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➤ **Feature - DOUGLAS PHARMACEUTICALS**

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4 PAGE FEATURE



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CHAIRS REPORT

Welcome to another edition of WEst, what a month it has been. Kicking off with the recently held AGM, it was heartening to be able to share the significant progress which has been made this last year, most notably the completion of the CCTV project.

This project whilst taking longer than planned was justified on the premise that we wanted to ensure that the Association was playing its role in protecting the businesses operating within our community by deterring criminal behaviour, and where crimes are committed, assisting the Police and law enforcement with bringing criminals to account for their actions.

It is heartening to see that we have already received positive feedback from the Police following arrests, which would not have been possible without the real-time feeds from our camera network and the significance they played in bringing about the miscreant's demise.

Another exciting development this year has been the launch of the Women in Business programme under Anika's leadership. This programme recognises the significant and ever-increasing role women play in business. A lot more to come here in the coming year.

The BA5 continues to be a wonderful platform to bring people together to enjoy each other's company and network. Of course, these events would not be possible without the generous support of the businesses who host them.

We would not have achieved what we have this year without the tireless efforts of Garry and his team, and of course the board who have so willingly given of their time to contribute and support the association with their expertise. Most surely, I want to thank our BA5 sponsors.

Following our board meeting last week, I am personally delighted to return as chair for another year. We have



MICHAEL POWELL

a lot to do; starting with the imminent showcasing of the new website and member's portal. This platform will deliver improved communication, access to enhanced content and digital tools to benefit members.

With certainty, the association will continue to be your voice to local government, ensuring we are heard on those matters of importance.

Whilst for most businesses we have been operating in an environment of uncertainty, I am hoping the analyst community are right with their predictions of an ongoing improvement in the country's economic standing. We have all heard the call to "Survive to 25"; well, we are just about there!

Until, then as this is the last magazine for the year, I want to wish everyone a happy, safe and relaxing holiday season surrounded by family and friends and best wishes for a prosperous new year in 2025.

Wishing you all the best in business and health.

.....
MICHAEL POWELL, CHAIR BUSINESS WEST

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WOMEN IN BUSINESS the ConnectHer platform

In launching our ConnectHer initiative, we've embarked on a journey to connect women in the business world and encourage collaboration in our community. Our recent events have been a blend of motivation and networking, with empowering stories from trailblazing women who are redefining what it means to be a woman in business.

We have explored a few key themes over the last few months and the feedback shows we are on the right trajectory!

In our first ConnectHer Café, we dove into the art of making our voices resonate with power and clarity. Award-winning, international speaker and Business Coach Cath Vincent highlighted key strategies for commanding presence, confident communication and assertion. Attendees walked away with actionable insights, ensuring they are never overlooked in any conversation, meeting or negotiation.

The theme of finding one's voice and crafting a personal narrative was really well received. Attendees were

walked through exercises that uncovered individual values and one's 'Why' and learned how to use this information to cultivate a personal brand. This session equipped attendees with skills to articulate their journeys authentically, to form impactful narratives.

Natasha Wells, founder of Arteria Creative, had attendees engaged in learning a blueprint for building a compelling personal brand. We learned the art of brand storytelling and creating a consistent brand narrative.

ConnectHer Café supports women in business who are not only excelling in their fields but are also working to break new ground in both personal and professional development.

As we look to the future with where we are taking ConnectHer, we are excited and committed to fostering an environment of connection, collaboration and to champion women in our community. Stay tuned for further growth in 2025!

Be in the know - E: comms@businesswest.co.nz - to ensure you're on the mailing list.



Make A Real Difference This Christmas



Support your community with a donation from your business to Hospice West Auckland.

With a donation of \$300 or more, your business will receive a pack of 15 beautifully designed Christmas cards – perfect for sending to clients or customers.



*Card reads:
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HOW DO I EXIT MY LEASE?

Signing a commercial lease agreement is a significant step for any business, but sometimes circumstances dictate early termination.

