

the loop.

Keeping you in it

October 2024



BUSINESS FEATURE

Computer Food

AGM Documents

Inside including membership & voting

Give it a Whirl

Interior Staging with Found & Co

Nau mai, haere mai Welcome to Pukekohe

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WE ADVOCATE
FOR, SUPPORT, &
PROMOTE LOCAL
BUSINESSES

Member Benefits:

The Pukekohe Business Association is dedicated to empowering local businesses and contributing to a prosperous Pukekohe. We are involved in many facets of our town to help businesses thrive, residents prosper and our town flourish, but our first priority is supporting our members' businesses. We do this in a number of ways:

Promotion

- Marketing campaigns that showcase local businesses and town attractions
- Inclusion in an online business directory
- Events, promotions, beautification projects and placemaking that attract customers to town
- Biennial Business Excellence Awards
- Free job & event listings

Business Development

- Free, high-value workshops and training opportunities
- Subsidies valued at \$3,000+GST for each business
- Coming soon: Mentoring Programme and more Small Business Support

Networking & Connections

- Sharing PBA updates, local business news & events, sponsorship and development opportunities
- Regular business and industry events
- Opportunities to engage with community
- A network of local businesses

Advocacy & Security

- Fostering relationships with Police, schools, govt agencies, Auckland Council & its subsidiaries, Franklin Local Board, community groups and industry associations (among others) to benefit local business
- Advocating on policies and initiatives that create positive outcomes for the business community
- Facilitating meetings and info sharing
- Business security group
- Increasing network of CCTV security and CPTED placemaking

Find out more at pukekohe.org.nz

CHAIRPERSONS REPORT

I'm Picking Up Good Vibrations



As the new season begins, the Pukekohe Business Association is filled with excitement and optimism for the months ahead. With the vibrant energy of spring in the air, it's a perfect time to embrace fresh opportunities, foster community spirit, and continue driving the success of our local businesses.

The changing seasons often bring a renewed sense of motivation, and this year is no exception. Local businesses across Pukekohe are gearing up with new initiatives, promotions, and events on the horizon. From the bustling farmers markets to the lively cafes and retail stores, there's a palpable sense

of excitement as we all look forward to welcoming more visitors, customers, and patrons into our community.

We are fortunate to have such a great facility as our town square. Everyone knows where it is, and the central location handy to parking and shops, makes it ideal for events. In October we will have another Farmers and Artisans Market in the square. The following week we host School Holidays in the Square. These have been building momentum and we are hoping for great weather to make the day extra special.

Right next to our town square is 1 Roulston Street – the former youth centre. This is a great multi-purpose facility, and we have big plans for how it could be used in the future. We will ensure to keep its historic vibe while making it more user friendly. We have hosted various events here and it was the perfect venue for Kai Franklin. In October it will be the home of 3 full nights of Fashion. Spread the word for our community to come and enjoy something new.

The Pukekohe Business Association has always been committed to fostering a supportive and collaborative

environment, and this season we're focused on ensuring that positive momentum continues. With the business landscape evolving, we're encouraging innovation, and new ideas for nurturing the growth of both established and emerging businesses.

Our local businesses are the heart of our town, and it's through their hard work, dedication, and resilience that Pukekohe continues to flourish. This season, we encourage everyone—locals and visitors alike—to explore what our town has to offer, from unique retail experiences to local dining gems. Supporting local businesses not only strengthens our community but also ensures that Pukekohe remains a vibrant hub of activity.

As we move into the new season, let's continue to share the good vibes and work together to make Pukekohe a place where businesses thrive, people connect, and the community prospers.

Here's to a season of good vibrations!

