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CHAIRS REPORT

Welcome to this the first publication of WEST for 2025. It seems like no time at all that I was writing to you all, reflecting on the year that had been in 2024 and wishing you all the best for the season; a time that for many of us seems already to be a distant memory.

This last Wednesday it was my pleasure to MC the BA5 which was held at my home ground, the premises of Davis Funeral Care. We started our meeting with a minute's silence in memory of the late Mr Peter Babich MBE, who passed away on 2 February 2025. Peter was a well-known figure, who had devoted a life-time to putting the family winemaking business on the global stage. We extend our best wishes to the Babich family.

The BA5 was a fabulous event, a lot of fun, and it was as always, terrific to see so many people in attendance and of course the number people representing new organisations.

We are deeply indebted to our member company's who sponsor these valuable networking events.

A function of the Business Improvement District (BID) is managing and making best use of funds received via Council for the purposes of supporting and energising the local business community. The association is held to account for the usage of these funds, and I was delighted to attend the recent Henderson Massey Local Board (HMLB) local board BID presentation where we had the opportunity to report on the association's achievements of 2024.

The highlight of the review was the completion of the CCTV implementation, a project which effectively ring fences the BID, protecting the businesses operating within it. Having only been in operation for a few months, the association has already received high praise from the NZ Police, who have leveraged this infrastructure, particularly the ANPR cameras to successfully identify, track and stop stolen vehicles,



MICHAEL POWELL

apprehending the drivers. Whilst the project is completed, we will continue to review the changing skyline and property development to ensure that we maintain optimal coverage of the area.

Also to receive mention was our new communications platform and website, which has gone live at www.businesswest.co.nz. Work continues to update our online directory which in turn will allow us the opportunity to implement a new Member's Portal which will allow B2B – M2M benefits, discounts, training podcasts and other valuable information and services. Watch this space for further information!

We have heard from members that they gain significant benefit from the business breakfasts that we run throughout the year. As all business owners continue to wrestle with the changing economic conditions, we look forward to bringing more of these sessions to you this coming year.

Wishing you all the best in health and business.

.....
MICHAEL POWELL, CHAIR BUSINESS WEST

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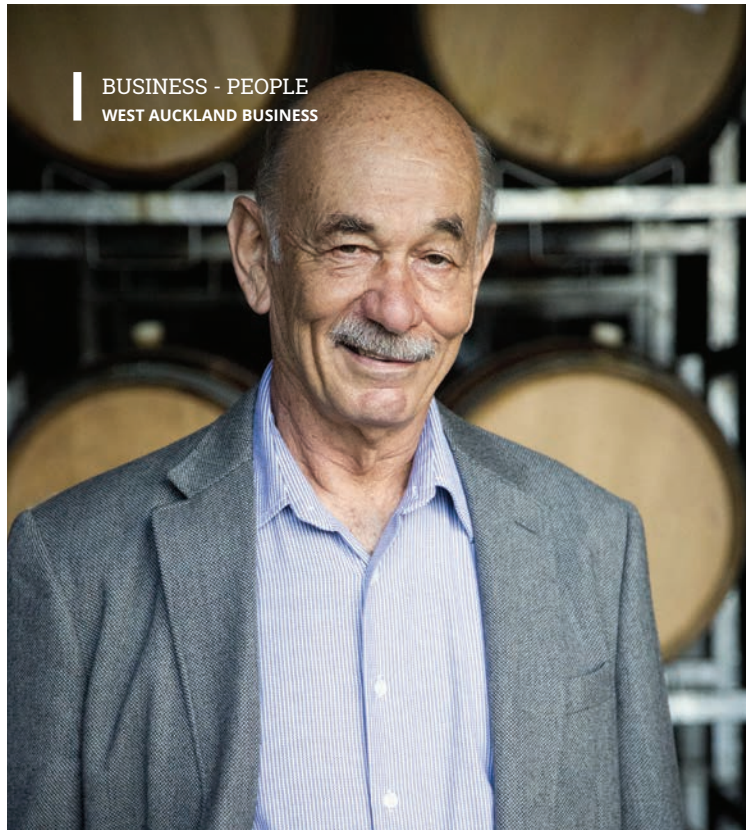


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CELEBRATING THE LIVES AND LEGACY of Peter and Joe Babich

Joe and Peter Babich

The New Zealand wine industry have over the past few years lost two of its most influential pioneers with the passing of Peter Babich (1932–2025) and Joe Babich (1940–2022).

As brothers and business partners, their leadership and vision helped shape Babich Wines into one of New Zealand's most respected and enduring wineries.

