

Venus

BUSINESS WOMEN'S NETWORK

WHAT'S YOUR
BUSINESS
CULTURE?

HOW TO
FUTURE
PROOF
YOUR
BUSINESS

PREVENT
OVERWHELM &
BUILD WELLNESS
INTO YOUR DAY
WITH EASE

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POTENTIAL

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The Party Starts Here!



Carolyn

Carolyn Banks, Editor and CEO
Venus Business Women's Network

Welcome to the November 2018 edition of the Venus Magazine. Success Mindset is our focus for this magazine. It's something I've learned about and put to good use in a lot of my business life – it's very definitely not always easy, but it works. It's about looking at what we may perceive as failures, as lessons and learning from them. Experience really is the best teacher. In business, as in life, we have good and not so good days – finding the balance and the good in any situation that gives you the resilience to find the positive and just keep going. I know for me those sorts of experiences just make me more determined and bloody minded about what I want to do, the vision and dream them become clearer and more real.

2018 has continued to be a big year of change and development for Venus, lots of hard work but I continue to love every moment of what I do. The big event this year being the NZ Businesswomen's Conference, a way to showcase Venus and our amazing member businesses. As I write this we're a month out and I feel like a kid waiting for Christmas! Moving forward this will become a bi-annual event with Venus as the business behind it.

This year has also seen us go through quite a process for our charitable status – Venus is still a limited liability company but with charitable status that means all profit is reinvested back in to the business for the benefit of the members. We've got all the 'behind the scenes' stuff sorted and even have a brand spanking new logo for the Venus Foundation (which you'll see later in the magazine). The Venus Foundation is my dream and is there to help women grow themselves and their businesses in the form of advice and financial support.

Finally I want to say thank you again to all those who support me in my role as CEO, I literally couldn't do my role without you!

And as for you ... our member businesses, you are what makes it all worthwhile. I love being out and about and meeting you, hearing about you and your businesses and trying to figure out how Venus can help you. It's the feel of the community, the support, encouragement and motivation that we give one another and that I see happening that fuels me – it's the hope and encouragement that the community provides to itself, that's the magic in Venus and that's all about you!

...So sit back, relax, make a cuppa, or perhaps pour a nice Rose and enjoy!

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LockSmart offer 24 hour mobile locksmith services throughout Auckland



LockSmart is a family run business, and we look after everything to do with security – Residential, Commercial and Automotive. We run four mobile vans throughout Auckland which cover from Warkworth to Mercer, and we have a shop based in Epsom at Greenwood's Corner.

Everyone is a potential customer for us. Security of your home, work and your vehicles is extremely important. Accidents happen, and unfortunately, there are a lot of nasties out there.

Also 'shit happens' to everyone at one stage or another. Whether it's locking you out or losing a car/house key. That's when one of our Team put on the cape and come to the rescue.

Being in the Security Industry, our team needs to be well trained, honest and reliable. All of our team are qualified Locksmiths or on the road to being qualified; we hold a company Certificate of Approval from the Ministry of Justice and all of our guys are Site Safe qualified.

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3. **Ensure someone you trust holds onto your Spare Key**
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5. **Get a Quote – Quotes are free, and you may be pleasantly surprised.**

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Mandy Beverley Director,
The Remarkable Group
www.remarkablegroup.co.nz

Personal Stylist
Johanna-May Manks
www.johanna-may.co.nz

Photographer
Kirsten Sudbury
www.madlovemedia.co.nz



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Editor Carolyn Banks

Publisher Venus Business Women's Network

Graphic Design Monique Perry
www.avenue61.co.nz

Printing Kim Taylor
www.pagesprint.co.nz

Cover Story Writer Monica Shepherd
www.markmywords.co.nz

Advertising Enquiries
monique@avenue61.co.nz

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Stepping into your POTENTIAL

We start our business to share our passion, our strengths and to pursue something bigger. Why is it then that so many of us are standing in the way of our own success? We talked to Mandy Beverley, director of The Remarkable Group, about achieving the right mindset to reach our full potential.

WORDS BY MONICA SHEPHERD
PHOTOGRAPHY BY KIRSTEN SUDBURY
STYLING BY JOHANNA-MAY MANKS

When life hands you lemons, the old adage recommends that you make lemonade. It's hard to question this wisdom. But, then, we've just been able to turn it into something pretty good. Why did we automatically label the lemon as bad? When things go wrong (like receiving lemons, apparently), a positive mindset is proffered as the ideal. We're told to look on the bright side or to seek that silver lining. But according to Mandy Beverley, director of The Remarkable Group, many of us are approaching it wrong.

"People are living with an old paradigm about positive thinking. We're locked into the programming out there that it's got to be all positive, all the time. That's impossible on so many levels, both from a scientific and human level. It's great to have a positive mindset, but when you unrealistically think that's the way it is, then you end up beating yourself up when you're feeling negative".

While it can feel counterintuitive to think there could possibly be any 'good' coming from the challenges we are faced with, Mandy's approach is to not just help people look at the benefits of negative situations, but to embrace them as necessary and strategically leverage them for guidance.

*We're locked into
the programming
that it's got to be all
positive, all the time
– that's impossible on
so many levels.*

"There is nothing but love in the universe, but sometimes it can come in the form of challenging events, situations, people and stress – the 'stuff' that makes us grow. There's so much wisdom in these situations. Its purpose is to show us where we're off track – why would you want to try and block or get rid of that feedback?"

Stepping stones to success

As a business owner, this means finding opportunity in your setbacks or areas of perceived weakness. It's what's referred to as a growth, or success mindset, where you see failures, setbacks or challenges as just another step on the path to success.

Mandy explains that a success mindset isn't centred in positivity. "It's about being resilient, resourceful, flexible and able to see both sides – negative and positive – then you'll never be stuck. All you see is opportunity and transformation not problems", she says.

People with a growth mindset are constantly trying to improve their lives. They have enthusiasm to learn, and an acknowledgement that getting what they want requires effort. They are not defined by their challenges – but how they approach them.



MANDY BEVERLEY
DIRECTOR, THE REMARKABLE GROUP



"We're regularly questioning our self-worth. We're thinking about our fears, second guessing our abilities, or letting past experiences stand in the way of our future."

The plus side of the negative

Mandy is a facilitator of human behaviour and potential. "I help people - women in particular - get out of their own way, so they can access their potential. I look at why they're doing the things that hold them back, and bring the subconscious programming for them to the surface".

So, why is it so hard for us to step aside to make way for our own success? According to Mandy, most of us are either living with perceptions of shame or guilt of the past, or fear of the future.

We're overwhelmed, distracted or unfocused. We're regularly questioning our self-worth which influences our net worth. We're spending more time thinking about our fears, second guessing our abilities, or letting past experiences stand in the way of our future.

In other words, we're living with the opposite of a growth mindset.

"I'm seeing smart, talented women who are used to achieving. But, when they really want to move forward, situations, challenging events or people that they thought they had already dealt with keeps coming up. It needs to be dealt with, before you can move forward", Mandy says.

"We need to stop burying the niggly things and listen. In order to step up you have to have next level thinking. Your ability to handle bigger problems is when you see growth, but if you're still stuck on the same problems, they're going to show up again and again".

Transforming our thinking

As humans we're driven to seek out pleasure (positive experiences) and avoid pain (negative experiences). We're trying to go through life being 100 percent positive, but, explains Mandy, once we know how we can shift our mindset, we're able to see both positive and negative equally. This is transformative.

There is science to this approach. Mandy explains that as true as gravity keeps our feet on the ground, a negative doesn't appear without a positive. Once you understand this, the way you view situations - and the world around you - will profoundly shift, and teach you to rise above any circumstance.

Negatives as springboards in your life

Here's how it works: when you apply a positive to a negative situation, it has a balancing effect that essentially 'dissolves' the perceived negative charge around the event. In other words, you dissolve the stress, fear, anxiety or overwhelm that you have long associated with a particular event or behaviour.