Rupert Ross,
Chairperson of the Pukekohe Business Association

Administration



Manager
Shawna Coleman
shawna@pukekohe.org.nz



Events & Promotions Coordinator
Chenay Douglas
chenay@pukekohe.org.nz



Membership Liaison
Logan Soole
logan@pukekohe.org.nz



Marketing & Communications Coordinator
Brooke Druyven
brooke@pukekohe.org.nz

Committee



Rupert Ross
Chairperson
Vibra Train Pukekohe
09 238 1951



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



Melissa van den Brink
Vice Chairperson
Smith & Sons Renovations & Extensions Franklin
0800 002 760



Alan Cole
Franklin Local Board Representative
021 923 719



Ash Hawke
Signmax Pukekohe
09 238 8695



Holly Jansen
The Daily Goods



Maree Trow
Stirling Sports Pukekohe
09 238 7689



Merritt Watson
Pik n Mix Lollies
027 702 8926



Nutthida Boonprasert
Modish & Muse
09 238 7797



Peter Elliot
Computer Food
027 314 6854

pukekohe.org.nz
info@pukekohe.org.nz

Follow us on
Facebook & Instagram
@pukekoheba

Disclaimer: Whilst every effort has been made to provide valuable, useful information in this publication, the Business Association accepts no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.

OFFICE UPDATES

News From The PBA

October is shaping up to be a busy and exciting month! We have an incredible lineup of events planned with something for everyone, ending the month with our AGM. Be sure to join us, and show your support for our fantastic local businesses!



KAI FRANKLIN “EAT STREET” A SUCCESS!

Thank you to everyone who attended Eat Street last Monday night. We have had fantastic feedback from those who went, complimenting the local businesses that served their international cuisine. These food vendors were Terriyumies, Paasha, Ginger, Sparrow and Sweet, and Pukekohe High School students.



Brought to you by Eke Panuku, The Kitchen Project, and Pukekohe Business Association.

EVENTS ON THIS MONTH

2nd
~~~~~

### BUSINESS & (0%) BEERS

This month, we are being hosted by Counties Energy! They have a no alcohol policy on site, therefore the team will be serving up delicious non-alcoholic drinks and nibbles for us to enjoy. 5:30pm start – make sure you RSVP by scanning the QR Code here!



6th  
~~~~~

FARMERS & ARTISANS MARKET

The second Farmers & Artisans Market is coming up! Come and indulge in local produce, flowers, food and more. Now the first Sunday of every month in the Town Square, from 9am to 12:30pm.

9, 10
& 11th
~~~~~

### PUKEKOHE FASHION SHOW

Join us as we showcase the latest collections from some of Pukekohe's most exciting retailers, over three fabulous nights! Each of the three nights will feature different businesses. For more information or to purchase tickets, scan the QR code.



9th  
~~~~~

SCHOOL HOLIDAYS IN THE SQUARE

Join us for free school holiday fun, including Wilma's giant bubbles, the Flash Bang Science Club, Counties Energy coloring competitions, VR experiences, Police activations and more! Located in the Town Square from 10am – 2pm.

