

ISSUE 153

Pop into

APRIL 2018

# PANMURE

YOUR LOCAL MONTHLY BUSINESS AND COMMUNITY UPDATE



LOCAL FOCUS

## Panmure Basin Fun Day 2018

The full story on page 3

Milan Moala,  
'Blue Falcon' combined Raft Race  
entry from the Men's Shed,  
Tamaki WRAP and the Reclaim  
Project

## WHO WE ARE



**Chris Sutton**  
Town Centre Manager, aka  
'The Boss' of Panmure Business  
Association



**Renu Ryder**  
Marketing Director at the Panmure  
Business Association and the real  
boss of every promotion



**Katie Chan**  
Communications Co-ordinator at  
the Panmure Business Association  
and 'head chef' of the Newsletter



**Taniela Kaivelata**  
Security Liaison Officer at the  
Panmure Business Association, very  
hard not to spot him in the street



**Dannielle Carter**  
Accounts Officer at the Panmure  
Business Association, knows her  
timetables

### PANMURE BUSINESS ASSOCIATION BOARD MEMBERS

**Alan Duncan** (Chair) The Loft Dance Studio  
021 172 2136

**Sharon Alderson** (Deputy Chair) Tamariki Ataahua  
Early Learning Centre 527 1961

**Douglas White** (Treasurer) Kiwibank 272 2941

**Adrienne Hodson** Panmure Library 574 6140

**Bill Guan** Chinese New Settlers Services Trust  
570 1886

**Chris Swann** Barfoot & Thompson 570 2039

**Jane Wang** Jane & Dragon's Real Estate Café  
585 2448

**Kris Lal** Tāmaki Regeneration Company 521 8850

**Nerissa Henry** Maungakiekie - Tāmaki Local Board  
Representative

**Singa Falanitule** Solomon Group 570 5834

**Steven Arnold** Peace Experiment 391 9200

With love:



**PANMURE**  
BUSINESS ASSOCIATION

# Chris has her say

Implementing or upgrading your business's online presence is the key to 'doing business' in 2018 and beyond. At the first Online Marketing Workshop on 14 March, local resident, Jen Jacobsen, owner of Solute Digital pointed out practical steps that business owners can achieve affordably to give them that all

important online presence. I believe that these workshops are a great way to utilise the targeted rate and we have already booked another series at the end of May.

Marketing Specialist, Renu Ryder has been working her way through the businesses in our Business Improvement District area to ensure that each business has a presence on Google my Business. Since starting in late January she has now covered off 75% of our businesses, with over 50,000 views by people since then. The great thing about Google my Business is that it is a simple, free way for you to get found online. Google yourself today!

Plans are well under way for a revamped 'Tastes of Panmure' running throughout the month of May. We have made some changes to how the promotion is organised and each day a cash prize can be won by participating in the event. May's issue of Pop into Panmure will feature this popular local promotion.

**The great thing about Google my Business is that it is a simple, free way for you to get found online**

You may have seen advertising by Auckland Council to 'Have your Say' on the proposed Auckland Council 10-Year Budget 2018-28 and Auckland Plan. With 48 Business Improvement Districts (BID's) in the Auckland Region, a group of key business associations have come together to create a joint submission on behalf of all the BID's. Please feel free to email me for a copy at manager@panmure.net.nz. Also be sure to check out our feature inside this edition on 'Unlock Panmure' - Panmure is now approved to get a makeover!

*Chris*



Alan Duncan and Chris attended the Panmure Buslink & Community Open Day last October

I wish to retract a comment that I made in Issue 152 of the Panmure Business Newsletter. I commented that 'Building owner, Eusion Park....' Eusion Park is an employee who is working for a building owner.

I commented that 'their (both Eusion Park and Panmure Fish & Chips) concern about the removal of their ability to be able to park behind

their business.' The building owner had never communicated their concern about the removal of their ability to be able to park behind their business; their concern was rear access/egress escape. I commented that 'the lease was up for renewal' was not correct as the lease had expired.

I apologise for any offense that my comments may have caused to ForOne Ltd.



# Shiver me timbers! Pirates take over the Panmure Basin

*Panmure Basin Fun Day 2018*

**A**n estimated 5,000 buccaneers turned up to take over the Panmure Basin on Sunday 25 March - our biggest turnout yet. They came from all across Auckland to enjoy grub, shenanigans and dastardly plots aplenty. Amazingly, the event encompassed the entire Basin, including the water!

A vast array of free activities had families delighted with joy, including pony rides, a pirate trail with real booty, and the Great Raft Race.