Think of a time when you've been grateful for a challenge, a heartbreak or a failure. What greatness did you go on to achieve because of it? Most of us, at least once in our life, have said: "Thank goodness that relationship/job/opportunity didn't

Think of a time when you've been grateful for a challenge, a heartbreak or a failure. What greatness did you go on to achieve because of it?

work out because otherwise I wouldn't have...". Those realisations exist in every challenge - but there is power in acknowledging them instantly, rather than months, years or even decades later.

Mandy uses a method that is scientific in nature and will activate your intuition. Guided by the principles of the Demartini Method® her approach is to find the event or challenge that is causing the emotions and chaos in your life, and balance this in your mind. This will change your perception of the event and therefore your reality.

"Often, we're clouded by emotion; it takes up a lot of space in our mind. If we can dissolve that emotion and balance out our perceptions then it clears your head. When that happens, there's more space for intuition, for accessing our internal wisdom, and for stepping into our potential", Mandy says.

An inspired workforce

When you're stepping up into your potential, then you're activating more inspirational thinking in your mind. Your fears and emotion are cleared, leaving more space for creative thought.

The impact of this in a professional environment has the potential to be profound. Imagine inspired company leadership that infiltrates through an organisation. Imagine a business where people love what they do, and where they are internally motivated to be of service. Where the value they receive back is not just reflected in the salary they earn, but in the pride and purpose they have in their work. »



MANDY WITH HER DAUGHTER, ANNA AND HORSE, WALLY

MANDY'S JACKET: SHOP HUDSON



When you're stepping up into your potential, then you're activating more inspirational thinking in your mind. Your fears and emotion are cleared, leaving more space for creative thought.

"As a business owner, wouldn't you want that for your business? Wouldn't you want that for your employees? When they feel inspired they're less emotional, more on purpose and have greater access to their creative energy", says Mandy.

Applying your mindset to value-driven goals

Like anyone, you probably find some tasks in your business come easy, while others you have to really work yourself up for. If you find yourself procrastinating or getting frustrated, that's when you know your goals are misaligned from your values.

Connecting goals or action steps to your values gives you the motivation you need to make them happen.

"If you know what your highest values are, and you set goals according to these, then you're going to increase the probability of your goals happening, because you'll be willing to do what it takes when you go after them. If you set goals that align with your highest values, you're not going to give up at the first hurdle", Mandy says.

A journey to a bigger perspective

So where does a growth mindset lead you? To outside of your comfort zone. Our comfort zone only allows for momentum up to a point, and safely staying there restricts us from growing. We stick with what we know, resist or fear challenge or change, and stop ourselves from reaching the potential we want personally, and for our business. By instead embracing a success mindset, we allow that comfort zone to expand.

Mandy's view is that everything we want is just outside our comfort zone, but sometimes it's not about taking great big leaps to get there. It's about taking consistent steps outside your norm. "By growing your comfort zone, and getting used to that process, it will have a direct impact on your ability to have more and do more in your life. It will mean that you look for opportunity rather than say no when it is staring you in the face", says Mandy.

When you take ownership and accountability for your actions, your choices and your life, you tend to move ahead. With a success mindset, you are taking responsibility for the outcome of the life that you want.

Mandy poses this final thought: "Imagine, on the day you die, meeting the 'you' you could have been, that you know is inside you, and realising you could have lived life this way all along".

Could a fixed mindset holding you back from being that 'you' you want to be? Then in Mandy's words, "It's time to stop dimming your own light".



REMARKABLE

*REMARKABLE IS A
STATE OF MIND
AND A WAY OF BEING.
IT'S THE REAL YOU.*

The Remarkable Group is a boutique personal leadership agency. We know that our self worth influences our net worth. We also know that unless we heal some old wounds, set some boundaries and shift some deeply ingrained behaviour patterns, it will be difficult to get out of your own way and access your purpose and potential.

It's time to breakthrough to a more meaningful and remarkable life. Gain the clarity and confidence you need to move your life in the direction you want. Learn the strategies that shift your mindset and create the results you want. It all starts with a decision to say yes to your future and to stop dimming your own light.

Contact Mandy today to schedule your complimentary 30 minute call and gain clarity on your next steps. We would love to chat with you.

Are you in a BUSINESS 'MARRIAGE'?

Could your business survive if you or a key person in your business were out of action for a while due to illness or injury?

WORDS BY SHARON GIBLETT

Many New Zealand business owners are in partnerships involving two or more people, with each person providing money, skill or knowledge. Nearly half don't have a succession plan.

In a business, as well as sharing the profits, you also share the losses, and one of the greatest losses to a business can be the unexpected departure of a business owner or key shareholder.

Could your business survive if you or a key person in your business were out of action for a while due to illness or injury, or what if they were become permanently disabled or die? Could you afford to buy your business partner's share of the business? If not, you could be forced into business with someone you may not know or like, or even forced to wind up the business. What would the impact be on your expenses, revenue, your clients' expectations, and your relationships (business and personal)?

This is where a Buy/Sell Agreement (BSA) between the partners or shareholders is beneficial. Think of it like a business 'pre-nup'. A BSA details what the trigger events are e.g. illness, injury, death, when the BSA should be activated and how the business is to be appraised to determine the value of the afflicted shareholder's shares. A BSA will often be accompanied by an insurance policy set up to pay out when a triggering event occurs. Ownership structure of these policies is extremely important to ensure the funds at claim time end up in the hands of the correct party.

A BSA differs from, and can operate in parallel with, a Shareholders Agreement which outlines the company's

In a business, as well as sharing the profits, you also share the losses, and one of the greatest losses to a business can be the unexpected departure of a business owner or key shareholder.

constitution and typically covers more detailed and general provisions surrounding the shareholder's dealings with the company and one another e.g. management and operations of the company, control of shareholders, transfer of shares, pre-emptive rights, restraints of trade etc.

Case Study

Sally and Samantha run a successful business and rely on a carefully chosen team of advisers, including an Accountant, Lawyer and a Financial Adviser. They meet with their Accountant to discuss their buy/sell agreement planning. She recommends that they meet with their Financial Adviser who can recommend appropriate insurance to sit alongside the BSA.

A few years later Sally is diagnosed with a critical illness and is unable to continue working. Sally dies ten months later. The BSA was triggered when Sally could no longer work in the business and the insurance policy paid Sally's wages during her illness.

Upon her death, it paid a lump sum to her husband in exchange for Sally's shares in the company, which then transferred to Samantha



Samantha then took full ownership of the business and continued to run the company, was in full control of its operations, protecting the future value of the business

Sally's husband didn't have the worry of the business and has money available to sort out his financial affairs and keep the family afloat

What could have happened?

As Sally was a 50% shareholder, she could have continued to draw income from the business even though she was unable to work. Both her income and Samantha's income could drop significantly due to the loss of Sally's involvement in the business and therefore cause a further drop in business income. On Sally's death, Samantha realises that she now has a new business partner (Sally's husband) who is contributing nothing to the running of the business, yet still taking 50% of the profits and the level of business debt is increasing to support this.

There are many scenarios that could come into play here; working with a shareholder you may not know or like, inheriting a shareholder that doesn't have relevant skills and experience you need or has no interest in the business, not having enough funds to purchase your business partner's shares, not being able to get funding from the bank, being forced to find a buyer or wind up the business.

And, what if you did have the funds, what is the true and fair value of your business and how should this be determined? Do you want to end up in court with your new business partner, trying to determine the value of the business, or using assets which you may have set aside for other purposes? The capital may be locked into the business until the sale of the shares can be made, potentially leaving the deceased's family without an income?

What can you do?

Understand the potential risks for your business and determine how you are going to manage those risks. Put in place the necessary legal agreements and the funding arrangements to support the BSA. Seek professional advice because this is not a time to DIY.

Unexpected events do happen which can have a severe financial impact on a business, not just in the short term but for the future longevity of the business too. Remember business partnerships are like a marriage and unfortunately, they sometimes don't go to plan.

