

THE LOOP



Keeping you in it

BUSINESS FEATURE

Yakety Yak



SHOPPING LOCALLY

Why it matters

Let's celebrate local

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Birthday's
inside!**

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PRESIDENT'S REPORT

Unstable Ground



Have you had that experience where a pathway becomes unstable? Perhaps you are hiking or just enjoying a walk in the bush. Next thing the path becomes difficult to follow. Instinctively you half crouch and slow down making each step purposeful.

Maybe you have to navigate a slope and you amble on all fours clutching at roots or undergrowth. It only takes a couple of near slips to rattle your nerve and make you wonder if you have come the right way. It seems many of us are feeling this way in our business life.

With the Government's focus on eradication, any news of a case makes us wonder how long we will be in lockdown. The closure, or at best, limited options for business ripples across the economic pond affecting all of us. The velocity of money slows down and we all spend less in a negative spiral. Each lockdown makes us more cautious and less likely to take risk and on it goes. Sooner or later we may be wondering about the path we have chosen.

Can I encourage you to stay the course.

From knowing our local business community, it's very clear the majority didn't choose this path because it was the most financially rewarding – it was because we had a passion for what we do and enjoy seeing others benefit from what we do. Our local Pukekohe community has shown how intentional they are about supporting local business. They really do care and they vote with their wallets.

At PBA we care too. Kendyl and her team are still working full time to promote Pukekohe and advocate for your business. In the past week she has also petitioned about the border preventing workers and owners from operating their business.

Two quick requests – Could you please take a couple of minutes to complete our survey. With your feedback we can further improve how we serve your business and support a better business environment for us all. The link is www.pukekohe.org.nz/news/covid-19/survey/

Next, Our AGM is drawing near and we will have spaces open on our committee.

I would welcome you to consider joining the committee and feeding in to our local team.

Spring is around the corner, an ideal time for promotions and new seasons activity. I am confident the path will clear and we can get back to what we are passionate about.

Here is to your business success,

Rupert Ross, PBA President

Administration



Manager
Kendyl Sullivan



**Promotions
Co-ordinator**
Chenay Douglas



**Administration
Co-ordinator**
Shawna Coleman

Committee



President
Rupert Ross
09 238 1951
Vibra Train



**Local Board
Representative**
Alan Cole
Franklin Local Board



Committee Member
Erin Pellow
09 238 4163
Pellow Bros



Vice President
Marie Peters
09 973 0979
Quinovic Pukekohe



Committee Member
Brandon Botting
09 238 3678
ITM Pukekohe



Committee Member
Mykeljon Winckel
0800 002 760
eLocal



Treasurer
Philippa O'Mara
09 238 5939
Engine Room
Chartered Accountants



Committee Member
Damian Walworth
09 236 5150
DW Homes

09 910 0137
pukekohe.org.nz
info@pukekohe.org.nz

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KENDYL SULLIVAN, PBA MANAGER

Shop Local - it matters



There are many benefits to shopping local, both for the consumer and our local businesses.

Shopping locally increases the circulation of money and this contributes to a thriving area to live, work, and play.

Locally owned businesses (including franchises) invest more of their money per dollar back into the local economy. An Australian study indicates that \$7 out of every \$10 stays local when spent with a locally owned business compared to \$3 out of \$10 spent elsewhere. Locally owned businesses are more likely to utilise other local suppliers creating more local spend and opportunities for jobs as well as being more environmentally friendly.

Whilst locally owned businesses tend to contribute more to reinvestment of money within the local area, chain stores and big box retail also have an important place with many employees (most who live locally) who also spend money where they work. This is really important – people shop where they work! So the more people we can get working locally the better for our local economy.

We often hear that shopping locally is more expensive. However, this often doesn't take into account; postage, travel time, fuel, and parking, all of which has a value. We are lucky in Pukekohe to have a multitude of free parking, attractive and safe shopping areas, and businesses and services that cater to all.

By supporting local businesses, the consumer also gets multiple benefits. To start with, you can enjoy the experience of shopping where there is an option to view, try and buy the product as well as asking questions in store. In specialty stores their products are their core business so you can expect knowledgeable and friendly service.

Local businesses receive customer satisfaction ratings that are consistently higher than internet sites. There are also advantages of shopping where people take the time to know you and your preferences. Often local businesses will go the extra mile to ensure customer satisfaction.



Finally, shopping locally is about supporting the businesses that support the area that you live. These are the businesses that support local fundraisers and events, sports teams, volunteer groups, and more!

In summary, buying locally offers a better customer experience with certainty of product / service, keeps the money in our local area increasing the opportunities for further jobs and further local spend, and gives shoppers a sense of satisfaction that they are contributing to the success of their local area.

