



Greetings

It may be getting a little late for New Year resolutions, but if I could sum up the nation's key request for 2020 and the new decade in one word it is "infrastructure".

We all know what that means here – especially with the rapid housing development and clogged main roads.

A framework plan being developed by the Hupo Kumeu Residents and Ratepayers Association should help iron out some of the issues – especially in the future.

Meanwhile, we have to put up with congested roads and a growing demand for services – particularly public transport like rail.

A recent survey backs concerns such as those held by Kumeu district residents.

Transport infrastructure – or rather the lack of it – is a top concern for Kwis with an Ipsos Global Advisor Study showing more than half of respondents saying not enough is being done to meet the country's needs.

The study covers 29 countries, including 581 people in New Zealand, exploring perceptions of infrastructure conditions.

In New Zealand, 55% agree more work is needed. Of all infrastructure types, New Zealanders are most likely to want new housing supply to be the government's top priority (55%), followed by major and local road networks (45% and 41%, respectively).

About 40% want rail infrastructure (track, stations, etc.) prioritised.

Ipsos New Zealand research director Amanda Dudding says transport infrastructure is an area in which New Zealanders would like to see more investment – in both roading and rail.

Out here, housing has often been developed before the proper infrastructure is in place.

My own neighbourhood is a good example - with more traffic about to flow onto roads incapable of handling the peaks.

I hear talk of people moving out – perhaps that's why regional New Zealand is growing so fast too, but Auckland's issues will soon develop in those popular places.

Perhaps as it's election year we may hear more about getting our infrastructure done right.

Geoff Dobson, editor



What's inside

- 3 People & Places
- 7 Safer Communities
- 8 Community News
- 10 Flippin fun
- 12 In brief: Updates
- 14 Property News
- 16 Property Statistics
- 18 Property Market
- 22 Home & Garden
- 24 Precision Roofing
- 26 Central's Tips
- 28 Build New
- 30 Pets
- 32 Food & Beverage
- 34 Health & Beauty
- 36 This year I will
- 38 Smart fitness goals
- 40 Area Columnists
- 42 Neuro connection
- 44 Local Board Update
- 46 Chris Penk MP

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Kumeu Courier

community newsletter

“Kumeu Courier is a community magazine that is largely written by the community for the community, combining a range of short relevant editorials about our cluster of districts that make up the North Western Ward. The publication is picked up an average of three times within the household. Readers comment that, “there is always something of interest, and it more local in content than any other publication in the area”. Produced in colour on A4 gloss paper the photography is sharp and the colour is vibrant making this environment a quality long life casual canvas”

About Kumeu Courier

Kumeu Courier was first published in 2005 and offers cost effective advertising rates while the profits from the publication are invested locally into area beautification and memorable charitable events. Therefore advertising in the publication is not only easy on the pocket it feels good too. The publication is magazine format A4, 48 pages, colour, on high quality gloss stock, with editorial interspersed with business card, quarter page, half page and full page advertising spread throughout the publication.

Engaging with our readership

With a vast community contributor base and an active social fabric, Kumeu Courier offers a impressive range of short articles with relevance to people within the area or wanting to live in the area. Providing a voice for locals to communicate with locals we have pitched Kumeu Courier as a high quality casual read that can be picked up multiple times within a month for relevant and current views, opinion and advice.

The districts of North West Auckland

Kumeu and districts are a vibrant cluster of villages that come together for festivals, events and celebrations, but in the main go about the business of growing, developing and trading autonomously. Kumeu Courier in-



cludes topical community news and information, details on up-coming events, community activities and important dates. The publication also includes a number of ongoing editorial series on history, community values, businesses and individuals.

Our distribution reflects this vibrant area with a print run of 10,000 copies reaching over 7500 households with the balance “by stand” distribution in Waimauku, Kumeu, Waitakere Township, Whenuapai and Westgate. In addition the publication has an enviable email distribution list of 3300 opened and read emails. This email database is increasing all the time based on subscribers and home purchasers in the area who see the value in keeping informed and up to date.



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"A community magazine that responds immediately to our readership, in editorial and advertising content, we understand that our future rests in the encouragement of local participation therefore the publishing of relevant and timely information is crucial to our continued success"

Our history

Through the late 1800, Riverhead, Kumeu and Helensville were gateways to inbound traffic. The days of gum, guns and bushmen through the years. The planting of vines, kiwifruit, strawberries, plums and persimmons. Today the area is regarded as a mix of history, recreation and great wine. Peppered with tradition and infused with fine dining, today the North West corridor offers a host of options to lifestyles, recreationists, and relaxers.

Discretionary spending

Countryside living has always attracted a mix of trade and professional people that look for a less cluttered lifestyle which has space, greenbelt and tranquility. The area has a wealth of successful business people that prefer to shop locally and invest in the area. The number of owner operators and self employed in the area is large and the average net worth is high. Although the concentration of population is low the area makes up for it with active charity groups in the area including Rotary, Lions, Guides, Scouts, Keas, Hospice and associated sports and business associations. The socio demographic in the area is decile 9 and 10.

Editorial

We encourage the submission of editorial for consideration which is requested at 150 words, a colour photograph, and contact details. In addition to the traditional phone and email links we encourage the supply of a dedicated web-link that can be used on the email out. This url-link can effectively track web browsers and add significant value to both the reader and the contributor. All enquiries can be made to Geoff Dobson on 027 757 8251 or geoffdobson2017@gmail.com

Rate card, deadlines for booking and material

Description	Trim area	Rates	Material	Booking and material deadline
Business card	55mm x 90mm	\$85 + GST	jpeg, pdf	15th of the month prior
Double Business Card	110mm x 90mm	\$172.50 + GST	jpeg, pdf	15th of the month prior
Half page	147mm x 210mm	\$395 + GST	jpeg, pdf	15th of the month prior
Full page	297mm x 210mm	\$695 + GST	jpeg, pdf	15th of the month prior

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