Born into a winemaking family, Peter and Joe followed in the footsteps of their father, Josip Babich, who founded Babich Wines in 1916. Peter joined the business in 1949 at just 17, while Joe followed in 1958 after briefly considering a career in pharmacy. Together, they transformed Babich Wines from a small, family-run operation into an internationally recognized brand, with their wines now exported to over 60 markets worldwide.

Peter was a respected industry leader, known for

his integrity, warmth, and commitment to quality. He played a key role in expanding Babich Wines' vineyards and production, ensuring the company's long-term success. His contributions were recognized with numerous accolades, including an MBE in 1989, a Fellowship of the Wine Institute of New Zealand in 1995, and induction into the New Zealand Wine Hall of Fame in 2015.

Joe, a gifted winemaker, was renowned for his craftsmanship and willingness to push boundaries. He pioneered barrel fermentation for New Zealand Chardonnay, creating the now-iconic Irongate Chardonnay. Over his 60-year career, he received multiple honours, including the ONZM for services to the wine industry in 2015 and induction into both the New Zealand Wine and West Auckland Business Halls of Fame.



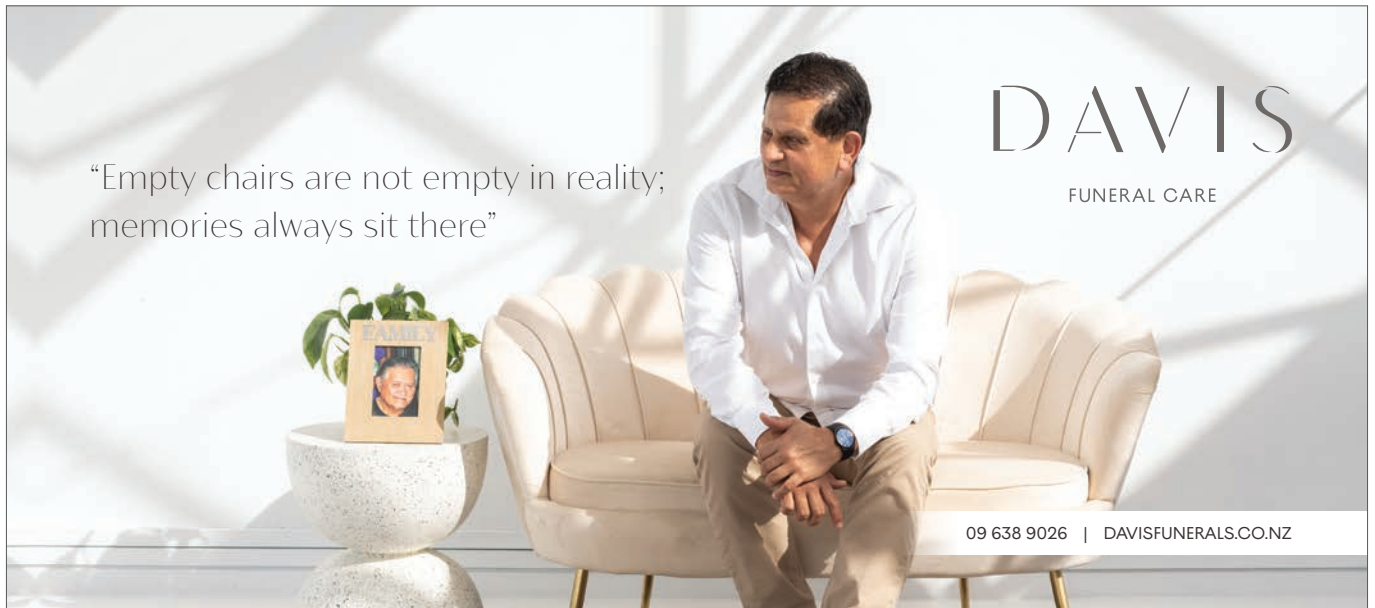
Andre & David Babich



3 Generations in the vineyard (2020)

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

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HAVING A COMMERCIAL LAWYER on speed-dial

For SME business owners, forming a long-term relationship with a commercial lawyer offers numerous benefits. Consider the following points:

Experience: A commercial lawyer can apply broad industry experience to your business. This wealth of knowledge helps you benefit from their years of learning and insights on risk mitigation and business management. They provide valuable commercial advice, not just legal counsel.

Risk Management: A commercial lawyer helps you understand and manage risks related to contracts, statutory obligations, and regulatory requirements. An ongoing relationship allows for quick risk mitigation and proactive prevention. Familiarity with your business means they can offer timely advice without needing constant updates.

Cost/Benefit: A strong relationship with your lawyer enables quick access to advice without the fear of excessive billing. While they deserve fair compensation, a good commercial lawyer prioritizes your business's success. Legal fees should reflect the value provided, and your lawyer should be a responsive part of your

virtual team, just a call or email away.

