



TAWA TALK

April 2022

Welcome to the latest updates from the Tawa Business Group. In this issue:

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Tawa Business Group Update

With Transmission Gully opening, it will be interesting to see the effect that this has on traffic levels through Tawa and the knock-on effect for businesses along the Main Road. On my inaugural journey, I noticed that the signs for Tawa had drivers turning off at the Kenepuru interchange and driving through. I understand studies are being conducted to ascertain driving patterns and I am keen to discuss the findings. Once I have further information, I will share it in a future newsletter.

It seems that Covid has swept through the community and case numbers are starting to drop. We recognise that the past few months has not been easy for many business owners with forced isolation and reduced numbers of customers. The first of our Staying Connected series has given the opportunity to gather information and seek advice and support. You can find out more about our first event on page 4.

It’s not too late to sign up for our next session on Wednesday 6 April with Nik Cree so contact Bernadette either via info@tawabusiness.co.nz or on 021 971 937 to book yourself a place.

With Easter around the corner, I am aware that many business owners feel that it's been a long year so far. I hope you are able to take some time out over the long weekend to spend time with family and friends, and to recharge those batteries a bit.

Project Updates

Security Cameras

Bernadette has engaged with property owners and some business owners around the existing cameras in the Plaza area. The next stage is to arrange an on-site meeting with Red Wolf to discuss our requirements and to work out various options for the area.

Transport and Infrastructure

The Bike Network Plan was agreed by the Wellington City Council's Planning and Environment Committee on 10 March with a number of amendments. While the proposal for a bike pathway through the New World carpark was not taken out, additional proposals along Oxford Street and Cambridge Street were added to the secondary network. Proposals in Tawa do not have any definite timeframes but are suspected to be addressed in several years' time.



Destination Tawa

The discount voucher is still valid until the end of April so if you have any remaining flyers in your business, please encourage your customers to take one. There are a limited number of flyers still available so if you have run out or would like a few, please email Bernadette at info@tawabusiness.co.nz.

We will be emailing out at the end of April to see how successful the scheme has been in terms of vouchers used and also with vouchers taken. Residents may not have used the voucher but the advertising may mean that they have unknowingly purchased other products.

Flags and Banners

Tantalisingly close to being complete, we are waiting on the final arrangements for the traffic management plan before the banners can be repaired and replaced.

Events

Staying Connected

Our next Staying Connected event will be held on **Wednesday 6 April from 8am** and aims to give you tips and tricks to stay ahead in the online world.

A recent survey says that New Zealand small businesses are not as digitally savvy as their Asia-Pacific peers. If you think this applies to you, then consider joining us with Nik Cree to find out how to improve your online presence. Nik is a Digital Transformation Coach and Consultant and has over 30-years' experience of working online.

As Nik says,

One thing is certain, the past two years have seen a massive shift in business and consumer behaviour. There has been an increase in Zoom meetings, working from home, and shopping online. This is a fundamental shift that will not revert back to the way it was if and when this crisis time is all over.

The old models of signage, advertising and waiting for people to show up at your business doors are as over as the yellow pages when the internet hit. Businesses that don't adapt are likely to not be here in as little as 12 months. But other businesses who see some incredible opportunities to change the way they do things are going to absolutely boom.



There are some fundamentals of business that do not change but have often been forgotten. These coupled with some pretty clever, inexpensive and sometimes free online apps and tools, along with a simple strategy can turn a business around in 30 to 90 days to get more leads, make more sales and be more profitable than ever before especially in uncertain times.

This session will show you what you need to do in your current business to be one that not only gets through but with your best years ever. A change in thinking, arousing curiosity, adopting simple strategies and embracing a bit of online tech is all it takes and Nik will show you how.

You don't need to be techie or a geek. You just need some common sense, a willingness to learn and adjust your direction of travel and the ability to take action. Everything you will learn in this session, you can implement yourself or leading your staff.

Email Bernadette at info@tawabusiness.co.nz for the Zoom link.

Tawa Rotary Club with First Retail Group

For those of you that missed our Business Support and Advice session on 22 March, there is a further opportunity to catch up with

**Chris Wilkinson from First Retail Group on
Tuesday 12 April
from 7pm**

Chris Wilkinson is the Managing Director of First Retail Group – an award-winning consultancy that works with successful retail, hospitality, tourism and healthcare brands and destinations. Based in New Zealand, the company delivers projects throughout Australasia and the Pacific, The Middle East, UK and US.