30th
~~~~~

### PBA ANNUAL GENERAL MEETING

At the end of this month, on Wednesday the 30th of October, the PBA AGM meeting will be held at 1 Roulston Street. Don't miss out – for more details, please see page 14.

INTRODUCING...

# Kevs' Corner

Your friendly Community Constable updating you on what's been happening around town.



Summer is just around the corner, and we all know the general activity in and around town that, along with the thought of Christmas can create.

Now is a prime opportunity for you to all perform a security Warrant of Fitness on your respective businesses, this could include checking all CCTV cameras are in good working order, staff and managers are aware of login and passwords for CCTV, exterior lighting is sufficient, lock up procedures

are in place, staff protocols are in place for when incidents occur and reporting standards and efficiencies are followed. Please contact us if you would like any advice on any of the above or the PBA team regarding the security subsidy if you haven't already.

Most of you would have heard of our wonderful, extremely hard working and dedicated retail crime team lead by Sergeant Phil Moody. I have reviewed the latest running totals from this work group since they began in November 2023. At time of writing they have arrested 130 individuals, laid 733 charges at a total value of \$428,000. As previously mentioned, this team targets offenders who operate across our wider district including Pukekohe, Papakura, Takanini and more. They target the individual and pile together all known offences they have committed. This highlights the importance of ALWAYS reporting shoplifting incidents which can be included when these offenders are targeted.

My fellow Community Engagement Team and I have recently developed a very positive working relationship with the local Mental Health Team. The focus of this is to better understand the personalities of our residents who suffer with a Mental Health Condition, provide regular status updates with their care workers and to devise the most appropriate course of action should their actions negatively impact the community. I have no doubt that this relationship will be hugely beneficial moving forward.

Reporting incidents to Police is another common issue. Please remember that if an incident occurs, we need to hear about it through our official channels – 111 if happening now, 105 or online if non urgent or already happened. As much as these channels can sometimes be busy it is the best way to advise the nearest most available unit to attend. Our local WhatsApp groups and community Facebook pages are not actively monitored, and we will always need an official report in our working system regardless.

That's all from me, see you all out there.

- Constable Keven Greasley

## NEW MEMBERS

WELCOME TO THE PUKEKOHE  
BUSINESS ASSOCIATION



### ONE NEW ZEALAND

Telecommunications  
**103 King Street, Pukekohe**  
one.nz | 0800 800 021

### KRAKEN LTD

Signwriting  
**2B Harris Street, Pukekohe**  
cody@kraken.kiwi | 021 025 13457

### PUKEKOHE EARLY LEARNING CENTRE

Early Learning Centre  
**1 Harrington Avenue, Pukekohe**  
pukekoheearlylearningcentre.co.nz  
09 238 8585



### KEEN TO JOIN?

Get in touch with our  
**Membership Liason Logan**  
at [logan@pukekohe.org.nz](mailto:logan@pukekohe.org.nz)



### KEEN TO JOIN OUR WHATSAPP GROUP?

Scan the QR code to fill out the form. Please note, to be eligible, you must be a full or associate member.





## BUSINESS FEATURE

# Retail Resilience: From Brick & Mortar to e-Commerce Success

**Always wanting his own business, Peter Elliot, along with his wife Janine, was provided with a great opportunity to be the new owners of Computer Food in 2020. Now four years on (or “1526 days but not counting”), business is thriving online – predominately more than their brick-and-mortar store.**

Peter and Janine took over just after the first lockdown. “It was a whirlwind time. Talk about throwing yourself in the deep end!” says Peter. During the pandemic, they had to rely heavily on their website

for transactions. However, it wasn’t equipped for the demand, especially given the advancements in technology. That’s when they decided to redesign the entire website to make online ordering more user-friendly.