Succession Planning: SME owners must consider exit strategies from day one. Early involvement of a lawyer ensures a solid plan for finding the best buyer and securing the best price. Often, the ideal buyer is someone within the business. Your lawyer can help integrate this person into your succession plans through employment law options, share schemes, or commercial transactions.

Prevention: Think of your lawyer as a preventive measure rather than a last resort. Early advice can save significant heartache and expense. Investing in prevention is more cost-effective than dealing with problems later.

Personal Life: You'll likely need legal assistance in your personal life too. A commercial lawyer can provide valuable referrals when personal legal matters arise.

For more information on how a commercial lawyer can support your business,

Speak to commercial property expert Bret Gower, Commercial Director at Smith and Partners.
E: bret.gower@smithpartners.co.nz.



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KARDEX TRANSFORMS

Douglas Pharmaceuticals' Warehouse with New Zealand's first AutoStore™

Kardex, the fastest-growing AutoStore™ partner, is a global leader in providing warehouse automation solutions, that focus on innovation, efficiency and scalability.

AutoStore is a cutting-edge, cube-based warehouse automation system, recognised as the fastest Goods-To-Person (GTP) system in the world by square metre. The system operates with a fleet of Robots and Bins within a high-density Grid, which Robots navigate tirelessly to transport and deliver Bins to designated Ports or Workstations.

Kardex worked closely with Douglas Pharmaceuticals' Consumer Business Unit to ensure AutoStore was the ideal solution, assisting with planning, modelling, and change management strategies for a smooth transition. With minimal disruption, the AutoStore system was integrated efficiently, without the need for



Ergonomic Carousel-Port makes roles more rewarding and are less physically demanding.

costly modifications to the warehouse. It was installed alongside Douglas Pharmaceuticals' existing fulfilment operation and required no upgrades to power infrastructure as 10 robots use the same amount of energy as one vacuum cleaner. The only necessary change was some work to prepare the warehouse floor for the AutoStore Grid, with Face Consultants (New Zealand) carrying out tests and CoGri (New Zealand) grinding the floor.

AutoStore empowered by Kardex delivers a wide range of benefits to Douglas Pharmaceuticals

After implementing the first AutoStore in New Zealand, Douglas Pharmaceuticals has experienced significant benefits. Realising 68% improvement in operational throughput from order receipt to dispatch, improved storage density and throughput. The AutoStore system occupies only 10% of the footprint required by traditional storage methods and increases storage capacity by 30%. This will help meet Douglas Pharmaceuticals' anticipated demand for the next five years.

Productivity has increased dramatically, with AutoStore now picking 200 orders per hour compared to just 50 with manual picking. Accuracy, traceability, and stock management operations have also improved, ensuring correct product delivery in line with batch sensitivity and best-before dates.

The AS/RS eliminates repetitive, strenuous manual warehouse tasks, improving staff safety. Employees are

Kardex AutoStore grid of 15,000 high-density bins, managed by 13 high-speed robots.



Left to right: Jason Wu, Ryan Gibbs, Andrew Mackintosh & Grant Smith at a ConveyorPort.

transitioning into less physically demanding roles, with no reduction in the permanent workforce.

How Kardex AutoStore Gives Companies a Competitive Edge

1. Maximising Limited Space – Kardex AutoStore increases storage density within the same warehouse footprint.
2. Speed and Accuracy – Reducing fulfilment errors means faster shipments and high customer satisfaction. Real-time stock level reporting reduces stock loss.
3. Lower Overheads – Energy efficient robots and automation reduce costs while boosting productivity.
4. Seamless Scalability – Modular expansion allows businesses to grow without downtime.

Kardex, AutoStore and Douglas Pharmaceuticals have all expressed their delight at the collaborative project's

success – celebrating the on time and on budget project.

Ryan Gibbs, Douglas Pharmaceuticals Warehouse Operations Manager, said *"One of the greatest things about automation is the scalability that it provides."*

To celebrate Douglas Pharmaceuticals' warehouse automation transformation, an official opening will take place on Thursday 10th April.

Join the ceremony and scan the QR code to reserve your place to see New Zealand's first Kardex AutoStore.

Learn more about Douglas Pharmaceuticals with Kardex AutoStore at [Kardex.com](https://www.kardex.com).

Photo credits: Caroline Ducobu/Kardex.



Kardex AutoStore grid with 3 Carousel-Ports.

New Zealand's First AutoStore is Here!

See how Douglas Pharmaceuticals is optimising operations with AutoStore.

Douglas Pharmaceuticals, Auckland | April 10th 2025

kardex



Scan to register



WOMEN IN BUSINESS the ConnectHer platform

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The ConnectHer platform aims to empower women, not just in business, but in every aspect of their lives - including fashion and style! February's ConnectHer Café hosted a vibrant style evening, showing everyone how to level up their style game for 2025.