Love languages in the workplace

Improving the health and wellness of your employees

What are you proactively doing to improve your employees' health and wellness since Covid-19?

Racquel Chavez-Nguyen of Kanuku Yoga suggests you may like to consider how love languages can be shared within the workplace to support your employees.

1. Acts of Service – providing morning tea – you may like to consider offering a meal or snack on a daily/weekly/monthly basis. Good food = good mood in the workplace.

2. Quality Time – going outside – Encouraging team breaks in the outdoors or even hosting meetings outside can be a simple and effective way to feel grounded during uncertain times. Enjoying the sunshine is also a lovely excuse to take a short break from the desk.

3. Gifts – reusable coffee cups, hand sanitiser, health supplements, and snacks. Not only does providing high-grade health supplements potentially decrease the amount you pay in sick leave, it can also improve focus and reduce stress when the immune system is optimal.

4. Words Of Affirmation – praise – use engagement surveys to find any gaps in health and wellness within the workplace or to find areas of improvement in manager-employee relationships and then use 1-1s to offer verbal support and praise to your team member.

5. Physical Touch – Yoga – Physical touch with a colleague is hardly appropriate outside of the handshake but physical touch is an important way to calm the nervous system. Yoga in the office, either in a chair or a spare conference room, can offer a physical outlet for feelings and sensations to move through the body.



Chavez-Nguyen, Racquel. (2019). Love Languages in the Workplace. Retrieved from www.kanukayoga.co.nz

NEWS FROM THE PBA

In this month's news you can read about our latest security review and initiatives, including how to utilise our Health and Safety subsidy, an update on the Shop Local Voucher Booklet promotion and our recent promotions and advocacy.

COVID-19

Survey

With the recent change in COVID-19 levels, we understand that this may be a stressful and worrying time for business owners.

We would like to get your feedback via survey about how we can support you during this time. The survey is completely confidential and will only take a minute to complete. Thank you to those members who have completed this survey.

Your feedback is important to us so we want to know what's important to you. If you would like to take this survey please see the link on our website www.pukekohe.org.nz/news/covid-19/survey/

QR Code Posters

A friendly reminder that all businesses must display the official QR code poster for the NZ COVID Tracer app.

You can print as many copies of your QR code poster as you like, but each location needs its own QR code.

Businesses should also have a pen-and-paper register or another system in place, to support contact tracing for people who don't use the app.

Create your QR code poster at www.covid19.govt.nz/qrcodeposter



Take care of your health

If you feel you need support or just need to talk to someone you can free call or text 1737 any time for support from a trained counsellor.

Our Health and Safety Subsidy is available for businesses to utilise mental health services and support. Please don't hesitate to contact us for more information on this subsidy.

More Information

For more information about COVID-19 please visit www.covid19.govt.nz

AGM

Our AGM has been confirmed for the 28th October and notices and AGM documentation will be distributed in early October. We have several vacancies on our Committee so if you are interested in joining please feel free to contact kendyl@pukekohe.org.nz for more information about what is involved and how to be nominated.

AGM
Annual General Meeting

SUPPORT LOCAL

The Business Association is continuing to support our members through shop local campaigns across print, social and electronic means. Look out for our new videos which will be filmed as soon as Covid levels allow, alongside the page on our website that lists our members that are operating at level 3. If you would like your business to be featured on this page, please email info@pukekohe.org.nz. We also have Facebook giveaways, radio adverts, and digital marketing planned to help support our businesses at this time.

We are also instigating a community noticeboard on our website which is an opportunity for businesses to request information or advise of opportunities. For example, a business may be looking to sublease some space to reduce costs.

For more info or to create a listing please email info@pukekohe.org.nz. You may have also seen our recent employment page which was our most visited page over the past month. If you have a vacancy to fill, let us know and we'll add it to the page.

FACEBOOK GIVEAWAY - WIN A BOUQUET

In order to spread a little bit of joy during these difficult times, we decided to run a Facebook competition that asked people to nominate a Pukekohe business or local who they thought deserved to win one of two beautiful bouquets valued at \$80 each.

Congratulations to Urgent Care Franklin whose nominator said "I would love to nominate Urgent Care Franklin, such a hard working amazing team!"

The winner was chosen at random using an online name picker. If it were up to us, we would never be able to choose, as every business in Pukekohe is so deserving after the year we've had!

SCHOOL HOLIDAYS IN THE SQUARE

We have been planning our October event for the past month, however, due to the unpredictability of Covid-19 we will need to make a decision on whether or not this event proceeds by the middle of September. Please ensure you follow our Facebook page for the latest news in regards to our events and promotions.