**T**he event is held annually in March and is funded by the Maungakiekie-Tāmaki Local Board, Mt Wellington Foundation and the Panmure Business Association. It is run by the community and Fresh Concept and promoted by the PBA.

A big thanks from Chris, Town Centre Manager, to

the clubs and organisations that came together to make this day such a success:

**M**t Wellington Foundation Ltd, the Maungakiekie-Tāmaki Local Board, Fresh Concept and Open Fort, Rotary Club of South Auckland who manned each of the eight Pirate Trail stations, the Panmure Lagoon Sailing Club. Without the participation from local community groups the children who attended the event would not have been offered such exciting challenges and chances to learn new skills such as:

- The Queens Rd based 'Paddywack' teaching pirate sword fighting
- Faith Gym & Faith Family Connect teaching boxing skills
- Family Works Northern - dress up like a pirate

- Ūreia (Māori Performing Arts group) learn traditional cultural games and a hit with whanau of all ages - a stencil moko, with some a full face tattoos.

**W**hat a great idea from Panuku Development Auckland to bring Queens Rd businesses to the Basin. Connie and her team came up with the idea to order a number of dishes from Blossom Court, Melina's Kitchen and Kayle Manila to be sold professionally at the event. The food platters were popular with people, with some coming back to find out where they could buy the dishes on a regular basis. Thank you Panuku for assisting the Panmure Business Association in promoting our eateries.

And finally a huge thanks to all who came and all who helped out! See you next year...



1. Children enjoyed the dress up corner from Family Works. 2. Beautiful tent decoration from Ūreia. 3. Family fun for three generations at the Library tent. 4. Paddywhack's amazing sword role playing. 5. Raft racing fun for all ages. 6. Farm animals visited. 7. Wooden car making at The Mens Shed. 8. Festus McBoyle sang to the performers from Love Dance Troupe. 9. Mt Wellington Fire Station's fire engine was attractive to boys. 10. Fire cannon balls game.



## Green light for Panmure regeneration plan

**A** plan to revitalise Panmure has been given the green light. It will improve transport connections to and from the town centre, reinvigorate the mainstreet and reconnect the community with its surrounding natural features.

Auckland Council's Planning Committee gave the go ahead on 6 March for the city's regeneration agency Panuku Development Auckland to lead the refresh of the Panmure town centre in partnership with the Maungakiekie-Tāmaki Local Board, Auckland Council and mana whenua.

**P**anuku will work closely with Tāmaki Regeneration Company (TRC), which will deliver 7500 new homes across Tāmaki over the next 15-20 years.

Throughout the project, Panuku will also partner with Auckland Transport, who expects to begin the next phase of the Auckland Manukau Eastern Transport Initiative (AMETI) Eastern Busway from Panmure to Pakuranga in mid-2018.

### New housing and potential for new jobs

**A** multi-purpose community facility with a civic space is envisaged at the heart of the town centre where the community could access key facilities such as a library and a community centre.

Mixed-use housing development will increase the number of homes and expand the diversity of

services on offer to the community.

**T**RC Chief Executive John Holyoake says he is excited to be working alongside Panuku on the revitalisation of Panmure, and, in unlocking the potential of the local business area, more people will be drawn into the town centre, which has the potential to create new jobs for Tāmaki residents.

"The project is key to the success of TRC's Tāmaki Regeneration Programme which, while will deliver thousands of new homes across Tāmaki and all

the additional investment in infrastructure and community amenity needed, this is not the end goal," says John.

"The physical redevelopment of a community is primarily a tool to transform the lives of the people living here now, and for generations to come.

**F**or more information on the future plan for Panmure town centre, visit: [panuku.co.nz/panmure](http://panuku.co.nz/panmure)

Article credit: Panuku Development Auckland



Panuku Development Auckland attended Panmure Basin Fun Day

# Online Marketing Workshops wow businesses!

*Panmure businesses jump in for free resource*

In March the Panmure Business Association offered two free Online Marketing Workshops to its local businesses that would assist any business wherever they were at on their online journey. Within a few weeks both workshops were full with eager participants. They ranged from all industry types, and also a wide range of ages and ethnic backgrounds.

Not only did the participants learn online marketing gold but they also got free scones, muffins and barista coffee to fuel their brains. The early morning workshops offered were: 'Get your Business Online in an Hour' and 'Social Media for Small Businesses'.

