

# FOCUS TE PUKE

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## JANUARY 2009 NEWSLETTER

Happy New Year to everyone. We trust all the retailers in town had a prosperous holiday season. The streets seemed to be full of holiday shoppers from about a week out from Christmas. This was definitely the last minute and no doubt gave a few of us a scare, but in the end the customers came.

It was a bit sad to see the Christmas street flags come down last week once again marking the end of another holiday season. Wes Archer and his team of volunteers once again did a good job getting the flags down without incident.

Next on the events agenda will be the Maketu Beach day coming up in March. On the 19th of March the first Promotion much like the World Win Tour will kick off. We need as many business participants as possible to ensure the cost to each business is minimal.

Finally it is with mixed feelings that I must announce that Wes Archer will resign as Focus Te Puke Coordinator effective 19 February. Wes has held this office since August 2006. During this time Wes has made numerous contributions to the main street effort, the least of which being the streamlining of all our major events and promotions, including the annual Christmas Parade, Maketu Beach Day, Kiwifruit Festival, Te Puke Business Awards and The Great Debate. Wes has given many hours of his time to any number of local community groups and organizations and has attended countless meetings in support of the local community. We wish him all the best for the future.

Until a suitable plan is developed to replace this function, Christine Clement fill in as interim coordinator. Must of you already know Christine who has been a loyal supporter of Focus Te Puke for many years. She is fully aware of the Coordinators duties and will no doubt make a significant contribution.

Harry Schraishuhn  
Focus Te Puke Chairman

## Happy New Year

"The Team at the Te Puke Times hope that all retailers had a relaxing break with family and friends over the Christmas period. Ready to face a challenging but tactical year ahead with economic times changing.

Looking forward to another fantastic promotion from Wes and the team at Focus Te Puke for the 'Holiday Promotion' to keep valued shoppers driving business into our local environment.

Great trading in February/March to all. Please watch out for our ladies from the Te Puke Times office as they get to see more of you to discuss opportunities and features arising.

**TE PUKE  TIMES™**  
***As Te Puke as Kiwifruit every Wednesday***

Delivered to: Paengaroa, Pukehina, Pongakawa, Maketu, Otamarakau, Te Puke, Papamoa  
& parts of Welcome Bay  
85 Jellicoe Street Te Puke Phone 573 6200

**Focus Te Pukes Wishes to Thank and Acknowledge our sponsors**



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## **New Businesses**

### **Te Puke Noodle & Fish**

Variety of Noodles, Fast Foods, Fish & Chips. The concept is the same as Noodle Canteen. All food is fresh and cooked on site. No MSG, Healthy & Clean Cooking, Meals can be made to order.

Open 7 days, 11.00am – 9.30pm

Contact:

Managers: Charlie Joe or Jium Tong Cao

28A Jellicoe Street

573 5128

### **Simstar Food and Spices**

Range of general groceries, Indian foods and spices.

Simstar has applied for a Liquor Licence and is currently awaiting consent.

Open 7 days, 9.00am – 8.00pm

Contact:

Manager Manjit Sing or Prakash

155A Jellicoe Street

573 8850

## **Business Extension**

**Wild Things** on Jellicoe Street now has a Tattoo Artist available on Thursday & Friday's from 10.00am – 6.00pm for all your body art. Anthony Haines has 1000's of designs to choose from or design your own

Tattoo's are by appointment made either at the counter of Wild Things or by phoning Jason on: 573 3934

## **UP COMING EVENTS**

### **Maketu Beach Day**

Maketu Beach Day has normally been held in early February. This year we have postponed this event until later in March.

Maketu Health & Social Services is hold a Raft Race day (Flyer enclosed) on 14 March 2009. Focus Te Puke will be running it's Maketu Beach day on the same day which will help with the marketing of both events and also creates a larger family event.

Wiremu Reihana is organising the Raft Race and is looking for any support that businesses can provide in the way of prizes. If you are able to help with this please contact Wiremu on 533 2551.

### **Town Cryer**

Thanks to the efforts of Michelle Cliff we now have a Town Cryer uniform. You will see it on the Float Parade. The Town Cryer is available for hire from Focus Te Puke.

Michelle bought and made this outfit. It has cost her \$300.00 for materials. If you are able to help reimburse her for either materials or time please contact Focus Te Puke.



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**Business @ 5** - Sponsored by Bennett Gibson Group.

**DO YOU WANT TO HOLD A B5 IN 2009 – CALL FOCUS TE PUKE NOW AND REGISTER YOUR BUSINESS**

Please lock these dates into your diary. These events are the No1 networking events for Te Puke. Attendance is free. Just bring your business card. You could win a gift from the host just by attending.

A fantastic way to see what Te Puke businesses have to offer.

