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2025

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➤ **Feature - BUSINESS BREAKFAST**
With ASB Chief Economist Nick Tuffley

➤ **The Mortgage Hero**
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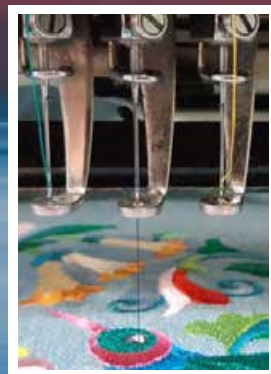
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CHAIRS REPORT

Welcome to this the Spring edition of WEst. As the days get longer, one can't help but start to feel a level of excitement for the promise of daylight savings and the coming warmer days of summer.

Of course, if you listen to our mainstream media, the worlds a mess, domestically everything is a shambles and there really is no hope. But is that really a fair assessment, or are we perhaps unwittingly surrendering ourselves to the opine and indoctrination of the media pack?

Business West Business Association is deeply grateful to ASB for sponsoring our most recent breakfast event where we had the opportunity to listen to a surprisingly refreshing review of the NZ economy by the Bank's Chief Economist, Nick Tuffley, who was reasonably confident about the economic outlook. In satiating the kiwi obsession with mortgage interest rates, Tuffley's predictions of a further cut seem to have come through. There is more coverage of the event on page 25.

So is it really that bad?

In other news Business West has been pleased to support local business in recent weeks maintain aspects of their health and safety obligations through the provision of First Aid courses and refresher courses. We will continue to identify and source suitable training and workplace training and development opportunities for members

We are also excited to announce the release of the of the Business West membership portal. In its first release, this exciting development will provide members with access to:

- Exclusive Advertising Opportunities
- Comprehensive Business Directory
- Networking and Events
- Education and Professional Development
- Advocacy and One Voice
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MICHAEL POWELL

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For more information, please drop a note to: admin@businesswest.co.nz

Wishing you the best in business and health.

.....
MICHAEL POWELL, CHAIR BUSINESS WEST
mike@davisfunerals.co.nz | 022 059 8014



RESPONDING TO A DATA BREACH:

What Businesses Need To Know

When personal information is compromised, New Zealand businesses must act swiftly and responsibly under the Privacy Act 2020. Regardless of size, every organisation is legally required to notify both the Privacy Commissioner and affected individuals if a breach is reasonably likely to cause serious harm.

Many business owners underestimate what constitutes a notifiable breach. Even a misdirected email or lost file can trigger notification obligations. For small and medium-sized enterprises, where formal protocols may be lacking, early legal advice is crucial to avoid missteps and mitigate consequences.

A notifiable privacy breach -

Is defined as one that has caused or is likely to cause serious harm. This can result from everyday incidents – accidental or deliberate – such as unauthorised access to customer records, lost devices containing personal data, or mistakenly shared sensitive files. Determining whether a breach meets the threshold requires a careful assessment of factors including the sensitivity of

the data, the intentions of the person who accessed it, and the potential for harm.

If a breach is deemed notifiable, businesses must notify the Office of the Privacy Commissioner within 72 hours, and also inform affected individuals with clear, supportive communication. Poorly handled notifications can lead to reputational damage or legal claims, making legal guidance essential.

Preparation is key.

A privacy breach response plan should outline containment steps, notification procedures, roles and responsibilities, and criteria for legal consultation. Having this framework in place ensures your team can respond confidently and compliantly.

If you're unsure how your business would handle a breach – or are currently facing one – now is the time to speak with the privacy experts in Smith and Partners' commercial team. Acting early can reduce stress, protect your reputation, and ensure compliance with the law.



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THE NZ FUNERAL INDUSTRY

Support, Qualifications, and Experience?



We live in an information age, and for good and bad, this means you can access information on any topic with ease. It is scarcely surprising therefore that the same applies to death care. Whilst it is positive to see that as a society, we are more at ease to discuss death care matters, this has given rise to the existence of a growing body of knowledge about funerals, some very useful, sadly some of it ill-informed, says Michael Powell, General Manager of Davis Funerals.

As funeral directors, we are seeing the problems that this is increasingly causing families. In New Zealand today the funeral industry is completely de-regulated, meaning anyone can “operate” as a funeral director.

