

# Bizlink Newsletter

October 2017 – Monthly Newsletter for the Hawera Business Association

## MORGAN INGMIRE – Bizlink's new Chairman

Morgan Ingmire from Mount View Motel on Waihi Road is the new Chairperson for Bizlink Hawera.

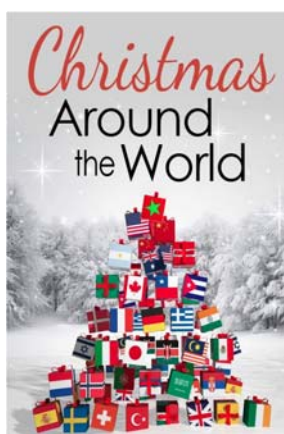
Morgan joined the growing number of Aussies moving to New Zealand back in 2014 to settle in Hawera and take on the operations of Mount View Motel with his mum Christina and Murray West from Arthur Brown Construction.

Morgan's career background is in hospitality started straight from school while at college studying Information Sciences. Morgan decided he liked the hospitality field more and built his career starting in bars and night-clubs but soon moving into restaurants, cafes, cooking and then training as a professional Butler. This interesting and diverse profession has taken him all over the world working for the rich and famous, including service to members of the Royal Family.



A love of the country, the desire to spend more time with family and to be self-employed has lured Morgan to Hawera.

Morgan's commitment is to promoting Hawera as a great place for business and a North Island "Service Hub" to one of the great powerhouse regions of the New Zealand economy particularly the dairy, oil and gas sectors and the vast range of goods and services required to meet the demands of such a large rural/industrial area. Morgan brings a lot of fresh ideas to build on the great work that Bizlink Hawera continues to undertake to support and promote the Hawera Business Community. "I am very approachable, and look forward to continuing to meet more of the great people owning, managing or working in Hawera based businesses."

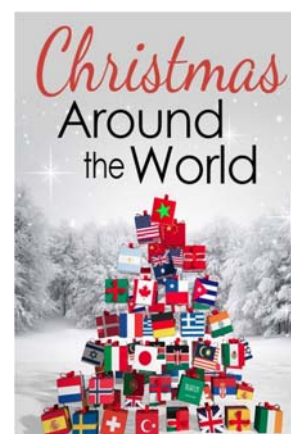


### DATES FOR YOUR CALENDAR

Christmas Street Festival and Parade  
**SATURDAY – DECEMBER 9<sup>th</sup>**

All Day Shopping  
**SATURDAY – DECEMBER 16<sup>th</sup>**

Late Night Shopping  
**THURSDAY – DECEMBER 21<sup>st</sup>**



Bizlink Hawera – Looking After Our Town – October Newsletter 2017 – contact [theteam@bizlinkhawera.co.nz](mailto:theteam@bizlinkhawera.co.nz)

### Maple & Wild

A new partnership and an 'Eclectic and Fresh Approach' is the basis of a new retail identity in Hawera, 'Maple & Wild' open their doors to the public on Wednesday, 25<sup>th</sup> October.

Floristry (fresh, formal + fun) and a great selection of Gifts and Gourmet foods are on offer. The shop shelves are varied, featuring up-cycled furniture, a pretty pink and soft toned palette, housing loads of 'Iko Iko' style goodies and more! Gift hampers and a range of options for the 'man in your life' complete the line-up.

A three-year friendship lead to Amy Byers and Beth Mackenzie collaborating to form Maple & Wild. They are firm on the idea of cohesiveness for their branding. Their merchandising, website, business cards and Facebook have been meticulously thought out and put together.

Beth, a young Mum of two, says 'creativity is a huge part of my life, it's very important for me to have an outlet, this business is a dream come true'. Having completed a four-year Bachelor of Fine Arts degree in New Plymouth, Beth has worked at several jobs, including floristry.



Beth Mackenzie and Amy Byers  
Maple & Wild

Amy is also a young mum, with a creative nature and a vision for this new combined venture. Amy has a background in hospitality and office management. She sees her skills and those of Beth as a complimentary fit. The 'hospo' experience is invaluable in understanding service and customer expectations and satisfaction. Amy particularly enjoys sourcing and buying the product for the store. Both are hugely thankful to have supportive and hands-on partners. Daniel and Jocko have both contributed to developing the look of the store, creating some of counters and shelves and other builder type tasks. They've also been good at managing children too!