Some time spent planning, when everything is going well, can avoid nasty or unfair situations later.

Sharon Giblett is the director of Jigsaw Solutions Group Ltd.
jigsawsolutions.biz

The power of MEDIATION FOR YOUR BUSINESS

WORDS BY MICHELLE URQUHART



Nobody expects to end up in a dispute with their customers, but if it arises, mediation in the early stages can produce powerful outcomes.

Mediation is becoming the “go to” alternative solution to Court for disputes in New Zealand. Almost all employment disputes will end up around an MBIE mediator’s table at some point, and family dispute resolution commonly involves some form of mediation process. Why? Because it works.

Mediation is a form of dispute resolution that brings warring entities in front of a neutral third party facilitator called a mediator. The role of that mediator is to assist parties to determine for themselves a mutually beneficial solution to the problems that are causing the dispute.

The reason mediation works is the unique benefits of the process. Those benefits are:

Confidentiality. This is perhaps the fundamental benefit of mediation. What happens in the room, stays in the room. This includes all decisions and outcomes that may result from the process. Confidentiality gives parties the confidence to speak about issues and concerns safe in the knowledge that it will not harm or prejudice their business once they leave.

Speed. Mediation can be organised reasonably quickly. If successful it will bring a resolution to the dispute much quicker than grinding your way through the Courts to obtain a judicially decided outcome.

Empowerment. The parties decide the outcome, not the mediator. This means the power and control of the outcome lies with the parties, rather than with a third party arbitrator like a Judge. This self-determination aspect of mediation often matches the higher aspirations of business owners about how they want to conduct themselves and do business generally.

Cost effective. Mediation, especially early in a dispute resolution process will significantly reduce any legal costs associated with bringing the dispute to an end.

Stable and customised outcomes. Studies indicate that parties consenting to voluntary agreements through mediation are far more likely to adhere to and fulfil agreed commitments. This is because the parties have come up with solutions that fit their circumstances, and each party has had an adequate opportunity to shape the solution.

Preservation of relationships. Often parties in a dispute will need to continue to work together after a dispute is resolved. Mediation can have the surprising result of repairing damaged relationships. This is because the underlying issues and concerns are addressed as part of the mediation process. This clears the air and parties are more likely to move on with a positive opinion of each other.

Mediation does not have to be court ordered before it can occur. Parties can enter mediation at any stage if they both agree. Mediation in the early stages of a dispute, before respective positions become entrenched, can produce powerful outcomes.

Of course, nobody expects to end up in a dispute with their customers. Therefore, you should consider asking your customers to agree at the beginning of all your business relationships to enter mediation if a dispute arises. Ensure details of how a mediator will be appointed, and how the costs of mediation will be met are agreed at the same time. Often this is achieved by having a standard clause in your terms of trade. Organisations such as the Arbitrators and Mediators Association of New Zealand (AMINZ) publish example clauses on their websites.

Your business can benefit from the power of mediation simply by agreeing with your customers that meditation will be the first option of resolving any disputes that arise. There are experienced mediators in almost every town across New Zealand that will be able to assist you to get to that mutually beneficial outcome, saving you time, money and a whole lot of hassle. Powerful indeed.

Michelle Urquhart is a Senior Solicitor and Mediator for Sharp Tudhope Lawyers

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How to FUTURE PROOF YOUR BUSINESS

WORDS BY LIZZIE BRANDON

"Children just aren't interested in witches or wizards anymore."

Publishing executive speaking to JK Rowling in 1996

"We don't like their sound, and guitar music is on the way out."

Decca Records speaking about The Beatles in 1962

"There is no reason anyone would want a computer in their home."

Ken Olson, co-founder of Digital Equipment Corporation, 1977



If some of the services you offer could potentially be replaced by an automated alternative, it's vital that you acknowledge this – and then implement an effective contingency plan.

So, what can we do to future proof our businesses, not just to survive this tidal wave of change but to capitalise on the possibilities it could open up?

Customer experience

Mere customer service is no longer adequate.

It's so easy to order products or services online, but where these faceless Internet entities can fall down is with the customer experience. They're remote, not a part of the community, and have to work harder to be perceived as good corporate citizens. This likely explains why Amazon is opening bricks and mortar stores, giving itself a physical presence in malls and facilitating real human interaction.

Here's where small businesses may have a genuine advantage over large corporates. We're nimble, able to adapt to the needs of our clients, and offer that extra level of commitment and accountability.

An amazing customer experience doesn't just help ensure your clients' loyalty, but gives you another vital point of difference over your so-called competition. So, what more could you be doing?

Collaboration and diversification

In the same way that it's never wise to rely on just one marketing channel, having just one business service is a significant risk. Consider the products and services which are a clear complement to yours – and then think bigger, more avant-garde.

With whom could you partner to broaden your offering, and therefore boost your appeal beyond your current target market? Again, try to go beyond the obvious. Working with perceived competitors could actually open more doors for you both. For example, a copywriter who prefers to focus on technical writing could align with one who favours a more informal, chatty style. Together, it's a more comprehensive service.

Company structure

Some forward-thinking companies are abandoning the traditional hierarchal chain-of-command in favour of a flatter holacratic structure of equality.

It's an approach that naturally lends itself to smaller businesses and start-ups. Having smaller teams where everyone feels empowered to speak up creates an atmosphere of innovation and mental well-being. The culture of "we're all in this together" further helps to keep everyone engaged with their co-workers and instils a sense of responsibility for the business' goals.

If some of the services you offer could potentially be replaced by an automated alternative, it's vital that you acknowledge this – and then implement an effective contingency plan.

Ethical thinking

A formal corporate social responsibility policy can be great for your business and great for your clients. You can sleep well at night knowing that you're giving something back, and your customers enjoy that feel-good factor of dealing with a business of real integrity.

Whether you choose to sponsor a school sports team, only stock Fairtrade products or donate 10% of your profits to a local charity, make sure that your commitment is sincere and evidenced. Shallow, short-term fixes aren't beneficial for any of the parties involved.

Global trends

There are some brilliant minds out there. Keep an eye on how the leading organisations within your sector are evolving in the UK, Europe and the USA. Which of their smart strategies could you scale to suit you, your business and your customers?

Millennials and Gen Z

These generations are the future, so get to know their buying preferences!

They're also tomorrow's business leaders, who need mentoring to help these qualities develop. Consider a buddy system, so that younger team members can learn communication skills and gain a solid understanding of your company and its values from experienced employees.

Lizzie Brandon of Writesphere is a copywriter and content strategist, and the editor of two magazines: ShoreLines and Business North Harbour's FYI.

The ideas and opinions expressed in this article are for general guidance only; it's hoped that they'll get you thinking. If you're serious about keeping your business ahead of the curve, speak to one of the outstanding business growth specialists within the Venus Network.

www.writesphere.co.nz

Meet ZSUZSANNA TANTOS-RANGI



Zsuzsanna Tantos-Rangi is part of a growing group of NZ entrepreneurs and business people who are looking internationally as well as at home for growth opportunities. In the case of Zsuzsanna, her industry is property management. It is an industry where her desire for success and urgency to get the job done are unrivalled.

Zsuzsanna is currently the Euro Division Managing Director of Metro NZ Property Management, a company started by her husband.

“At Metro NZ Property Management, we offer a boutique service to a select group of clients with a focus on quality and excellence,” said Zsuzsanna. “At the beginning of the year, we started our international expansion and now have overseas offices in Dubai, France, and Hungary alongside our head office in Auckland.

“We have achieved this success because of the way we approach property management. In other companies, property management is treated as an administrative task. However, this doesn't take into consideration things like optimising rent yields, protecting assets from risk, growing portfolios, reducing portfolios to take advantage of new investment opportunities, expanding into new markets, etc.

“At Metro NZ Property Management, we focus on these things when we deliver our property management

services. The administrative tasks are comprehensively delivered too, but our value-added offering is to continually improve our client's property investment position while also protecting them from risk.