Held in the gorgeously renovated The Alderman, this event was a delightful blend of both networking and fashion-forward thinking. Fashion influencer and style expert Melissa Bult-Burns brought us into 2025, as she taught us everything we needed to know to elevate our style game, with confidence, authenticity and readiness for whatever the year may bring.

With sustainability at the forefront, we gained understanding in choosing quality over quantity. In how investing in durable, classic pieces creates a wardrobe base that has you looking great, whilst standing the test of time.

Attendees were all gifted a fresh white t-shirt to use as a base to kick start their style inpsol!



West-Auckland based business Konstruct worked with ConnectHer to make this happen. They are shareholders in 'The Thread Project', an initiative which is underpinned by the belief that 'A rising tide lifts all ships, rather than one person's yacht'. 'Decorators' collaborate to source high quality product directly from factories, meaning everyone in the supply chain benefits.

Attendees left feeling inspired and equipped with fresh perspectives on fashion and style and we have had requests to do this again on a bigger scale, so watch this space! We sat down with Melissa Bult-Burns and asked her for some style advice everyone can use.

1. What are five pieces every woman needs in their wardrobe?

- **A pair of well-cut trousers** that work well on your body shape. These can be dressed up or paired down with a t-shirt and trainers.
- **A classic white shirt** and/or a classic white t-shirt. These are an obvious go-to for layering and act as 'building blocks' in any wardrobe.
- **The best quality knitwear** you can afford in simple styles that don't date, like a classic crew-neck or V-neck. These are perfect for layering and can be paired back with jeans, worn under a suit or dressed up with great jewellery for an evening out.
- **A dress or a two-piece** set that makes you feel fabulous when you wear it.
- **Finally, a pair of jeans** that suit your body shape and style (not simply what is trending!) in a mid-blue wash (not too dark, not too light) as these will be a staple in your wardrobe.



2. What's your top three tips for women wanting to level up their personal style?

- **Figure out what YOU** like and what makes you feel good rather than worrying about what is trending. Get to know your style by making a Pinterest board, choosing key words to describe your style and experimenting with what's already in your wardrobe.
- **Spend the bulk** of your budget on the pieces you will wear most and the classics. For example - blazers, good trousers, shoes. When clothes fit well and wear well they will look stylish.
- **Use accessories** to put your own personal spin on any look. Accessories can make or break a look and can be the difference between simply wearing an outfit and styling an outfit. A great belt, pair of earrings, fabulous handbag, scarf or necklace can make all the difference.

3. "Style Under Pressure": Can you give us three tips for the days we want to look stylish and put together, but have no time?

- **If you know you have** a busy week ahead plan your outfits beforehand, I always plan more than I need in case I wake up that morning and just don't feel connected to what I have laid out or the weather changes.
- **Have a 'uniform'** of sorts - pieces you know you can grab and throw on when you just don't know what else to wear. For me that might be a pair of black pants, trainers and t-shirt and a blazer. I often opt for stripes because they always look chic and classic. It may not be the most exciting outfit you own but it will get you out the door on time and you will be able to trust you look put together.
- **Keep your wardrobe** organised and do regular clear outs of things that you don't wear, no longer love or do not fit. It will help you to see what you have and make it easier to grab pieces in a hurry.

For any queries regarding the ConnectHer platform,
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LOWER INTEREST RATES are Good News for First-Home Buyers

The current climate of lower interest rates and falling house prices - especially at the lower end of the property market - is perfect for first-home buyers.

Home loan affordability has undoubtedly improved over the last 12 months, and first-home buyers are taking full advantage. According to Reserve Bank data, lending to first-home buyers was up 9% last year compared to 2023.

At the same time, average house prices have decreased. The Real Estate Institute's latest statistics show that Waitakere's average house price in December 2023 was \$850,000, down nearly 8% from the previous year.

This combination of lower home loan rates and house prices is good news for first-home buyers, and here's why:

- The amount first-home buyers need to save for a deposit is reduced.
- Kiwis wanting to climb the property ladder don't need to borrow as much.



- First-home buyers now have lower mortgage payments.

The bottom line is that the chances of first-time home buyers finding a place of their own have significantly improved.

Many lenders have jumped on board and are offering favourable deals for those taking their first steps on the property ladder. Subject to lending criteria, some even accept home loan applications with just a 5% deposit.

So, if you're considering buying your first home, now could be the perfect time. Talk to home loan expert Vins Grover, The Mortgage Hero. With many years of industry experience, Vins can help make your homeownership dreams a reality with a 5% deposit.