What participants said about the workshops that Jen Jacobsen, Director of Solute Digital ran:

"The workshop opens one's mind to areas that one doesn't get to during the course of a normal working day. From this aspect it's invaluable, plus one gets reminded of things undone like website reconstruction." -Leon

"The workshop was mind blowing. I thought I had a reasonable grip on online marketing but realise that I am an amateur dabbling around the fringes without fully realising the potential. I am now systematically going through advertising options as suggested by Jen. It is fantastic to have the handouts that are a succinct summary of the presentation. The workshop went way beyond my expectations. It was well worth the time." -Paul

The exciting news is Jen is coming back to run these again next month on 23rd and 30th May from 8-9:30am. RSVP now to Renu at [promote@panmure.net.nz](mailto:promote@panmure.net.nz) to secure your spot.

**B**ONUS: Get up to 40% discount on digital services including websites, social media and online advertising (only for workshop attendees).

You can also get in touch with Jen yourself or check out her website:

[www.solutedigital.co.nz](http://www.solutedigital.co.nz)



**JEN JACOBSON**

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**NEW**  
for 2018



## **FREE** Business Workshops:

- Get your business online in an hour (23<sup>rd</sup> May)
- Social Media for Small Businesses (30<sup>th</sup> May)

### Topics included

- How to get 'found' online - Intro
- Online advertising with Google AdWords
- SEO - Covering local listings
- Websites - The must have's
- Social Media
- Email Marketing - Where to start

You will also take away 'Top tips' and 'cheat sheets' at the end of the workshops.

**Date:**  
23<sup>rd</sup> & 30<sup>th</sup> May 2018 (Weds)

**Time:**  
8am-9:30am

**Venue:**  
PBA Office, 16 Clifton Court, Panmure

Enjoy FREE barista coffee  
and muffins on us too!

## RSVP today

or for more information contact

**Renu Ryder**

[promote@panmure.net.nz](mailto:promote@panmure.net.nz)

or 527 6389



\*Book in for one or both workshops. Limited places are available. Open to PBA members only.



# All on board for Coffee Station

*A new way to get your coffee fix*

## COFFEE STATION

3 Quinlan Street

P: 027 597 2572

Mon-Fri 5:30am-5pm

[www.coffeestation.co.nz](http://www.coffeestation.co.nz)

Three new Coffee Station branded kiosks have opened in as many weeks in Newmarket, New Lynn and as of this week at the Panmure Train Station. This builds on the success of the first Coffee Station kiosk established at Papakura Train Station in early 2016.

Martin Howard, co-owner of Coffee Station Group, said of the opening of the fourth location; "Having the first Coffee Station trialled in Papakura gave us the opportunity to really listen to customer feedback and focus on creating the right systems that would make the customer experience as seamless as possible for commuters travelling through Newmarket, New Lynn and Panmure Train Stations. This has included the creation of an app that allows our customers to pre-order online so that when they arrive at the station their takeaway coffee or other drink is

waiting for them along with any food items they have ordered.

"Nobody wants the stress of waiting in line for coffee when they know their train is about to arrive so having it ready and waiting with a smile is something that our customers tell us they really appreciate.

"We have also made it our focus to use New Zealand suppliers and local staff wherever possible in each of our four locations."

Coffee Station kiosks provide a large range of hot and cold beverages and food items, including pies! Each location opens in time for commuters catching the first train, even if that is as early as 5.30am. The Coffee Station app can be downloaded by searching for 'Coffee Station' in Google Play or Apple App store and simply install.



# Yo! Cheese Pizza

*Ready to serve locals good food and service*

## YO! CHEESE PIZZA

24 Queens Street | P: 09 527 0303 | Sun-Thu 11am-10pm, Fri-Sat 11am-11pm



Amandeep opened his new business 'Yo! Cheese Pizza' in March at 24 Queens Road, (previously Krazzy 4 Pizza). He is rather confident about his pizza quality, "we home make our pizza bases and base sauces, so you won't be able to find the same taste anywhere else," Amandeep claimed.

Amandeep is new to Panmure, taking the plunge after he observed it was a nice area to have a business. "Local people LOVE nice food! Not only that, they are supportive of local businesses; they like to come to see us in Panmure. Everyone who

works in this area is nice, and there is lots of parking for customers which can take business to the next level."

Yo! Cheese Pizza is excited to introduce you to their special sides of Chocolate Brownie, Cheesy Garlic Bread and Spicy Chicken Wings.

1. Nice, bright shop frontage
2. Hot Lamb Pizza
3. Amandeep's confidence with his pizzas



**LIVE NOW**

# PANMURE FM 107.0

Your Local Community Station



Want to know more local community news, events & updates?