SECURITY REVIEW

We have recently completed an updated security review of Pukekohe which includes our entire business area from Adams Drive in the north to Kitchener Road in the South. Our last security review was undertaken in 2016 and through advocacy with the Local Board, resulted in improved lighting in the alleyways of Pukekohe.

We will give a breakdown of the review in next month's Loop including the main areas of concern and what the PBA intends to do with this information.

Shop Theft- have you seen our initiatives?

We are aware there has been an increase of snatch and grab offending in some retail areas of Pukekohe. The Pukekohe Business Association has introduced several initiatives to help support businesses in this problem area. We offer a \$500+ GST CCTV and Security Subsidy that member businesses can apply for. Please contact us for more information on how to apply.

Our PBA Security WhatsApp group is having some great success and traction in identifying offenders and communicating these incidents to the wider business community. If you would like to join this group, please download WhatsApp to your phone and then txt the PBA on 021 930 137 to join.

To help increase police foot traffic and presence in our town, it is VERY important that you report ALL shop theft, big or small, to Police. If the theft is in progress, call 111 immediately. If you notice theft has occurred after the fact, still report this to 105.



LET'S CELEBRATE

Have you celebrated a business anniversary or achievement recently? Big or small as sometimes these achievements go unnoticed. This could be an anniversary, some positive news, an industry win or something you're proud of sponsoring in the local community.

To be featured, email us by 20th September info@pukekohe.org.nz

SHOP LOCAL VOUCHER BOOKLET

This year Covid-19 put a spanner in the works of our Shop Local Voucher Booklet promotion. More than 14,000 booklets were delivered in and around Pukekohe, arriving in letter boxes the day it was announced we would be going into an unprecedented nationwide lockdown.

Once business trade recommenced, we reprinted 1000 new voucher booklets and the promotion was extended allowing the public to benefit from some of the fantastic vouchers that were on offer.

We are still to collate the redeemed vouchers and measure the overall success of the promotion this year, but feedback received has been really positive, particularly from customers. We have had feedback that some customers entered their voucher to go in to the draw to win \$500 but didn't actually ask to apply the voucher to their purchase as they wanted to support their local businesses by paying in full. It was great to hear these positive stories from our local community.

This was our 5th year to have the booklet available online and we had over 100 people sign up with over 30 redemptions made. This is a significant increase of visits and sign ups to the electronic version over 2019.

We now have over 300 people signed up to the online booklet.

It is clear already that businesses with simple vouchers had much higher redemption rates than vouchers that were more complex. The sort of vouchers that had higher redemption rates included 'buy one get one free' and half price offers. Businesses that offered new or special deals were also well received. Every redemption is an opportunity for the business to retain that customer and add them to their database for future promotions.

Now in its 8th year, the Shop Local Voucher Booklet promotion continues to grow. We are looking forward to making some changes to this promotion next year and we welcome further feedback from customers and participating businesses on how we could improve the promotion going forward.

NEW MEMBERS

THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS



ENRICH HOLISTIC WELLNESS

Holistic wellness, looking beyond the common medical book solutions and pharmaceutical medications to look at the person as a whole. Mind, Body and Soul.

210 King Street, Pukekohe
021 146 7740
enrichholisticwellness.com

S-LEE BEAUTY & INK

S-Lee Beauty & Ink offers the full tattooing service and experience. From consultation right through the design process and tattoo including microblading.

210 King Street, Pukekohe
09 963 1216
sleebeautyandink.com

NORTHCHILL LTD

Northchill Ltd is a specialist transportation provider for the food and logistics industry, owned and operated by Graham and Michelle Redington.

8/92 John Street, Pukekohe
09 238 0740

REPRESENT BOUTIQUE

Represent Boutique offers quality new and pre-loved designer labels for women. Try out their styling advice to help you figure out what works and what doesn't for your body shape, style and colouring.

210 King Street, Pukekohe
021 146 0571
representboutique.co.nz

DOMINOS PIZZA

Dominos Pukekohe is a locally owned franchise. Take your pick from the great range of pizzas, sides, drinks and desserts available for pick up or delivery.

1/11 Seddon Lane, Pukekohe
09 239 2781
dominos.co.nz



Email us at info@pukekohe.org.nz to find out about becoming a member.



BUSINESS FEATURE

Yakety Yak

Serving up happiness on a plate.

This story starts with forbidden love. Two kids living life from very different New Zealand backgrounds. One starting a job that she was destined to do, the other completely unsure of what he really wanted but was offered a job that was going to use a new set of qualifications, pay the bills and seemed pretty exciting but was totally out of left field.

These two worlds collided aboard the STS Spirit of New Zealand one afternoon on the 1 September 2001, the rest, as they say, is history.

