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CHAIRS REPORT

Welcome to another edition of WEst. In the last publication, I made some reference to the growing level of crime in the Henderson township area, and the steps that were being taken to address this. I am delighted to share some developments since, firstly with the commencement of the project to roll out of our own cameras which will be monitored and shared with Police.

The second piece of good news being the cooperation shown by council in working with us to address the same in their area of responsibility in the Henderson city centre. Whilst cameras do not in themselves prevent crime, they do play a role as a deterrent and of course are invaluable in assisting with investigations when crimes are committed. This has been a significant undertaking, and our focus now is on the prompt completion of the project and commissioning of the system.

We recently held not one, but two breakfast meets. Tony Alexander, an accomplished economist and commentator, joined us and in his own humorous and matter of fact way, confirmed that it is indeed about surviving until '25, and that whilst recovery was going to bring with-it short-term pain, the right steps were being taken.

The following week we were honoured to have the Minister of Finance; Hon Nicola Willis, hot on the heels of delivering her first budget share with us her views on the country's economic outlook. Realising the challenges that all businesses currently face managing their way through the realities of recession, we are committed to turning on such informative events.

A highlight of the last month had to be attending the BA5, which was hosted by David Hayes, Managing Director and his team at Thermosash. For many of us, we know of the company's premises as being the old Nido building. Purchased by Thermosash, and fully repurposed, as a state of the art, highly automated



MICHAEL POWELL

manufacturing facility, it is from here that the company produces high quality joinery, exterior cladding and building products which are showcased on many of the large commercial developments around New Zealand, Thermosash is the quintessential 'Made in New Zealand' story.

The company celebrated its 50th anniversary in 2023, and it was moving hearing of the calculated gamble that David's father Laurie took in 1973 to start the company. The compromises the family had to make to support Laurie's plans in the early years, and then decade by decade the significant milestones and success that this family-owned business has achieved. We are delighted to have Thermosash in our BID.

Finally, this is your association, and we would like to receive your comments.

Wishing you all the best in health and business.

.....
MICHAEL POWELL, CHAIR BUSINESS WEST

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PROTECTING YOUR GOOD NAME

As a business owner you'll appreciate the inherent value in your customers being able to find you quickly and easily using Google. You will have also experienced the frustrating situation of locating a company using search only to find that it is a similarly named company but not the company you wanted.

This highlights the need to actively protect your business by ensuring conflicting or competing domain names are not infringing on your business' good name.

You may find there are competing businesses using domain names with confusingly similar domain names that you believe are potentially directing business away from yours or that are damaging your brand.

The other situation you may find yourself in is what is known as cybersquatting, where somebody else registers a domain name using your brand or company name with the intention of selling it on to you, or worse simply to prevent you from having it.

In an ideal world you would be able to protect your



brand or company name by registering all the possible iterations across all the potential domain suffixes but in reality that is not practical. The better solution is to secure domain names in the most commonly used domain suffixes and then take what steps you need to in order to protect them. Fortunately, there are also legal remedies you can pursue.

Smith and Partners' commercial team and their litigation specialists can advise the best approach to resolve this type of dispute as quickly and cost-effectively as possible.

In the first instance call contact commercial lawyer, Bret Gower

E: bret.gower@smithpartners.co.nz

P: 09 837 6893



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WOMEN IN BUSINESS

A New Networking Initiative

The countdown is on! We are excited to share an update on our highly anticipated Women In Business platform, ConnectHer. Originally scheduled for July, we have decided to push the launch to late August, to ensure we deliver an even more impactful and enriching experience for all our members.

The ConnectHer platform is a valuable initiative for women in the business world. We recognise the unique challenges that female professionals face, from mentorship to professional and personal development, to accessing funding, ConnectHer holds space for it all! We're providing a robust support system, enabling women to surpass these barriers, leverage their full potential and thrive in their careers.

This brief delay is a strategic decision to allow us to incorporate additional resources and expert contributions that will greatly enhance the value of ConnectHer.

We want to ensure that, not only to ensure the launch aligns with the Business West website rebrand, but that we totally exceed your expectations and really set the stage for sustained success and empowerment!

To keep the momentum going, here's what to expect in August:

- The ElevateHer Pitch: Bi-Weekly newsletter with actionable insights to fuel your personal and professional growth.
- Launch Event! Our first bi-monthly ConnectHer Breakfast event will be at the end of August. This is a limited capacity event and there's a couple of rather valuable speakers lined up for you!

Be in the know - email comms@cphb.org to ensure you're on the mailing list.



THANK YOU TO Thermosash Commercial Ltd



BA5 July was hosted by Thermosash Commercial Ltd; the company locally designs, manufactures and installs bespoke world class building envelope solutions for commercial buildings across New Zealand.

- Thermosash is focused on producing high performance aluminium products that help reduce energy demands of the building over its lifetime, offers proven unitised facade systems that reduce installation time and delivers increased value through durability and longevity of product lifespan. The iconic business recently celebrated their 50th Anniversary (1973 – 2023)

A great turnout and very informative to guests on workings within the construction industry.