“We faced significant stock challenges during COVID, and website issues only added to the stress.” Peter recalls.

**“Since we had to depend on it to survive, it was crucial that it performed at its best”**

Now today, over 90% of their orders are placed online, despite their physical store. Their previous retail space now primarily serves as storage for warehouse stock, though customers are still welcome to visit and chat with the friendly team for advice or purchases.



Peter attributes Computer Food's success to his incredible team. "We have eight amazing staff members, each crucial to the operation and success of the business. We simply couldn't do it without them." Together, they've created automated processes that guide customers all the way to delivery, allowing them to collect as many reviews as possible. They recently celebrated reaching 1,000 Google reviews with an impressive 4.9-star average!

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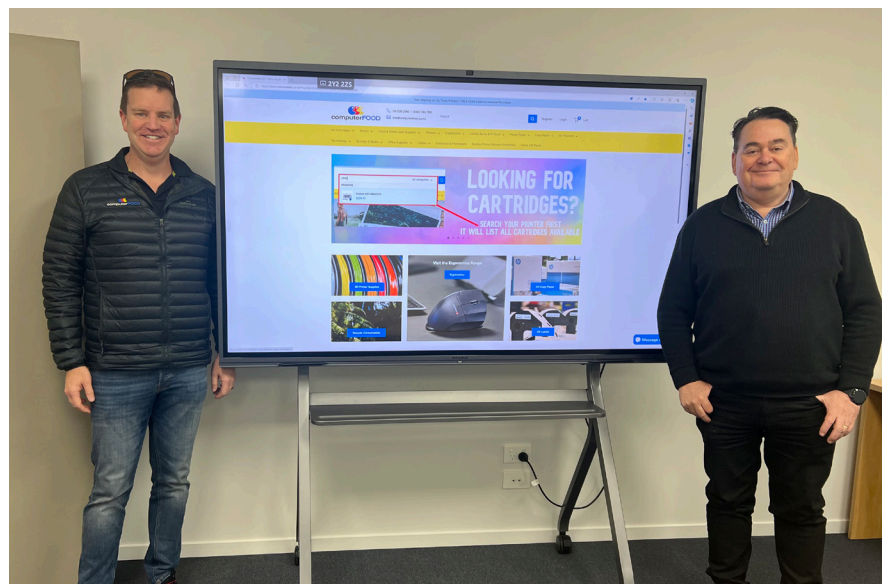
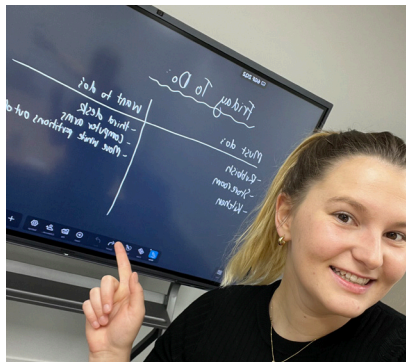
**"Expectations have changed. Customers now require more communication, so we use monthly newsletters, tracking notifications, owner feedback requests, and social media as touch points to keep them informed."**

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With their commitment to customer service and adaptability, Peter and Janine have positioned Computer Food as a local leader in the tech supply market. As they

continue to grow, their focus remains on enhancing the customer experience and meeting the evolving needs of their clientele.

The Pukekohe Business Association were also so lucky to be donated a MAXHUB Interactive Display from them, which we are now using in our large meeting room for Seminars and meetings. We just can't thank them enough! If you're thinking about purchasing one for your business or organisation, feel free to come try it out – Peter, Janine and the team will look after you!



# Interview with Peter Elliot

Co Owner of Computer Food

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## HOW LONG HAVE YOU BEEN OPERATING COMPUTER FOOD?

Janine and I purchased Computer Food in 2020 – so 4 years now. However the business itself has been operating for 28 years.

## WHAT IS A TREND OR TECHNOLOGY YOU'RE EXCITED TO SEE DEVELOP IN THE FUTURE?

AI of course. It improves the likes of live chat and content like newsletters etc... I can even see an opportunity for it to better printing services. Don't shy away from it, embrace it!

## WHAT'S YOUR BEST TIP FOR ANYONE LOOKING TO IMPROVE ONLINE SALES?

Reviews are crucial. They show potential customers if you're trustworthy or not. Make sure you respond to ALL of them too, not just the good ones. And take the bad feedback on as an opportunity to improve!

## Computer Food

8/14-24 Subway Road,  
Pukekohe  
@ComputerFoodNZ  
consumables.co.nz



PUKEKOHE BUSINESS ASSOCIATION

# PUKEKOHE FASHION WEEK

## SHOW DATES

9, 10, 11  
Oct

## TIME

7:00pm

## TICKETS

\$20



## LOCATION

1 Roulston,  
Pukekohe

Canapés  
on arrival

## WIN

Nightly  
giveaways!

Showcasing  
a variety of  
Pukekohe's  
fabulous  
retailers!





GIVE IT A WHIRL

# Interior Staging with Found & Co



**We joined Kelly & Shennay to help stage one of their clients' homes.**



We were so excited when Kelly from Found & Co invited us to help stage a gorgeous local home! We couldn't wait to soak up some expert design tips. As we arrived, Kelly and Shennay greeted us at the door of a beautiful bungalow, and we were instantly charmed by the warm wooden floors and rich dark carpets.

This wasn't just any staging; it was a full transformation! Everything from the art to the couches were brought in to make the house feel like a true home. We dove right into the process, eager to learn how to make a bed look perfectly styled. One tip that stuck with us was to use cushion covers one size smaller than the

cushions—they look so much fuller that way! And we had a blast practicing the “karate chop” technique on the cushions to add some flair (some of us may have gotten a bit carried away with that!).