And if homeownership is on your radar but you're not quite there yet, here are Vins' top three tips to put yourself in the best position:

- 1. Sort out your finances:** Set a budget and stick with it. Lenders love to see responsible spending and good savings habits.
- 2. Reduce your debts:** Make it harder for lenders to say no. Reduce or get rid of your debts, including credit cards and personal loans.
- 3. Boost your savings:** Start saving as early as possible and build a solid deposit. The bigger your deposit, the better your mortgage options and interest rates.

It's never too soon to get Vins' expert input. Contact The Mortgage Hero and he will help you get buy-ready.

Contact **Vins - Wins For You** today and start building your future.

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is their commitment to supporting tradies beyond just competitive pricing. Their dedicated trade teams provide expert advice, while convenient services like **on-site delivery** and **click & collect** help keep projects on schedule.

Whether you're a sole trader or a large construction firm, SmartMate Trade Accounts offer the flexibility, convenience, and cost savings essential in today's competitive building industry. If you haven't already signed up, now's the time to take advantage of these exclusive trade benefits at Mitre 10 MEGA Westgate & Henderson.

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WHAT'S ON At Westcity Waitakere

2025 has already proven to be a busy year so far at WestCity. With the pack down of the Christmas decorations for yet another year (seems like ages ago), our Year of the Snake display and the successful annual Henderson Heroes event in our Oratia carpark has started this year off with a bang!

We are all looking forward to what 2025 will bring and are super excited about the campaigns that we are planning. We look forward to sharing these with you once they are finalised.

Farmers

Searching for the Department store that has it all? Head to Farmers - Your Department Store at WestCity for the latest trends, styles and renowned fashion, along with beauty and homeware trends.

Farmers always has something for every age, gender and home. Designer cosmetic and fragrance counters present leading brands. For men, women, boys and girls there are ranges of accessories, intimate wear and active wear.



Sign up to Farmers Club Card to enjoy some great benefits. Its free to join and if you opt in to emails you'll unlock even more! For every 250 points you will receive a \$20 voucher which is valid for 3 months and can be spent on ANYTHING you like in store at Farmers.

Event Cinemas

There are plenty of great movies on offer at Event Cinemas - located up on Level 4 at WestCity.

Head up the escalators and follow the fresh aroma of their Parlour Lane Popcorn. They have loads of great movies coming up and if you join their FREE Cinebuzz Rewards loyalty program - you can collect rewards just for watching movies!

Cinebuzz for Seniors is extremely popular with our 65 years+ members. They have special Senior screenings with morning tea before the film starts at 10:30am.

Westie Wanderer's - Senior Walking Group

This group meets at Muffin Break at 8:30am on the second and fourth Friday of every month and is targeted at Senior adults aged 65+.

Come and join us by becoming part of this group as it is great for social interaction. What could be more motivating than keeping fit and catching up with friends!

Places are limited so you do need to register for this group. You can do this by heading to our website Westie Wanderers Walking Group tab and fill in your details.

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One of the Top Female Commercial Brokers in the country. Beterly Pan is a senior investment sales specialist at Bayleys NorthWest Commercial. Beterly has built up strong relationships with West Auckland clientele, specialising in investment and development site sales. Beterly has concluded over \$140,000,000 of sales in her career predominantly consisting of West Auckland investment and development sales.

She has achieved one of the largest commercial sales comprising of a \$30 million Auckland CBD office building in the very first year of her real estate career at Bayleys. She is one of the top female commercial brokers in the country.

Twelve exceptional retail investments (Pictured at top)

There may never be a better time to invest. Twelve

fully tenanted retail units available for sale, occupied by established retail businesses who have enjoyed the huge population growth in the area.

With excellent customer and staff carparking, a well-run body corporate and a high profile position, the centre ticks all the fundamental boxes for a savvy investor, with annual rental returns starting at \$36,000pa.

Pan says the units are within an identified growth corridor with good arterial connectivity, and positioned to capitalise on future transport infrastructure designed to streamline traffic movements and upgrade local transit hubs in the wider area.

"Projections show that Auckland's Northwest frame could expect an additional 100,000 people, 40,000 more houses and 20,000 new jobs in the next 30 years, which underpins the long-run potential of these investment units."



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Plyman is committed to building a better NZ, focusing on keeping overheads low, stocking premium materials, and providing outstanding service. Their goal is to ensure every customer gets the best product experience, helping bring your projects to life.

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BABICH WINES

Vintage 2025 is Upon Us

As the 2025 grape harvest approaches, Babich Wines reflects on the season's conditions in Hawke's Bay and Marlborough, anticipating a promising yield.