Yakety Yak's chapter of our story was born out of three fantastic years in Melbourne where we were able to live life as we wanted to, no expectations, no boundaries just two kids wanting change in life.

When we were ready to return to start a family, Kiara was already baking and new challenges were being presented to us, ones we were ready for after the experiences of Melbourne. Yakety Yak was an opportunity to create a new lifestyle for us and our family.

We strongly believed we had a product that could thrive with a strong focus on the people in the community and a place where those people could meet, network, and grow relationships with others.

“The nature of hospitality involves you in the lives of your customers on a daily basis”

After 5 years our Pukekohe chapter continues to develop and we find that we are very much a part of the comings and goings of the community and the hub we have built with the help of our staff is very much the kind of place we set out to create. There will always be more to do and this chapter has plenty more to be written and Yakety Yak will always continue to evolve.

Pop in to Yakety Yak to experience their delicious menu for yourself!

159 King Street, Pukekohe
09 239 2413

Interview with Carl & Kihini



HOW LONG HAS YOUR BUSINESS BEEN IN PUKEKOHE?

Yakety Yak has been in Pukekohe for almost 5.5 years.

WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

The favourite part of our job comes in two parts. The first part is the people we get to interact with on a daily basis. The other part is being able to put our product in front of people and create a moment of surprise or happiness for them.

WHAT INSPIRED YOU TO START OR BUY YOUR OWN BUSINESS?

On our return from Melbourne, where I was working as a Chef and Kihini was an Outdoor Instructor with the YMCA, we needed work. The opportunity had been floated with us in the past while we were away but it wasn't until we were back that it made a lot of sense.

WHAT DO YOU LIKE MOST ABOUT PUKEKOHE?

Hands down it's the people in the area. COVID-19 has really highlighted the community strength within Pukekohe and the surrounding region.

WHAT IS SOMETHING PEOPLE MAY NOT KNOW ABOUT YOU OR YOUR BUSINESS?

The name came from a shop in Melbourne which had all sorts of knick-knack stuff. On a shelf at the back of the shop was Yakety Yak spelt out in big wooden letters. Not thinking too much of it, the name went into our notebook with 4 or 5 other concepts.

LOCAL ACHIEVEMENTS



SHALIMAR - THE INDIAN LOUNGE

Congratulations to Avishkar Pokharkar who recently celebrated Shalimar's first year in business!

245 King Street, Pukekohe



BABY ON THE MOVE

Congratulations to Mike and Ange Hook who celebrated Baby On The Move's 4th birthday last month!

Pukekohe Mega Centre, Unit 6/182-196 Manukau Road, Pukekohe



THE CAKE SHOP

Congratulations to Maggie and Brendan who are celebrating their first year owning The Cake Shop this month!

5A Glasgow Road, Pukekohe

SHOUT OUTS

COLUMBUS COFFEE

Shout out to Monique and the team at Columbus Coffee inside Mitre 10 MEGA. They held a bike- A- thon in store and raised a massive \$6,000 for Cure Kids Red Nose Day!

12 Wrightson Way, Pukekohe

DIANNA MARIE "THINK FLOWERS"

Congratulations to Dianna Marie of Dianna Marie "Think Flowers" for getting married in August. We can't wait to see the photos!

202 Manukau Road, Pukekohe

NOMINATED BUSINESSES

Shout out to all the businesses who were nominated by a member of the public as part of our Facebook 'bouquet giveaway'.

Police Report

with Wayne Paxton



Kia Ora everyone.

As we re-enter Alert Level 2, I want to give you a big pat on the back for all the support you've shown each other and your community.

We live in such an amazing area and I know everyone is looking forward to shopping with you again.

While we were out and about in the community during alert level 3, it was clear the vast majority of business owners understood what obligations they needed

to meet to trade safely. A reminder around the current Alert Level 2 guidelines can be found at www.covid19.govt.nz/business-work-and-money/

Please be aware that all businesses must continue to display an NZ COVID Tracer QR code for each business location. This came into effect at 11:59am Wednesday 19 August 2020.

I've highlighted this guideline in particular as there were one or two businesses who were either completely unaware or chose to bend the rules slightly.

Ensure your business QR codes can be clearly seen and accessible to everyone so it can be scanned easily.

Ask everyone, workers, contractors and customers, with cold or flu-like symptoms to

stay away from your premises and encourage customers to use pay-wave where possible.

Look after yourselves both mentally and physically. The team and I are looking forward to seeing your smiling faces during the next few weeks.



E-commerce Website



SUBSIDY

Can your customers easily & conveniently purchase your products/ services online? We offer eligible members up to \$500 + GST to enable e-commerce capability on a new or existing website.

Contact us to apply.

Approval required.
Terms and conditions apply.

