

FOCUS TE PUKE

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MAY 2009 NEWSLETTER

This has been an exciting month with the "Win \$6000 Travel Promotion" draw and the Easter Egg Trail that ran over Easter.

The winner of the "Win \$6000 Travel Promotion" draw was Shane Ridley who filled out his entry form at Super Liquor – Te Puke. Shane's entry was drawn on 17 April by our Kiwifruit Ambassador Stephanie Kivell. Congratulations to Shane and his family on winning this fabulous prize. Thank you to the 50+ participating local businesses for your support. Without this support exciting promotions like this wouldn't be possible.

Once again this year the Easter Egg Trail was a big hit with our local children. And once again we have to thank all the local businesses who participated. Well done.

With Kiwifruit season underway local retailers in particular seem to be benefiting from brisk sales thanks to the annual influx of seasonal workers.

It seems that generally our local business community has yet to feel the full force of the current economic downturn. Most businesses that I've spoken to report sales and profit more or less on par with last year's figures. It would seem that compared to many other areas of the country who have been hit hard with the loss of overseas revenue and the resultant loss of jobs we are doing very well.

Behind the scenes activities have already started in preparation for this year's kiwifruit Festival. The first meeting of the organizing committee occurred last week. We will keep you posted on progress.

Harry Schraishuhn
Focus Te Puke Chairman

KEEP TE PUKE BEAUTIFUL AWARDS

Congratulations to all the winners of the 'Keep Te Puke Beautiful Awards', who help make this town a much brighter and cleaner place to live work in

Look out for our special feature on these awards which will be published in the 13th May issue of the Te Puke Times

Congratulations must also go out to Christine, Lydia and the Focus Te Puke Team and the many businesses that drove this years fantastic Win \$6000 Travel promotion, another awesome focus for our town.

Great trading in May to you all
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

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A WORD FROM THE CO-ORDINATOR

PROMOTION NEWS

As you will have read in the Te Puke Times and heard on KiwiFM that the winner of the **Win \$6000 Travel** was Shane Ridley of Te Puke. Shane made his purchase from Super Liquor, so congratulations to Ian and Lyndsay also. Thanks to all the businesses who took part especially United Travel at Te Puke, the Te Puke Times, and also KiwiFM for their enthusiasm.

Doing a quick count we had over 28,000 entries so this type of promotion is obviously very popular with the shopping public of Te Puke. We took random piles of entries and found that the entries came from:-

	%
Te Puke	60
Paengaroa/Pongakawa/Maketu etc	24
Papamoa	5
Cellphone number only	3
Mt Maunganui	2
Tauranga	2
Other - Rotorua, Auckland, Hamilton etc	4

Thank you to all those businesses that entered the **Easter Egg Trail**. We have had around 60 entries and a few laughs:

- one shop 'forgot' to put their eggs in the window before shutting up on Thursday (they were rescued by a neighbour)
- in one shop one of the eggs (chocolate) was stolen from the window and presumably destroyed (well that's the excuse given)
- one shop had 3 eggs displayed but sometime over the weekend 'one' fell down and was hidden from view
- one shop hadn't realised they were in the competition as the office girl who had organised it was away. They rang us panicking as the shop was full of kids who couldn't find the eggs in their window!

Mid-Winter Christmas, a truly southern hemisphere occasion. If you are planning on holding a Mid-winter Christmas, Focus has a Santa Claus suit available for hire. We can also recommend some people who may be able to fill the roll and/or the suit. How about this for smoko: -

Mulled Apple Juice - a non-alcoholic alternative to mulled wine - and it's just delicious. Boil together 300ml of water, ½ cup sugar and 1 cinnamon stick until all the sugar is dissolved. Add 2 sliced lemons, and simmer for about 10 minutes. Pour in 2 litres of apple juice and heat through.

Kiwifruit Festival

Planning is well under way for this year's festival. Keep in mind that we are on the lookout for girls for the Kiwifruit Festival Ambassador competition again. They must be aged between 18 and 25 and be suitable ambassadors for Te Puke and District.

Dates to mark on your calendar are:

June 2	Entries open for the Kiwifruit Ambassador competition
June 30	Entries close for the Kiwifruit Ambassador competition
August 31	Fashion Parade/Sponsors Night/Festival Opening
September 6	Little Ambassador Competition
September 13	Senior Ambassador Competition
September 25	Kiwifruit Ball and crowning of the Kiwifruit Ambassador
September 26	Market Day - see back page for more details

DATABASE UPDATE

Thanks to those of you who have sent in their database update that was in the April newsletter. There is still time for those who are 'getting a round tuit'. We would hate to find that we are directing enquiries about your business to the wrong email/website/phone number/fax number/staff member who left years ago!

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BUSINESS BUZZ

A big welcome to the new owner of Te Puke Seafood's – Li Fu Hong – and a big welcome to Te Puke. Te Puke South Autos is to be managed by Scott McKelvie from 1 May. Trevor McKelvie will still be on site two days a week.

Shona Ua-Marsh and her team have opened the Te Puke Sushi and Juice Bar next to the Capitol Cinema. Paul Smith has been appointed as salesman for KiwiFM and is helping Debs and Jesse with this aspect of running the community radio station.

The Sandbox Preschool opens shortly on Beattie Avenue – the director is Julia Trim – and another big welcome.