“One of the ways we do this is through the quality of our staff. All members of the Metro NZ Property Management team are property investors or property graduates. This means they have first-hand knowledge of the markets they service, rather than being mentally and financially detached.”

Background in Business and Property

The requirement to have a current interest in property investing applies to Zsuzsanna as well as other members of the Metro NZ Property Management team. Over the years, she has bought, renovated, rented, and sold many houses both in New Zealand and in Europe.

In fact, getting involved in property management was a natural fit for Zsuzsanna, not least because her father was an architect. He included her in his projects when she was growing up in the country of her birth, Hungary. These experiences taught her a lot about the property industry.

Zsuzsanna obtained a university degree in Hungary but has lived in New Zealand for the past 28 years. She obtained another university degree here from Otago and has either been

self-employed or has worked in family businesses all her life. This includes:

- Running an interior design consultancy in Auckland
- Running a distribution business with her husband
- Running a luxury travel company, Tasteful Tours Ltd.

Zsuzsanna attributes her success to being friendly, calm, and approachable. She is also a good communicator and a solution-focused troubleshooter.

It's not all about business for Zsuzsanna, though. Several years ago, for example, with her husband took three years out to travel the world. Also, she is at her most passionate when talking about the charities she supports and is involved in. One of those is Love Soup which provides free, high-quality meals to those in need.

“I am immensely proud of what I have achieved in my career so far,” Zsuzsanna said. “What I am most proud of, though, is that this success gives me the opportunity to give back to the community I live in and care so much about.”



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Accounting for SUCCESS

“If you can't measure it, you can't improve it.”
- Peter Drucker

If year-end accounts, GST and income tax returns are all you request from your Chartered Accountant, you are missing out on a valuable resource.

If numbers aren't your forte, you aren't alone. Thousands of NZ small business owners admit they struggle to understand profit & loss reports and balance sheets. Chartered Accountant Serena Irving says that is when they ask for help.

“Outsource what you aren't good at. Focus on your strengths.” But if year-end accounts, GST and income tax returns are all you request from your Chartered Accountant, Serena says you are missing out on a valuable resource. See her hot tips below.

Pricing

“Don't compete on price, especially if you are creating something unique.” Serena's cake topper client was struggling to get sales and profits. They discussed hourly rates and ingredient costs. They compared prices with competitors. They created set prices for standard icing toppers and increased her prices for one-off creations.

Key Performance Indicators (KPIs) and Dashboards

KPIs are your early warning systems for business health. It's difficult and costly to track them all. “We help you select and focus on the three or four which have the biggest impact on your business.”

Xero and other accounting packages have basic dashboards. Chartered Accountants also create specific dashboards suitable to your needs. Using graphs and colour indicators, you get a snapshot of business performance.

Planning for Growth

Whether you are investing in people or capital to grow, your Chartered Accountant helps you manage it successfully. Serena's film editor client found spare capacity by re-organising his team's work and spacing out jobs more evenly. He grew his business without adding on more rent and wages costs.



Mentoring

A business issue arises with your customer or supplier. Your best friend is sympathetic but can't help. Your spouse suggests getting paid employment. Chartered Accountants can be mentors for those times. “We listen with understanding and experience. Other clients have worked through similar issues.”

Cashflow Forecasting and Budgeting

Life and cashflow are hardly ever smooth. Your Chartered Accountant helps you through rough patches too. “A client owed over \$300,000 income tax, GST and other taxes before he joined us. We set cashflow budgets, negotiated with IRD and arranged tax pool finance. He paid his tax bill off in 4 years.”

Keeping Fees Down

If you already pay enough to your Chartered Accountant, chat with her/him about that too. Fix your regular coding errors. Negotiate an agreed fee with your Chartered Accountant so help is there when needed. Spread payments monthly to help cashflow.

Engage with your Chartered Accountant regularly and not just when your taxes are due. Get your Chartered Accountant working alongside you, improving your business success.



Serena Irving is a director in JDW Chartered Accountants Limited, Ellerslie, Auckland. JDW is a professional team of qualified accountants, auditors, business consultants, tax advisors, trust and business valuation specialists.

P: 09 526 9681
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PRIVACY ACT CHANGES *on the horizon*

How headline making privacy issues in the Global Media are impacting Government Initiatives on the way we manage our customers information.

The enforcement of the General Data Protection Regulation (GDPR), which was approved by the European Parliament in 2016 made Global headlines when it became legislation in May 2018. It's enforcement left more than one High Profile company facing fines and public relations challenges and subsequently raised the awareness of Privacy protection in this new era of business in both local and global markets.

Andrew Little is leading the charge to follow GDPR with suggested amendments to the current Privacy Act as follows, the below changes are likely to become legislation in mid 2019.

Proposed Privacy Bill changes to the Privacy Act

- Mandatory reporting of privacy breaches that "pose a risk of harm to people".
- The commissioner will be able to issue compliance notices.
- Agencies sharing information with firms overseas must take "reasonable steps" to ensure the firms are subject to "acceptable privacy standards".
- New criminal offences with fines not exceeding \$10,000:
 - Offence to mislead an agency.
 - Offence to knowingly destroy documents containing personal information after someone has requested them.

- Commissioner can shorten the time frame that agencies must comply with his/her investigations and has the power to increase penalties for non-compliance.
- Commissioner can make decisions on individuals complaints so they do not have to go to the Human Rights Review Tribunal.

These changes and the issues they highlight around Privacy and the handling of personal information will affect the way businesses deal with data security and Privacy.

EC Credit Control is dedicated to supporting businesses in making sure their internal procedures, Privacy Policy and documentation comply with the proposed changes.

Our team at EC Credit Control have an incredibly strong focus on ensuring that businesses are kept abreast of changes that will impact them. We are already working hard to keep ahead with all new Terms of Trade documents we write on behalf of our clients to cover the imminent changes to privacy.

For more information please contact us:

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Discovery is a non-religious, non-political programme that has been changing lives in New Zealand since 1990. Discovery is designed to accelerate people from average to high achieving in whatever area of life they are focusing on.

Discovery for Kids is Discovery's 2 day (non-residential) programme for Intermediate School students (year 7 and 8) providing specific tools for learning, communication, team building, relationship skills, focus, respect for self and others, mind mapping, tools for success and math foundations.

Discovery for Teens is a 7 day/6 night residential programme for 14-18 year olds. A third focuses on academic skills: study skills, speed reading and exam strategies. Two thirds provides wide ranging skills for life. The life skills components include: communication, relationships, leadership, goal setting/planning and team work. Teens come out with improved self-confidence, motivation and commitment. Discovery for Teens is full of activity-based experiences and includes a parent's day workshop on the final day of the programme.

We have a minimum ratio of one staff member for every four young people, ensuring that they are fully supported through their Discovery journey.

*99% of parents surveyed say their teen's overall
attitude towards life lifted following Discovery*

For more information about Discovery, to register, volunteer on one of our programmes, donate product or sponsor a young person visit:

www.discoveryforteens.org.nz

Not For Profit

*Here's what people
are saying about
Discovery*

"(Discovery for Kids) addressed so many things in a wonderfully fun and different way that we as parents are trying to teach our kids. We can say that the things [he] learned during those two days have been retained and are still being practiced. Two things in particular have changed – taking greater responsibility for his actions and no longer saying "I can't". - Steve

"One thing I gained from the programme was a huge increase in my self-confidence. I find myself standing up straighter as well as feeling better about myself." - Peter

"This is a well put together, powerful programme."
- Vikki & Paul (parents)

"What a different young man! He is happy in his own skin, made amazing friends, learnt so many new and life-changing skills, has confidence in his ability and is excited for his future. We understand each other better now, and I love his new positive can-do attitude." - Hemme

"(Discovery is) probably the best investment that we have ever made for our daughter's future. We would thoroughly recommend this course to every parent, such a game changer for your children and worth every single penny." - Richard

What is your BUSINESS CULTURE?