So what are some of the considerations in selecting the right funeral home?

- Do they belong to the Funeral Directors Association of New Zealand. Member firms are held to account by an independent body, adhere to an ethical code of practice and are regularly audited against a set of operating requirements. Throughout the country some 70% of funeral homes are respected members of the FDANZ.

- There are nationally recognised qualifications for both embalmers and funeral directors. One easy way to gauge the level of skill and experience of a funeral home is to enquire how many registered and qualified funeral directors they employ. You only get to farewell a loved one once, and we can all think of media coverage highlighting the irreparable emotional damage arising from substandard levels of care.
- Beware of providers or groups who want to charge you for dispensing advice. There are groups and organisations, charging fees for seminar and course attendance. Sadly, these organisations lack experience, are unable to adequately support families dealing with a loss and disseminate information that is in many cases factually incorrect and harmful. At Davis Funerals we welcome people to drop in, have a coffee and talk things through.
- Your chosen provider should guarantee end to end funeral care without need to contract out the care and attention of your loved one to other funeral homes or third parties. This ensures that from the very first call you can be assured that the deceased will be afforded the highest level of care, attention and dignity.

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THANK YOU TO Water To Waste Plumbing & Drainage

Salutations - 'Water To Waste' for hosting their event in June. Also to 'Plumbing World' for graciously providing their premises; who not only supply the Trades - they also Retail to the Community. The packed BA5 was testament to keen interest by business attendees; who were provided with welcoming hospitality.



BA5 for Water To Waste



THANK YOU TO Thermosash Commercial

A big thank you to Thermosash Commercial Ltd (Auckland) for their enduring support of our Business Community. The partnership enabled Business West to host our own BA5 at their superb premises and we are most grateful. The 100+ attending were dwarfed in their spectacular foyer which served us very well again. Also big up's to Thermosash's own Vivian Kelly for her assist with the event.



Business after 5 at Thermosash Commercial



Supporting Sponsors:





WOMEN IN BUSINESS the ConnectHer platform

Business West's Women in Business Platform, ConnectHer, has been rapidly growing in popularity! ConnectHer really has multi-purpose objectives. We aim to create space for women in our wider business community to Connect, Collaborate and Champion each other. We are truly proud to say that these objectives are certainly being met and it's evident in the success and feedback from the events of the last season.

We hosted our second ConnectHer Business After 5 event (which sold out within a few days!) and women in our wider business community certainly brought the vibe!

'The ElevateHer Pitch' has quickly become a favourite part of these events and a way we can champion women in business. This is a fantastic way to directly discover what people are doing, to understand their business and the direction in which they are moving. Naturally, this then breeds connection and

collaboration - which is exactly what ConnectHer values.

It has been phenomenal to receive such positive feedback from these events. So many comments have centred around how 'safe' people feel, how authentic and warm everyone is and how supported people feel to present themselves and their business to the group. It has also been fantastic to hear of collaborations happening out there as a result!

So much constructive conversation was happening around support that would be of benefit. Around understanding AI (whether you like it or not!) personal branding, financial literacy, public speaking, impostor syndrome, confidence and understanding workplace dynamics. We were listening! We have some exciting events coming up with ConnectHer which will address all of these, watch your inbox!

We love to hear what you are doing in your business, as well as what support you think would be of benefit.



If you would like to do an ElevateHer Pitch at our next event (it's not compulsory!) but you're a little nervous, here are a few tips for you:

1. Know Your Core Message

Focus on the essence of your business. Talk about who you serve and the value you bring. When you speak on this with clarity, it makes it easy for the audience to understand your business quickly and remember it.

2. Highlight Your 'Why'

This taps into the authenticity of what you do that everyone really enjoys hearing about. This is explaining the motivation behind what you do and **what drives you - this is really interesting for the listener.**

3. Craft a Strong Opening and Closing

An audience loves a bold statement, joke or surprising statistic - and it's a great way to start! It doesn't need to be a huge, big deal, but if there's something unusual about your business or industry you can share, it definitely makes you memorable.

4. Tell a Story

People really connect with stories. If it works for you, a story can be a great way to introduce yourself and your business, even as part of your presentation.