**WE ARE HERE NOW!**

# Kotuku House grand opening



On Wednesday 28 March 2018, Jenny Wang and her team at the Chinese New Settlers Services Trust (CNSST) celebrated two milestones; the opening of Kotuku House - 36 single bedroom apartments for elderly Asian people in great need, as well as a name change to the CNSST Foundation in recognition to their 20 years of service to the migrant community of Auckland.

An iwi blessing was held at dawn, followed by a formal opening ceremony at 8am. Mayor Phil Goff, unveiled the official opening plaque and MP, Jenny Salesa and Simon O'Connor acknowledged the importance of NZ Government partnering with organisations that can deliver not only housing but also a wrap-around service for the tenants.

Following the opening, guests were invited to walk through the building to view some of the apartments as well as the magnificent 360 degree

view from the 'rooftop terrace'.

Members of the CNSST Foundation are currently interviewing prospective tenants with the aim to offer these apartments to the elderly Asian in the highest need, such as those in isolation, with safety concerns or lacking independent living options. Once the Auckland Council building consent is signed off, the tenants will be able to move in.

1. VIPs cut the ribbon
2. VIPs visited the rooftop terrace
3. Iwi dawn blessing in the new CNSST office on the ground floor of the building
4. The view from the rooftop terrace with the nice view of Panmure Basin on one side and Mt Wellington on the other side
5. The kitchen area in each apartment
6. Mayor of Auckland Hon. Phil Goff did the official opening for Kotuku House





# Taniela's news

## Keeping an eagle eye on Panmure

Just lately, there has been an increase in tagging around the town, on buildings, footpaths and roads. I watched a tagger return to the site of his tag the following day to take a photo of his 'artwork' to post on Facebook! These tags are done by a group of young men that are NEET's - Not in Employment or Education and Training. They are clever enough to know that if they want to go on the benefit, they will be obliged by Work and Income to attend a training and skills course first so they choose to make their money by dealing in drugs, window washing and asking for

money in Queens Rd. I have seen them ask people on the street to go and buy alcohol so I encourage you all not to give money to people who ask for it on the street. I have been busy putting together a file of images of these young men and have forwarded it on to the Auckland Council Graffiti Investigators who will then pass it onto the police for prosecution, as the young men are of age now.

**P**lease continue to report any criminal incidents directly to me - just txt me on 027 53 53 017.

## APRIL DIARY DATES

**1** **Daylight Saving Ends**  
Ends at 2:00am

**2** **Easter Monday**  
Public Holiday

**10** **Blue Recycling Bins**  
Set out for following morning collection

**18** **PBA Board Meeting**  
Wednesday, 4:00pm

**25** **ANZAC Day**  
Public Holiday

**25** **Blue Recycling Bins**  
Set out for following morning collection

## SAFETY & SECURITY Directory

### IF IT IS AN EMERGENCY DIAL 111

Call 111 when:

- Someone is badly injured or in danger.
- There's a serious risk to life or property.
- A crime is being committed and the offenders are still there or have just left.

SECURITY

Panmure Liaison Officer - Taniela.....027 535 3017

POLICE

Crime Reporting Line.....571 2800  
(ask for CRL)

This is a non-emergency reporting line, always request a file number to assist us in matching files to events

PUBLIC PROPERTY

Call Auckland Council Call Centre.....301 0101

## PBA Board has their say

The PBA Board meets monthly to review what the PBA has achieved, to decide how the PBA funds are to be spent and are tasked to ensure that the funds are spent wisely.

On Wednesday 21 March 2018 the PBA Board had a presentation from Panuku Development Auckland regarding 'Unlock Panmure' - a high level plan. Here are the outcomes:

- Accepted the quote from Ice Security to upgrade/boost the PBA CCTV wireless system
- Accepted the public and board liability

insurance comparison and quote from PIC Insurance brokers

- Agreed to the new Tastes of Panmure format
- Updated on changes to two CCTV sites
- Updated on the recabling of the Under Veranda Lighting system in Clifton Court
- Recommended the Town Manager to conduct staff appraisals.

All are welcome to attend the monthly board meeting - the next one is 18 Mar, 4pm at 16 Clifton Court.



# ANZAC

## Parade and Service

▶ WED 25 APRIL 2018 ◀

- 9:15am** Meet outside the Landmark/RSA,  
163 Queens Rd, Panmure.
- 9:30am** The Parade
- 10am-11am** ANZAC Service, Panmure Community Hall
- 11:30am-12pm** Return to the Landmark/RSA for the 'Last Post'  
Enjoy the RSA's hospitality and entertainment  
throughout the afternoon. Non-members  
welcome.

FREE

Throughout April, visit the Panmure Library to access  
127,000 war records via the online Cenotaph website.



Mt Wellington/Panmure RSA