- The Thermosash premises is a true standout, and recently visited by the Minister of Finance Hon Nicola Willis after her July business breakfast in Henderson.

Catered by Gattings Events & Catering, their food and service is outstanding, as one of Auckland's most innovative, respected and 'go to' catering companies.



THANK YOU TO Quality Hotel Lincoln Green

BA5 July was hosted by Business West, and held at The Trusts QHLG Conference Centre. The Trusts are long time sponsors of the BA5, the event was superbly catered for by The Good Home.

- Versatility is one of the centre's highest priorities and the venue can be used for a number of corporate events. Whether your needs require meeting rooms, presentation space, a networking forum, or any other type of space, the interlocking rooms make anything possible. The venue offers six flexible function rooms with the capacity for 2 to 250 delegates.

4 Rooms, OR Full Centre, Boardroom and Reception Boardroom, and the 'Icon Restaurant' OR at the 'Back of Icon' - the venue is suitable for private dinners, product launches, conferences, meetings, and medium-sized trade shows.

All images by Caroline Ducobu Photography.





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Art Display
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1st – 19th October

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10th – 20th October



west-city.co.nz

WHAT'S ON At Westcity Waitakere

August is the last month of Winter even though it hasn't felt that cold. There have been some foggy mornings, a bit of rain and sometimes at night it has been a bit chilly but unlike other years.

WestCity has their 50th Birthday celebrations throughout October, which is very exciting. Some plans are listed in the adjacent advertisement but keep an eye out on social pages and their website for further details.



Waitakere i-Medical Centre

i-Medical is available for a range of services including GP consultations, Surgical and On-site services (such as audiology, physiotherapy and ophthalmologist).

New Zealand has the highest rate of skin cancer globally, with nearly 90,000 New Zealanders diagnosed each year. If you haven't had a recent skin check, consider visiting i-Medical for a skin cancer consultation. Get screened today and protect your skin. To book an appointment either contact them at 'info@wimc.co.nz' or visit their reception. They are located on Level One opposite Gift World and Ballentynes.



2degrees WestCity

Up on Level 2 on the corner by the Centre Management lift, 2degrees WestCity offer a range of personal and business mobile services. Get in on the action until August 11th and show your support for the NZ Team competing at the Paris Olympics, by recording your message of encouragement. It could be the boost they need to go for gold!

You can pick up a prepay plan starting from just \$8 or get a monthly plan that lasts a full month and is chocca with carry over data. You can even hotspot your data at no extra charge.

2degrees offer broadband plans through fibre and wireless networks.

You can pick up a new phone instore with 12-, 24- and 36-month repayment plans. They also have a range of accessories including tablets, headphones, cases, chargers, watches and more. Come down to WestCity and meet the team!

Foot Locker

There is a Foot Locker store at WestCity. It is beside Michael Hill Jeweller. They have a vast range of brands including Foot Locker, Kids Foot Locker, Champs Sports, WSS and atmos. These inspiring brands are enough to ignite the power of sneaker culture!

They also have a range of clothing including T shirts, shorts and sweatshirts.

Their purpose: To inspire and empower youth culture. Their vision: to unlock the "Inner Sneakerhead" in all of us.





Transform the look and feel of your home with our range of flooring solutions.

Shop ceramic tiles, wood-look floors, cork tiles, bamboo floors or vinyl planks as well as rugs, mats and specialty carpeting.

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Four wood-look flooring options

The right flooring can transform the look and feel of your home and Westgate & Henderson has an extensive range of solutions to suit every lifestyle, space and budget.

Their timber, bamboo, laminate and vinyl ranges all provide a natural wood-look look sure to add warmth to any space. Here's a quick outline of the four main options for wood-look flooring at Mitre 10 MEGA.

Vinyl flooring

Vinyl flooring is a multi-layered composite designed to resemble hardwood flooring that is easy to install, clean and comes in a variety of patterns. It's suitable for wet areas and is exceptionally wear resistant.

Vinyl comes in two styles: click-lock or glue down.

[Click vinyl flooring:](#)

NovoCore provides you and your family with the real wood look on a waterproof product. It is kid- and pet-friendly and can extend from your kitchen to your living room and beyond - without transition strips. The easy click system allows you to save a great deal time, and money, on installation costs.

[Glue down vinyl flooring:](#)

NovoCore Gluedown combines the best colours with a reliable waterproof installation. Engineered to be 100% waterproof, durable and easy to maintain, the product could be featured in every room in the house.

Laminate Flooring

SENS Laminate Floors are beautiful, easy to maintain and incredibly durable. They will easily stand up to the challenges of high heels, races with toy trucks, pets and the challenges that everyday life throws at it. Realistic wood look floors that will look stunning for years to come. Laminate flooring is a multi-layer flooring



product made by laminating a digitally printed image pressed onto high-density fibreboard (HDF). It is also easy to install with a click-lock method.

Timber

SENS Timber Floors are simply beauty by nature. Crafted from premium European sourced Oak, these floors radiate the warmth & beauty that only natural timber can and thanks to the multiple layers of water-based lacquer to protect it, these floors are resistant to wear and tear.