WORDS BY NICOLE GRIFFITHS AND NICHOLA GOLD



WHAT IS BUSINESS CULTURE?

Culture is defined as “the ideas, customs, and social behaviour of a particular people or society.” Your business culture is comprised of many different aspects, including the history, founding beliefs and values of the business, the behaviours, attitudes and interactions displayed by the people, as well as the policies and practices that are in place. Your culture is what makes your business unique – its personality.

Whilst business culture certainly has visible components, such as the way people dress, the location of the business and set up of the work space, it is truly represented by the attitudes of the people, their shared values, their engagement in the business, and their clear belief that they are making a real contribution to the business.

As Brian Chesky, Co-Founder and CEO of Airbnb says “Culture is simply a shared way of doing something with a passion.”

WHY IS IT IMPORTANT?

We believe that your business culture is as important as your business strategy. Getting it right can strengthen your ability to reach your objectives, whilst getting it wrong can lead to your objectives being completely undermined.

A strong, positive, clearly defined and well-communicated business culture serves to:

- » attract positive talent that fits
- » drive staff engagement and therefore retention
- » impact job satisfaction and staff fulfilment
- » positively impact performance, and the bottom line.

“I used to believe that culture was ‘soft,’ and had little bearing on our bottom line. What I believe today is that our culture has everything to do with our bottom line, now and into the future.”

Vern Dosch, author, Wired Differently.

SO WHY SHOULD I CARE?

The business owner sets the pace for creating, defining and refining the company culture. And whilst recruiting staff might not yet be a consideration, there may well come a tipping point when that decision needs to be made.

Many SME’s find that as they grow, the culture of the organisation becomes diluted. This is often because there has not been enough initial thought invested into what the culture of the business truly is. We believe it is important to consider this at the start of your journey, and purposefully encompass your culture in all aspects of your business as you grow and evolve.

Many businesses let their culture develop naturally without defining what they want it to be. It’s important to step back, evaluate, and define the business culture that you desire at the very early stages of your business, ideally before the growth and recruitment stages that may follow (often sooner than you expect/want!). Having this clear ‘personality’ for your business will allow you to implement strategies that support and enhance your culture, rather than inadvertently introducing those that contradict or undermine it.

SOME THINGS TO CONSIDER

Your Vision/Mission

Your Vision or Mission is the foundation of your business – your ‘Why’. It provides your purpose, which in turn should guide your every decision. It should be:

- » clear
- » simple
- » authentic
- » well communicated
- » prominently displayed

The Alzheimer’s Association, for example, is dedicated to “a world without Alzheimer’s.”, and Oxfam envisions “a just world without poverty.”

Your Values

Whilst your Vision articulates your business’s purpose, your Values offer the guidelines on the behaviours, attitudes and mindset needed to achieve your Vision.

Many businesses find that their Values focus on a few common topics (e.g. clients, professionalism etc), but it’s important to realise that the authenticity of your Values is far more important than their originality. Your Vision and Values must honestly reflect your beliefs and philosophies. They must also be widely communicated, and continuously emphasised – ‘lived and breathed’.

Physical Aspects

The physical representations of your culture include things like:

- » the location of your business
- » the furniture
- » the layout
- » the décor
- » the dress code you promote

Be mindful of your choices, and maintain a constant awareness of the impact your choices have on your culture, and the personality of your business.

Documentation

Dealing with people often also means the need for clear documentation. When creating your documentation, you need to consider the message you want to send and set your

Understanding your management style helps you find people that fit well with your culture.

tone accordingly. Formal, third party text promotes a more serious culture whilst less formal text written in the first party can come across as more relaxed. You know which represents your culture best, so make sure you write your key documentation accordingly.

A simple change in title of the documentation can make all the difference – a “Policy Booklet” comes across as more formal than a “Little Book of Rules”, or a “Survival Guide”, and the way these things are presented says a lot about the culture within the business.

Your Management Style

Understanding your management style helps you find people that fit well with your culture. You may want to work with people who prefer a structured environment or you may prefer those who are creative and comfortable being self-directed. It is important to have an awareness of your preferred style to ensure the correct fit.

Your Business Relationships

At the very beginning of any relationship, we spend time trying to confirm whether we are the right cultural fit. When considering any new relationship, by knowing who you are and what you want as a business owner, you can ensure you attract and work alongside the right people – those that are connected to you by common values. Making sure you nail the basics in the beginning sets the relationship on the right path.

WHAT HAPPENS NEXT?

Keep in mind that your business culture is always a work in progress. It can and will change. We recommend that you purposefully incorporate your culture into all aspects of your business – make it as important as your business strategy. It’s too significant to ignore, and shaping it is one of your most important responsibilities.

“I think as a company, if you can get those two things right — having a clear direction on what you are trying to do and bringing in great people who can execute on the stuff — then you can do pretty well.”

Mark Zuckerberg, CEO, Facebook.

Nicole Griffiths and Nichola Gold are Spice HR - helping you manage your people and their performance.

When you need to go on a people flavour discovery, give them a call or visit www.spicehr.co.nz to start the journey.



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Don't fall for the fantasy of the SILLY SEASON

WORDS BY DEBZ COOPER



We've all seen it before. You have a fantastic holiday; the weather has been amazing, you've been able to share the children duties with family and friends, you've eaten divine food with some naughty bits included... and then BOOM you are back at your house, wearing a bra, caking your face in makeup, putting on shoes, packing your lunch, facing traffic and repetition and structure, the fantasy is well and truly over!

This is when the wheels of traction on relationships, business and personal, wobble. They tend to wobble bigger than what they did the year before!

Our fantasy of the silly season has hit us!

HERE ARE MY TOP 10 TIPS TO KEEP YOURSELF SANE:

- 1. Communicate to your partner.** Tell them what is going on for you. If they have judgement with what you are saying, reach out to me!
- 2. Put an end date on Christmas purchasing.** We tend to buy more closer to the date as we don't think we have enough.
- 3. Stop worrying about the small stuff!** No one else will see it as a priority like you do. Time is precious, so use it wisely.

ABOUT DEBORAH COOPER

Not only is Deborah Australasia's first Demartini Method Facilitator, she is one of just 12 people in the world certified by Dr John Demartini as a Master Demartini Method Facilitator. Deborah works alongside Dr Demartini presenting on stage internationally.

For the past 12 years her business has been based on Universal Laws and The Demartini Method - she coins it "Stressologist". By teaching you to identify and break down the barriers that keep you from moving forward, Deborah will help you reach new levels of Inspiration, Creativity, and Performance in pursuit of your goals... with a gentle stiletto kick!

4. The washing can wait. What is another day or two before it gets done. Let it go.

5. Cut back on the "naughties" that you overindulged in during the silly season, for example; food & alcohol.

6. Have realistic expectations on what tasks and time frames are required when you go back home.

7. If you perceived you overspent, break down the costings to an act of service. For example, how many new clients, bums on seats to a program, products do you need to sell to make up for the overspending?

8. When back home, go for a walk each day. Around the block or longer. The aim is to get out of your "city" environment and a distraction from phones.

9. Do NOT make big decisions. After communicating, put a time frame on these decisions - at least 4 weeks. This includes; selling your house, changing businesses, relationship breakups, affairs and so on.

10. LAUGH more - let your guilt go. Laugh as much as you can. Laughter keeps your juices flowing and keeps you youthful. Let them flow and love your youth again!



Book a complimentary strategy session: support@DebzCooper.com
Be nosy here: www.DebzCooper.com

How to Prevent Overwhelm & Build Wellness Into Your Day With Ease

WORDS BY HELEN SIAN INDIA

Owning and managing a business can be difficult enough without having to constantly think about yourself too.

As an entrepreneur, we have so many hats - marketing mogul, sales queen, accounting expert - and it can be overwhelming at times to keep everything running smoothly! Throw in the fact that in order to ensure the business keeps growing we have to make sure our mental and physical health is on top, and so we're bound for overwhelm at some point.