5. Just Be Yourself!

Mistakes and stuff-ups are welcome here! Regardless of your presenting experience (or lack thereof!) know that you'll be supported and appreciated for sharing more about your business - we are here to support you.

Financial Literacy is something that the ConnectHer initiative is committed to supporting and we will soon be launching an event around this. Emma Monaghan from Forsyth Barr will be our leading financial expert for this and brings such a wealth of knowledge.

Emma is a committed supporter of women in business and is a major champion and supporter of ConnectHer. We are excited to get this one off the ground and extend our gratitude to Emma and Forsyth Barr for their continued support.





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Even heroes sometimes need help, and with business booming, Vins Grover, The Mortgage Hero, has enlisted the expertise of his daughter and budding financial adviser, Ehsaas Grover.

Ehsaas joined the company in October 2024 and is studying to become a financial adviser while also working full-time at The Mortgage Hero.

Originally, Ehsaas's career path led her to qualify as a software engineer, where she gained valuable experience over three years. However, her journey took a turn when Vins suggested retraining and joining him at The Mortgage Hero. 'I already knew the business well as I used to help out when I was at university,' Ehsaas advises. She embraced the idea, driven by the desire to make a difference, especially for young people like herself who were eager to turn their home ownership dreams into reality.

Currently, Ehsaas is working on backend processes and helping ensure that clients have all the necessary paperwork. 'Once Ehsaas comes to the front-end stuff - talking to clients and liaising with banks, she'll have a

strong foundation in how things work,' declares proud dad, Vins.

An accomplished dancer and dance teacher outside work, Ehsaas is also taking a keen interest in The Mortgage Hero's marketing and social platforms. She's already become the face of the brand on Instagram, offering practical advice and tips for potential first-home buyers or those remortgaging.

Vins highlights the current market conditions, which may be uncertain but also present numerous opportunities. 'Interest rates have dropped, property prices are stable or even down, and bank lending is very lenient,' he declares. This unique situation, he adds, is a golden opportunity for buyers, with a large amount of stock available in the market and the potential for some bargain prices.

Both Vins and Ehsaas walk the talk. Vins is very proud of the fact that he went from a large mortgage to zero in less than eight years. And Ehsaas already has her finances in order and is saving hard for her first home. 'When you practice what you preach, it's easier to preach to others,' declares Vins.

So, whether you're a first-home buyer, investor or looking to remortgage, The Mortgage Hero has the knowledge and expertise you need to guide your decision-making.

'We don't close a deal, we open a relationship,' says Vins.

Get in touch and experience for yourself the difference offered by The Mortgage Hero.





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BUSINESS - MITRE 10 MEGA
WEST AUCKLAND BUSINESS

WESTGATE & HENDERSON
Spring into Food Planting - Grow Your Own Freshness

There's nothing quite like stepping into your garden and picking fresh, homegrown produce for the table. As the days get longer and the soil warms, spring is the perfect time to get planting and set yourself up for a season of fresh flavours and rewarding harvests.

Start with the essentials - tomatoes, lettuce, beans, cucumbers, and courgettes thrive in Spring's mild temperatures and longer daylight hours. Herbs like basil, parsley, coriander, and mint also grow beautifully now, adding bursts of flavour to your cooking. For root crops, try beetroot, carrots, and radishes – they're quick to grow and add vibrant colour to meals.

When planning your planting, consider both variety and succession. Staggering your sowing every few weeks will ensure a continuous supply rather than a single glut. Companion planting is another great trick - marigolds, for example, deter pests and look cheerful alongside your vegetables.

Healthy plants start with healthy soil. Enrich your garden beds with compost or organic fertiliser before planting to boost nutrient levels and encourage strong growth. For smaller spaces, raised garden beds, vertical planters, or even large pots can be surprisingly productive.

Spring can still bring the odd cool night, so keep frost cloth on hand for tender seedlings. Regular watering, mulching to retain soil moisture, and keeping on top of weeds will help your garden thrive.

At Mitre 10 MEGA Westgate & Henderson, they have everything you need to make your spring planting a success - from premium seeds and seedlings to quality soil, fertilisers, garden tools, and irrigation solutions. Whether you're starting small with a few pots or planning a full vegetable patch, their friendly team is there to share advice and help you grow your own delicious, fresh produce this season.