It has excellent stability and durability, is pre-finished so you don't need to sand, varnish or oil it. And it also is easy to install with click-lock installation.

Bamboo

Bamboo flooring is made of strands of natural bamboo woven and pressed into a durable yet stylish flooring option. SENS Bamboo Flooring has great resistance to indentation and is made using fast-growth, renewable bamboo resources.

Call into Mitre 10 MEGA Westgate or Henderson and talk to the experts about your projects.





BREAKFAST WITH TONY ALEXANDER

Survive to 25, and maybe a Bit Longer

Don't get too optimistic about the economy, asserted Tony Alexander at his presentation to a capacity Business Breakfast in June. The respected independent economist, famous for his straight-talking analysis, painted a bleak picture of New Zealand's current situation. 'There's nothing too positive at the moment,' he declared.

Tony described how the economy has stalled, with just 0.6% growth in the past year. Retail spending is running at about 11% lower than two years ago. And with population growth up by 2.6% over the past year, the per capita numbers for New Zealand are pretty grim, he said.

In addition, companies are reining in investment, so the value of capital goods imported into the country over the last three months was down compared to the previous year. 'Companies are looking to cut inventory and investment in plants and machinery – hardly

productivity-boosting stuff,' declared Tony.

According to Tony, the prevailing sentiment is 'survive to 25,' but he clarified that it's more accurate to say, 'survive until the end of 25.' He advised that this reflects low business confidence and poor consumer sentiment.

So, why is the economy so weak? Tony dispelled some of the myths behind the downturn.

He advised that the current economic situation is not due to fiscal austerity. Instead, he said, we are seeing some fiscal tightening underway. 'The government is getting the accounts back in order and minimising the chances of New Zealand getting a credit rating downgrade in the near future,' advised Tony.

Moreover, according to his analysis, the economy is not weak because of a fall in the terms of trade. Although import vs. export prices are on the negative side, this is not a major driving force behind the current economic situation.

We can also discount currency value. Tony advised that one notable characteristic of the current monetary tightening cycle is that the Kiwi dollar is lower than it was three years ago by 5% on average. He said that interest rates have increased sharply in this country but also overseas, benefitting our exporting economy.

Neither can we blame population collapse for the state of the economy. Although the media focus has been on the record net loss of Kiwis overseas, he reported that we've also seen lots of people immigrating from other parts of the world.





Tony was unequivocal in pointing the finger of blame directly at the Reserve Bank. 'We're in this weakened state because the Reserve Bank overstimulated the economy in 2021,' he declared.

He said that the central bank was guilty of keeping interest rates too low for too long, printing too much money and offering cheap credit to the banks. 'Too much sugar was thrown on the fire, and inflation hit 7.3% in 2022,' reported Tony. He said that the Reserve Bank was forced to throw the economy into recession to get inflation under control.

Tony then gave us a crash course in economics.

Most people know that raising interest rates eventually decreases inflation. Furthermore, high interest rates crunch consumer spending, also impacting inflation.

However, according to Tony, the effect of business pricing behaviour is less well understood. He said that many companies have been increasing the prices of goods and services to cover rising costs, fuelling the inflationary fire. The Reserve Bank wants businesses to curb price hikes.

Tony cautioned that businesses will have to make some tough decisions. 'You need to look at what you do and where you do it,' he advised. Tony suggested that restructuring, cutting out loss-making and low-yielding products, customers, and premises are all options for protecting margins.

'This is nasty, and it's a difficult thing to do,' he said, adding that for some businesses, the answer will

be 'we gotta close down'. He said closure rates will remain relatively high for some time. Now's the perfect environment for businesses and investors to pick up distressed assets or make canny purchases.

'Before, whenever something nasty has come along, central banks and governments have jumped in to save the day,' Tony declared. However, he asserted that no one is jumping this time, and job security is low.

Tony predicted that monetary policy would start easing later this year. He thinks we may see interest rate relief in November, but only if the Reserve Bank can see a change in business pricing behaviour.

Tony's analysis was as insightful and entertaining as ever, even if the message was bleak. However, he offered one ray of hope by saying bad times never last forever. 'There's always an upturn further down the track,' he declared.



The seven principles for smart investing and how to apply them to today's market



Join Martin Hawes as he guides you through seven important investment principles. You'll learn how these principles can help you highlight current market opportunities, and navigate potential pitfalls. Martin will inspire you to apply these principles to your investments and will help you get motivated to take action towards your financial goals. Joining Martin will be Investment Advisers from Forsyth Barr Auckland who will be on hand to answer any questions.