The Hawke's Bay, renowned for its exceptional Bordeaux style wines, has experienced favourable weather patterns this season. The region has seen its usual temperate, maritime-influenced weather conditions, characterized by warm, sunny days and cool nights. These conditions have provided the optimal environment for grape maturation and the development of depth and complexity of flavour in varieties such as Syrah, Merlot, and Chardonnay.

Harvest in Babich Wines' Hawke's Bay vineyards started in late February, with a slightly extended ripening period enhancing the depth and character of the fruit. Babich Wines' famous Irongate Vineyard in the Gimblett Gravels will be one of the first to be harvested. These grapes will contribute to the winery's iconic Irongate Chardonnay, which this year celebrates its 39th vintage. The chardonnay will be quickly followed by red varieties found in Irongate



vineyard along with the family's four other vineyards. The anticipated yield aligns with projections, promising a vintage reflective of the region's distinctive terroir.

Marlborough, celebrated for its vibrant Sauvignon Blanc and a rich, textural style of Pinot Noir, has experienced a season marked by a cool flowering period followed by a warm summer. These cool conditions necessitated careful vineyard management to maintain fruit quality, however after frost and weather conditions resulted in 20-25% lower crop than the long-term average, 2025 is shaping up to be one of the biggest vintages on record.

Babich Wines' Marlborough vineyards are expected to begin harvesting in early-March, focusing initially on Pinot Noir before moving to Sauvignon Blanc and other varieties. While the yield is projected to be well above average, Babich Wines' focus remains on producing wines of exceptional quality, that exemplify Marlborough's renowned purity and intensity of flavour.

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
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THANK YOU TO The Alderman Henderson

BA5 December

The Alderman is a laid-back and vibrant, light-filled eatery in Henderson you need to know.

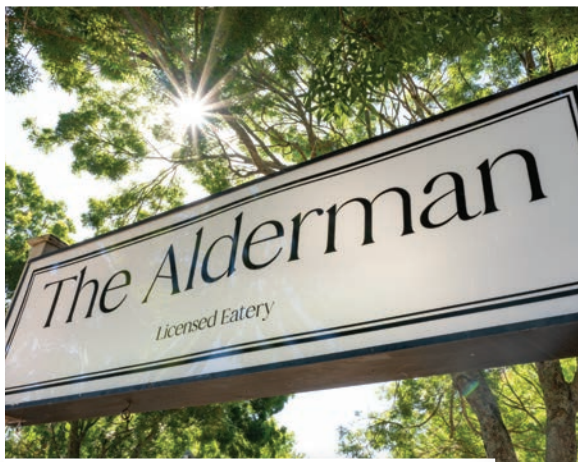
A charming neighbourhood café housed in 'The Falls Hotel' heritage building surrounded by native bush with Tui's and Fantails amongst the fauna.

Hosting our last event for 2024, their team provided guests with their warm hospitality, delicious food, and a manicured vista that impressed the gathering.

BA5 Images by Caroline Ducobu Photography.



BA5 for The Alderman



THANK YOU

Davis Funerals Henderson

BA5 February

Davis Funerals has proudly serviced the needs of families across the greater Auckland area and beyond for more than 80 years. In 1998, the company opened the Central Park Chapel which is located on land which was formerly the Collards Brothers Winery.

The company are great supporters of both Business and the Community. They have been a sponsor of the BA5 networking events since Central Park Bus Assn (now Business West) restarted in 2016.

Our first event for 2025 started with Davis Funerals in February. Mike and his team always offer a memorable hosting, this was no different with terrific feedback from attendees.



Supporting Sponsors:



THE ELEGANT LISIANTHUS

A Lasting Bloom with Davis Funerals

“Where flowers bloom, so does hope” - Lady Bird Johnson

If there were ever a flower that epitomised grace and sophistication, it would be the Lisianthus. With its delicate, rose-like petals and soft, pastel hues, this stunning bloom has captivated florists, brides, and flower enthusiasts alike.

The Beauty of Lisianthus

Native to the warm regions of North America, Lisianthus (*Eustoma grandiflorum*) thrives in well-drained soil and plenty of sunlight. It is often mistaken for roses due to its ruffled petals and layered blooms, but unlike roses, Lisianthus lacks thorns, making it a dream to handle. Available in a stunning array of colours - including white, blush pink, lavender,



deep purple, and even soft yellow - this flower offers versatility for florists and event designers.

In New Zealand, Lisianthus has become a sought-after choice for weddings and events, where its romantic aesthetic complements everything from modern arrangements to classic garden-style bouquets. Florists love its ability to blend beautifully with other blooms, such as peonies, hydrangeas, and freesias, while also standing elegantly on its own. The most common meaning of Lisianthus Flower is gratitude. It's the floral equivalent of saying “I appreciate you!” isn't that beautiful!

