



TAWA TALK

June 2022

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

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Tawa Business Group Update

Since our last newsletter, we have been busy with various events both online and in person. It has been wonderful to reconnect with so many of you again. Zoom meetings provide a functional alternative but you really can’t beat meeting up in person.

Thank you to all of you that braved the wild weather and met up with us for a networking event at the Sprig and Fern on 1 June and also at the Tawa Rotary Club event with Brad Olsen. The two online events we held in April and May were with Nick Cree and Camilla Watson. These, and the first Staying Connected session, have been recorded and are now available on our website. You can read more about the sessions with Nik and Camilla pages 4-5 and/or find out login details for our website on page 3.

With our new financial year just around the corner, the Tawa Business Group executive members have been re-evaluating the Strategic Business Plan and incorporating new projects (see page 4 for a sneak preview of one). There are plenty of new and exciting

projects and while we work out our priorities for the coming year, we can say that we will be sticking with our five strategic goals of:

1. Communications
2. Destination Tawa
3. Stakeholder Engagement – Members
4. Stakeholder Engagement – External
5. Operational Management

More information on our Strategy for 2022-23 will be available in the next newsletter.

Pour yourself your favourite drink, take a comfy seat and have a read. There are plenty of articles this month and we hope that you find this an interesting edition.

Project Updates

Security Cameras

Bernadette has met with Red Wolf to establish our requirements around CCTV cameras in the Plaza. A quote received in 2021 suggested five cameras but with the option of a pan-tilt-zoom camera, we have re-negotiated and are now considering that one or two cameras will be sufficient to cover the area.

Transport and Infrastructure

The on-demand public transport trial started from 16 May. Please read page 7 for further information.

Destination Tawa



Work has been underway to replace the yellow Welcome to Tawa signs at each end of Tawa. We have agreed on a design from Tawa-based Imagine That and have agreement from the Tawa Community Board and Tawa Residents' Association to proceed.

The signs will be digitally printed on gloss laminate with an anti-graffiti coating.

We are now awaiting approval from Wellington City Council to go ahead.

Flags and Banners

You may have noticed that the Matariki flags are flying in the breeze in readiness for the inaugural Matariki public holiday on Friday 24 June. In addition to this, the banners that adorn many of the street posts either side of the local centre have either been replaced or re-tightened.





Hanging Baskets

Tawa Business Group contributes \$1,500 towards the costs of the hanging baskets each year. The baskets are changed twice a year and have recently been installed with a winter bloom by the Tawa Rotary Club.

Events

Porirua Business Month

Porirua City Council are running a number of free events during June and although some of them have happened already, there are still a couple that you could attend: [Porirua Business Month, June 2022 - Porirua City](#)

Business After Five

Join some of the Tawa Business Group executive members at the Supply Room on Wednesday 22 June. Business After Five will have special guest, James Ardern, from Whittakers with an opportunity for questions and networking after his presentation. You will need to book a place: [Porirua Business After 5 with Whittaker's Tickets, Wed 22/06/2022 at 5:30 PM | Eventbrite](#)

Economic Update with Brad Olsen

If you missed seeing Brad last month at the Tawa Rotary Club, he will be in Porirua on Thursday 23 June giving an economic update on Porirua and the surrounding area. Again you will need to book at place: [Economic update with Brad Olsen - Porirua - Mana - Eventfinda](#)

Spring into Tawa

After having to be cancelled last year, Spring into Tawa is back in 2022 on Saturday 29 October. Check out page 5 for details on how you and your business can be involved.

World of Wearable Arts

Find out how you and your business can be more involved in the World of Wearable Arts show at an event on Wednesday 6 July. See page 6 for further details.

Webinars

Were you unable to attend our recent webinars but would like to know what happened? You can now watch any of the webinars at a time that's convenient to you. We've added them to our website. Just click here for the members page. The username is Tawa and the password: tbiz2020. If you'd like to read a little more about the presentations, check out page 4.

Tawa New Businesses and Business Updates

Please welcome the new businesses to our community.

Fitness Portal

After a couple of delays due to equipment not turning up on its due date, manager Paige Kimberley and owners Devin Glover and Tim Fox have opened Fitness Portal in Tawa Junction. This new gym replaces Athletes Village and many of the old members had already signed up to the new gym before or as the gym first opened. With all the latest equipment, Fitness Portal offers 24/7 access to what they call "your home gym".