About Martin Hawes: Martin Hawes is a well-known New Zealand author, conference speaker, and TV & radio commentator. Martin is the author of 23 books on personal finance. The best known of these are: *20 Good Summers – work less, live more and make the most of your money* (New Zealand best-seller), *Family Trusts – A New Zealand Guide*, and *Cracking Open the Nest Egg*. Attendees at the seminar will go in the draw to win one of two copies of Martin's latest bestseller, *Cracking Open the Nest Egg*, helping people get ready for their retirement. Martin Hawes is not a Financial Adviser or a Financial Advice Provider. For information relating to Martin Hawes, visit martinhawes.com

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RISK VS OPPORTUNITY

with Martin Hawes

We live in times of high technology development and great innovation. Investment opportunities abound and a quick glance will see companies making fortunes for their shareholders - think Nvidia, Amazon, Microsoft and Apple just for starters.

And yet, at the same time we have high risk - inflation, war, climate change, the rise of China to name a few.

This all begs a question: how does an investor weigh the risks against the opportunity at the moment? There are potential good returns on offer, but what should we do with our money when the world seems such a risky place?

When uncertainty is high, my answer is always a trip back to basics: in particular, I go back to some of those old investment sayings which have stood up over time and been more than useful through tougher times than these.

Here's a good example: American investor Robert Arnott once said, "Investing in what is comfortable is rarely profitable". Although I have more of these old sayings in my seminars, this one sits at the heart of the things I am talking about.

There is no such thing as a perfectly safe investment - all we can say is that some are safer than others. Diversification with exposures to all asset classes is critical but, even then, we have to decide how much

risk we can comfortably tolerate.

Term deposits may be one of the safest (most comfortable) investments around. However, we cannot adopt a strategy of simply taking out term deposits and continually rolling them over when they mature. This would leave us very exposed to inflation and, most likely over the longer term, with poor returns. The comfort of term deposits is not a good long-term strategy.

We need a fund or portfolio that is spread wide and which guards against complete and permanent loss. Yes, there will be volatility and these ups and downs will not be comfortable. However, a diversified portfolio is the best store of wealth ever devised.

At the forthcoming seminars, I weigh the current opportunities against current risk. My conclusion is that provided you are in the right kind of things; this is a good time to invest albeit with some risk. Risk there might be, but I think if you invested intelligently now, in 10 years' time you would be glad you did - Martin Hawes

This column is general in nature, has been prepared in good faith based on information obtained from sources believed to be reliable and accurate, and should not be regarded as financial advice.



FINANCE MINISTER HON NICOLA WILLIS Unveils Economic Plan

Attendees at our most recent Business Breakfast were treated to a firsthand insight into the mind of arguably the only economist who matters: the Finance Minister herself. The Hon. Nicola Willis shared her views on the state of the economy and the government's priorities with the packed audience.

Her presentation was timely, coming hot on the heels of her first Budget.

Willis prefaced her remarks by acknowledging that things are tough for many businesses and households. 'We don't shy away from that,' she declared, adding, 'It's our task to confront that and make good decisions'.

She began by detailing the current economic climate of persistent inflation and high interest rates. 'We've had an economic downturn in real person terms now for more than 18 months,' she said.



Willis advised that the Budget was an essential first step in confronting and resolving our economic problems. She said the Budget was designed to address two critical tasks: cutting government spending and investing in priority areas.

'We had to take a much more sensible and responsible spending position as central government,' Willis advised, underscoring her strategic approach to identifying savings and reprioritising spending.

The line-by-line spending review resulted in a significant \$23b in overall savings, a crucial step towards achieving fiscal balance by 2027, she advised.

The savings have meant, 'We can put investment into sensible areas without adding massively to debt,' she said.

Willis then went on to identify the government's five priority areas for investment:

- Tax relief for working people
- Education
- Health services
- Law and order
- Infrastructure

Tax relief: The minister advised that, in real terms, Kiwis have been pushed into higher tax brackets because of inflation. To illustrate her point, she gave the example of a minimum wage earner. She asserted that seven or eight years ago if they chose to work more than 40 hours a week, they would pay tax at 17.5

cents in the dollar. However, that same worker today pays 30 cents in tax for every extra dollar earned. Willis believes that this provided a disincentive to work more.

The minister said tax relief is also targeted at families that have been badly affected by the cost-of-living crisis. She noted that an in-work tax credit, an independent earner credit, and a 25% childcare rebate would see the average family with kids \$78 a fortnight better off. Depending on their circumstances, some families will be better off to the tune of \$250 a fortnight.

Willis acknowledged the debate about whether tax relief will have an inflationary effect. However, her advice from the Treasury is that it won't because of the way the cuts have been funded, which is offset by savings.

Education: 'If there's one thing that worries me about the future of our economy and productivity, it's the fact that in real terms, our kids' literacy and numeracy skills have gone backwards,' the minister declared as she introduced the second government investment priority.

Willis advised the government is getting back to basics by introducing an hour a day of teaching focused on reading, writing and maths. She said the government is committed to ensuring teachers have the training and support to teach effectively. There's also been an uplift in investment in school maintenance and building new schools.

Furthermore, doing away with the distraction of cell phones in schools is part of the getting back-to-basics approach. 'Regardless of what my 14-year-old says to me, it's a good policy,' remarked Willis.





Health: The minister said that \$16b over three budgets has been committed to improve frontline health services, including recruiting more nurses and doctors. 'Even in tight times, health is a priority,' she reported.