Why Lisianthus Makes the Perfect Cut Flower

One of the greatest appeals of Lisianthus is its longevity. When cared for properly, these flowers can last up to two weeks in a vase, far surpassing many other delicate blooms. Their sturdy stems and multiple blooms per stalk also give excellent value for floral arrangements.

Top Tips for Cut Flower Care

- 1. Trim the Stems** - Always cut Lisianthus stems at an angle before placing them in water. This increases the surface area for water absorption and prevents the ends from sealing up.
- 2. Use Clean Water** - Change the water every two days and ensure your vase is clean to prevent bacteria from shortening the flowers' lifespan.

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

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3. **Remove Foliage Below the Waterline** – Any leaves left submerged will rot quickly, leading to bacterial growth that affects the flowers.
4. **Keep Away from Direct Sunlight & Heat** – While Lisianthus love the sun when growing, once cut, they prefer a cool environment. Keep them away from direct sunlight, heaters, and fruit, as the ethylene gas released by ripening produce can cause flowers to wilt faster.
5. **Add Flower Food** – A little flower food or a homemade solution of sugar and a drop of bleach can help nourish your blooms while keeping bacteria at bay.



A Flower of Elegance and Resilience

Lisianthus embodies both beauty and resilience - a rare combination in the floral world. Whether you're a florist looking for long-lasting blooms or simply someone who enjoys having fresh flowers at home, this flower is a perfect choice.

If you would like to enjoy these delights feel free to check out marketflowers.co.nz and the team can put together a delicious bunch of Lisianthus for you, available for same day free delivery PLUS a \$10 sign up discount.

Lisianthus are available in New Zealand from December until May so get in quick, not only will you enjoy their elegance and charm, but their impressive vase life means you'll be admiring them for days to come.

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WHAT IS MPOX

with Waitakere i-Medical Centre

Mpox (formerly known as monkeypox) is caused by the monekypox virus. There are different types of mpox called clades. People can get treatment however they can be seriously ill once they get it.

What are the symptoms of Mpox

Symptoms usually appear 1 to 3 weeks and they are;

- Headache
- Fever (temperature higher than 38 degrees Celsius)
- Chills
- Muscle and Back aches
- Swollen lymph nodes in your neck, armpit or groin.

Lesions can then develop which are in the form of spot, bumps, blister or sores appearing on the skin after a few days. They can appear in any part of your body such as face, mouth, arm, legs, genitals and anus. The lesions are often painful and itchy and you may also have pain, bleeding and uncomfortable feeling in your anus. The symptoms usually go away by themselves within 2 to 4 weeks.

How is Mpox spread?

- Mpox can spread when there is direct contact with the skin lesions, scabs, or body fluids and through intercourse.
- Touching clothing, bedding towel or other object which have been used by the person with Mpox.
- Through sex which is the most risk factor

What happen if I get Mpox?

- If you test positive for Mpox, public health staff will be in contact to support you and provide advice on your



symptom and the precautionary measures .You will not be asked to isolate.

- If you need to attend a healthcare clinic, advise them you have Mpox and cover any lesions or sore and wear a mask during your visit.

Stopping the spread of Mpox

- Keeping scabs and lesions covered until the skin has healed
- Avoiding physical contact with other
- Not sharing clothing, bedding or utensils
- Cleaning the bathroom after use
- Avoiding contact with pregnant people, young children, people with severe eczema and immunocompromised people
- Avoiding contact with household pet as they can get and spread the virus.

Vaccination

The Mpox vaccine called Jynneos has been given provisional approval by Medsafe for eligible people. Please talk to your healthcare provider about being vaccinated.

For More Information

Health New Zealand - info.health.nz/conditions-treatments/infectious-diseases/mpox


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GRILLED FLAT BREAD

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Flat bread dough:

- 100g bakers flour
- 100g yoghurt
- Tea spoon dry yeast
- Table spoon olive oil
- Teaspoon salt

Add all ingredients knead together until combined and allow to rest for 30 Minutes

Topping

- 100g Ricotta
- Table spoon Honey
- Pinch Chilli flakes
- 100g Minted baby peas
- 100g Shelled edamame beans
- Handful fresh Mint and fresh basil
- Garlic olive oil (*grate a glove of garlic into 30ml of olive oil Pinch Flaky salt*)

PREPARATION:

1. Boil minted baby peas and shelled edamame beans for 3 minutes
- Drain and cool quickly in cold water.
2. Whip ricotta and honey together in blender or food processor.
3. Roll out dough then grill on dry non-stick pan for around 1 minute each side.
- Drizzle flat bread with garlic and olive oil base

TO SERVE

Smother ricotta honey mix over warm flat bread add peas, edamame, mint and basil, chilli flakes and flaky salt to season



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WEST CITY HOLDEN IS BACK - And Better Than Ever!