Understanding Your Lease

A clear understanding of the lease terms is crucial, so have your lawyer explain anything you are not clear about. In most instances early termination is not a standard option.

Landlords are not obliged to provide early release to a tenant and generally expect the tenant will perform their side of the agreement. Landlords regularly enforce the tenant's obligations e.g. the obligation to pay the rent until the end of the agreed term.

Mutual Agreement

The most straightforward way to exit a lease is by agreement between you and the landlord. If your landlord will negotiate on termination, then terms can be documented in a deed of surrender, setting out the agreed-upon terms, including financial settlements, any outstanding payments, and property handover details.

Assignment

Assigning your lease involves transferring your lease

to a new tenant who assumes your obligations. Depending on the terms of your lease and whether you have provided any personal guarantees or other security you may remain liable if the new tenant defaults, and in most cases landlord approval will be required.

Breach by Landlord

If your landlord breaches the lease agreement you may have grounds for termination. However, termination is not generally the first option to remedy a landlord breach so you must seek legal advice.

Conclusion

Exiting a commercial lease can be complex and needs to be approached methodically and with caution. Negotiating with your landlord or finding a tenant to step into your shoes are often the preferred methods for early termination.

Get specialist legal advice to protect your rights and interests throughout the process.

Speak to commercial property expert Bret Gower, Commercial Director at Smith and Partners.

E: bret.gower@smithpartners.co.nz.



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THANK YOU TO Douglas Pharmaceuticals

The Company hosted a very special November BA5. Attendees had the unique opportunity to view Douglas' state of the art Kardex AutoStore System - such a fascinating experience!

We'd like to extend our gratitude to Douglas Pharmaceuticals for their generous hospitality, backed by a dedicated, supportive and cohesive team. See their feature on page 16 of this issue...



BA5 for Douglas Pharmaceuticals



THANK YOU

Forsyth Barr

BA5 October was warmly hosted by new member Forsyth Barr, and held at the Te Pai Centre. With over 85 years' experience, Forsyth Barr is a respected name in the New Zealand financial services industry.



Business after 5 for Forsyth Barr

Proudly NZ owned, with over 600 employees located throughout the country.

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All images by Caroline Ducobu Photography.



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FESTIVE FINANCIAL PLANNING with The Mortgage Hero

The festive holiday season isn't just about relaxing and having fun with the family. It's also the perfect opportunity to review and plan your financial goals. Whatever is on your financial wish list this Christmas, here's how to make the most of your time away from the daily grind of work.

Upgrading Your Lifestyle

You may be eyeing a home renovation, a move to a bigger house, or perhaps you're planning a family car upgrade. The holidays are a great time to involve everyone in the conversation and agree on a roadmap to achieve those goals.

Buying Investment Property

Are you thinking about buying an investment property? Use your holiday to discuss it with your loved ones and turn it into a shared vision for your family's financial future. Talk about the type of property that would make a good investment, the locations you're interested in, and the financial steps needed to make it happen.



Paying Off Your Mortgage Faster

Use your holiday downtime to review your budget and identify potential savings so you can save on interest payments and pay off your mortgage faster. Getting the family involved means everyone is on board with the plan and understands the benefits of achieving mortgage-free status sooner.

Starting a Business

If anyone in the family is considering starting a business, holidays are a great time to flesh out the idea and discuss the need for a business loan. You have the headspace to think through all the issues, like the business model, financial requirements, and potential risks. The support and input of family members can be invaluable in kickstarting your thinking.

Refinancing for Better Rates

Interest rates are decreasing, and lenders are offering better rates all the time. Your holiday is an excellent opportunity to look into refinancing options. And if you have teenage children, why not teach them valuable life lessons by getting them involved in researching rates and understanding the terms?

Vins from The Mortgage Hero is here to help turn your holiday dreams into reality.