February and March are booked. If you would like to hold a B5 this year, below are the dates available. Just advise this office which date you would like to secure your opportunity to host.

Host responsibility: Provide suitable nibbles and beverages for approximately 25+ attendees.  
Timings: Wednesdays (As specified below) 5.15pm – 6.30ish

**Hosts and available dates are:**

Feb 18th:	Dick Smith Electronics
Mar 25th:	The Funky Lizard
Apr 22nd:	Available for booking
May 27th:	Available for booking
Jun 24th:	Available for booking
July 22nd:	Available for booking
Aug 26th:	Available for booking
Sep 23rd:	Available for booking
Oct 21st:	Available for booking
Nov 25th:	Available for booking
Dec 16th:	Available for booking

**Why do people want to do business with YOU?**

Based on the premise that people do business with people they know, like and trust and who are either managers or owners (Remember these networking events are attended by managers and owners) then the strength of your business is determined by the relationships you have with your clients, suppliers and most importantly your team of referrers - advocates who promote your business by word of mouth.

Networking is possibly the most misunderstood and undervalued business strategy. It is the time equity invested in growing your business rather than the cash spent on marketing and advertising. The numerous invitations you receive to product launches, business openings or celebrations are business opportunities providing you do more than turn up for the refreshments.

**These events are sponsored by: Bennett Gibson Group**

**Transferring Public Holidays – entitlements for employees working shifts that cross midnight**

Enjoying public holidays can be difficult for employees who work shifts that start on one calendar day and end on the next calendar day (as the public holiday runs from midnight to midnight).

The Holidays (Transfer of Public Holidays) Amendment Act 2008 allows employees working night shifts that start or end on a public holiday to transfer the public holiday, by agreement with their employer, so that the public holiday covers one whole shift.

It is important to note that the transfer can only take place if the employee is due to work a shift in the period to which the public holiday is transferred.

The agreement to transfer the public holiday must be in writing so that both employee and employer are clear about their public holiday arrangements. The agreement cannot reduce the number of public holidays that the employee would have been entitled to had the holiday not been transferred, and the traditional holiday been celebrated.

For more information on public holidays visit our website at

[http://www.ers.dol.govt.nz/holidays\\_act\\_2003/overnight-workers.htm](http://www.ers.dol.govt.nz/holidays_act_2003/overnight-workers.htm)



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## THE IMPORTANCE OF BUYING LOCAL

Economic development starts by buying local. With local businesses and employers feeling the pinch as a result of global economic conditions, there is no more important time to remember this than now.

The decision on what and where to spend our money is vital to the well-being of our community. It has long been known that money is inclined to leave small regions and find its way to the big cities of the world and the pockets of shareholders of the larger multinational corporations. Every purchasing decision has the potential to strengthen the economy by increasing business capability and creating employment. Large firms can lead the way by including a weighting factor in their procurement policies that gives an additional tick in favour of local suppliers.

On the other side of the coin, by selling goods and services to the local community, businesses reduce their transport costs, meaning a more competitive price for a local purchase. In addition, the thing that's produced closest to the place you buy it requires the least amount of transportation to market, therefore incurs the least amount of 'carbon miles' and is better for the climate. It is also more likely that a local business will provide a better after sales service, not just because of their proximity but also because of their vested interest in the local community.

It is not known how long the impact of the global crisis will be felt and what the flow-on effects will be. It is therefore important that Bay of Plenty businesses consciously and actively support each other. We urge companies to look at the capability that resides in the Bay and, all things being equal, support the local provider.

The challenge to you the Te Puke Businesses:

I am well aware that businesses in town buy from Tauranga because they are getting wholesale rates as there are Te Puke Businesses set on charging goods at retail rates to other Te Puke Business. Now is the time to change so we can all increase our product turnover. Look where you are buying, is the money coming back to Te Puke. Ask potential Te Puke suppliers if they can match your current rates.

## Final Words

A very big thank you to all those who have supported me and Focus Te Puke in the past 2½ years. You have been wonderful. I have met some awesome people and made some fantastic friends.

I believe that I have done all I can for Focus and Focus has done all it can for me, so it is time to move on. I have made a complete change in direction and as of 23 Feb I will be working in the Kiwifruit Industry as a Line Manager.

I wish you all the very best for the future and also for the Focus Committee who without their support this office would not function. Lastly to Lydia, a huge thank you as she has become a valuable part to the day to day operation of Focus.



**Wes Archer**  
**Focus Te Puke Co-ordinator**

**Remember:** If you have any information for next month's newsletter – including news/stories/gossip about your business or staff - please send it to the Focus office– emails good – **Ph:** 573 6772

**Mobile:** 027 205 2091 **Fax:** 573 6782 **Email:** [focus@tepuke.co.nz](mailto:focus@tepuke.co.nz)



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