Here in NZ, First Retail Group also work with progressive Councils and Economic Development Agencies to develop opportunities and maximise performance for their suburban, town and city centres. Local projects have included work throughout Wellington, the Hutt Valley, Porirua, Kāpiti and the Wairarapa. The company has also been actively involved in COVID economic recovery and resilience strategies throughout the country.

Chris lives in Wellington and grew up in Glenside – between Tawa and Johnsonville. He will be speaking on opportunities specific to Tawa businesses with particular focus on leveraging trends and opportunities, with the support of its community.

Email Judith Gray at judith@nadabakery.co.nz for further information.

Tawa New Businesses and Business Updates

Unsurprisingly, it has been a quiet month for new businesses in Tawa, with only one opening, one that was missed from last month and one having new signage fitted.

Shosha Vape Shop

Starting out in 2011 in Auckland, Shosha now has over 95 stores located all over New Zealand. The Tawa store opened on Monday 14 March and offers a comprehensive selection of vaping products.



www.shosha.co.nz/store-locator/shosha-tawa/



Europlan

Tim and the team at Europlan moved into 1A Lincoln Avenue around a month ago. They provide inspiring workspaces that includes a broad range of office furniture and workspace design.

Check out their website to find out more: www.europlan.nz

Gorgeous Goose Cakes

After a few frustrating months, Gorgeous Goose Cakes finally has their new sign up. Designed for a particular space, when it came to being fitted, the new pan-tilt-zoom camera was suddenly in the way. The sign is now up and the camera has been perfectly re-positioned.

www.gorgeousgoosecakes.co.nz



Update on the Draft District Plan

Thank you to all the property owners and business owners who joined us for our two focus groups in February. Our independent planning advisor, Sophie Glendinning, discussed what the draft District Plan would mean for the BID area and answered questions that were raised.

While recognising that Tawa is an ideal location for intensification, you raised valid concerns about the existing infrastructure in terms of water, storm water and wastewater, along with concerns around flooding, transport and parking.

We were able to address these with WCC Councillors Diane Calvert, Jill Day and Nicola Young, as well as planning professionals, at an engagement forum on 15 March. They were keen to hear our ideas around having a structured plan approach, which would consider a coordinated and phased approach to future building projects within Tawa.



WCC is now working through all the submissions. Their recommendations will then be presented to the Planning and Environment Committee in early June. When approved and adopted, the draft District Plan will then become the proposed District Plan. This will initiate a further period of consultation, which will start in the latter part of this year. We will keep you updated once this next phase begins.

Staying Connected – Support and Advice for Business Owners

Our first Staying Connected session was held on 22 March and was well-attended by members. For those of you that missed it, here are some of the edited highlights.

Nick Leggett from Ia Ara Aotearoa Transporting NZ opened up with a discussion around the issues that New Zealand has suffered with the breakdown in the international supply chain. A well-oiled supply chain only works if all the elements within it are working harmoniously with each other. Breakdowns in manufacturing, staff shortages, port outages, congestion in docking and changes in shipping routes all happening at different times in different countries has resulted in a supply chain tripping over itself. Nick gave a balanced account of where government intervention had worked well to address these issues and also about where it had not.

Joseph Pagani joined in the conversation around government intervention and how the Chamber of Commerce has an advocacy role with central government. It aims to promote letting more people into New Zealand to address the labour shortages, allowing materials to arrive in New Zealand as quickly as possible to avoid supply chain issues and getting stock moving throughout New Zealand as quickly as possible.

Joseph later spoke about the journey that Wellington Chamber of Commerce have taken in reducing their waste and emissions by 33% and how, with the help of \$50,000 from Wellington City Council, they plan to help 40 small to medium businesses do the same with a Sustainability Boot Camp. Read page 7 to find out more.

WellingtonNZ offers some great support for small and medium business owners with their [Regional Business Partnership Network](#) and James Bennie is keen for anyone who needs support to check out the [WellingtonNZ website](#) and make contact with them.

One of my highlights of the session was when James asked what marketing businesses had done this week. He then quoted Mr Bennie senior, “You can’t sell a secret” – if your customers don’t know what you’re doing they will shop elsewhere. Everything is content, from that croissant coming out of the oven to the signage emerging from the printer. Get your phone out and take photos!