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WestCity
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WHAT'S ON At Westcity Waitakere

2025 is all go at WestCity heading into Spring. they had a successful campaign over the July School Holidays with Slime making down on Level One. This activation involved participants making their own squishy creations and was very popular. Over the 2 weeks more than 2,200 children, averaging 143 kids per day! Also having their first Messy Mission, which was also a hit!

Messy Mission

WestCity held their first Messy Mission featuring "Stitch" on Saturday 19th July, down on Level One (between Farmers and Pinky Brows), holding one session at 10:30am and another one at 1pm, each session lasting one hour. These sessions were very popular with around 50 participants. WestCity are very excited to announce that these sessions will be held regularly at WestCity on the 3rd Saturday of each month.

Messy play is suitable for all kids and the afternoon session is a high-sensory session designed for the more sensitive explorers. Don't miss the messiest adventure in town!

You can register on the WestCity website through the What's On page, or just show up!

September/October School Holidays

WestCity is running a Kids Kitchen during the

September/October School Holidays down on Level One. This will run from 11am until 2pm each day of the School Holidays which are from Saturday 20th September until Sunday 5th October. One week will be focused on Savoury food creations and another week on Sweet food creations. Each session will run for around 20 minutes.

Diwali Celebrations

We are celebrating Diwali from Thursday 16th October to Sunday 19th October. There will be a Raj tent and Henna artists each day from 11am until 1pm, on Level One. Come celebrate with us!

Ballentynes

You will have noticed that Ballentynes has moved! They have relocated from Level One opposite Waitakere iMedical to upstairs on Level Two in between FootLocker and Number One Shoes. They have an amazing new space and lots of fashion styles available for each season.

EFX Hair & Beauty

Are located on Level One opposite the ASB Bank. Services on offer include hair cuts for all the family, styling, treatments, colour and highlights. They also have a full range of hair care products for sale in their store!



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In 1916, a 19-year-old Croatian immigrant named Josip Babich made his first New Zealand vintage. He had little money, no English, and no family beside him - but he had determination, a strong back, and an instinct for wine. More than a hundred years later, Babich Wines is still family-owned, still guided by grit and integrity, and still making wines that capture both place and character.

The Babich story is full of moments like Josip's - bold risks, unconventional thinking, and a family commitment



that spans generations. Winemaker Joe secretly experimenting with barrels in the '80s, Peter buying tractors with no brakes (on purpose), or today's team plunging fermenting Pinot Noir with more laughter than fuss. Through it all, Babich has stayed true to what wine is really about: connection, joy, and sharing moments that last.

And what better time to celebrate those moments than spring? With the longer evenings and warmer days ahead, it's the perfect season to crack open a chilled Babich Rosé, savour the sunshine, and raise a glass to the simple pleasures of life.

Looking further ahead, the festive season is never far away. A bottle of Babich makes a thoughtful Christmas gift — whether you're thanking clients, celebrating family milestones, or surprising a friend. Each bottle carries more than flavour; it carries story, character, and care.

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BUSINESS - KARDEX
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AUTOMATION IN NZ LOGISTICS Kardex Reframes the Warehouse as a Strategic Asset

Why automation is now the smartest investment in New Zealand logistics.

With ROI measured in years, not decades, and proven results from companies like Douglas Pharmaceuticals, warehouse automation is emerging as a strategic advantage, not just a technology upgrade.

In New Zealand, warehousing has reached a tipping point. Labour shortages, rising rents, and customer expectations for speed and reliability are exposing the hidden costs of manual operations. Errors, safety risks, and wasted space are no longer just operational issues, they are barriers to growth.

Automation reframes the warehouse as a strategic asset rather than a cost centre. High-density solutions such as AutoStore™ compress storage into compact cubic Grids, unlocking up to 400% more capacity within the same footprint. Robots deliver products directly to ergonomic workstations, achieving thousands of picks

per hour and driving accuracy above 99%. The result is faster fulfillment, safer workplaces, and stronger resilience in a volatile market.

Globally, businesses are accelerating investment, with logistics and fulfillment set to account for over one-third of capital expenditure by 2030. For New Zealand operators, this isn't a distant trend but an immediate challenge. Local rents are climbing, particularly in Auckland, while labour shortages continue to bite. To stay competitive, businesses must align with these shifts and ensure operations are designed for future demand.