Fortunately, it doesn't have to be that hard. I remember one of my first clients had just started up in business. She was running at full steam ahead, setting up promotions and launches, running her own accounts, marketing her services, managing a team AND looking after her family. After less than a year in, she resented the business.

She started it up because she wanted more freedom, more money and the ability to manage her own time and life but she'd found the exact opposite. Every breathing minute, she was answering emails, stressing over money, overthinking her staff wellbeing and creating a chaotic world where all her time was given to other people and other tasks. It got to the point where she was ready to sell the business and call it a day, it had consumed her so much that it just wasn't worth it anymore.

The reason it had got to this stage?

She had completely neglected herself. Every single second she was obsessing over the business and all its intricate details, and it had taken away from how important she was to the business. Without awareness of what she needed and wanted, she was living by expectations based on what other people wanted and what she thought a healthy business should look like.

Once she learned to put herself first, everything changed.

She started working on what stressed her out the most, and developing strategies to overcome that. Gradually she started taking more breaks, practicing gratitude, eating nutritiously, praising herself, celebrating her mistakes and loving her wins, she started lowering her expectations and picked up a regular yoga and meditation practice. From that point she was able to prioritise and remain productive, sales in the business grew, her creative juices started flowing so she was able to welcome in more business, her relationships with staff and family grew happier because she was more relaxed and she started enjoying herself again.

And it was simple, all it took were a few simple tweaks and changes to her routine and mindset and she was able to see what was important, and what wasn't. How can we expect our business to thrive when we aren't thriving? We must always put ourselves and our wellness first in order for anything to bloom, and it can be as simple as breathing.

Whether you're a calm cookie or stressed out sister, these 3 daily wellness tips will get you feeling calmer, more confident and more in-control so you can stay productive, wealthy and abundant, always.

Just breathe.

Every morning, take 3 breaths. Inhale to the count of 4, exhale to the count of 4. Slow down that nervous system from the get-go and create a space of calm and control for the entire day.

Get moving!

Every hour, for 3-5 minutes just move! Stretch whilst you sit, or go for a quick walk. Set an alarm and shake up the energy. You'll come back with more clarity and more force than you would if you sat for hours.

Sing your praises

Whether you signed a million dollar deal or you made someone smile that day, remember that was all you. Stop and recognise the efforts you're making, because it's all the small steps that create the big wins.

If you're after something a little more purposeful to add to your routine, try any of the following to absolutely boss your day with intention and integrity.

1. **Set an intention for the day** - how would you like today to go? What would you like to achieve? How would you like to feel?
2. **Practice yoga daily** - whether it's 5 minutes or 55 minutes, every little helps.
3. **Meditate consistently** - even 1 minute can transform nerves into powerful energy
4. **Exercise when you can** - just move and shake off all the stagnation!
5. **Eat to fuel and nourish** - our brain and body thrives when we give it energy rich and nourishing food and wilts when we feed it with food that diminishes our energy and resources.



6. **Journal** - what went well today? How can you improve on that tomorrow?
7. **Surround yourself with like-minded powerful ladies!** Venus is amazing for this - sharing ideas and energy can change everything for the better.
8. **Control your thoughts** - feel yourself getting negative? Write it all down, scribble it out and write how you'd prefer to think. It's a simple yet effective practice.
9. **Use mantras and affirmations** to stay focused on what you want. The simple phrases train the brain to stay positive and aligned with your goals.
10. **Speak to people regularly** - make sure to reach out to friends and family daily to keep your social life up, the interactions can be more powerful than you think. Even going to a public place can keep the juices flowing! And if you're wanting a more focused approach, a coach is the one to go to for all the answers.

Putting yourself first isn't selfish and it isn't a poor use of your time. It's the most important thing you can do. By keeping your brain and body on top, your business is bound to thrive. By putting them last, you're making what could be an amazing journey, a challenging one.

Look after yourself and let's create an amazing life and world together!

We got this!

Helen Sian India is a
Coach, Writer, Yoga Teacher
+ Founder of Sweet Spot
www.helensianindia.com

How to create your **RICH & RELAXED LIFESTYLE**

Use these 5 steps to get the balance
that you've dreamed of.

WORDS BY PENNY ELLIOTT



As female entrepreneurs we left the 9 to 5 to run our own businesses. To have the freedom; both in money and time. Yet, the reality of running a business, usually means the free time you dreamed of vanishes in to more marketing, meeting with potential clients, late nights running your numbers and rushing from item to item.

And then there's money....its a juggling act right? What is coming in, verses what is going out. Both in order to stay alive and then grow the business, yet not cause the night sweats from the risk.

So how do you create a Rich and Relaxed Lifestyle? Use these five steps to get the balance that you had dreamed of; and now long for.

1 What does Rich and Relaxed look like for YOU?
It's time to get honest with yourself. What do you really want in life? This is not what others want from you or what you 'should' do. What is it that you really want from life and business?

We often don't spend the time getting really clear what it is we truly want, leaving us moving around trying to achieve, but not really being successful at any one thing.

What 'Rich' means to you is going to be really different to the next lady. It might mean a Louis Vuitton Handbag,

being able to send your children to a particular school or to have your hair done six-weekly.

The same with 'Relaxed', this might mean reading your book in peace for 20 minutes or simply sleeping soundly each night knowing that your business is paying the bills.

Until you know what you really want, both in and out of your business you will always be striving and not thriving.

2 Get super clear on what you offer.
Getting clear on your offer (service or product) will mean that others will be clear on what you 'do' too. This empowers them to be clear to either work with you, or refer you on.

If you have lots of different packages or ways of working with you, it will only lead customers to confusion. In sales - a confused mind says NO. It is a trap that we all fall into - we want to please every potential client and create something just for them.

However, you need to be seen as the leader and tell them what they need, in order to achieve the result they desire. Be direct and tell them they need a certain product or a distinct period of time to reach their goals. You know, you're the expert. Having this clear offering makes it easy for leads to say YES too. Meaning more business for you; one step closer to the Rich and Relaxed Lifestyle.

3 Practice, practice, practice.
Now you know your key offer, it is up to you to practice this. Over and over and over again. The best sales people and fastest growing entrepreneurs are 100% OK with monotony. They know that if they speak with 10 people each day, and really listen, that they will have crafted and tweaked the best presentation or sales speak.

You don't need to re-invent the wheel every time you get a No, just tweak what you have to meet their objections. Once you start getting more Yes's you'll have more confidence in yourself. Your vibe will be picked up on more, meaning more Yes's!

4 Focus your time on leads and sales.
I often see women spending copious amounts of time on their logo, website design, crafting the 'perfect' post and content. This is hiding!

Sorry - there is no sugar coating it. It's like eating all your favourite bits of the meal first and trying to stuff the peas under the napkin.

To have the flow of money in to your business and therefore, the freedom you crave (think affording a babysitter, paying a VA, designer or receptionist to leave you free to go to midday yoga) you need to focus on generating more leads and sales...every single day.

If you're like me and hate peas then you must eat them first. Focus on sales producing activities for the first two hours of your day. You can sell something without an Instagram post or even a website. But you can't sell something if you don't put your offer out there.

5 Schedule in your Relaxed time.
We are the custodians of our own time. We get to say yes or no to any activities. Make sure you say no to anything that interferes with your 'Relaxed' time. Schedule it in and make it a non-negotiable, just like showering. It has to happen, preferably daily!

Remember the reason for having your own business and bringing in the 'riches' is to give yourself the 'relaxed' time too. Be selfish and have that time to be relaxed. Your clients will thank you for it when you're much happier to deal with their issues if you've already given to yourself first.

Here's to you regaining the dream of having time and money from your business. Focus on brining in the money to give you more time - and then use that time wisely to relax. Here's to your new Rich and Relaxed Lifestyle!

Penny Elliott is the Founder of pennycomins.com, coaching woman to have a Rich & Relaxed lifestyle by creating relationships, buyers, profit and growth in business.