Chris Wilkinson and Lorraine Nicholson followed on from this with suggestions of re-engaging with customers through social media storytelling, where one business shares stories from another, newer business. The cross pollination of these stories works well for both. Where the suburbs had seen increased patronage from working from home, he believed that a new hybrid model of some days in the office and some at home would see sustained business in the suburbs.



Our next session with Nik Cree will look further into what businesses can do to improve their online presence. Join Wednesday 6 April to find out more. See page 2 for further details.

Photo courtesy of Nada Bakery.

Wellington City Council Business Rates

There has been some confusion recently about the rates differential in Wellington. Please see below a statement from Wellington City Council explaining how they set commercial and residential rates:

Statement from Wellington City Council:

There is inaccurate information circulating within the business sector about the impact of the proposed adjustment to Wellington City Council’s general rates differential for the 2022-23 financial year.

The differential is the formula used by the Council to ensure the rates take is shared fairly between residential and commercial ratepayers.

It’s not correct to say that the proposed adjustment to the differential means commercial ratepayers will be required to pay proportionately more of the city’s rates bill next year. The facts are that the Council has just completed a city-wide revaluation process which has seen residential land values increase by an average of 60% over the three years since the previous city revaluation, compared to commercial property values which have increased by an average 36%.

The Council has resolved to maintain the same proportion of rates that are currently paid by the residential and commercial sectors. To achieve this outcome, the general rates differential for commercial property owners will need to be slightly increased because of the shifting property valuations. However, this does not translate into a higher rates increase for the commercial sector compared to the residential sector.

If the Council does not shift the differential, it will mean our residential ratepayers will receive a significantly higher rates increase than the commercial sector.

Starting a New Business? Rebel Business School Course Starts Soon

Every month we have a number of new businesses joining our community and some of our veteran business owners maybe looking to pivot their business in a completely new direction or know of friends and family members looking at setting up a new business. If that is the case, Rebel Business School are running a 10-day inspirational business course that may be of interest to you.



The Rebel Team are back in Wellington and running a: FREE-TO-ATTEND 10-day business course. The course will be run entirely online between the 16 and 27 May 2022 (weekdays between 9.30am and 2.30pm). You'll learn how to start a business and build a website for free; compliance; social media; marketing; networking and much more!

It is absolutely FREE to attend thanks to the Wellington City Council, WellingtonNZ and the Ministry of Social Development. Check out the Rebel website at <https://www.rebelbusinessschool.nz/wellington-may-2022.html>

Tawa Community Board – looking for new members

Did you know? - it's election time this year for local government.

That means voters in Tawa, Takapū Valley and Grenada North get to choose who will be their three Northern Ward Councillors and who will be their six members on the Tawa Community Board, for Wellington City Council.

There will be vacancies on the Board, as at this stage, over half of the current members are unlikely to stand again for a variety of personal reasons.

If you, or someone you know, is passionate about serving the Tawa community, you are encouraged to gather more information now.



The Board's meeting agendas and minutes are also publicly available on the Wellington City Council website: <https://wellington.govt.nz/your-council/meetings/committees/tawa-community-board>. If you are interested in finding out more, please contact a current Board member or check out the [Tawa Community Board Facebook page](#).

Outdoor Dining Areas or Parklets

Businesses looking to create more outdoor space for dining or socialising are being encouraged to explore the possibility of transforming an adjacent on-street car park or two into a parklet.

These small outdoor spaces work well in cities worldwide and have been successfully trialled in Newtown, and Cuba, Allen and Marion Streets.

Parklets, which can include plants, art, seating, and bike or scooter parking, are temporary structures that can be easily relocated or reused. They provide additional and accessible public space near businesses while leaving the adjacent footpath clear for people passing through. With more people asking to sit outside or near open windows, these offer businesses the opportunity of extra outside seating.

As an incentive, and one of the ways Wellington City Council is supporting businesses through COVID times, they have agreed that there will not be a charge for the use of street space approved for parklets until at least March 2023.

Click [here](#) to find out more.



As parklets are usually adjacent to a traffic lane, lots of things are considered to make sure a location and design is going to be safe and suitable. Council staff will be available to help anyone interested, and in places where parklets are an option, the aim is to provide approval for them within seven to 10 days so businesses can get them in place as quickly as possible.

Sustainability Boot Camp

The Wellington Chamber of Commerce will receive \$50,000 to support 40 small to medium businesses to go through a “sustainability boot camp” that results in climate action plans for each business.

