



Committee Update

Dear members, associates and friends of the New Lynn Business Association,

As I write to you, our organisation and the members of our business community are saddened that we have lost an outstanding member of our community. Clay Fainga Polamalu lost his battle with cancer. Clay was to our business association, a great supporter and a well respected and regarded Snr. Community Constable, he was a true friend of the NLBA and supported our membership with dignity, respect and always worked in a collaborative manner. Clay was always present to help out at events and with community policing work, as Chair, on behalf of the committee and management team, we send our deepest condolences to the Polamalu whanau, to his Policing Whanau. We thank Clay for everything he did for us and for the community.

As we move forward into the New Year, I am proud to introduce myself as the chair of the NLBA, it is my utmost privilege to be appointed to the role, we have a dedicated committee and management team, they have your business and community interests at heart, it is a pleasure to have a skilled and professional team at our side. I look forward to working alongside all

of our membership/associate members this year, if you would like to talk about the NLBA please do contact me, the committee or the management team, we are here for you and work to the best of our ability to implement the annual plans. To our newly appointed committee members thank you for your time (all committee work is voluntary), to our past committee members and those who have supported the organisation and business community for a number of years- a huge thanks.

Due to the pandemic, we had to defer the business awards, as time has passed we have made some changes and will be advising you on the outcomes of the event. For those businesses nominated, we will be in touch with an update.

Thank you to our new associate members for having faith in our organisation and joining the team, BNZ have rejoined and we thank you for your ongoing

support - a special acknowledgement of Francene Picot who has been on the committee and is a NLBA supporter.

Please take the time to read more about those committee members who govern the organisation and who support business growth in New Lynn. More details about the committee members are in this newsletter.

We look forward to talking with you about the upcoming year, we will be contacting businesses about their views on the impact of the pandemic and plans for the future.

Wishing you a successful 2022 and thank you for being a New Lynn Business community member,

Vish Bhati and committee



Plans for February March 2022

As we move forward into 2022, the NLBA management team is working closely with the committee on the way in which we can better manage the impact of the pandemic. As we are going to print, there is a special committee meeting to talk through plans for engaging a support system for our business people in the face of COVID19 and the real possibility of Omicron further impacting our businesses. More details will follow however, in the meantime, if you need support, please contact Amelda Jeffery the Town Centre manager who will provide NLBA support details to you. We currently offer two free health sessions with a specialist and are discussing the possibility of webinars

and other services to support you during this difficult time. A survey is proposed to hear from you, we would like to know your views and opinions on moving forward at this time, we would also like to a few questions regarding your future plans and how that may impact our plans.

Our plans for 2022 continue to include communications, a CCTV review/implementation plan, business networking and to promote customers to shop local.

The committee is working through decision on the 2021 Business Awards event which was deferred, the management team have recommend that we progress with an acknowledgment of all involved.

2022-24 Strategic Plans

During 2022 we will be updating the annual strategic plan as part of the Auckland Council BID policy requirements, more details will follow.



Christmas 2021

Whilst we were faced with many challenges due to Covid lockdowns and rules that we were required to abide by, we did host some online and BID business activities. Congratulations to all prize winners of the online dress up competition and to Woottons for their business participant prize. In New Lynn, we normally host a great Christmas event, it was disappointing to all that we could not proceed but, the safety and health of our community takes precedence. Online fun was had by the participants of the dressup competition - thank you for your participation.



Clay Fainga Polamalu Our NLBA friend and supporter

24 September, 1964 - 14 January, 2022

When Clay was sadly diagnosed with cancer, NLBA representative Tracy Mulholland, on behalf of the committee and members, visited his home and shared our thanks for all he had done for the business association and for the wider community.



We are deeply saddened at Clay's passing, our New Lynn Police team have lost a valued member and we acknowledge their great work in the community and their collaborative and supportive approach.

Below are a few images of the some of the great things that Clay did for the business association. He was always smiling, helpful, sensible and willing to work together for a better New Lynn community.



The New Lynn Business Association committee and members would like to acknowledge and thank Sitendra Singh for his leadership and time on the committee. He was an excellent chair and committee member, giving his skills and support in a generous way. Sitendra freely volunteered his time, energy and support to help the New Lynn Business Association be an improved organisation. We are proud to have Sitendra and the team at New Lynn McDonalds as members.

Thank you to all you have done to work with us Sitendra, thank you for your professionalism and time.



For information on managing the impact of COVID-19 cases at your business go to business.govt.nz/covid-19/covid-19-protection-framework/

NLBA Executive Committee

For contact details see back page



Vish Bhati *Chairperson*

Vish works at local Barfoot and Thompson as Team Robbie and Vish. Vish has a very successful career as real estate agent in New Lynn and surrounding suburbs. Dealing with lot of home owners in the area gives them better outlook for New Lynn and what local property owners admire about our community. Vish says he is solution focussed and aiming for growth while looking after our neighbourhood so we have a better future for our generations.



Nicola Donald *Deputy Chairperson*

Nicola is co-owner with her husband of The Wardroom on Totara Avenue New Lynn. Nicola and her team are leaders in welcoming people to their café, a café that has the most delicious and fresh food. Nicola has many years of catering experience and owns this popular New Lynn food destination. Nicola is happily married with a family oriented business as her mum works at The Wardroom. Manager Tracy Mulholland says "Nicola, is always happy, friendly and willing to go above and beyond for her customers."