Check out their website to find out more: www.thefitnessportal.co.nz



Taste of India

Taste of India opened recently under the new management of Kaka Ram and Nitu Sharma at 174 Main Road. Replacing the former Spices Indian restaurant, the Taste of India is open from Tuesday to Sunday from 5pm.

You can order your next takeaway here: www.tasteofindia.co.nz

Fusion Food Haus

Irma and Mikel Huth opened the Fusion Food Haus late last year, selling a beautiful blend of East-meets-West foodstuffs and ingredients imported from Asia and Europe. Their café finally opened on 9 May for takeaway drinks and light snacks.

You can find more information here: www.ffh.nz/shop/



Christmas Window Display Competition

There have been some initial discussions around having a Christmas window display competition for all of our Tawa businesses who have a window big enough for a festive display that passersby can view.

Plans are still in the making but we would be looking at offering a prize to the winner and also to one of the lucky residents that voted in the competition. Voting would be from residents and via our website and a couple of voting booths.

We would advertise the event with a map so that residents throughout the greater Wellington region could seek out all those businesses that participated and be enticed to stop off for a coffee, meal or a spot of Christmas shopping along the way.

Keep reading our newsletters and emails for further information over the coming months.



If you are interested in being involved, please contact Bernadette at info@tawabusiness.co.nz or call/message me on 021 971 937.

Staying Connected – Sessions on Digital Marketing and Well-being

Our second and third Staying Connected sessions were held in April and May and were well-attended by members. For those of you that missed it, here are some of the edited highlights. You can also watch any of the three sessions via our website. See page 3 for further details.

Nik Cree on Digital Marketing

A kiwi currently living in Queensland, Australia, Nik joined us early on 6 April to share some simple and often free on-line marketing strategies that can help improve sales and increase your online presence.



Nik started his presentation by talking about how Covid had moved many businesses online who never would have thought that they could conduct their business via Zoom. Yoga teachers, insurance claims advisors and counsellors had all moved online and were reaping the benefits of new customers and extra time in their day from not having to drive around.

One of the most important investments that Nik stressed was to have a CRM database so that you know who your customers are and you can engage with them. A simple checking-in, non-sales related email can work wonders for increased sales.

Nik spoke about recording your work, either via a YouTube channel, Facebook Live or TikTok and embedding these into your website to increase your ranking with Google. To find out more, watch the webinar on our website.

Well-being with Camilla Watson

Camilla talked about how symptoms of stress and anxiety are important messages to inform your brain that all is not well. Ignoring them can often mean that your body will find even more ingenious ways to up the stress levels.

Camilla's powerful presentation touched on how deep breathing and exercise can help combat the body's fight or flight response to fear and that good nutrition and having a passion or interest in something outside of family can help reduce the symptoms of stress and anxiety.

She also spent some time talking about different strategies that employers and managers can initiate to improve well-being in the work environment. If you would like to find out more, please watch the webinar on our website.



Please remember, if you are feeling stressed or anxious there are plenty of organisations that can offer advice and support. Please check out page 10 for further information and contact numbers of the many different organisations that are happy to help.

Spring into Tawa

Spring into Tawa will be back this year on Saturday 29 October from 10am to 3pm. Below is an update from Stacey Richardson, who is coordinating the day.

Planning is well underway for Spring into Tawa 2022. After the disappointment of cancelling the event in 2021 due to Covid-19, there is much excitement about the return of this popular event in October, and we've had lots of interest from stallholders, community groups, food trucks, and entertainers.