The value of automation is already evident close to home. Douglas Pharmaceuticals in West Auckland adopted AutoStore to address capacity and fulfillment constraints. The result was four times faster picking, 30% more storage, and all achieved within a fraction of its existing footprint. Crucially, it delivered without requiring a disruptive move to new premises. That case illustrates how automation can transform operations from a bottleneck into an enabler of growth.

Investing in automation is not about adding cost, it is about unlocking value. With fast implementation, typically within months, and ROI often realised in two to three years, automation represents one of the most compelling levers available to New Zealand supply chain leaders today.

The question for warehouse managers is no longer if automation fits their strategy, but how quickly they can build the case to transform their operations into a driver of long-term value.

To see how an AutoStore™ solution could transform your operations, explore the **StoreX Calculator** - a free, intelligent tool that models your warehouse inputs and delivers a tailored performance and ROI report.



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BUSINESS - PROPERTY
WEST AUCKLAND BUSINESS



BETERLY PAN
Investment Sales and Leasing

11C Factory Rd Waimauku

This high-quality, entry-level investment opportunity is located in the heart of Waimauku Village, servicing the local community. It is offered for sale with an established and popular essential business, Waimauku Wines & Spirits, providing a strong and secure tenant profile.

The tenant returns a net income of \$61,000pa + GST and outgoings, and has recently renewed for a new three-year term, reflecting their commitment to the location.

Key features:

- **Returning net \$61,000pa + GST** and outgoings from a new three-year lease
- **Built in 2010**, the property is well-presented with quality fit-out, reflecting the tenant's strong commitment to the location

- **Location;** in the heart of the Waimauku commercial precinct, adjacent to FreshChoice supermarket, benefiting from strong visibility and foot traffic

- **Zoning;** Business - Local Centre

On-site parking is available for staff and customers, enhancing convenience and supporting a variety of potential uses. A true bottom-drawer investment, this property offers secure income and strong fundamentals for the savvy investor.

Beterly's strong track record in high-value investment and development site sales makes her a standout in West Auckland's commercial real estate and an expert in the industry. Her proficiency in English, Cantonese, and Mandarin, combined with her Commerce degree from University of Auckland and published works, enhances her excellent ability to connect with a diverse clientele.



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ASB CHIEF ECONOMIST Business West Breakfast

As the Chief Economist at ASB – one of the country's biggest mortgage lenders, Nick Tuffley has an inside perspective on interest rates. He is also known for his ability to simplify complex concepts and for making economics engaging.

*Tuffley's verdict on the economy:
'If it's not fixed in '26, hopefully, it'll be heaven in '27!'*

And that's exactly what attendees at our Business Breakfast in July got to enjoy. Both insightful and entertaining, Tuffley gave us his assessment of interest rates and the economy, proclaiming that 'If it's not fixed in '26, hopefully, it'll be heaven in '27!'

Trump's trade tariffs

Tuffley began his presentation by discussing Donald Trump, whom he referred to as 'outrage entertainment'. Trump's trade tariffs are the big global story at the

moment, and it's also a fast-changing situation. Tuffley was speaking before Trump's surprise move to increase NZ tariffs to 15% and his comments are based on the original 10%.

'We've all seen the cap - make America great again - and Trump's vision for doing that is to put lots of tariffs on goods going into the US,' advised Tuffley. He stated that Trump wants to create jobs in the US by encouraging businesses to establish manufacturing plants. And he plans to use the additional revenue raised to fund tax cuts.

According to Tuffley, the likely result of Trump's tariffs is a slowdown of the US economy. 'If you're putting tariffs on goods and services coming into the country, it raises the cost domestically, and if you're paying more for stuff and haven't managed to get a tax break, your money's not going as far,' he warned. This could lead





to a decrease in consumer spending and a potential economic slowdown in the US, which would have ripple effects on the global economy.

Another implication of Trump's tariffs is the impact on the countries to which NZ exports. 'If, for example, China suddenly sees its economy slowing because it's facing big tariffs, we need to start thinking about what that means for the demand from China for our products,' Tuffley advised. A slowdown in the Chinese economy could lead to a decrease in demand for NZ's products. There may also be some price impacts for consumers buying products made in the US, as they're likely to be more expensive.