- Whether upgrading your lifestyle, investing in property, or saving on your mortgage,
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*Wishing you a very
Merry Christmas!*



WESTGATE & HENDERSON

Mitre 10 MEGA Celebrates Christmas

The holidays are upon us, and there's no better place to kick off the season than at Mitre 10 MEGA Westgate & Henderson with their festive Christmas event! Bring the whole family to enjoy an array of merry activities, all designed to inspire creativity, foster community, and make holiday memories that last.

Join in for a treasure hunt like no other! Dive into the aisles of Mitre 10 MEGA Westgate & Henderson to uncover hidden clues to complete the puzzle and go in the draw to win a kids meal voucher from Columbus Café. For all those who love a good adventure this hunt is for you, bring your detective skills, a keen eye, and a spirit for adventure!

Colouring-In Competition!

Whether you're a budding artist or just want to enjoy some creative time, we'd love to see what you can create. Choose your colouring sheet and colour it in using your favourite colours and get as creative as you like. Submit your masterpiece for a chance to win a kids meal voucher from Columbus Café. The winner will have their artwork proudly displayed in-store.

Santa's in-store!

Santa himself will be here to listen to holiday wishes and pose for photos, creating magical memories for young

and old alike.

Discover the curated selection of holiday lights, outdoor decorations, and seasonal tools. See demonstrations on holiday lighting setups and unique decorating techniques to make your home sparkle and shine.

"As a special thank you to our loyal customers, we're rolling out exclusive discounts on seasonal decor, tools, and select holiday gifts - all purchase will receive 5X Airpoints on the night."

Join in spreading joy

by participating in their National Christmas toy drive. The 2 stores are collecting new, unwrapped toys for the Kindness Collective. Every donation helps brighten the season for a family in need.

Mitre 10 MEGA Westgate & Henderson believes that the holidays are about coming together as a community to celebrate, create, and share joy. Whether you're there for decorating ideas, family fun, or simply to soak in the holiday atmosphere, the team can't wait to welcome you to this heartwarming event. Mark your calendar, gather the family, and celebrate the season in style!

Date: 12th December

Time: 3pm to 7pm



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WHAT'S ON At Westcity Waitakere

Christmas at WestCity will be all about entertaining the family this December. Santa has arrived and the Centre is busy with a range of activities!

Walk through the giant Christmas tree and then take a short indoor bush walk to meet Santa for your family photos - you can also bring in your furry friend for a Paw-trait with Santa!

There is Gift Wrapping starting on Thursday 19th December, late night shopping from 9am until 9pm (excluding Saturdays and Sundays which will be open until 7pm) between the 17th to the 23rd December. On the 24th December the centre will close at 6pm.

This year the special letters to Santa are back, so encourage your children to write a letter to Santa Claus



and they will receive a unique response back. Just get them to drop their letter into Santa's special mailbox on Level One by the big Christmas tree. Letters need to be in the box by Thursday 19th December so Santa has time to write back.

Also, don't forget if you are not sure what to buy your friends and family for Christmas

- A WestCity Gift Card is always a winner!

Exciting New Stores!

Pandora

It's terrific to announce that Pandora has officially opened its doors at WestCity Shopping Centre!

- Pandora is the world's largest jewellery brand. Pandora offers a wide range of jewellery collections featuring unique designs crafted with high-quality materials such as sterling silver, 14K gold (solid and plated) and lab-grown diamonds.

- The BE LOVE brand campaign embodies Pandora as a complete jewellery brand offering endless possibilities for personalisation and meaningful jewellery pieces to celebrate life's moments.

Visit them instore or online at pandora.net

Westpac Bank.

The addition of Westpac to the WestCity banking precinct is an exciting development for the shopping centre. For over 160 years Westpac has been supporting New Zealanders to help them achieve their financial goals.

- Westpac are driven to use their experience and size to help local communities and businesses achieve great things - Alone we are strong, but together we are Stronger.

Westpac can help with home loans, insurance, personal loans, credit cards, everyday transaction accounts, KiwiSaver, investments, business banking and more.