Come and see this creation of 'shared ideas and passion' at 83 Regent Street soon 😊



### CELEBRATING 50 YEARS IN HAWERA

The Saint Vincent de Paul Op Shop affectionately known as Vinnie's Boutique has helped many people over five decades. They regularly raise money for the Hawera foodbank and many other organisations or groups. From natural disaster relief to families with a sick family member in need of a hand. They've been in their 243 High Street location for nearly half that time, with over 40 volunteers manning the shop at the front counter and behind the scenes.

Congrats and celebrate well team St Vinnie's!!!

## HELPFUL TIPS

### How do I pay my team for public holidays at Christmas or the New Year?

Over the 2017/18 Christmas and New Year break, the four public holidays of Christmas Day, Boxing Day and New Year's Day and the Day After New Year's Day, fall on a Monday and Tuesday.

The days your employees observe the public holiday on depends on their normal working days.

If the employee would normally work on a Monday or Tuesday and they actually work on the public holidays then you must pay them a minimum of time and a half for the time they actually work. If it is an "otherwise working day" for the employee, you also need to give them another day off on full pay.

If an employee doesn't work on either of the public holidays, but it would be "otherwise a working day" then you need to pay the employee for the public holiday as if he or she had worked as normal. You will need to pay them the higher of their relevant daily pay or average daily pay.

For an employee for whom the public holidays are not an otherwise working day and who does not work, is not entitled to any payment for the day.

### OBVIOUS THINGS YOU SHOULD/COULD BE DOING?

#### Focus on Your Loyal Customers

How will you make sure your best customers visit your store more than once? Reach out to them early in the season (or even before the season).

For example, invite your best customers to a special shopping night before Christmas to offer a more stress-free shopping experience.

#### Perfect Your Local Presence

Customers right now are mobile mad, using their smartphones like never before to research products, compare prices and find stores.

Make sure your business is listed on local search directories (eg. Google Business) and have you got a Facebook page? Ensure that your listings are updated and optimised with things customers want to know. Things like driving directions, store hours and a phone number.

#### Store Hours

Keep your hours as consistent as possible.

The word is:

'Studies have shown that, in order, these are the best money making times for retail –

Saturday 11 am – 1 pm

Saturday 3 pm – 5 pm

Sunday 3 pm – 5 pm

Sunday 11 am – 1 pm

by 'Bob Phibbs - The Retail Doctor'

Would you consider being closed on a Monday in order to accommodate any of these hours on a Saturday or Sunday?



### Look out for

#### 'WORLD SANDWICH DAY Friday 3<sup>rd</sup> November'

Monica Churstain has been part of the Subway franchise in Hawera for 12 years. Monica and her team are much like a family unit, supporting one another and looking out for others!

During this time her Hawera business has become involved with a school lunch program, a generous sponsorship partnership with local Southern Rugby Juniors, plus other sports, and donated to many school events.

Now the New Zealand Subway franchise network is taking things to a broader national level. They are committing to help fight hunger in NZ.



Alice and Monica of Subway Hawera

On world sandwich day, Friday 3<sup>rd</sup> November 2017 Subway shops in over 60 countries around the world will come together for their fundraising event, Subway "Live Feed" an initiative to help fight hunger around the globe.

To celebrate the movement every customer who visits Subway Hawera on this day has the opportunity to BUY a sandwich, salad, wrap, GET ONE FREE for a friend PLUS Subway then goes on to give a meal to someone in need through KiwiHarvest <http://kiwiharvest.org.nz/about/> - check them out they're doing kool things!

In principle, for every Sub, salad, or wrap purchased on 3<sup>rd</sup> November, Subway will donate a meal through Kiwiharvest. This will become part of the global Subway movement and will be tracked through the Subway 'livefeed' digital tracker, via [subwaylivefeed.co.nz](http://subwaylivefeed.co.nz). Subway is expecting to donate thousands of meals across New Zealand, and millions more globally!



### Mediaworks Competition

**Want to win a \$600 advertising voucher with some of the most listened to stations in Taranaki?**

Simply answer this easy question and you will go in this month's draw - "WHAT DAY + DATE is the 2017 Christmas Parade and Street Festival"

Text your answer to:

Ben Lagan (our new lad), Mediaworks Account Manager on 027 828 8428 along with your name and your business

A big congrats goes to our September winner:

Craig Bailey of Bailey Motorcycles