On the plus side, Tuffley says, countries like Europe and China, if they are not exporting as much to the US, may start shipping more goods here at better prices. This could be a silver lining from an inflationary perspective, potentially offering consumers better deals. However, it could pose some challenges for local manufacturers if they are competing against cheaper imports.

Overall, Tuffley says that unless you operate in an industry directly impacted by the tariffs, and here he listed dairy, wine and meat as the most exposed sectors,

then the effect of the tariffs is likely to be minimal. 'All up, the impact on NZ's \$9 billion trade with the US is around \$900 million in tariffs: not helpful but still manageable,' he declared.

Interest rates and inflation

Tuffley turned his attention closer to home and said that people want to know about what's happening with interest rates and mortgages.

He explained that the Reserve Bank's job is to keep inflation between 1 and 3% over the medium term. Tuffley said that we may see inflation bouncing around a bit this year, noting the increase in food prices, with the cost of butter being a current hot topic. While the high price of butter is not good news for any bakers out there, on the flip side, NZ is the world's largest dairy exporter.

'We are making a huge amount of cash out of those high dairy prices at the moment, and it's the same for meat, with sheep and dairy farmers doing much better,' advised Tuffley.

One of the primary drivers of inflation, according to the Chief Economist, has been wage growth. 'That baked in a lot of cost, especially in the service sector,' he said.



Thanks to rising unemployment, much of that growth has now slowed, and there's also been a reduction in hiring, which combined is helping to keep inflation down.

When it comes to interest rates, Tuffley says that the Reserve Bank will be keeping a close eye on Trump's tariffs and the impacts on exports. 'There'll be a lot of nervousness in the short term,' he advised as the effects on inflation, wages, consumer prices, and spending become clearer. However, he predicted that the Reserve Bank would make one more cut to the cash rate this year and that it's likely to settle around the 3% mark.

Overall economy

Overall, Tuffley was reasonably confident about the economic outlook. 'The good news is the economy has already started to lift back up, helped by the export sector and an increase in consumer spending,' he declared. Last year was pretty tough, Tuffley said, and many consumers put their wallets away. 'We're starting to see some early signs that consumers have found their

wallets and are starting to blow the dust off.'

According to the Chief Economist, house prices have stopped falling and are slowly creeping up. He added that construction has been under a lot of pressure over the past two years, with residential building down by one-third. However, building activity is also starting to pick up and more consents are being issued.

Tuffley highlighted the government's investment boost policy, aimed at increasing business investment and productivity. 'This is well worth looking into as an upfront depreciation expense you can push through to improve your cashflows when buying new assets,' he declared, adding that the policy should lift productivity and investment spending.

Tuffley ended his presentation on a positive note: 'Hang in there, things will get better,' he advised. Let's hope Trump's 15% tariff rate doesn't throw a spanner in the works.

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Over several decades, the Botica Group has carved itself a deserved reputation as the go-to for all things timber in West Auckland. Whether you're a builder or DIYer, you'll find the perfect solution for weatherboards, skirting boards, decking, flooring, panelling and much more. And now, customers and visitors can enjoy improved facilities at the company's new building at 65 The Concourse, which is also home to Plyman and Timberman, part of the Botica Group.

Managing Director, Matthew Botica, explains more: 'The layout in the new building is a big improvement.' He adds that it's more spacious and welcoming.

There's also plenty of space for the showroom, allowing customers to see more products up close. 'The stud height is much higher, and with higher racks, we have increased our holding capacity by 30%,' Matthew advises.

Located off the northwestern motorway, The Concourse is easily accessible. And with ample on-site parking, you can enjoy the convenience of Botica's custom-cutting service without any hassle. 'One of our biggest strengths is that we can cut to order, so if you need something cut to fit in your car, we can do that on the spot,' advises Matthew.

At Botica Group, you'll discover a wide range of unique timbers that aren't typically seen in other suppliers. **Rosewood, American Oaks** and **American Ashes**, perfect for decorative interiors, are just a few examples. Botica Group has established a niche market as a supplier of decorative interiors to the marine industry and even tiny homes.

