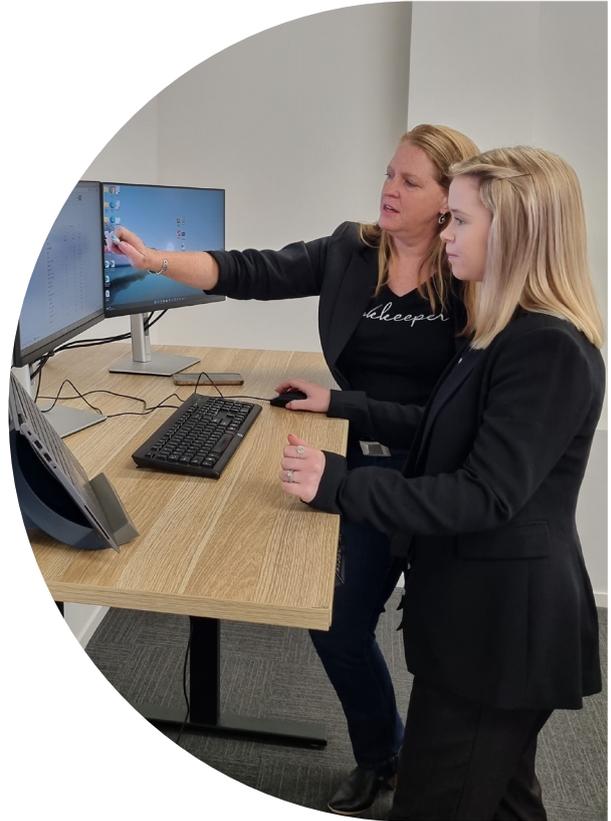
Business IT support is one of Red Office's specialties and part of this is computer and laptop repairs. Armed with a screwdriver and a DIY attitude, Shawna tried her hand at dismantling a hard drive

that needed some attention. She left it to IT professional, Scott to actually put it back together again!

Kate sat down with Marketing Specialist, Vanita to explore Red Office's digital marketing platform, Boma. Vanita uses this platform specifically designed for Bookkeepers and Accountants to manage social media posts for clients and send monthly newsletters or emails. Marketing support is extended to other clients wanting websites maintained, blogs uploaded, or other content created.

While Shawna and Kate were busy with their tasks, Louise showed Chenay some handy features in Xero, including how to access and export financial reports.

The Red Office team have a wealth of knowledge to offer their clients. Get in touch with them today to find out how they can assist your business.



Red Office

217 King Street, Pukekohe
(09) 963 1897
www.redoffice.co.nz



Police Report

with Sergeant Wayne Paxton



A big thank you to the Pukekohe Business Association & external partners for putting on another successful school holiday programme.

It was heart warming to see the public and tamariki of our community flooding into the CBD to enjoy what was on offer.

It was fantastic for my staff to have the opportunity to mix and mingle with the community we serve, and to hear comments from those that attended that they enjoy coming into the CBD to shop and feel safe to be here.

Please keep up the information flow of anything that seems out of place or behaviour that doesn't sit right with you and let us know. If you see Constable Greasley (Kev) walking around, just pass that info onto him.

Another big thank you to those businesses that gave up their precious

time to attend the safety meeting that was urgently pulled together and held at Paasha last month.

Your personal insights and thoughts around safety will help us moving forward. I see a few of the recommendations have already been put into action which is great to see.

Enjoy the longer days as we head into the summer months, look out for each other and keep in touch.



Security Patrol

We would like to thank everyone that attended our Security Meeting on the 29th August, especially given the short notice. There was a lot of constructive conversations and as a result the PBA have funded a Rapid Response Unit to patrol the Pukekohe CBD on a 1 month trial in conjunction with Crosbies Security. This unit patrols around 50 minutes a night and drivers will park up on main roads to do their paperwork at night.

Thanks to all of you who completed the survey on our WhatsApp security page, there were over 50 admissions. Your feedback is important to gauging how effective this initiative is.



NEWS FROM THE PBA

With Christmas just around the corner, we are excited to share the Christmas events and promotions we have coming up. We also give an overview of our recent AGM and share the latest updates that have come out of our recent security meeting with businesses and Police.



