



In this issue..

- Free Unlimited Potential Marketing Workshop**
- Grand Opening of the Business Hub**
- Ultimate Day Out Winner Announced**
- Calling all Business Advisors - support local businesses**
- Helensville Heritage Trail a Hit**
- The Westerly Magazine offering Member Discounts**

UNLIMITED POTENTIAL MARKETING WORKSHOP

Wednesday 8th May 2024

Kumeu Courier
community newsletter

BUSINESS SOLUTIONS
YOUR BUSINESS SUPPORT FOR
A THRIVING COMMUNITY

North West COUNTRY BUSINESS ASSOCIATION

LIMITED SEATS - BOOK NOW!

Many small to medium businesses find it challenging to build the formality, structure and discipline needed to gain the best customer attraction and retention that could deliver better sale volumes and profitability. Marketing for many organisations is a nice to have not a must have but without a marketing plan and some basic principles your business may struggle to achieve its fullest potential or in tight times might not survive at all. Join us for a morning workshop to give you the tools and the tricks to ensure your marketing brings you returns in 2024.

We delve into a range of topics and questions:

- What are the best marketing tools and why should you consider them?
- What are the key things that customers are looking for before they introduce themselves to you?
- Who is the best customer for you and what would they likely spend with you over 5 years?
- What do your customers say about you? (when you're not listening)
- How do you ensure what you are doing is relevant, cost effective and responsive?

Course facilitator Graham McIntyre has had thirty years of practical and hands on engagement in marketing, customer lifecycle and brand development. His engagement with multiple brands and services sees him operating in the volunteer, professional service and media environments using client endorsement, print, digital, social and directional media environments. He shares his knowledge freely, workshop with your organisational needs and will provide you will some insights that will add strong value for you today and into the future.

[Book your tickets here](#)

Business Hub Grand Opening

You are invited to the Grand Opening of the North West Country Business Hub. Situated at 103c Mill Road, Helensville, come and join us for drinks and nibbles.

Tuesday, April 16th, 2024 from 4:30pm

You will see our board room facilities and hot desks, all within a modern facility surrounded by local art work.

Ultimate Day Out WINNER!

**Congratulations
Sarah**

**Our winner after shopping at
Phoenix Beauty Therapy.**

Thank you to everybody who entered
for supporting our local businesses.

Congratulations to Sarah!

The Ultimate Day Out Competition was drawn at the Kumeu Show, with local resident Sarah taking home the big prize.

Thank you to everyone who shopped locally and supported our members, and thank you to our contributors:

- Skydive Auckland
- Kaipara Coast Plant Nursery and Sculpture Gardens
- Ginger Crunch Railway Cafe
- The Landing Restaurant
- Phoenix Beauty Therapy.

Sarah took home more than \$2,000 in prizes!

Calling all Business Advisors

North West Country business association is launching Business Support; a programme of solutions to help our members grow a thriving community.

As part of the programme we will be offering one-on-one sessions with business advisors and mentors. We are calling for expressions of interest from local business advisors to join the programme.

You will be compensated for your time, and utilise our business success toolkit, share your expertise, and introduce your own solutions as required.

Contact Danielle Hancock, General Manager, today to chat about how you can help.

[Contact Danielle](#)

BUSINESS SOLUTIONS

YOUR BUSINESS SUPPORT FOR
A THRIVING COMMUNITY



Helensville Heritage Trail a Hit

North West Country business association re-launched the Helensville Heritage Trail in 2023 and it has been a real hit. Auckland Council has continued to upgrade the walkway, and it is bringing people to the area.

Make sure you get out and walk the trail yourself and enjoy the unique scenery the river walkway offers.



Maximise your reach, localize your engagement

The Westerly Magazine Offer for Members

In a world of saturated content, The Westerly can help transform your brand into a household name. Elevate your visibility, enhance your reputation, and watch your business thrive!

If you register your interest now, you will provide one advertorial and one advertisement that will be represented on:

- Google Advert and content,
- Facebook content,
- Instagram content,
- The Westerly digital content, and
- The Westerly print showcase.

Simply mention that you are a North West Country member to obtain a 10% discount. Call Stacey now on 0800 900 700 or email below.

[Download Offer Details](#)

[Email Stacey](#)



You're receiving this newsletter from the North West Country Business Association that serves businesses from Kaukapakapa to Riverhead. If you want to find out more about our services and promotions, or know a business that might want to join, [please click here.](#)