Willis was particularly proud of the recent announcement to invest more in Pharmac. She said this means an additional 175,000 New Zealanders can access the ideal medicine for their medical condition.

Law and order: Willis advised that the recent increases in youth crime, ram raids, violent offending, and retail crime have made the government determined to act.

She said the government has already funded an additional 500 police officers and increased police officers' pay. 'Over the next six months, we will pass legislation cracking down on gangs and firearms and ensuring stronger sentences in the courts,' she reported.

Infrastructure: The government's final priority area for

investment is infrastructure. 'We've been really good at doing visualisations about what projects might look like. But we haven't been so good at putting on the hard hats and getting spades in the ground,' Willis remarked. Furthermore, she said we need to encourage more foreign investment in the country. 'Instead of putting out a welcome mat, we put up a stop sign,' the minister reported.

Willis said the government's fast-track consenting bill is designed to speed things up. She received a round of applause when she listed several Auckland transport initiatives the government has already committed to. These include the following and more:

- Warkworth to Wellsford
- East-west link
- SH16 northwestern alternative highway
- City Rail Link
- Northwest rapid transport link.

However, the minister also pointed out that the country needs to work closer with the private sector to deliver city-changing projects. Additionally, she advised that we must start funding infrastructure projects using modern revenue-raising tools like road tolls.

Willis ended her presentation on an upbeat note. 'I and the government remain extraordinarily optimistic about New Zealand and all its prospects,' she declared. The minister noted that while there was still plenty of work to do, her first Budget has taken the initial steps towards getting the country back on track. 'However, we can only do it if people like you come on board,' she concluded.



“Empty chairs are not empty in reality; memories always sit there”

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- 📞 0224742460
- 🏠 40 Lincoln Road, Henderson, Auckland
- 🌐 shahnaz.co.nz
- 📷 ShahnazHusainNZ
- 👍 ShahnazHusainNZ

Bindu's Brow+Beauty Hamilton Branch

- 📞 0277427697
- 🏠 The Base Shopping Mall Hamilton
- 🌐 bindu.co.nz
- 👍 BindusBrow

Bindu's Beauty Academy & Supplies

- 📞 021 256 8484
- 🏠 40 Lincoln Road, Henderson, Auckland
- ✉ bindu@bindu.co.nz
- 🌐 bindu.co.nz/beauty-workshop
- 📷 bindusbeautyandacademy



BINDU GROVER

West Auckland's Beauty Guru

Since 2008, the Shahnaz Husain beauty salon has been one of the premier salons in West Auckland. Now, owner and beauty therapist Bindu Grover has added Bindu's Brow + Beauty to her growing portfolio.

Bindu is a seasoned beauty expert and entrepreneur. Beauty has been her passion since childhood. Her journey began at the prestigious Shahnaz Husain's Women World International Beauty Academy in Delhi. She moved to New Zealand in 2002, started her beauty business from home, and gained further qualifications, including NZQA Beauty Therapy Levels 4 and 5 and an International Diploma in CIBTAC.

'My mission is to make clients feel special by offering indulgent pampering sessions and a holistic approach to skincare and beauty,' explains Bindu.

Henderson's Shahnaz Husain salon specialises in the Ayurvedic Herbal Skincare range, which uses all-natural ingredients for safe, effective results. The range is designed to experience wellness from within.



Bindu is also a go-to brow guru. Her groundbreaking approach to crafting the perfect brow inspired Bindu's Brow + Beauty. 'I have revolutionised brow threading in New Zealand with my unique brow-shaping technique, incorporating face mapping for precision,' she declares.

'Our salons are unique because our treatments combine holistic therapies with the latest technology,' advises Bindu. She adds that her approach is one of a kind in New Zealand.

Bindu's expertise has been acknowledged with numerous industry awards. Her most recent accolade was the Winner of the Indian Business Award | 2023 Best Employer Choice. 'This recognition is one of the proudest moments in my career,' she says.

Bindu is passionate about providing holistic beauty services and sharing her expertise to empower others. She runs a brow and beauty academy offering various courses, including brow mapping, shaping, and threading, plus body, spa, and beauty treatments. These courses are hands-on, building participants' confidence and refining techniques.

Despite her busy schedule, Bindu always makes time for her family - husband Vins, daughter Ehsaas, son Vardaan and pet dog Tubby. She also enjoys gardening and cooking.

Bindu's Brow + Beauty has franchises all over Auckland and in Hamilton. The Shahnaz Husain beauty salon is located at 40 Lincoln Road.

After the perfect brow or want some luxurious me time? Check out the extensive range of beauty services and book your appointment today.

INFLUENZA IN NEW ZEALAND

typically runs from May to October

Flu is also known as influenza and is commonly known as a respiratory illness that is contagious. A virus known to/or can infect the nose, throat and lungs. It is recommended that the best way to combat the flu is by getting the flu vaccine yearly. The Flu is known to cause mild to severe illness, or can lead to death.