CHRISTMAS ON THE GREEN

To encourage local spend on the day of our Christmas on the Green event, we will be advertising a 'shop to win' opportunity to attendees.

We will encourage attendees to shop locally on the day of the event and bring along their receipts to be put in a prize draw with their contact details.

Our MC will pull out a winning receipt every 45 minutes and the winner will spin a wheel to determine their prize!

We're after expressions of interest from four businesses that would like to donate a prize valued at a minimum of \$100. This could be a voucher or product and participation is strictly first in, first served.

Email chenay@pukekohe.org.nz to register your interest.



12 DAYS OF CHRISTMAS

Our most popular Facebook giveaway is back to spread the Christmas joy!

Every weekday between 5th - 20th of December, an exciting giveaway will go live on our Facebook page from 9am and entries are open for 24 hours only.

Last year, each daily post reached an average of 4,000 people, so the promo is an effective way to get your business name in front of people in the lead up to Christmas!

We are seeking expressions of interest from businesses who wish to donate goods, services or vouchers with a minimum value of \$150.

This promo is limited to 12 businesses, so get in touch with us ASAP if your business would like to take part. Please email chenay@pukekohe.org.nz to register your interest.



LETTER'S TO SANTA

Santa's Mailbox was a huge success in 2021 with over 140 letters to Santa received. It's a fun & festive activity to participate in & we're bringing it back again in December! The mailbox will be outside of the PBA office every weekday between 9am - 4pm until 21 Dec. Every letter will receive a personalised reply from Santa himself!

CHRISTMAS SCAVENGER HUNT 2022

We'll be running our annual Christmas Scavenger Hunt to encourage families to get out & about, visiting local businesses for their Christmas shopping. We're looking for expressions of interest from businesses who wish to display a poster in their window. Email chenay@pukekohe.org.nz

Pukekohe
Business Association

SATURDAY DECEMBER 10

CHRISTMAS ON THE GREEN

Join us at
**BLEDISLOE PARK
PUKEKOHE**
5PM - 9PM

LIVE MUSIC, FOOD TRUCKS
ENTERTAINMENT, RIDES
VISIT FROM SANTA

pukekohe.org.nz

Franklin Local Board

You're invited!

The Pukekohe Business Association is excited to bring our new event, Christmas on the Green to Pukekohe!

We have a great line up of musical acts and entertainers, face painting and food trucks. There will also be amusement rides for the kids, including an inflatable obstacle course, dinosaur bouncy castle, teacups ride and a Kombi train.

Of course, it wouldn't be a Christmas event without a visit from Santa himself, so expect a grand entrance from him near the end of the evening.

This is an event for the whole family to enjoy and we are working hard behind the scenes to bring a night of fun and entertainment to the community.

Christmas on the Green replaces the Pukekohe Christmas Parade, due to a significant decline in float entries. But don't fret, this event aims to be bigger, better and just as family friendly!

GIVE BLOOD, SAVE A LIFE

New Zealand needs over 4,000 donations every week. Pukekohe in particular, has very low donation numbers.

The need for blood is constant and because there's no substitute for blood, NZ relies on the generosity of everyday heroes like you to make sure there's enough available for those who need it.

Save up to three lives when you give blood. Book your appointment to save a life on-line, download the app or call 0800 GIVE BLOOD



TOWN SQUARE TREE

Our Town Square Christmas Tree is planned to go up the week of 14th November. This year we have brand new lights so be sure to check it out.



PBA EMAILS

Are you receiving our weekly emails? Our emails are a quick and simple way to keep everyone in-the-know for upcoming promotional opportunities, giveaways and events in our community. We've had a few instances where these emails are going directly to your junk/spam folder, so be sure to check in there. If you are not currently signed up, or you've changed your email address, please contact kate@pukekohe.org.nz

LIONS CHRISTMAS TREE GROTTO

Pukekohe Lions are asking local businesses to come on board to help raise funds for a new Paediatric Intensive Care Unit at Starship Hospital. This is a nationwide project run by Lions Clubs up and down the country, as \$406,700 is needed to complete a full unit.