Pop into their new branch today and meet the friendly staff. They will be able to help you with all your banking needs.





DOUGLAS PHARMACEUTICALS: From West Auckland to the World

The multi-million-dollar global business Douglas Pharmaceuticals may be a fantastic New Zealand success story. However, first and foremost it's a homegrown West Auckland success story.

Based in Henderson, the business was the brainchild of Te Atatū South chemist Sir Graeme Douglas, who started in 1967 by creating a cough syrup called Kofsin. Demand soon took off, and Graeme had to turn to manufacturing to maintain enough supply. The company also started importing specialist drugs and repackaging them before distributing them to other pharmacies.

From these humble beginnings, Douglas Pharmaceuticals evolved into the national and international powerhouse it is today.

The company is still family-owned. Graeme's son, Jeff, is now at the helm, while granddaughter Katherine heads up the consumer division. According to Jeff, he joined the business by accident. 'I started part-time in the warehouse as a student in the late 1970s, and I just sort of fell into full-time positions mainly as a sales rep in those early days,' he says.

Jeff took over as Managing Director in 2014 following his father's retirement. Jeff's childhood home was on Jaemont Avenue, opposite his dad's pharmacy, and he

still considers himself a proud Westie.

The company opened its commanding headquarters in 1985. R&D, pharmaceutical manufacturing, and a state-of-the-art innovation centre all work out of the Henderson site. The company also has a large manufacturing facility in Fiji.

'Today, we have around 700 employees and export to over 40 countries,' Jeff proudly declares.

Alongside the extensive range of prescription medicines, Douglas is responsible for the Clinicians and Phloe consumer brands. The company is also the world's largest supplier of generic isotretinoin, a molecule primarily used to treat skin conditions.

'Seventy per cent of our turnover is in exports,' advises Jeff. The company's largest market is the lucrative US one. 'The US is always on the radar first,' says Jeff. 'And we can manufacture and develop products for the US and take it through the regulatory process,' he adds.

Innovation is in the company's DNA. Jeff advises that Douglas collaborates with innovative partners to research, develop, and manufacture prescription, nutraceutical, and consumer healthcare products.

Getting products to market is a long, drawn-out process. It takes at least six years to get a product on pharmacy shelves, including formulation to clinical trials, manufacture, and regulatory approval.

Jeff and his team are passionate about what they do and the difference they make. 'Our products do a lot of significant good for people, so that's very satisfying,' declares Jeff. He adds that making a positive difference in healthcare outcomes for people around the globe is the company's driving force.

People are important to Douglas Pharmaceuticals. The company is a significant local employer that values its workers. 'Every day, our team of 700 innovates,





Managing Director Jeff Douglas, pictured with Head of People Experience - Victoria Hayward, and Export Customer Experience Analyst - Saul Cheyne

collaborates, and grows within a company that prioritises people, providing support and challenges to help them achieve their best work,' advises Jeff.

Employees benefit from a first-class working environment and comprehensive benefits package. It's no surprise that the Douglas People & Culture team was recognised as the HR Team of the Year for organisations with over 500 staff at the 2023 HRD New Zealand Awards.

Community is just as important as people to Douglas Pharmaceuticals. Sir Graeme was knighted in 2010 for his services to philanthropy and athletics. And the Douglas Charitable Trust has made giving back to the community an integral part of the company's culture.

'One of our remits is to support the people of West Auckland and worthwhile causes,' declares Jeff. Among others, the Trust is a long-term supporter of Hospice West Auckland and, through the Well Foundation, contributed to the development of Waitākere Hospital's special care baby unit.

The Trust is also a supporter of the Graeme Dingle Foundation, which makes a difference for local rangatahi through mentoring and youth development programmes. Sir Graeme was an enthusiastic supporter of athletics. And that work continues with The Trusts Arena's Douglas Track and Field Stadium.

Jeff is excited about the future of Douglas Pharmaceuticals even though he can see challenges ahead.