Flu is different from a cold as the flu usually comes on suddenly. Symptoms of the flu may feel some, if not all these symptoms: Fever/ chills, cough, sore throat, runny or blocked nose, body aches, headaches and fatigue. Some may even go through vomiting and diarrhea.

Many doctors believe that droplets from a flu cough or sneeze and even talking are the many ways of the flu spreading. It can also spread but less often spread by touching surfaces/ objects with flu viruses on it, then touching their face, mainly the mouth and nose area. With our country in the winter 'or flu' season, it is



important to remember the virus is more active now as the air is less humid than outside. That means we spend more time with each other making the virus easier to spread.

Although we are all at risk of getting the flu and spreading it, we must remember it can affect those who are at higher risk for example: infants and people who are over 65 years of age. Also at high risk of catching the flu are the pregnant women, people with weak immune system, people who smoke, obese, and those who have not been vaccinated.

To get through this flu season with minimal chances of getting the flu, there are many preventative measures we can use to stop the flu from spreading. One of them is practicing good hand hygiene, washing your hands often is a good way to help prevent the spread, prevent touching your face is also a good practice, especially touching your mouth, nose and eyes.

Another prevention and probably encouraged more is getting your flu shot. Having this flu shot yearly helps prevent you from catching the flu. It is encouraged that you visit your GP and ask for a flu shot, and lastly, stay at home if you are unwell.

This will help everyone or anyone that you are around with normally whether is at your workplace or just in public.



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The advertisement features three images: a reception desk with a white marble top and a wooden wall behind it with a red heart logo and a green cross logo; a hallway with a similar logo on the wall; and a group of seven people standing in front of the logo. The text is centered on the reception desk image.

AN ORTHODONTIC CONSULT

and when to get one

While having crooked teeth can undoubtedly have a major effect on appearance and therefore confidence and self-esteem, there are also serious underlying consequences to having a bad bite.

Here are our top seven signs that there is a problem with the teeth or jaws.

Mouth breathing: Do you or your child tend to breathe through your mouth instead of your nose? This could be due to an open bite or the way the teeth fit together. There could also be problems with the airway which need addressing. Common signs of mouth breathing include an open-mouth posture and chapped lips.

Prolonged thumb sucking: Sucking thumbs or fingers and using a dummy/pacifier past a few years of age can cause lifelong anatomical changes, sleep problems and teeth that stick out or do not meet properly. Children with a thumb-sucking habit can 'park' their thumb behind their front teeth and cause them to protrude, known as an overjet or bucked teeth.



Early or delayed loss of baby teeth: If baby teeth fall out too early or too late, it can result in problems like impacted (stuck) adult teeth that do not erupt properly. These teeth need to be guided into place.

Gaps in your smile: This is an obvious sign of teeth problems. Not only can gaps be embarrassing, but they can also trap food and be difficult to clean, contributing to the development of cavities.

Top teeth that overlap bottom teeth: When your top front teeth cover more than 1/4 of the lower front teeth, it is known as an overbite. Overbites can cause a "gummy" smile and indicate problems in jaw development.

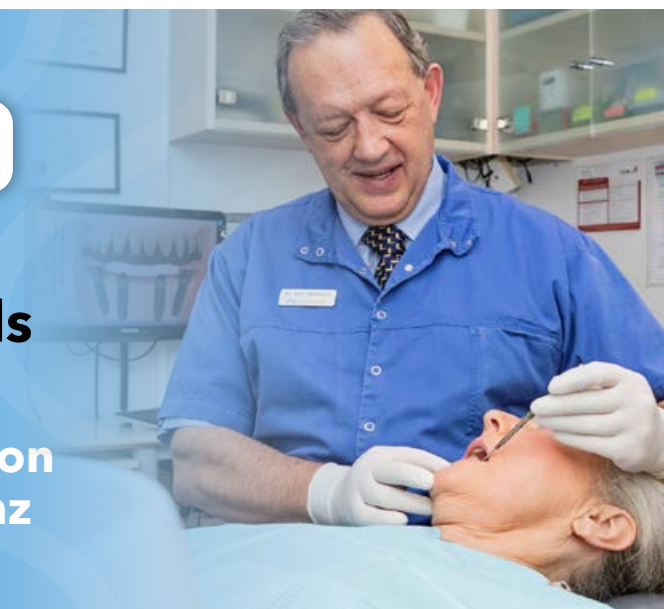
Crossbite: This is where one or more top teeth are biting behind the bottom teeth. Teeth can be prone to chipping and uneven wear of the enamel. An untreated crossbite can also lead to muscle pain and strain in your face and neck, as well as an uneven growth.

Crowding: Crowded teeth do not allow room for permanent teeth to come into place. There are different presentations of crowded teeth – teeth that are not level, teeth that are not aligned, rotated and/or displaced. Usually crowded teeth are a result of lack of space in the arch. The result can be an unsightly appearance, and food being trapped between teeth making them difficult to clean.

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THE DOUBLE NARCISSUS?

Twice as gorgeous but with no ego!