- The Wellington City Council have approved the road closure for the 29th of October - therefore the Main Road will be closed between Lyndhurst and Surrey from 5am - 5pm. There will be parking restrictions at the Main Road end of Lincoln Street as well. More details can be found on our website - [Road Closure - Spring Into Tawa](#)
- We're thrilled to welcome back our amazing Platinum sponsors who support us each year - Tamsin Davidson One Agency Realty, The Borough and Speedy Signs Wellington Central.
- We're excited to welcome Mexted Motors as a Platinum sponsor in 2022 as well - thanks Mark and the team for supporting this event.
- We have space for some gold and bronze sponsors if you're interested in supporting Spring into Tawa - check out our website for more information on the benefits of sponsoring our event: [Funders and Sponsors - Spring Into Tawa](#)

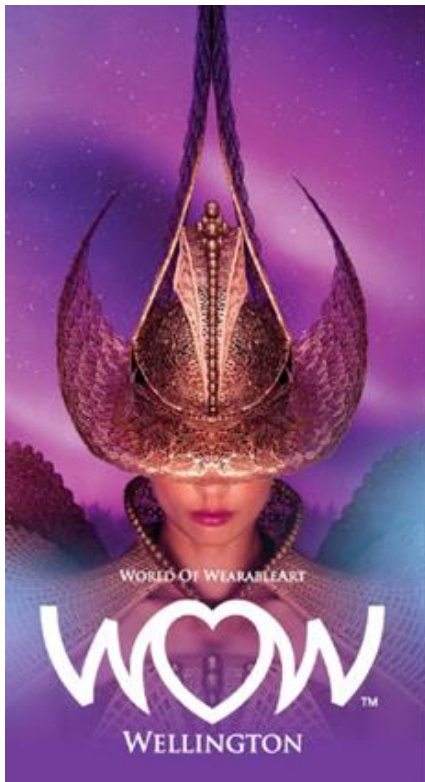


- Applications are now open for stalls and food trucks: if you know of groups or businesses wanting a stall, please check out our website to apply: [Stallholder Info - Spring Into Tawa](#)
- Main Road businesses within the road closure area are welcome to have a stall on the footpath outside their business premises. These will be the only stalls on the footpaths - all other event stalls will be in the middle of the road. If businesses are intending on having a stall, please let us know so that we can advertise it as part of our site map and list of stalls. Please email us at stallholders@springintotawa.nz to let us know if you're intending to have a stall. While we don't require payment for this site, we encourage you to make a donation or payment of the business rate for a stall (\$50 early bird/\$60 regular). This supports the event and helps with the costs we incur in making this a great event. We will be advertising the event widely, with the aim of drawing people into Tawa from the wider Wellington region.
- We will not be putting stalls in the plaza area again this year, leaving this as a space for people to gather and chat, as well as being an important thoroughfare to the event.
- Once again this year, we are continuing our Zero Waste approach, looking to reduce the impact of the event on the environment and reducing the amount of waste going to landfill. We'll be encouraging people coming to the event to bring their coffee keep- cup, their reusable water bottle and their reusable containers for food they purchase at the event. You can learn more about our zero-waste journey on our website: [Zero Waste - Spring Into Tawa](#)

As always, we're keen to work with the Tawa business community to ensure that Spring into Tawa is a success for you as well as for stallholders and those attending. If you'd like to talk to us, please get in touch with us via info@springintotawa.nz.

World of Wearable Art – do you want your business to be involved?

The World of Wearable Arts Show is back for 2022 and runs from 26 September through to 16 October. Retailers, hospitality and tourism operators are welcome to join an event on Wednesday 6 July at the Michael Fowler Centre to find out how your business can be involved. See the advert below for further information on how to sign up.



A spectacle like no other – the World of WearableArt Awards Show – is back and so is the Welly Loves WOW City Campaign open to retailers, hospitality, and tourism operators!

An opportunity for your business to be involved. Join us for an update from WOW and WellingtonNZ on the show and Welly Loves WOW city excitement campaign for 2022.

WEDNESDAY 6th JULY, Michael Fowler Centre – Lion Harbourview Lounge

- 7:00AM** Tea, coffee, light catering arrival
- 7:30AM** Welcome from Chris Wilkinson, First Retail
- 7:35AM** Introduction to WOW 2022 – Natasha Gordon, Head of Marketing
- 7:45AM** Update from WellingtonNZ – Welly Loves WOW City Excitement Campaign– Siobhan Tanoa, Major Events Advisor, WellingtonNZ
- 7:55AM** Guest speaker
- 8:00AM** Q&A/finish

Please RSVP by **Wednesday 29th June**, lorraine@ourcbd.co.nz

Share your Business Story with the Residents of Tawa

There is a great opportunity for you to share your business story with the residents of Tawa.