'Our industry's changing almost by the day, and the technology change is immense,' he advises. 'When I started in this company, we had a telex machine, and then fax machines came along and revolutionised everything. These days, of course, they virtually don't exist,' jokes Jeff. Now, the company is grappling with big issues like the impact of AI.

Furthermore, Jeff says the company wants to keep developing unique products that improve people's lives and meet unmet needs. However, doing so is becoming more and more expensive.

'Now we're into the development of patented products, the phase three clinical trials for our anti-depressant product, for example, will cost US\$150k alone,' Jeff reports. He says Douglas doesn't have the capacity to fund that and will have to find funding partners. 'A relatively small NZ company like ours has to look at outside capital,' he advises, which will be a major focus going forward.

Jeff is also optimistic about the future of business out West. 'When you scratch under the surface of Henderson, you find some wonderful organisations doing really transforming work,' he suggests. One of the best ways to connect with other businesses is to go along to the BA5 events. 'You meet a hell of a lot of talent that you don't realise exists in this part of Auckland.'

We look forward to welcoming Jeff back to one of our BA5 events soon. In the meantime, you can connect with him via the Douglas Pharmaceuticals website at www.douglas.co.nz





David & Andre Babich

BABICH WINES EXPANDS Sauvignon Blanc Production with New Marlborough Vineyard

Babich Wines, one of New Zealand's oldest family-owned wineries, is increasing its Sauvignon Blanc production by partnering with Craigmore Sustainables on the development of a new vineyard in Marlborough.

Known as Cat Creek, the property covers 418 hectares, with nearly 200 hectares to be dedicated to cultivating Sauvignon Blanc vines when fully developed. Craigmore will invest more than NZD \$40 million in the development over the next two years, with Babich Wines responsible for the management and development of the vineyard.

Once mature, the vineyard site will produce an additional 3,000 tonnes of grapes for the winery with an export value of more than NZD \$20 million, helping meet the growing demand for Babich's portfolio of premium New Zealand wines across domestic and

international markets.

Babich Wines CEO David Babich says developments of this size are rare in Marlborough considering the increasingly limited amount of high quality and viable vineyard land remaining.

"Securing more growing capacity for Sauvignon Blanc is strategically critical for Babich Wines as Marlborough approaches its capacity limits. This partnership with Craigmore provides a timely increase in production capacity and stability of supply, and allows us to retain a high level of control over the entire production process. This is critical in helping us to increase supply to meet



BABICH

NEW ZEALAND WINE
SINCE 1916



Babich Wines teams up to develop large Marlborough vineyard

growing global demand, while maintaining the high quality our customers expect.”

The joint venture with Craigmore Sustainable, a New Zealand-owned and operated food and fibre investment company, is the first viticulture venture in the Marlborough region for Craigmore.

Craigmore’s General Manager Horticulture Con Williams says the move to Marlborough provides diversification for the business and an initial footprint into the region that can be expanded in coming years.



“Marlborough is globally recognised as having regional attributes well-suited for viticulture and the Marlborough Sauvignon Blanc story continues to provide strong long-term fundamentals that make further expansion attractive.”

Babich Wines is also upgrading its Marlborough winery facilities to support this new initiative, with additional intake infrastructure, technology and tank capacity.

The investment will increase processing capacity to accommodate the new vineyard’s output, ensuring the winery can handle the additional grape supply while continuing to uphold the quality standards the winery is known for.

About Babich Wines

Founded in 1916 by Croatian immigrant Josip Babich, Babich Wines has been family-owned and operated for over a century, making it one of the oldest wineries in New Zealand. The company remains dedicated to producing premium wines that reflect the unique characteristics of New Zealand’s vineyards and its rich winemaking heritage.

Let the stories flow

We all have our favourite stories.

And the holidays are when they all come together. Old stories retold, new ones made over a table heaving with good food, great wine and uncontrollable laughter. Of course, the stories are just the way we get each other to the right place — it’s the sharing that matters.