Simply purchase a Christmas Tree from the Lions for \$100, decorate it festively and it will be displayed at their Christmas Grotto at the Pukekohe Town Hall, between the 21st Nov - 26th Nov.

You may advertise your business on the tree somehow or under the tree and the public can vote on the best dressed tree, with a prize to follow.

Pukekohe Lions will charge a gold coin donation to visit the grotto.

Contact Cheryl Lovegrove 0211477587 or email crlovegrove@hotmail.com



SNAP SEND SOLVE

Snap Send Solve is a FREE App that allows you to take a photo of a council related issue, e.g. graffiti, and log the job right then and there. Using your phones GPS data, it sends your issue to the council from your email address. You will need to fill in a few details, such as incident type, notes & contact details. If you prefer, you can report online at aucklandcouncil.govt.nz or call Auckland Council on (09) 301 0101



2022 AGM OVERVIEW

A massive thank you to all that attended our AGM on October 26th.

We welcomed five new Committee members: Nutthida Boonprasert of Modish & Muse, Joshua Parsons of Crosbies Security, Sharon England of Top Notch Engraving and Book Exchange, Holly Jansen of The Daily Goods and Merritt Watson of Pik n Mix Lollies.

We would like to thank our existing committee members who are staying on for another year - Mark Woodward of Blue Ox Babe BBQ, Melissa van den Brink of Smith and Sons Renovations and Extensions Franklin, Maree Trow of Stirling Sports, Rupert Ross of Vibra-Train, Philippa O'Mara of Engine Room Chartered Accountants and Eugene Hamilton of Franklins Bar and Eatery.

We also thank the members who retired from our committee this year, Brandon Botting of Weeks ITM and Francesca Abernethy of David Mills.

NEW MEMBERS

THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS



KANDA HOMES

Kanda Homes are a family operated building company who specialise in new homes and renovations.

1/33 Edinburgh Street, Pukekohe
09 948 5425
kandahomes.co.nz

ELSIE WOLFE DECORATIVE ANTIQUES

Celebrated for their extensive range of vintage European and New Zealand collectables, furniture, and decorative pieces.

103A Manukau Road, Pukekohe
021 185 2014
elsiewolfe.com

RMB THERAPY

RMB Therapy, a psychology and occupational therapy practice is focused on providing meaningful and long-lasting change for a range of behavioural and mental health difficulties for all ages.

14 Nelson Street, Pukekohe
022 521 6793
rmbtherapy.co.nz

HUNTER WITHERS LTD

Hunter Withers Limited was founded in 1982 and has grown over the past four decades. They provide accounting and consultancy services.

3 Harris Street, Pukekohe
09 238 5396
hunterwithers.co.nz

ORIZEN TYRES PUKEKOHE

They offer not only wheels and tyres but also shocks and suspension kits for lifting and lowering, using quality brands.

20 Queen Street, Pukekohe
09 2391015
orizen.co.nz





BUSINESS FEATURE

Harcourts Port Realty Property Management

Today's results tomorrow's outcomes

Port Property Management is a small, effective team dedicated to managing property to a high level. They believe in providing good value for a reasonable price in taking care of your property.

Having a smaller portfolio, enables the Harcourts team to provide exceptional communication between landlords, tenants and property managers. "Our team take the time to do thorough inspections and report back to landlords verbally and in writing" says Franchise Owner, Christine Seymour.

"Our team have years of experience, but all are working to improve their knowledge of property management. Their days are never dull, but action packed".

Christine tells us that good property management requires professionalism and energy and that her team certainly reflect that. Reports are detailed, inspections are thorough and a smart appearance is also key.

The PPM managers reflect the standards that they wish to see maintained in their managements.

Their aim is to put great tenants into great properties and take care of all paperwork, so that landlords enjoy the benefits of owning a rental but don't deal with any of the hassle.

"We have chosen our team carefully. They take their jobs seriously, but never themselves"

Christine mentioned to "watch out for our smart little cars around Franklin and our friendly and hard working team. They are always ready for a cup of a coffee and a quick chat to discuss how we could improve the property management experience for you. Our girls love what they do and it shows!"