Monique from the Residents' Association is looking to include short stories about local businesses to help connect our residents and businesses, and ultimately offer you some free promotion into the bargain. If you would like to be featured in an article about your business in a future edition of Tawa News, please email Monique directly at newslettertawa@gmail.com. If you would like to sign up for the newsletter, please click [here](#).



Apprenticeship Boost

Are you looking at taking on an apprentice? The Apprenticeship Boost has been extended by a further 17 months and will now run up to December 2023. The scheme aims to help business owners take on and keep new apprentices through a two-year scheme. You can claim \$1,000 per apprentice for their first year (after 5 August this will drop to \$500) and then \$500 for their second year.

To find out further information, check out this link from Work and Income: [Apprenticeship Boost - Work and Income](#)

On-Demand Public Transport

According to the RNZ, "[The future of public transport has arrived in the Wellington suburb of Tawa.](#)". The on-demand public transport scheme started on 16 May after a one-week trial. There are five 17-seater buses that connect residents from their homes to destinations throughout Tawa, including our main retail and service sector areas. Over 1,000 people have set up accounts in the first few weeks and the buses are now averaging a total of 40 rides a day.

The Tawa Business Group is keen to promote this to local residents to encourage them out of the hills and into the business district. There are events running at the Tawa and Linden Community Centres and also at Outlet City in June and again in August that will help residents to download the app and show them how to use it. The Outlet City event will be on Wednesday 22 June from 10am to midday at the Gloria Jean café.

Early analysis is showing that those who use it once, are more likely to use it again. Please email infor@tawabusiness.co.nz if you would like flyers and Bernadette will drop-off then off for your reception areas and front desks.

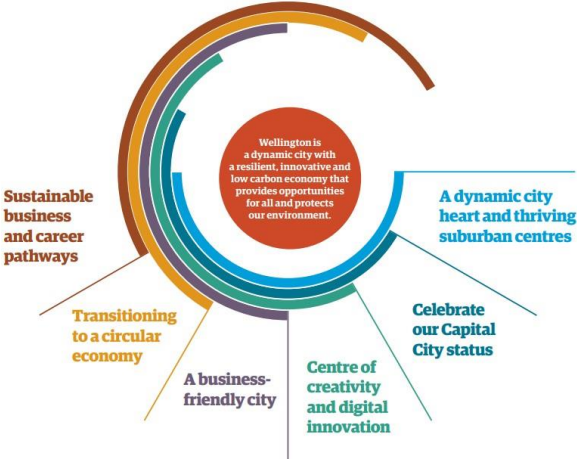


This is a one-year initiative and if successful, it will be rolled out to other suburbs within the region. To find out further information and download the app, please click [here](#). Metlink are keen to gather any feedback that you may have on the trial, so please contact them directly via their Contact Centre on 0800 801 700 or email info@metlink.co.nz.

Consultation on Wellington City Council's Draft Economic Wellbeing Strategy

Tawa Business Group have been actively involved in the consultation process of the Economic Wellbeing Strategy over the last seven months and have watched it develop into a well-wordsed and more inclusive document.

Originally starting out as a Wellington CBD-centric document with some quirky and cumbersome language, the BID manager and executive team members have helped shape it to include the suburbs and offered smart advice on short and medium strategies to increasing consumer traffic for businesses.



We like to think that the recent changes to parking fees and time restrictions within the CBD were taken on board from our suggestions.