Share these holidays with Babich wines.

SUSTAINABLY CRAFTED
NEW ZEALAND WINE



THE CHARMING PEONY

A Blooming Beauty with Davis Funerals

Peonies, with their lavish blooms and delightful fragrance, are among the most beloved flowers worldwide. These perennial plants aren't just a feast for the eyes; they come with a rich history, diverse varieties, and a sprinkle of charm that even New Zealand gardeners have embraced.

Peonies come in a rich variety of colours, shapes, and sizes, making them a versatile choice for any garden or floral arrangement. Some of the most beloved varieties include:

Sarah Bernhardt: A classic favourite, this variety boasts large, soft pink blooms with a delicate fragrance. It's the epitome of a romantic peony, ideal for wedding bouquets and special occasions.



Bowl of Beauty: Known for its striking contrast, this cultivar has large, pink petals with a sunny, yellow centre. It's bold, attention-grabbing, and makes a dramatic statement in any bouquet.

Festiva Maxima: A white peony with pale red speckles, this variety is perfect for adding an elegant touch to arrangements. Its soft, understated beauty complements both contemporary and traditional designs.

Red Charm: For those who like their peonies with a little more drama, Red Charm is a stunning variety that offers large, deep crimson blooms. The petals are dense and luxurious, creating a bold and vibrant display that's perfect for creating eye-catching floral arrangements.

Coral Sunset: This variety brings a lovely peachy coral hue that deepens as the flower matures, transitioning from a soft blush to a vibrant coral. It's perfect for adding a pop of colour to a bouquet or garden, and it's often considered one of the most exquisite of the coral-toned peonies.

To ensure your cut peonies last as long as possible, here are a few key care tips to follow:

Harvesting the Perfect Peony: Cut peonies at the right stage of maturity. If you're picking them yourself, aim to cut peonies when the buds are still "softly" closed—just before they fully open.

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

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This stage ensures the blooms will last longer in a vase, slowly opening over time.

Trim the Stems Properly: When bringing peonies inside, immediately re-cut the stems at a 45-degree angle under water. This helps prevent air from entering the stem, which can block water uptake. Use a sharp knife or pruning shears to avoid crushing the stem.

Water, Water, Water: Peonies are thirsty flowers! Place your cut blooms in a clean vase filled with cool water right away. You can also add floral preservative if you have it, but plain water works just fine. Ensure the water level is high enough to submerge the stems completely.



Keep Them Cool: Peonies prefer a cool environment, so keep them in a spot away from direct sunlight or heat sources like radiators or stoves. Too much heat can cause them to wilt quickly, so aim for a well-lit but cooler area.

Changing the Water: To extend the life of your cut peonies, change the water every two days and re-cut the stems slightly each time. This keeps the water fresh and helps the stems take in more water.

Handling Open Blooms: As peonies open, they become more delicate. If your peonies start to wilt prematurely, try placing the entire stem in cool water for several hours. This can help the blooms revive somewhat, though their lifespan may still be limited.

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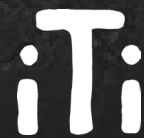


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MEASLES IN NEW ZEALAND

High Risk of an Outbreak

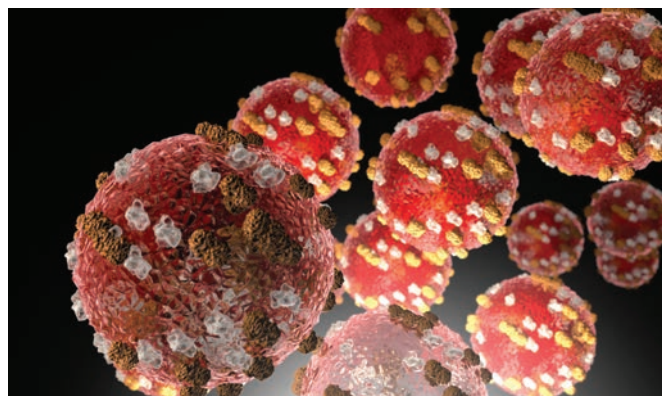
Measles is a serious illness caused by the measles virus that lives in the nose and throat of an infected person. Measles can cause serious complications in children and adults.