Botica Group is family-owned and operated. Founding Director, the late Ivan Botica, was well-known for his mantra, 'It's the quality that matters and the service that counts.' And that's still the guiding light for son Matthew and the team at Botica Group. 'Our people have expert knowledge and skills and are always happy to share that with our customers,' says Matthew.

The company even has its own YouTube channel. Matthew says that although there's plenty of information about timber available online, much of it is aimed at the US market. 'We wanted to make something relevant and helpful to Kiwis,' he declares. Explore the channel to discover various types of timber and their applications.

Need timber for your construction, DIY or furniture-making project? Check out Botica Group's new home for Plyman and Timberman at 65 The Concourse, and you're bound to find exactly what you need.



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STRESS AT WORK

In the current economic cycle, stress at work may increase. A high workload is often the reason; but it can occur for other reasons too, such as long hours, the threat of job loss or redundancy, and progressively blurred boundaries between work and non-work hours.

Over time, these symptoms can lead to mental health problems, such as depression, anxiety, or physical conditions such as chronic headaches or heart disease.

SOME STRESS BUSTERS

Be active - Exercise won't make your stress disappear, but it will reduce some of the emotional intensity that you're feeling, clearing your thoughts, and letting you deal with your problems more calmly.

Take control - There's a solution to any problem. If you remain passive - thinking, 'I can't do anything about my problem', your stress may get worse. That feeling of loss of control is one of the main causes of stress and lack of wellbeing. The act of taking control is in itself empowering.

Connect with people - A good support network of colleagues, friends and family can ease your work troubles and help you see things in a different way. The activities we do with friends help us relax. We often have a good laugh with them, which is an excellent stress reliever.

Have some 'me time' - We all need to take some time for socialising, relaxation or exercise. It is good by setting aside a couple of nights a week for some quality 'time-out' away from work. By earmarking those two days, it means you won't be tempted to work overtime.

Challenge yourself - Setting yourself goals and tests, whether at work or outside, such as learning a new language or a new sport, helps build confidence. This will help you deal with stress. By continuing to learn, you become more emotionally resilient as a person.

Avoid unhealthy habits - Don't rely on alcohol, smoking and caffeine as your ways of coping. Men more than women are likely to do this. Often called avoidance behaviour. Women are better at seeking support from their social circle. In the long term, these crutches won't solve your problems. They'll just create new ones.

Help other people - Evidence shows that people who help others through activities such as volunteering or community work, become more resilient. The more you give, the more resilient and happier you feel.

Work smarter, not harder - Working smarter means prioritising your work, concentrating on the tasks that'll make a real difference. Leave the least important tasks to last.

Try to be positive - Look for the positives in life, and things for which you're grateful. Try writing down three things that went well, or for which you're grateful, at the end of every day.

Accept the things you can't change - Changing a difficult situation isn't always possible. Perhaps concentrate on the things you do have control over, i.e. If your company is making redundancies, there's not much you can do about it. In a situation like that, you could focus on the things that you can control, such as looking for a new job.



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STOP AND SMELL THE STOCK: A Fragrant Favourite with Davis Funerals

Some flowers are flashy. Others whisper their charm quietly. Stock sits happily in the middle: elegant, fragrant, and with just enough history to keep things interesting. If you've ever caught that sweet, spicy clove scent in a bouquet, chances are you've just met stock.

From Cottage Gardens to Kiwi Homes

Stock (*Matthiola incana*) has travelled a long way to end up in New Zealand vases. Originating in the Mediterranean, it became a staple of English cottage gardens centuries ago. Victorian brides carried it for luck and devotion, while poets admired its "lowly yet noble" nature. Shakespeare even gave its cousin, the gillyflower, a cameo in *The Winter's Tale*. Not bad for a bloom that still shows up in our local markets today.



Fun Facts and Quirks

- Stock is sometimes nicknamed the "gillyflower," an old-fashioned English word that simply meant "fragrant flower."
- They're not just pretty: in ancient times, parts of the plant were thought to have medicinal uses for treating coughs and chest complaints.
- Stock comes in a rainbow of shades, from snowy white to lilac, magenta and buttery yellow. Florists love using them to bring height and scent to arrangements.
- In the language of flowers, stock means "lasting beauty" and "happy life." Romantic, right? Making them a thoughtful choice for weddings and anniversaries.