What is a double Narcissus? Don't let the name fool you - it's not a narcissist, or a particularly self-centred bloom but it's actually just another name for the double daffodil! A delightful variation of the traditional single-bloom daffodil and is a captivating flower that brings a burst of colour and joy to spring gardens. Known for its multiple layers of petals, the double daffodil stands out with its lush, full appearance, adding an extra layer of opulence and charm to any floral display.

The double daffodil, scientifically known as Narcissus, belongs to the Amaryllidaceae family.

Instead of the usual single row of petals, double daffodils boast multiple layers of petals, often creating



a ruffled, almost peony-like look. These additional petals can sometimes form a central cluster, giving the flower a distinctive, full-bodied appearance that is both striking and elegant.

One of the most popular double daffodil varieties is the 'Tahiti', featuring bright yellow outer petals with a vibrant orange-red centre, creating a stunning contrast that can brighten up any garden space. Another favourite is 'Replete', which showcases soft pink and white petals, offering a more delicate and romantic aesthetic.

Double daffodils are not just visually appealing; they are also hardy and easy to grow, they thrive in well-drained



“In joy or sadness, flowers are our constant friends”
– Okakura Kakuzo

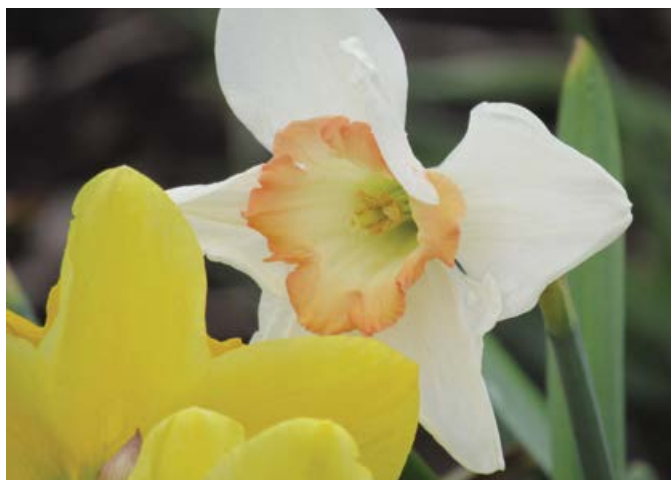
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soil and prefer a sunny spot, although they can tolerate partial shade. Planting them in the Autumn allows them to establish roots before the winter, leading to a stunning display of blooms in the spring.

For those interested in expanding their garden's floral diversity, double daffodils offer a wonderful opportunity. They can be paired with other spring bulbs such as tulips and hyacinths to create a vibrant and diverse garden display. Their striking appearance and easy maintenance make them a delightful addition to any garden, providing a burst of colour and joy each year.



One of the fascinating aspects of double daffodils is their ability to attract pollinators. The dense, layered petals provide a rich source of nectar, drawing bees and other pollinators to the garden. This not only enhances the beauty of the garden but also supports local ecosystems by providing essential resources for pollinating insects.

In many cultures, daffodils are associated with rebirth and new beginnings, symbolising the arrival of spring and the end of winter. Their vibrant colours and cheerful appearance make them a popular choice for springtime celebrations and floral arrangements. In Wales, for instance, daffodils are worn on St. David's Day, the National Day of Wales, as a symbol of national pride and renewal.

So why did the double narcissus get invited to therapy?

Because everyone thought it was a narcissist, but it just had a lot of layers to work through!

In conclusion, the double daffodil is a stunning floral treasure that brings the vibrant colours and lush textures of spring into your garden. Loved by florists and garden enthusiasts alike, this beautiful flower is a must-have for anyone looking to celebrate the upcoming season!

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LEMON PISTACHIO SLICE

a quick and easy 'nom-nom' recipe

The
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- HENDERSON -

Base:

- 4 Tbsp lemon zest
- 180g pistachios, chopped
- 2 packets super wine biscuits
- 300 ml condensed milk
- 200g butter

Icing:

- Juice of 2 lemons
 - 450g Icing sugar - sifted
 - 100g butter - melted
 - Handful of chopped pistachios for decoration
- halve these ingredients for a thinner icing*

METHOD - BASE:

1. Melt the butter, condensed milk and lemon zest in a saucepan over a low heat until combined.
2. Crush the biscuits by hand or in a food processor.
3. Chop the nuts with a sharp knife or in a food processor.
4. Mix the biscuits and nuts well.
5. Add the condensed milk, butter and lemon zest to the dry ingredients and mix well.
6. Press into a greased and lined slice tin and set aside while you make icing.

METHOD - ICING

1. Melt butter with lemon juice in a saucepan over a low heat.
2. Sift the icing sugar into a bowl.
3. Pour the melted butter and lemon juice into the icing sugar and whisk, ensuring a smooth consistency with no lumps.
4. Pour icing evenly over the slice base, leave to set.

SERVE:

Decorate with more chopped pistachios, slice and plate.



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THE OMODA C5

an O-Modern SUV

New Zealand's automotive market is about to be shaken up with the arrival of the all-new Omoda C5. Priced from just \$29,990 plus on-road costs, this impressive vehicle brings an unmatched combination of luxury, advanced technology, and peace of mind to Kiwi drivers.