How does measles spread?

The measles virus spreads easily through the air by sneezing, coughing or even just talking and breathing. It's one of the most infectious viruses there is. Measles can also be spread by contact with surfaces contaminated with an infected person's nose and throat secretion (nasal mucus & saliva). If you're not immune, and you've been in the same room as someone with measles, you are very likely to catch it. It can stay in the air for about 1 hour.

What are the symptoms of measles?

Symptoms usually take about 7-10 days to appear after you've caught the virus. If you get measles symptoms, always call your medical practice or hospital and tell them before visiting.



Usual symptoms in the first few days of being unwell.

- Fever (temperature above 38°C)
- Running nose (or blocked nose)
- Cough
- Loss of appetite
- Sore and Watery pink eyes
- You may also get white spots inside your mouth

3 to 7 days after the first symptoms people start to develop a rash

- The rash starts on your head or face, often at your hairline or behind your ears, then spreads to your body and then to your arms and legs.
- You usually feel most unwell a day or two after the appearance of the rash.
- The rash will fade about a week, leaving a slight mark on the skin, but this won't be permanent.
- You are no longer at risk of passing on measles to others 4 days after you developed your rash.

Who is at risk of getting measles?

- You are considered to be at risk of getting measles if you were born after 1 January 1969 AND:
 - Have not had measles before
 - Have not had 2 doses of the MMR Vaccine at or after 12 months of age
 - Aren't sure if you've had the MMR Vaccine

More information - info.health.nz



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DATE SCONES

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Scone mix:

- 500g self-raising flour
- 150g brown soft sugar
- 200g softened butter
- 200ml of milk
- 100g mixed citrus peel
- Teaspoon of salt
- Teaspoon cinnamon

Date mix:

- 200g seedless dates
- 100g orange juice
- Gently warm in saucepan to soften dates
- Allow to cool before using.

PREPARATION:

Mix flour, sugar, cinnamon, salt and butter together, add milk and citrus peel.

- Halve mixture and Roll out on floured cutting board making 2 separate rectangles
- One is a top and the other a base

Apply a layer of date and orange mixture to cover the base of first rectangle place the top piece on.

- Cut into desired sizes of scones brush with milk
 - Fan Bake for 25 minutes at 160c
- Serve with softened butter.



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TWO STUNNING VEHICLES

Hot Holdens; SSV Redline & SportsCat 4WD

West City Auto Group is proud to present two stunning vehicles for sale: the 2017 Holden Commodore SSV Redline and the 2018 Holden Colorado SportsCat 4WD, both in sleek, glossy black. These vehicles are designed to deliver exceptional performance, style, and practicality for any driving enthusiast.

For those who crave a high-performance sedan with a commanding presence, the 2017 Holden Commodore SSV Redline is an unbeatable choice. This car combines muscular power with refined luxury, featuring a 6.2L V8 engine that delivers 304kW of power and 570Nm of torque. Paired with a 6-speed manual or automatic transmission, the Commodore offers seamless performance on both city streets and open highways.

The exterior boasts bold, sporty lines complemented by a set of distinctive 19-inch alloy wheels and Redline-specific accents. Inside, the cabin is a blend of comfort and technology, offering leather upholstery, sports seats,



and a premium infotainment system with Apple CarPlay and Android Auto compatibility. Safety features include forward collision alert, lane departure warning, and park assist, making it an all-around great choice for the modern driver.

Currently listed at **\$68,995 driveaway**, this 2017 Holden Commodore SSV Redline provides outstanding value for those looking to own a piece of Australian automotive history.