West Auckland, get ready - West City Holden is back and roaring onto the scene! They understand how much Kiwis love their Holdens, and they're beyond excited to bring you a stellar lineup of pristine, high-performance Holden vehicles. While production may have ceased, the spirit of Holden is alive and well at West City Auto Group!

Since 1993, West City Holden has been a proud part of the West Auckland community, creating a legacy built on trust, quality, and an unwavering passion for the Holden brand. Holden is more than just a car - it's a part of their culture, a symbol of power, style, and resilience. From thrilling road trips to adrenaline-pumping race days, Holden has cemented itself in Kiwi motoring history.

West Auckland's love for Holden is undeniable, and WCAG is keen to keep that passion burning. They have an incredible lineup of powerful, top-condition Holden Commodores that are sure to impress. Whether you're after the commanding roar of a V8 or the refined power of a turbocharged model, there is something to

suit every Holden enthusiast. These cars aren't just vehicles; they're legends on wheels, waiting for their next proud owner to take the wheel and experience the thrill.

Each Holden in their collection has been meticulously selected and maintained to meet the highest standards of quality and performance. These aren't just cars - they're treasured pieces of automotive history, and they won't be here forever. If you've been dreaming of owning a Holden, now is your chance!

So don't wait - get on down to West City Auto Group and see these incredible Holdens for yourself. Whether you're looking to buy, sell, or service your Holden, they have you covered.

The vision 'Let's keep the legend alive together!'

Visit West City Auto Group to buy, sell, or service your Holden. -#We'rePartOfYourCommunity-

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MANAGER'S MESSAGE

Northwest Country Business Association

Autumn is upon us and we have had a fantastic event season.

The Helensville Show on 22 February 2025 was the biggest ever with a backlog of businesses wishing to have trade stalls. It is the biggest event on the Helensville Showgrounds calendar and is enjoyed by all.

Next up was the Kumeu Show on the weekend of 8th and 9th March where again we had great support for local businesses.

This year we are looking to host our North West Country Business Awards so get yourselves ready. Entries will open in winter and we will host the Awards Night in spring. We are currently running an Expression of Interest process for all large event centres in the North West who wish to host the awards night in November. Check out our social media for more information.

Did you know it is 150 years since rail was established in Helensville? 2025 marks the sesquicentennial and the Helensville community is looking to put on a large celebration to showcase their heritage. More details will be coming out in the next magazine.



DANIELLE HANCOCK

BOARD VACANCY RIVERHEAD



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We have a North West Country Executive Committee board vacancy for a Riverhead Business Representative.

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NAVIGATING THE AI REVOLUTION: A PROBLEM-FIRST APPROACH.

The explosion of technology over the last 25 years has been a double-edged sword. While offering incredible potential, it's also created a more chaotic and complex landscape, further amplified by the recent emergence of AI.

We're drowning in solutions. Digitalisation offers the potential to revolutionise every facet of business, from marketing and sales to invoicing. But the sheer volume of options, now including a rapidly evolving field of AI tools, makes choosing the right fit incredibly challenging.

A quick Google search can be misleading, prioritising paid placement over genuine suitability. Asking your network is a common approach, but what works for one business may not work for another. And now, with AI solutions entering the mix, the variables have multiplied exponentially.

Even after selecting a solution and getting it up and running (often with excellent vendor support), the nagging question remains: Is it actually meeting our needs? And with AI, that question becomes even more complex, as the technology itself is constantly learning and changing.

Too often, the answer is no. Project after project fails to deliver the promised benefits, and the root cause remains surprisingly simple: We jump into solutions before defining the problem. This is especially true with AI, where the hype can easily overshadow practical application.

Businesses invest time and resources researching and selecting tools, including AI-powered options, but they skip the crucial first step: Asking "What problem are we trying to solve?"

Problem-first decision-making offers a more strategic approach. It allows you to:

- * Clearly define your requirements for a solution, including specific needs that AI might address.



Figure 1 Based in Kumeu, Anthony McMahon is an IT expert at Target State with over 20 years of experience helping businesses like yours thrive. He specialises in making sure your IT works for you, whether that's through better service, smarter planning, or smoother projects.

- * Objectively evaluate solutions, including AI tools, against those requirements.
- * Confidently determine when your project is complete, even as the AI landscape evolves.

The shift to problem-first thinking is straightforward. Before any major decision, simply ask: "What problem are we trying to solve?"

This pause can prevent you from rushing into solution mode, especially with the allure of new AI technologies. You might discover alternative solutions that don't involve new technology, or even realise the perceived problem wasn't a problem at all.

And in the realm of AI, this pause is crucial for responsible and effective implementation.



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