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

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Bringing the Perfume Indoors

One of the reasons Kiwis love stock is its vase life. With the right care, the stems will scent your home for up to a week.

Here's the insider guide:

1. Give stems a sharp, angled trim before popping them in water.
2. Strip any leaves that might sit below the waterline.
3. Fresh water every two days is a must.
4. Keep them away from heaters and fruit bowls (ethylene gas is not their friend).

Pro tip: pop a vase of stock in the hallway or living room. You'll be met with fragrance every time you walk past.

Why We Keep Coming Back

Stock isn't just a flower, it's a feeling. It's nostalgia, romance and a little bit of theatre with every bloom. Whether you're after a gift that says "thank you" or you simply want to treat yourself, stock never disappoints.



And here's some good news: **Market Flowers has fresh white stock on sale right now.**

Send an email to info@marketflowers.co.nz before the 10th of October, mention this article,

and they'll give you **25% off a bouquet of stock.** Browse the full range W: marketflowers.co.nz.

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WEST CITY SUZUKI No.1 Dealership in Auckland!

West City Auto Group has been recognised as the No. 1 dealer in Auckland, and the 2nd Top Suzuki Dealer for Sales in New Zealand for 2024! With a trusted line up of vehicles and the exciting new Fronx now available, Suzuki continues to deliver for Kiwi drivers.

This milestone reflects the incredible support received from the Local Community and their loyal customers. The multi-brand company is delighted to be recognised on a national level, and couldn't have done it without the people who keep choosing the Group for their next Suzuki.

Suzuki: A Kiwi Favourite

The all-new Suzuki Fronx has finally arrived, and it's one of the most highly anticipated new releases from Suzuki in New Zealand. This futuristic crossover SUV brings together bold styling, self-charging hybrid efficiency, and a premium interior that promises

to charm both city dwellers and weekend adventurers alike.

Starting from \$31,990 +ORC, the Fronx also redefines compact SUV expectations with its extensive list of features, think 360 degree cameras, Apple CarPlay and Android Auto, Heads-up display, and a host of safety enhancements marking it as one of the best equipped Suzuki models ever introduced in the country.

The new Fronx is designed to stand out with its expressive front "split lamp" styling and seamless full width LED tail lamp, radiating sophistication inside and out.

Editor's Note: The designer of our new 'Members Portal' recently purchased a Fronx, and is absolutely thrilled with both the vehicle, and experience of service from West City Suzuki.



DP Jimmy Tailor and MD John Blewett

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MANAGER'S MESSAGE

Northwest Country
Business Association

Spring is here and so is event season. We are currently planning a range of local events to showcase and support the local community.

North West Country Business Awards are open and entries will close in September. We will then announce the finalists and it will be all go to see which finalists can win the most customer votes to win the People's Choice Award. Keep an eye of our website for voting forms and make sure your favourite businesses get your vote.

Te Awaroa Museum and the Helensville Railway Museum are hosting the Te Awaroa Helensville Heritage Festival on the 4th and 5th October, promising a weekend full of culture, history, fun and activities for the whole family. Tickets are on sale now through Eventfinda.

Our Santa Parades are also being prepared, with Kumeu Rotary taking the lead for the Kumeu Parade, and North West Country taking the lead for the Helensville Parade. Both organisations are open to sponsorship offers to help make the events a success.

The Kumeu Santa Parade will occur on Friday 5th December, and the Helensville Santa Parade will occur on Saturday 29th November.

Lastly, in a fantastic coup for all North West Country members, we have partnered with the talented Aisling O'Brien photography to bring an offer not to be missed. All members have access to three photography packages at heavily discounted rates to get your business noticed. Check out Aisling O'Brien Photography website for more details, or check out your August newsletter.



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Te Awaroa Helensville Heritage Festival

Saturday & Sunday 4th and 5th October / 10am – 4pm



- Train displays at Helensville Railway station, including Sammy the Steam Train
- Grand Hotel restaurant open for tea and scones
- Shuttle bus available

- Helensville Mechanical hosting a vintage car show in carpark
- Helensville War Memorial Hall vintage market
- Food trucks

- Twilight Cemetery Tour
- Te Awaroa Museum hosting more than 250 Barbie dolls
- Helensville Showgrounds hosting a heritage horse racing display
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