Kelly's journey into home staging is a bit of a happy accident. It all started when she helped a friend style her home for sale. On the day of the photo shoot, while fluffing cushions, a real estate agent asked her if she did this professionally. That simple question led to her landing seven homes to stage (with the help of her Mum Jenny) right off the bat! Fast forward to today, and she's juggling around 20 houses at once, offering both partial and full staging services. With 260 square meters of warehousing filled with thousands of cushions and a seemingly endless supply of couches, it's clear that Kelly's love for shopping plays a big role in her success!

If you're looking to sell your home or just want some design

advice, Kelly and the team at Found & Co would love to help. They also assist with renovations, working with tradespeople and vendors to choose colors and fabrics that will make your home shine.

A huge thank you to Kelly, Shennay, Jenny, the Home Owner and Mike Murphy at Baileys Real Estate for letting us film inside this beautiful home. It was such an inspiring day, and we left feeling full of creativity and ideas!



Make sure you're following our socials to see the video released soon!

@PukekoheBA

**Found & Co**  
021 430 159  
foundnco.co.nz

# pukekohe **SERVICE PRINT**

## SUPPORT LOCAL

Call today to  
discuss your next  
printing project!

- 📍 2/24 Alpito Place, Pukekohe
- ☎ 09 238 3899
- ✉ jason.white@pukesprint.co.nz  
tim@pukesprint.co.nz
- 🖱 pukekoheserviceprint.co.nz

### Offset Printing

Corporate stationery, brochures & flyers, magazines & catalogues, label printing & stickers, point of sale material, tradeshow material, order books, invoice books & docket books, grower's labels.

### Digital Printing

Cost effective for smaller print runs or faster turnaround for jobs with a very tight deadline.

### Printed Packaging

Our carton/packaging design and manufacture service is the answer for innovative and eye-catching solutions to your bespoke packaging needs.

## DO YOU USE XERO FOR YOUR BUSINESS?

You may be eligible for 2 free counselling sessions for you, your employees or your family.

FREEDOM  
— Counselling Ministries



To find out more  
**CONTACT US**



0226 428 429  
freedomcounsellingministries.co.nz

Newsham Park Medical Centre  
41-49 Twomey Drive, Pukekohe



# Shopfront tidy



## SUBSIDY

Is your shop frontage in need of a freshen up? Our Shopfront tidy Subsidy offers eligible members up to \$500 + GST to put toward visible improvements to fixed assets, such as; painting, repairs, cleaning and signage.

**Contact us to apply.**

Approval required.  
Terms and conditions apply.



## COMMUNITY NOTICE

# Watercare Works Update

Watercare works to reinstate flood-damaged Pukekohe Water Treatment Plant.



**Work is underway to bring the Pukekohe Water Treatment Plant back into service, after it suffered significant damage during last year's Auckland Anniversary floods.**

The flood destroyed most of the plant's critical infrastructure, from the chemical dosing systems and drives for the pumps to the electrical equipment in the control room.

Since then, most of Pukekohe's water supply has come from the Waikato River, having been treated at the Waikato Water Treatment Plant, and then distributed to the Pukekohe community.

Watercare Head Of Water Sharon Danks says Watercare is working at pace with construction partner Cassidy Construction to have the plant operational by the end of February.

"Having the plant operational by early next year is a priority as it will enable us to increase water production by six million litres a day at a time when water demand is at its peak.

"Pukekohe is part of our interconnected metropolitan water

network, so an extra six million litres here is a boost for the whole of Auckland."

Watercare Capital Delivery General Manager Suzanne Lucas says instead of rebuilding the treatment plant as a mirror image of its former self, Watercare is spending about \$4 million to reconfigure and upgrade the plant to reduce flood risk.

"One way we're doing this is by relocating the critical components from the control room – which was severely flooded – to higher locations within the treatment plant site to make it more resilient to another flood.