Inspiring BUSINESSWOMEN

We talk to successful
women in Venus

MONICA SHEPHERD

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What inspired you to start your business?

I wanted to live life on my terms. To still feel fulfilled professionally and creatively, but to have the freedom to live a life with balance and more time for what matters most to me.

Tell us about your business?

I help brands tell their story through compelling written content. I think that solopreneurs and small business owners should be proud of the story behind their business – in fact, it could be their best selling point. Through compelling website copy and marketing collateral, they can win hearts, capture imaginations and give their customers something to not just buy, but believe in! I love helping them share what it is that makes them different.

What do you love about running your business?

I love working with business owners who are really passionate about what they are doing – and then helping them communicate that to their audience. These are people who are living out their dream, following a passion or pursuing the thing that puts a flutter in their belly, and it's hard not to get caught up in their energy!

What have been some of your biggest challenges?

Working from home, it can be hard to find balance! Also I think that as a creative, one the biggest challenges is always going to be confidence and belief in my skills, but by working with businesses whose values align with my own, I have learnt to trust that I'm going to nail the brief and they'll be happy!

What growth have you experienced being in Venus?

I was a Venus member from the early days of my business. I can honestly say that it played a huge part in growing my business through referrals and contacts. Above that, I have made some close friends who understand the challenges of being a business owner, and it's been amazing to have this support network to call on, not just professionally, but personally.

Women are redefining success and growing businesses on their terms: What does success look like to you?

Success to me is simply being about having choices – having the freedom and opportunity to choose how life looks for yourself – whatever that is! I love that my business gives me the freedom to focus on how I want my life to be first, rather than having it defined by or limited to the boundaries of a job.

What's your favourite pastime when you are not working?

We live in a beautiful part of the world – I love exploring it! On foot, out on a boat, sliding down a mountain, by the ocean or in the bush. There are just so many stunning places to be grateful for and to make the most of.

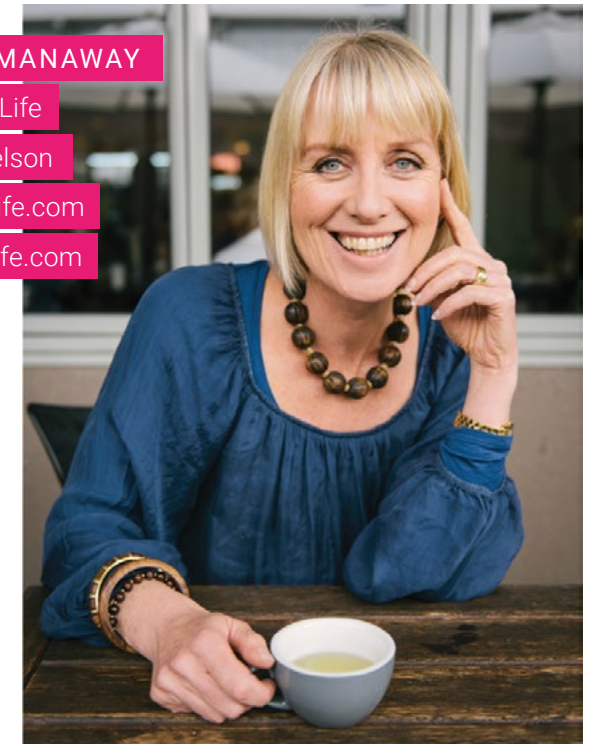
YVETTE PEARCE-MCMANAWAY

Feed On Life

Venus Nelson

yvette@feedonlife.com

www.feedonlife.com



What inspired you to start your business?

I wanted to make a difference in the area of Emotional Eating, Over Eating and Binge Eating and I simply wanted to help women in this area. I'd struggled with this since childhood and from my own experiences I knew that the standard solution of 'Eat less and exercise more' wasn't true. In fact, this myth infuriates me. So I decided I needed to do my bit to start a different conversation and movement.

Tell us about your business?

Feed On Life is about Coaching women to feel at ease with food and their body. To find freedom from their weight struggles and to feel at peace with food. I don't just focus on food though and what to eat. In fact this is only part of the puzzle and why I've done my Eating Psychology training to work as a Mind Body Eating Coach. It's about doing the Inner work, and seeing the weight struggle as simply a message of imbalance in your life. So we explore what a client needs in her life to 'feed' her and then we work from the inside out. What are you really hungry for, what are you really needing when you devour that packet of biscuits. Awareness is powerful and so too is re-learning how to comfort those uncomfortable emotions without relying on food.

What do you love about running your business?

Firstly, making a difference in women lives and seeing them start to thrive and start to know that they are enough, despite their weight. Then, there is the wonderful feeling of my own personal development from having my business and being challenged to grow myself. This isn't always easy of course, and that's why I love the support of my Venus group. And lastly, I love the freedom of making my own choices and choosing when and how I work.

What have been some of your biggest challenges?

Ohhh, where do I start. Honestly, my biggest challenge has been, and still is, confidence and taking courageous, imperfect action. I have this pesky inner critic that likes to sit on my shoulder and say stuff to keep me small, and ultimately safe. Recognising this and being able to keep going, take steps in my business, even when it feels terrifying (which can be often) is my biggest challenge, but my most rewarding! Harnessing my mind so it works for me is absolutely crucial and of course, the beautiful irony is I get to Coach this with my clients. Win-win!

Do you have a favourite quote?

"You are Enough." It's simple and powerful. Every woman that I work with, and in fact every human being I meet, I want them to know that they are enough. No matter their weight, how they look, what they do, where they live, what car they drive... you get the drift!

Who inspires you and why?

People who have fallen or had their struggles and yet, they're prepared to learn how to make their lives better. Most importantly, they then share this and show their vulnerability to help others. There are so many, but I'll start with Oprah Winfrey, Wayne Dyer, Louise Hay. My clients too, inspire me daily with their honesty and courage to take the next step. And then the next.

What growth have you experienced being in Venus?

Venus actually helped me to get my very first clients. In fact, they were part of my Venus group! I honestly don't know where I'd be without Venus as I have gained so many contacts and direct work. Otherwise, I'd probably still be sitting in my office, procrastinating and refining my website...and doing 'stuff'.

What does success look like to you?

I love Wayne Dyer's quote that *"Success in an inside Job"*. I couldn't agree more. So, success for me looks like getting through the day with presence. Getting to the end of the day knowing that I have stayed in the moment, calm, focussed, courageous and giving my best (not listening to that inner critic and playing small!) and that I have balanced looking after my own needs with work and family. A daily practice!

What's your favourite pastime?

I'm going to sound a total nerd, but my no.1 favourite thing to do is read and learn. Anything to do with books is total heaven. »

MARTINE & HELEN

From The Nutrition Hutt

A Personal Trainer and a Bookkeeper sounds like an unlikely collaboration, but it works well for Helen and Martine



MARTINE CARROLL

www.yourhealthnz.com

I am a mother to three children and grandmother to nine. Being fit and able for that is important to me. Age is irrelevant in the pursuit of

a healthy active life. You will see me demonstrating that on the dance floor! Awareness, education and inspiration are important to anyone wanting to change their current situation.

I started in the fitness industry 30 years ago, born from a passion for group fitness classes. I became a group fitness instructor and worked part time at a local fitness Centre whilst I studied personal training by correspondence.

I identified that many people weren't getting their desired results long term. I noticed most efforts going into exercise but not into changes around belief patterns or nutrition. The time and effort required to achieve results therefore were unsustainable, many times resulting in niggly illness, injury or both.

I coach clients with a philosophy of 100% Mindset/Attitude, 80% Nutrition and 20% exercise/moving your body and having FUN = HEALTH & SUCCESS.

Longevity is rare in this industry because of financial mismanagement or misunderstanding. Financial literacy is NOT taught at PT school. After a conversation regarding my challenges in my business, Helen offered help, clarity and some strategies and I became her client. We discovered we play a similar role. An unlikely collaboration was born. A PT and a Bookkeeper!?