Norah Ding *Treasurer*

Norah is the owner of Little Treats Café, located in Veronica Street (downstairs from the New Lynn Business Association office). She lives locally with her loving family and the café has been operating since 2019. As a chef with 10 years experience, Norah focuses on homemade fresh food and baking and her team are focussed on good customer service and caring for each other in their café. Norah says: "Don't be misguided, we all deserve a 'Little treat', that's why we give a free 'treat' when our customers order a drink in café."



Scott Clement *Committee Member*

Scott is the owner of BedsRus New Lynn. When the opportunity came to opening BedsRus's newest Auckland franchise, just over three years ago, it quickly became evident that New Lynn and surrounding suburbs were set to grow. The business has and is enjoying being part of the wider community through sponsorship and growing our local presence. Scott has over twenty years in sales and marketing in the retail and wholesale arenas, both in New Zealand and internationally. In addition, Scott has added to this practical background a current tertiary qualification in Business Marketing



Beryl Juretich *Committee Member*

Beryl is creative director of Covers Decoration Hire which operates from the shopping precinct of New Lynn. Beryl and her team take the stress out of decorating all special occasions. This group of creatives enjoy working in the New Lynn area and almost all live local. Over the last 8 years we have seen many positive changes to the New Lynn area. Growth in population around the area can only mean good things for all businesses choosing to operate in the BID. We're excited to be part of the future New Lynn Business District.



Dale Mays *Committee Member*

This is Dale's sixth year on the Executive Committee. The new apartment developments and fantastic transport hub has seen new businesses and people coming into the area and Dale is keen to see the area flourish as a place of employment, housing and entertainment. She has been involved in the New Lynn business community for the last 10 years in her role as Secretary/Manager at the New Lynn Memorial RSA and looks forward to seeing the area grow and develop into the multi-cultural community that it is shaping up to be.



Vikatolia Misa *Committee Member*

Vika works as an Operations Manager for the local McDonald's in New Lynn. Working with people and customers for many years, Vika has a passion for helping the community and working with people to inspire them to be their best self. Vika builds relationships easily and is approachable, friendly, outgoing and has a can-do attitude.



Amelda Jeffery *Contract Manager*

Amelda joined the New Lynn Business Association in a part time role in 2015 and in February 2020 started her new role in the team as Contract Manager, following her successful background with the retail and services industry and having worked in New Lynn (LynnMall) for over 8 years. Amelda is very familiar with the business and retail/services environment. Amelda brings to members of the New Lynn Business Association skills in relationship management, promotional activity and town centre management having been working part-time for 4 years in this environment.



Tracy Mulholland *Contract Advisor*

Tracy is a peoples' person who stands strong for the voice of the collective for betterment in society and business. Her background is in shopping centre and town centre regeneration with a focus on economic development. Tracy is the General Manager contracted to oversee the New Lynn Business Association's management. Prior to this, she worked in local Government for 11 years and has worked in the not-for-profit and corporate environment. Tracy is certified in Centre Marketing Management (CSMM) from McQuarie University, Masters in Business Administration (MBA) from University of Waikato, holds a certificate in Tiriti o Waitangi, Direct Marketing Certificate and a Diploma of Visual Arts.

Thanks to all our executive committee members for volunteering their time to help make New Lynn a better place to live, shop, work and do business.

COVID-19 update

All of New Zealand is now at Red

Protect yourself and our community by getting boosted, wearing a mask when out and about and reducing contact with others.

For information on what the traffic light levels mean for you and your business go to covid19.govt.nz



Over 30 years experience in the hairdressing industry.
Open Monday, Tuesday, Wednesday, Friday & Saturday
(closed Thursday & Sunday)

8 Totara Avenue, New Lynn
Ph 09 827 7790
kateshairstudio@gmail.com



Our executive chef has nearly 30 years of experience, mostly in Japan and in New Zealand. His expertise is traditional Japanese cuisine, delighting our customers with "Kaiseki" for years and years. His formidable culinary skills and knowledge to perfect the art of Ramen making.

42 Totara Avenue, New Lynn
Ph 09 827 5977
www.ramenstation.co.nz
Tue - Sun 11am to 8:00pm
Monday closed

SHOP LOCAL

SUPPORT LOCAL BUSINESSES

Please support our NLBA members and associates.

Shopping local helps businesses who have been faced with many challenges.

They need your support so they can continue to offer specialised and local shopping opportunities.

NLBA Executive Committee



Vish Bhati
Barfoot & Thompson
CHAIRPERSON
022 600 2600



Nicola Donald
The Wardroom
DEPUTY CHAIRPERSON
09 827 6528



Norah Ding
Little Treats Café
TREASURER
09 222 1166



Scott Clement
Beds R Us New Lynn
COMMITTEE MEMBER
09 218 9644



Beryl Jurelich
Covers Hire
COMMITTEE MEMBER 09
826 0004



Dale Mays
New Lynn RSA
COMMITTEE MEMBER
09 827 3411



Vikatolia Misa
McDonalds New Lynn
COMMITTEE MEMBER
09 827 3879



Amelda Jeffery
CONTRACT MANAGER
021 264 3188



Tracy Mulholland
CONTRACTOR
021 287 2296



Office: 25 Veronica St, New Lynn, Auckland
(above Little Treats Cafe)
Phone: 021 264 3188
PO Box 15456, New Lynn, Auckland 0640
Email: newlynnbid@gmail.com
www.newlynnbusinessassociation.net.nz
facebook.com/newlynnbusinessassociation

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MEANS BUSINESS



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