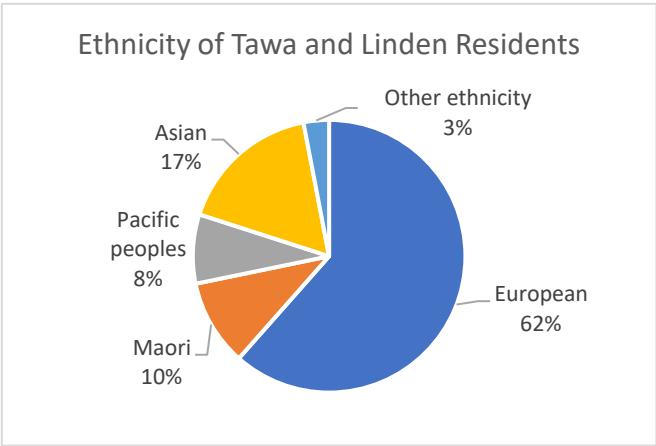
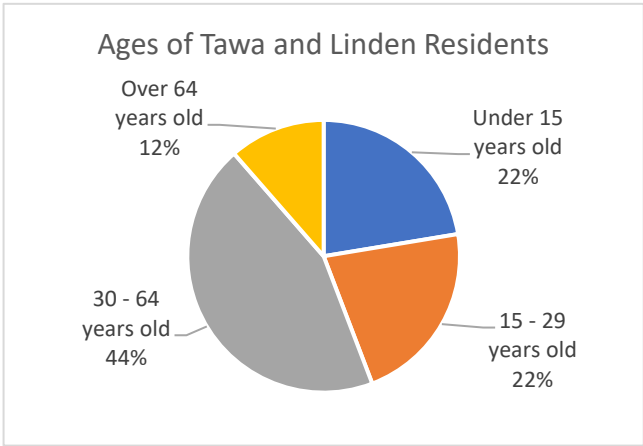
The strategy is supported by six outcomes and an action plan to make the strategy a reality:

- 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.

We look forward to being fully involved in the rolling out of the various outcomes and plans from the strategy to help improve our business community.

Fascinating World of Demographics and Analytics

A couple of business owners have recently asked us to find out the demographics of our local resident population to help them with their advertising strategies and we thought that it would be good to share the information. This data was obtained from the 2018 census.



In addition to this, Bernadette has been reviewing Google Analytics and discovered that over 8,000 people have viewed the Tawa Business Group website over the past twelve months. The top ten pages include:

1. Home page
2. Business directory – Max Tait Legal
3. Business directory – The Fade Zone
4. Business directory home page

5. Business directory - Laundromat
6. Business directory – The 123 Mart
7. Business directory - On the spot drycleaners
8. Business directory – Cutting Galore
9. About-us -Tawa-staff
10. Business directory – Tawa medical centre

Check out our website to see if your details are correct: [Business Directory \(tawabusiness.co.nz\)](http://Business Directory (tawabusiness.co.nz)) and email Bernadette at info@tawabusiness.co.nz if you would like them updated.

Crime Update

We have had a number of businesses that have been subject to break-ins, theft of property and attempted break-ins over the past few weeks. These are never easy situations to deal with and as a business community we must remain vigilant. Thank you to those of you that already offer up your CCTV footage to police on request. If your business has cameras that capture the Main Road, please let Bernadette know so that we can add it to our register. This make is easier when police email and ask for information. Should you be unfortunate to experience a break-in or theft, please report all crimes so that police have an accurate picture of what is happening in any particular areas: call 111 if it is an emergency or 105 as a non-emergency.

The Police have worked with Greater East Tamaki Business Association to provide simple, effective crime prevention techniques through a series of [short video clips](#).

Below are seven techniques to prevent primarily retail crime but parts of this can be relevant for us all:

Control access to your business

- Clearly define entrances and exits
- Monitor who comes in and out
- Restrict access to hiding places/escape routes
- Secure access points
- Light outdoor areas well

See and be seen

- Keep shelves low and create gaps
- Use mirrors to see blind spots
- Keep windows clear
- Keep shrubbery low
- Light outdoor areas well

Clearly define the layout

- Keep the counter near the entrance
- Secure staff-only areas
- Keep expensive goods secured
- Direct customers with clear signs
- Eliminate hiding places

Show your business is cared for

- Make your premises attractive
- Keep your shelves clean and tidy
- Keep paintwork and signs fresh
- Remove graffiti immediately
- Clear rubbish regularly

Use active security measures

- Install CCTV inside and outside
- Get advice before choosing security systems
- Lock access ways at night
- Alarm points of entry and exit

Manage and maintain your business well

- Keep minimal cash onsite

- Regularly secure takings in a safe
- Bank at different times and conceal cash
- Open and empty the till at the end of the day
- Undertake regular maintenance

Train staff to be vigilant - eyes on the street

- Greet customers with eye contact
- Watch for suspicious activity inside and out
- Join a crime prevention programme

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

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.