One of the standout features of the Omoda C5 is its interior. The full leather seats provide a level of comfort and sophistication typically reserved for higher-end models. Whether you're commuting to work, embarking on a weekend adventure, or navigating the school run, the Omoda C5 ensures every journey is undertaken in utmost comfort.

But it's not just about luxury; the Omoda C5 is also packed with cutting-edge driver technology. It matches the driver assistance and safety features found in top-tier models, offering a suite of tools to enhance your driving experience and keep you safe on the road.

- **From adaptive cruise control** to lane-keeping



assistance, the Omoda C5 ensures that drivers are supported by the latest in automotive innovation.

Under the hood; the Omoda C5 doesn't disappoint either. While specific engine details and performance statistics are yet to be fully disclosed, early reviews suggest that the C5 offers a robust and reliable driving experience, making it suitable for both city driving and longer road trips. The vehicle's design also reflects a modern aesthetic, with sleek lines and a bold presence that commands attention.

One of the most appealing aspects of the Omoda C5 is the peace of mind it offers through its impressive warranty. With a 7-year unlimited kilometre warranty, owners can drive with confidence, knowing they are covered for the long haul.

- **This generous warranty** underscores Omoda's commitment to quality and customer satisfaction, setting a new standard in the industry.

In conclusion; the Omoda C5 is set to redefine what Kiwi drivers can expect from an affordable SUV. Combining luxury interiors, advanced technology, and a standout warranty, it offers exceptional value for money. With the Omoda C5, drivers don't have to compromise on quality or features to enjoy an accessible price point. It's not just a car; it's a statement of style, innovation, and reliability.

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MANAGER'S MESSAGE

Northwest Country Business Association

The Great Night Out in July was a corker as we had a night of laughs and hilarity from Te Radar, one of the best hosts we could have had.

We had a night celebrating so many amazing local businesses, all who have been generous to donate vouchers and tickets to their businesses for our lucky attendees. Thank you to all businesses who joined us for the night and made such generous gifts.

We now start the spring season which is all about business strength and getting to know your business in more detail.

David Altona hosted our first AAA Roadmap to Productivity workshop on 30th July, giving members insights about their productivity and creating a new suite of metrics to measure how well their businesses are doing over time. "New Zealand businesses tend to be taught to focus on sales and profits without measuring their productivity and comparing that to others in their industry," says David of Altona Solutions. "With three key steps, I can show businesses how to make business decisions based on outputs for effort, maximizing return without capital investment."

David has completed research on his Roadmap and has exclusively offered up to six North West Country members a 12 month continued case study opportunity with him to take his findings further.

"What's especially novel about the framework is it is underpinned by the suggestion of a cooperative environment in which data and conversations are freely shared by SMEs in the interests of collectively raising NZ's productivity levels."
– Professor Brad Jackson



DANIELLE HANCOCK



David Altona of Altona Solutions



Te Radar performs at The Great Night Out

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To support businesses through these tough times North West Country Business Solutions is launching their 2024 Business Mentors programme.

All members are eligible to apply for a free one hour mentoring session with a mentor of their choice. We have five top mentors to choose from, each with a different speciality and skillset so you can find the best person that suits your needs.

Anyone wanting to know more can visit our website at: www.northwestcountry.co.nz/businessmentors



Andy Burrows

Andy Burrows from Trades Coach provides business coaching and support for those in trades. The Trades Coach programmes range from a low cost, online training platform for those new to business ownership, to a fully customisable 1:1 coaching solution that covers multiple areas of business strategy and development. Participants can choose from various modules that comprise the programme content.



Peter Cooke

"I see solutions – not problems, a future with success – not a past with failure and a "can do" attitude that will lift and influence those around me".

Peter's career has spanned many industries and countries over the past 35 years. Experience gained across the banking, utility, telecommunications and insurance sectors has seen Peter develop extensive senior management and leadership skills.



Catherine Cooke

Catherine Cooke's entrepreneurial journey is a testament to her unwavering passion for business. Beginning her career in the corporate sector of finance, legal and politics, Catherine ventured into design & importing with a small business client before taking the leap to establish her first company in 2001. Simultaneously, she maintained her full-time role as General Manager, while also growing her own business, demonstrating her dedication, and multitasking prowess.



Leanne Coste

Leanne is a Business Coach, specialising in Marketing, Systems and Online Visibility. After streamlining and automating her first multi award-winning business Leanne sold it and has moved on to provide advice and knowledge to other business owners. Leanne helps business owners with online presence, marketing, award entries, social media, systems, accountability, getting a business ready for selling and general business coaching.



Tracy Cousins

Tracy is a dedicated professional in recruitment, business coaching, and mentoring. Her fervour lies in igniting businesses through transformative thinking and fostering inspired teams. Tracy offers one-to-one coaching and tailored recruitment services for businesses and individuals. With over 35 years of commercial experience and certification as an ICG and TCI practitioner coach, Tracy leverages Meta Dynamics learning methodologies to enhance both personal and business performance.

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