Sustainability Bootcamp 2022

Start your business' sustainability journey with us

Sustainability is more critical than ever before, for some businesses this can be very overwhelming, especially SMEs with already limited resources. We are here to support you in starting your own sustainability journey and have produced a Sustainability Bootcamp to equip you with all the tools you need.

The bootcamp will run from the end of May and cover six sessions both online & in person of varying sustainability topics



- Topic Include:
- Bicultural understanding of sustainability
- Behaviour change with the Sustainability Trust
- Climate and carbon basics with ekos
- Low carbon solutions with ecogeek
- Sustainable Wellington City future for businesses
- Carbon reduction solutions with ekos

Spaces are limited so please book early to ensure your place.
To find out more or for bookings contact jenna.williams@wecc.org.nz



Absolutely Positively Wellington City Council
Me Heke Ki Pōneke

Consultation on Wellington City Council's Draft Economic Wellbeing Strategy

Although we are in uncertain times, we need to have confidence in the future of our city. The Council's draft Economic Well-being Strategy proposes to drive a shift in thinking from economic development to economic well-being – accounting for social inequalities, depletion of natural resources, and health and financial costs to society from pollution.

The strategy is supported by six outcomes and an action plan to make the strategy a reality:

- sustainable business and career pathways
- transitioning to a circular economy
- a business-friendly city
- centre of creativity and digital innovation
- celebrate our capital city status
- a dynamic city heart and thriving suburban centres.



To have your say on this draft strategy, click [here](#) for further information. Submissions close **5.00pm Monday 25 April 2022**.

Useful Helpline Contact Numbers

As a result of a number of enquiries to NZ Police, our Community Liaison Officer, Constable Sarah Steed has collated a list of service organisations in NZ who are there to support people through challenging times:

If it's an emergency

Call 111 immediately in an emergency. (Police non-emergency number – 105)

Healthline

If you have COVID-19 symptoms, call the dedicated COVID-19 Healthline:

- for free on 0800 358 5453
- on +64 9 358 5453 if you have an international SIM.

For any other health concerns, call the general Healthline number on 0800 611 116.

Mental wellbeing & abuse helplines

These are some of the helplines available that offer support, information and help.

- 1737, need to talk? - For support with anxiety, distress or mental wellbeing, call or text 1737 to talk with a trained counsellor for free, 24 hours a day, 7 days a week.
- Youthline— call 0800 376 633, free text 234 or email talk@youthline.co.nz
- Kidsline—call 0800 54 37 54 (0800 KIDSLINE) for young people up to 18 years of age.
- Skylight —call 0800 299 100 helping children, young people and their families and whānau through tough times of change, loss, trauma and grief
- Lifeline —0800 543 354 (0800 LIFELINE) or free text 4357 (HELP)
- Suicide Crisis Helpline —0508 828 865 (0508 TAUTOKO)
- Depression and Anxiety Helpline —0800 111 757 or free text 4202 to talk to a trained counsellor about how you are feeling or to ask any questions.
- Anxiety phone line —0800 269 4389 (0800 ANXIETY)
- Family Services 211 Helpline 0800 211 211— for help finding, and direct transfer to, community-based health and social support services in your area
- OUTline NZ— call 0800 688 5463 for confidential telephone support for sexuality or gender identity issues
- Women's Refuge by calling 0800 743 843 (0800 REFUGE) to be linked up with an advocate in your area
- Elder Abuse Helpline — call 0800 32 668 65 (0800 EA NOT OK). 24-hour service answered by registered nurses who can connect to local elder abuse specialist providers

- Hey Bro helpline— call 0800 HeyBro (0800 439 276). 24/7 help for men who feel they're going to harm a loved one or whānau member
- Oranga Tamariki —call 0508 325 459 (0508 FAMILY) or email contact@ot.govt.nz for concerns about children and young people

NZ COVID Tracer app

If you have questions or feedback about the NZ COVID Tracer app:

- call 0800 800 606
- email help@covidtracer.min.health.nz

Managed isolation and quarantine

If you have questions about managed isolation and quarantine, including charges and exemptions:

- call 0800 ISOMIQ (0800 476 647) from within New Zealand
- call +64 4 888 1670 from outside New Zealand or if you're in New Zealand with an international SIM
- email enquiries@miq.govt.nz

Deaf, hearing impaired, Deafblind or speech impaired

If you are deaf, hearing impaired, Deafblind or speech impaired you can use the New Zealand Relay Service to call.