As Helen also shares a passion for health and wellbeing we found a space to run our businesses. The Nutrition Hutt, nutrition for the body, mind and for the pocket. We have collaborated on several projects combining our knowledge, talent and expertise and continue to think outside the square. I am grateful for the Venus education as this collaboration may not have come to fruition.

I am a mother of three children who enjoys working with numbers. I love working with business owners, particularly in the health & wellness, and beauty industries. I am passionate about helping them to get the most out of every day, so they can work on their business not in it.

So how did I get here? I had an amazing boss who offered me the opportunity of an accounts and payroll position at the hotel I was working at. I learned most of what I know "on the job" around my young family.

As a single mother, working in Wellington was creating more stress than I wanted in our lives so early in 2017 I decided to work my own hours from home to be available for my teenage children. That immediately freed up over 15 hours a week! Maple Lion Solutions was born. I completed my Bookkeepers Certificate and decided to join Venus.

Your physical and mental health is your wealth. If you have employees, their health impacts your business too. Healthy, happy staff equals reduced staffing costs and stress related situations, such as, sick days, temp staffing, and decreased productivity. A strategy of outsourcing to a bookkeeper for 5 - 10 hours a month could help to greatly reduce stress. We know this, but often, we put other things first.

I also have a passion for Health & Wellness. In 2014, I completed a Bachelor of Health Science. It was at this time I discovered a desire to help people improve their health. For me it's was a bigger picture, looking at non-communicable diseases, especially diet related ones that are negatively impacting individuals and communities.

Combining my passions, and forming a collaboration with Martine, has been key in how many people I can help. It seems an unlikely collaboration, however, together we can impact many people, with both physical and financial wellbeing.

Sharing a space at The Nutrition Hutt has enabled us to take on several collaborative projects, to help people get more out of every day. It has added value for those that come to the space and get double the advice!



HELEN JACKSON

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Johanna-May

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*Offer ends 31st March 2019

Supporting women in business - why it's so important



Creating and nurturing a world where women feel supported in business doesn't just help female-led businesses to grow, but actually supports families and wider communities to thrive.

It does so by bringing money and balance into households while allowing women the freedom to maintain a career that leaves them feeling fulfilled. It encourages a balanced home environment where equality is nurtured and valued, where high performance and independence is inspired and where both critical and creative thinking skills are developed.

It also promotes the growth and development of local business hubs, helping to ensure that profits remain in communities, while contributing services to a society in a positive and impactful way. In fact, it is said that women are reinvesting up to 90% of their earnings into their families and communities - which means supporting women in business is really an investment in the collective success of society.

Historically, women have been underrepresented when it comes to business ownership, but they are creative and efficient, and their ability to think laterally in different situations is often what makes them successful. There are other skills that women bring to roles naturally - we are more inclined to be nurturing, supportive and driven by ethics and intuition. These are skills that are often downplayed or under-recognised in a business environment, but

it's time for women - and men - to realise the value these skills can bring when applied in a professional world.

Female business owners, generally, are driven by something bigger than profits. There is a real purpose behind what they do - on two levels. Firstly, because their business offers them a way to support their family on their terms, and secondly, to use their talents in a positive way. They put values, integrity and honesty at the core of their business. They've thought creatively to create a business that works for them, while fulfilling a need for a market that can benefit from their unique skills.

Supporting entrepreneurship of any kind is important, but it's particularly important to ensure that opportunities are available for communities that are underrepresented - and women are one of them.

Which is why we created the New Zealand Business Women's Conference. We want to educate, inspire, motivate and support women in their journey through business ownership. The conference, held in October this year, provided an environment to help build confidence and create support networks where women felt safe to take risk. We believe so many women have what it takes to create successful, profitable businesses - they just have to believe in themselves. By giving them access to insights and advice from established, successful Kiwi business owners, they can feel empowered to continue following their dream, while supporting other women in business to do the same.

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nzbusinesswomen.co.nz

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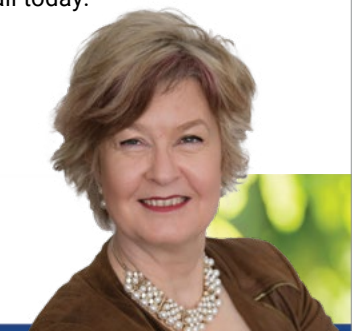
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Venus
FOUNDATION

Venus as a company operates exclusively for charitable purposes – to build the Venus Foundation.

The Venus Foundation is the charitable arm of the Venus Group. Any profit from either Venus Networking or the Venus Training Academy goes to the Foundation. This allows the foundation to provide interest free loans to women to enable them to grow and develop themselves and their businesses. It is run by members of the Venus Management Team alongside a board of experienced business people, external to Venus, who ultimately approve all loans.

Venus’ role is to provide networking, coaching, training and personal development programmes for New Zealand women that are affordable.

The Venus Foundation’s role is to encourage business women from all walks of life, irrespective of their current level of success, to share their experiences with others with a view to enhancing the confidence of all women in business endeavours in the knowledge that they are supported by like-minded individuals for mutual and community benefit.

Through interaction with other charitable and educational organisations in New Zealand, the Venus Foundation will enhance and better understand the importance of women in business for the overall benefit of New Zealand society. They will work to encourage the acceleration of more and better diversity within New Zealand businesses.

The Venus Group and Venus Foundation manage its own affairs according to its core values of respect, courage, honesty, integrity and generosity.

CAROLYN BANKS  CEO Venus Business Women’s Network	JEANETTE MILLER  Finance & Membership Manager	YOLANDA ALBA  Business Development Manager, Regional Manager North Auckland	ANNA THOMSON  Regional Manager Otago, Hutt Valley, Kapiti, Nelson, New Plymouth
SARAH MCMURRAY  Regional Manager Auckland Central	TONIA HILL  Regional Manager East, South, West Auckland	LINDA CROSBIE  Regional Manager Waikato, Bay of Plenty	CAROL REID  Regional Manager Hawkes Bay
PAULA KRUGER  Regional Manager Wellington, Porirua, Wairarapa	LAURA CARTER  Regional Manager Christchurch	ANNA BEVERLEY  Social Media, Administration Manager	



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In today's economy businesswomen face unprecedented change and opportunities. We believe it's vitally important to continue to develop and grow both personally and professionally to maximise these opportunities in the rapidly evolving business environment.

The Venus Training Academy is committed to providing relevant, powerful and practical business training and development programmes supporting women to thrive. There is something for every woman at every stage of her business and we'd love to be part of your journey.

www.venusacademy.co.nz



Meet our Training Academy Coaches



JOHANNA-MAY MANKS



GAYLENE HUGHES



MANDY BEVERLEY



MARTINE CARROLL



NICOLE COYNE



JENNIFER MYERS



FIONA CLARK



KATE BROWN

Our Programmes

All of our programmes run over six months, kicking off with a live interactive training day.

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If you're new to business or you need to learn business basics to build a thriving business this programme is for you. Be mentored by an experienced businesswoman and learn the business basics while receiving support, information and tools to build the foundations to your own business.

Find Your Voice

Communication Training + Presenting Confidence

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Business Management

Mentoring + Accountability + Business Training

If you've been in your own business for a while and you're ready to take things to the next stage of growth join this programme. Create more freedom and profit by creating smart systems, focus your time and resources to gain more freedom, journey with other women to brainstorm, share best practices and learn from while being mentored through a powerful business and personal growth process.

Business Growth and Leadership

Business Training + Step by Step Systems + Growth Strategies

This next level programme is for those who have an established business, have clients and cashflow coming in but are working too many hours, want to make more profit, and want to scale and grow the 'right' way. You will learn how to keep control of your business as you grow, accelerate at the right pace for you, the 'must have' step-by-step systems to set you up to scale, and the key strategies to advance you to the next level. The knowledge, skills, systems, and support you'll gain will help you to achieve great results, both during the programme, and for years to come. If you're serious about growing your business, this is the programme for you.



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