"The original control room will be rehabilitated and retained for non-operational purposes."

Lucas says to further increase the resilience of the plant new ducts will be installed underground using a thrusting technique to better protect major electricity cables from flooding.

"Using this technique, we'll be able to feed and install the cabling into the ground without causing too much soil disturbance and enable us to get the work done faster."

Lucas says the rehabilitation is an opportunity to upgrade a chemical dosing system to use self-generated chemicals rather than chemicals delivered in liquid form.

"Using the generation system, we can produce fresher chemicals as required, ensuring the water produced has minimal residual chlorates.

"It also allows for precise control of the concentration and dosage of hypochlorite, resulting in more efficient and effective treatment."

Lucas says no traffic disruptions are expected to be caused by the rehabilitation works as they will take place inside the water treatment plant and within the reserve.

"There will be no disruption to traffic, but there will be some small exclusion zones established within the reserve.

"The work may generate some noise and vibration; however, we aim to keep this to a minimum and within Auckland Council consent conditions."



**Provided by Tim Wakely, External Communications Advisor at Watercare.**



# — LOCAL ACHIEVEMENTS



## NIU TEAS' 1ST BIRTHDAY

Congratulations to Jeremy and the team at Niu Tea as they celebrate their 1st birthday!

26 King Street, Pukekohe



## SISU PILATES 3RD BIRTHDAY

Congratulations to the team at SISU Pilates who celebrated their 3rd birthday on the 21st September!

2B Hall Street, Pukekohe



## SIGNMAX PUKEKOHES' 8TH BIRTHDAY

Congratulations to Ash, Rach and the team at SignMax as they celebrate their 8th birthday!

9 Nelson Street, Pukekohe

 **Wed 9th October**  
10 AM - 2 PM

 **Pukekohe Town Square**

 **FREE!**

**SCHOOL HOLIDAYS IN THE SQUARE**

# Pukekohe Business Association Inc

## Annual General Meeting Notice and Agenda

5.30 pm, Wednesday, 30<sup>th</sup> October 2024. 1 Roulston, 1 Roulston Street, Pukekohe

Please note that the meeting will start promptly at 5.30 pm. Further information on the Business Improvement (BID) Area Map, Member Details Form, Nomination Form, and Constitution can be found on our website, [www.pukekohe.org.nz](http://www.pukekohe.org.nz), or from the Pukekohe Business Association office, 217 King Street, Pukekohe.

### Agenda

1. Welcome
2. Apologies
3. Confirmation of minutes from the 2023 Annual General Meeting, Monday, 30<sup>th</sup> October, 2023
4. President's Report
5. Manager's Report
  - Move to accept the manager's report, including the Draft Business Plan and Budget for 2025/2026.
6. Treasurer's Report and Annual Financial Statements
7. Proposed budget for 2025/2026
  - Move to approve the following financial year 2025/2026 draft budget which includes a BID targeted rate grant amount of \$520,000.00 (0% increase). Further, ask the Franklin Local Board to recommend to the Governing Body the amount of \$520,000.00 to be included in the Auckland Council draft 2025-2026 annual budget consultation process.
8. Appointment of Auditor
9. Election of Executive Committee
  - Please read the information below for the nomination procedure.
  - Nominations close with Shawna Coleman at 5 pm on Wednesday, 23<sup>rd</sup> October 2024
10. Election of officers (chairperson and treasurer) "As per AGM resolution 9 (2017) the election of officers will be decided by the newly elected committee at their first committee meeting".
11. General Business

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**A person must be a Full member of the Association to vote and stand for election to the Executive Committee**  
The qualification to be a **Full Member** is detailed under Rule 5 of the constitution.

### Election of members to the Executive Committee

The procedure for nominations as detailed in Rule 15 of the constitution is as follows:

- **Nomination of candidates for election**
  - Shall be made in writing, signed by two Full Members of the Association and accompanied by the written consent of the candidate (which may be endorsed on the form of the nomination); and