A fond farewell to Lesley Taylor, she will be missed for her sunny smile and sweeping broom.

Do you have some news/gossip/scandal about your business, staff or management, please let us know.

TOWN BUZZ

For those who missed Te Puke's Mike Henderson on Stars in Their Eyes go to

http://tvnzondemand.co.nz/content/stars_in_their_eyes_nz_ep1/ondemand_video_skin?tab=CATCH%20UP Congratulations Mike.

I am in contact with the family of the young German boy who was killed in Te Puke a few months ago. I sent them copies of the local newspapers and maps and brochures and they are most pleased to have received them as well as our condolences.

Alan Cotter has organised to have the PD workers cleaning up the land behind the Council office. At present this makes a nice home for stray cats and others so will be nice to see it tidied up.

Christine Clement - Focus Te Puke Interim Co-ordinator

UPDATE FROM THE DEPARTMENT OF LABOUR

Minimum wage increase

As of 1 April 2009, the adult minimum wage has increased to \$12.50 an hour before tax. That's \$100 per eight hour day, or \$500 for a 40 hour week. The adult minimum wage applies to all employees aged 16 years and over, except for new entrants, trainees and those with a minimum wage exemption.

The new entrants' minimum wage has also increased to \$10.00 an hour before tax. That's \$80 for an eight hour day, and \$400 for a 40 hour week. A new entrant is an employee who is 16 or 17 years old except if they have completed 3 months or 200 hours of employment, whichever is shorter, OR they are supervising or training other workers, OR they are subject to the training minimum wage.

The training minimum wage has risen to \$10.00 an hour before tax. That's \$80 for an eight hour day, and \$400 for a 40 hour week. The training minimum wage applies to people doing recognised industry training involving at least 60 credits a year. The increase was effective from 1 April 2009.

Further information on [Minimum wages](#) is available on the Department's website www.dol.govt.nz

UP COMING EVENTS

BUSINESS AFTER FIVE (B5) - Sponsored By Bennett Gibson Group

For those of you who like to mix and mingle with other business people over some nibbles and drinks, the next B5 is:

WHEN	WHERE	FROM 5.15pm To 6.30ish
Wednesday 27 May	Te Puke Playcentre	3 Stock Road, off King Street

For those who want to know more please contact the Focus office.

TE PUKE BUSINESS AND PROFESSIONAL WOMEN

This group meet each third Monday of the month at the Jellicoe Room, Te Puke Hotel at 5.30pm for a social time before the meeting at 6.00pm. Monday 18 May's guest speaker is Ruth Lee a local lawyer and director. She is speaking on "Every Obstacle is an Opportunity". For more information contact Erin Burt at home 573 8975 or work 573 8738.

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KIWICOAST LIONS ANNUAL BOOKFAIR – Thursday 18 June – Saturday 20 June

BOOKS ETC WANTED - KiwiCoast Lions are gathering books for their 14th annual midwinter bookfair to be held from June 18-20. For further information ring Colleen 573 4098 or Dianne 573 6517.

KIWIFRUIT FESTIVAL MARKET DAY

When: **Saturday 26th September (Note, there has been a change of date)**
Where: Main & Side Streets of Te Puke
Time: 9.00am – 1.00pm

BUSKERS, FOOD, FACE-PAINTING, STREET ENTERTAINERS
PLUS COME & SEE THE
NEWLY CROWNED KIWIFRUIT AMBASSADOR

To take part all you need to do is:

- Choose your fundraising activity – ie baking, plants, candyfloss, hot chips, car washing, raffles etc
- Contact a local business, asking their permission to use their store frontage during market day. You are responsible for providing your tables, chairs, presentations on the day, and tidying up at completion
- Phone Lydia at Focus Te Puke on 573 6772 or email focus@tepuke.co.nz to register your location and details of your stall/fundraising effort
- For ideas on fundraising and suggestions on locations check with Lydia also
- There is no cost to you for this event

For updates with all these up coming events, and more, check out the www.tepuke.co.nz website's "What's On" calendar.

BATTLING THE RECESSION – From Porirua City Canopy Connection

Some say cut staff, as this is an area of significant overhead. This may not be the best solution for all businesses and there may be other alternatives such as 9 day fortnight or reduced hours. The downside to cutting staff levels may lead to increased workloads and stress for other staff, poor morale, a drop in service delivery to your clients. Sometimes your best assets are well trained, knowledgeable staff, who can be key components to your success.

Others say stick to core business and defer capital investment or operational expenditure. There is also a call for CEO's and owners to lead by example and cut or remove their bonuses. For debt management and cash flow some advisors suggest you encourage both unpaid and paid vacations and enforce service leave so that it does not accrue. While others suggest you focus on how you bring in the income, do you slash advertising, or do you cut back on the best brand coffee, tea, biscuits, stationery and the nice to have things in the office such as data projectors or you do your own office/shop/window cleaning.

FINAL WORDS

A doctor and a lawyer were talking at a party. Their conversation was constantly interrupted by people describing their ailments and asking the doctor for free medical advice. After an hour of this, the exasperated doctor asked the lawyer, "What do you do to stop people from asking you for legal advice when you're out of the office?" "I give it to them," replied the lawyer, "and then I send them a bill." The doctor was shocked, but agreed to give it a try. The next day, still feeling slightly guilty, the doctor prepared the bills. When he went to place them in his mailbox, he found a bill from the lawyer.

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