For those who need a versatile and rugged 4WD, the 2018 Holden Colorado SportsCat 4WD in black is the perfect vehicle. Powered by a 2.8L turbo-diesel engine, this truck offers 147kW of power and 500Nm of torque, making it a formidable force on both on-road and off-road adventures. The Colorado SportsCat is built to handle tough conditions with its robust suspension and advanced 4WD drivetrain.

The exterior design exudes a sporty edge with a unique front grille, bold styling elements, and an upgraded suspension for improved off-road performance. Inside, the cabin features durable, comfortable seating and a user-friendly infotainment system. Whether you're tackling rough terrains or taking a weekend road trip, the Colorado SportsCat offers both capability and comfort.

Whether you're after the thrill of a performance sedan or the rugged dependability of a 4WD, West City Auto Group has you covered with these two exceptional vehicles. Visit today and experience the power, style, and performance of these standout models.



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MANAGER'S MESSAGE

Northwest Country Business Association

What an amazing year, we have worked so hard in a challenging economy but we have managed to deliver for our members. The North West Country business association board is proud that we have:

- Hosted four business tools workshops providing 90% savings to members,
- Hosted the Great Night Out comedy event, delivering over \$15,000 worth of goods and prizes to members for FREE,
- Logged over 25 improvements requests with Auckland Council, Auckland Transport and NZTA with a 60% completion rate within 2 months,
- Represented local businesses to over 30,000 visitors at the Helensville and Kumeu Shows and Big Little Local,
- Established the North West Country emergency hub in Helensville which is free to use during emergencies for members,
- Gave out \$3,000 in prizes to members for supporting local initiatives,
- Provided \$10,000 in grants to support local events to attract visitors, and
- Provided \$4,000 in grants directly to businesses to support their training needs



DANIELLE HANCOCK

NEW BOARD MEMBER DAN DALE REPRESENTS PARAKAI

The North West Country business association welcomes new board member Daniel Dale. Dan is the Owner/Operator of Parakai Four Square, a business he has successfully transformed over the past seven years. Under his leadership, the store has increased turnover by 210%, and it now ranks in the top 20 Four Square stores nationwide.

Daniel's background in finance and marketing, coupled with years of hands-on management, makes him an asset in driving business growth and operational efficiency. His involvement in several local initiatives and community support programs demonstrates his commitment to the well-being of the Northwest region.

Not only that, Dan is active in his community through:

- Regularly supporting and partner of South Kaipara Good Food, providing weekly food donations and affordable bulk supplies to support the food bank,
- The Crisis Management Team member for South Kaipara, coordinating resources during emergency weather events,
- Active contributor to local schools and community groups, including sponsorship and donations to Parakai School, Helensville School, and the local fire departments, and
- Regular mentor for trainee Four Square operators, helping to develop future business leaders in the retail industry.





NORTHWEST CHRISTMAS CALENDAR

Community Christmas Trees installed - Thursday 21st
November

Kumeu Santa Parade - Friday 6th December at 6pm

Christmas Window Dressing competition winners
announced - Saturday 14th December

2 x \$1500 cash prizes to be won!

Helensville Santa Parade and Christmas Markets-
Sunday 15th December 8:30am - 3pm. Parade at noon.

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North West
COUNTRY
BUSINESS ASSOCIATION

EVER FEEL LIKE YOUR TECH IS HOLDING YOU BACK?

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That's where Target State Consulting comes in. We're experts in helping small and medium-sized businesses get the most out of their technology.

We are passionate believers in the power of technology to transform businesses. We're not your typical IT guy – we're people who can break down complex tech jargon into plain English.

With our help, you can develop a clear tech roadmap that aligns with your business goals. We'll help you

identify the right tools and resources, and then show you how to use them effectively. All while making sure you aren't paying more than you need to!

But it's not just about the tech itself. Anthony understands that people are the key to successful technology implementation. He'll work with you to create a culture of innovation and collaboration within your team.

So, if you're tired of letting your tech hold you back, reach out to Target State Consulting. With our guidance, you can finally unlock the full potential of technology and take your business to the next level.

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