Visit the team today!
 24 Seddon St, Pukekohe
 (09) 238 4243
www.portrealty.co.nz
rentals.ppm@harcourts.co.nz

Interview with Christine Seymour

WHAT GOT YOU INVOLVED IN REAL ESTATE IN PUKEKOHE?

Property management was a logical addition to our sales business. We joined forces with Kim Maree Osborne and inherited the rent roll. Since then, we have purchased another rent roll and currently have four property managers. I love the vibe of the property management office. All such positive people.

WHAT WERE YOU DOING BEFORE YOU GOT INTO REAL ESTATE?

I was teaching on the North Shore then moved to Pukekohe to be with my life partner, Kevin, and did relief teaching around Franklin schools. With Kevin's dream of owning a real estate company in the back of my mind, I knew it wouldn't be long before I was changing careers.

WHAT WOULD WE FIND YOU DOING OUTSIDE OF WORK?

Family is hugely important to us, we enjoy spending time with our children & grandchildren. We love four wheel driving, camping & travelling. We enjoy music and the Arts. Much of our free time is spent in the garden too.

WHAT IS SOMETHING PEOPLE MAY NOT KNOW ABOUT YOUR BUSINESS?

Kevin and I have both rented & been property owners, so we know how it feels from both sides and are aware of the stresses. Our office is full of laughter & camaraderie. Having the property management and real estate in the same building is a huge advantage as many problems can be sorted out with a quick chat.

Harcourts
 Port Property Management

LOCAL ACHIEVEMENTS



WRIGHTS JEWELLERS

This year marks 110 years in business for Wrights Jewellers. what an amazing achievement! Congratulations and Happy Birthday.

149 King Street, Pukekohe



HALLIWELL SHOES

Halliwell Shoes has been supplying Pukekohe with fabulous shoes for 65 years. Congratulations!

81 King Street, Pukekohe



BESSIE S

Bess and her team have been named a finalist in the Industry Awards for NZ Beauty Salon of the Year 2022. Way to go!

61 Devon Lane, Pukekohe



COLUMBUS COFFEE INSIDE MITRE 10 MEGA

Congratulations to Monique for reaching the 10 year mark of running Columbus Coffee!

12 Wrightson Way, Pukekohe

ACHIEVEMENTS CONTINUED..

FRANKLINS BAR & EATERY

Congratulations to Eugene, Hannah and the team at Franklins Bar & Eatery on celebrating their 2nd birthday in September!

1 Queen Street, Pukekohe

VA'AGA & SONS

Car washing and detailing specialists, Va'aga & Sons have recently celebrated their 2nd birthday! Congratulations team.

170B Manukau Rd, Pukekohe

BAYLEYS PUKEKOHE

Bayleys Pukekohe enjoyed the official opening evening for their newly expanded office space. Branch Manager Sharleen Buchanan warmly welcomed the crowd of local business owners and esteemed networks to their new space.

8 Massey Ave, Pukekohe



Photo credit: Tatiana Skorik & 24Thousand

FRANKLIN CLUB

The Franklin Club opened its doors on August 18th, 1922. Congratulations on reaching the incredible 100 year mark!

7 East Street, Pukekohe

A Very "Social" Christmas



5 Social Media Tips to increase Christmas sales

The countdown to Christmas is on, so it's the perfect time to step up your social media marketing efforts. Social media is a quick and easy way to boost sales and drive people to your website. Here's five quick tips for the upcoming festive season.

1. Create a Content Calendar

Take away stress by preparing your content in advance and when it will go live. Start by laying out dates, any special offers and events you may have coming up.

2. Try Facebook advertising

Did you know that only 2% of your fans will see your posts on Facebook? Facebook marketing is a great low-cost way to increase your audience reach.

3. Choose creative & cohesive imagery

Create and attract interest with images that work well together in both style and aesthetic.

4. Respond Rapidly

Being responsive to messages is of high importance and you've got to make every effort to get back to them within 1-2 hours - this applies not just to email but to social media messages as well.

5. Run a contest

Creating a contest is a great way to engage your audience and generate content on your social media site; incentivise your target market to sign up to your database by offering a prize or deal.

For more info see www.cre8ive.co.nz



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CHRISTMAS ON THE GREEN

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PUKEKOHE

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