  - Shall be delivered to the Secretary of the Association (Shawna Coleman) not less than seven days before the date fixed for the AGM (5 pm on Wednesday 23<sup>rd</sup> October 2024)
- **Nominations can be sent to:**
  - Pukekohe Business Association, PO Box 1240, Pukekohe 2340, delivered to reception, Pukekohe Business Association, 217 King Street, Pukekohe, or emailed to [shawna@pukekohe.org.nz](mailto:shawna@pukekohe.org.nz).

Please RSVP your attendance to [info@pukekohe.org.nz](mailto:info@pukekohe.org.nz) or call 09 910 0137 by 5 pm, Friday 25<sup>th</sup> October 2024.



# Executive Committee Nomination Form

For nomination to stand for election to the Executive Committee of the Pukekohe Business Association Incorporated, at the Annual General Meeting (Wednesday 30th October 2024).

## DECLARATION

I (individual's name)

Declare that I wish to stand for election to the Pukekohe Business Association Incorporated Executive Committee and consent to the nomination

Signature:

Member Business:

Address:

## FIRST NOMINATION

Name:

Signature:

Member Business:

Address:

## SECOND NOMINATION

Name:

Signature:

Member Business:

Address:

To be considered for election please return this nomination form to Shawna Coleman, at Pukekohe Business Association, 217 King Street, email to [shawna@pukekohe.org.nz](mailto:shawna@pukekohe.org.nz), or post to PO Box 1240, Pukekohe 2340.

**The nomination form must be received no later than 5pm Wednesday 223rd of October 2024.**

# Membership Registration

PO Box 1240, Pukekohe  
217 King Street, Pukekohe 2340

## COMPANY DETAILS

|                          |                            |                      |  |
|--------------------------|----------------------------|----------------------|--|
| Company Name             | <input type="text"/>       |                      |  |
| Trading As               | <input type="text"/>       |                      |  |
| Type of Business         | <input type="text"/>       |                      |  |
| Website                  | Facebook /<br>Social Media | <input type="text"/> |  |
| Date/Year<br>Established |                            | <input type="text"/> |  |
| Phone                    | Mobile                     | <input type="text"/> |  |
| Email                    | <input type="text"/>       |                      |  |
| Street<br>Address        | <input type="text"/>       |                      |  |
| Postal<br>Address        | <input type="text"/>       |                      |  |

## KEY CONTACTS

|          |                      |        |                      |
|----------|----------------------|--------|----------------------|
| Name     | <input type="text"/> | Mobile | <input type="text"/> |
| Position | <input type="text"/> | Email  | <input type="text"/> |

(Please note that this person holds the vote on behalf of the business and must be the signatory)

|          |                      |        |                      |
|----------|----------------------|--------|----------------------|
| Name     | <input type="text"/> | Mobile | <input type="text"/> |
| Position | <input type="text"/> | Email  | <input type="text"/> |

(Please note that this person has no voting rights for your business)

## PROPERTY OWNER / PROPERTY MANAGER

|                   |                      |        |                      |
|-------------------|----------------------|--------|----------------------|
| Name              | <input type="text"/> | Email  | <input type="text"/> |
| Phone             | <input type="text"/> | Mobile | <input type="text"/> |
| Postal<br>Address | <input type="text"/> |        |                      |

We would like our company details to be on the [pukekohe.org.nz](http://pukekohe.org.nz) website and also in the Pukekohe Business Guide. Yes  No

We agree to the above information being passed on to the NZ Police. Yes  No

We agree to being sent information from the Pukekohe Business Association electronically. Yes  No

We agree to being sent information from the Auckland City Council in relation to the Business Improvement District. Yes  No

Signed  Name  Date