

# MOOD



**THINKIN BOUT  
THAT SUMMER  
BOD, BUT ALSO  
BOUT DEM  
HOT CHIPS**



# SUCCESSING TOGETHER

For our Summer issue of 2020 we shared a quote “Q. If 2020 was a drink what would it be? A. Vodka in a water bottle when you’re expecting water.” Still relevant a year later. Despite everything around us changing so rapidly, the essence of MOOD remains the same, we are never short on interesting stories about people you want to meet and businesses you need to check out from all over the Taranaki region.

We’ve got some great mental health reads with Surfing for Farmers doing epic work for our rural community and wellness tips from Clinical Psychologist Chantel Hofstee. An awesome interior feature from a converted industrial apartment in Stratford #plantenvy. Food and travel features from Japan to a road trip around the mountain trying all the regions delicious donuts.

Shout out to our MOOD OG’s who book with us every issue, it doesn’t go unnoticed, and your ongoing support is what makes MOOD possible. Our reliable and super talented contributors, the MVP award goes to you. Let’s enjoy a quintessential Taranaki Summer, hot chips, beach hangs, mixed in with a cocktail, and supporting our local businesses.

Live, laugh, love and MOOD.

*Annalee, Laura & Greer x x x*

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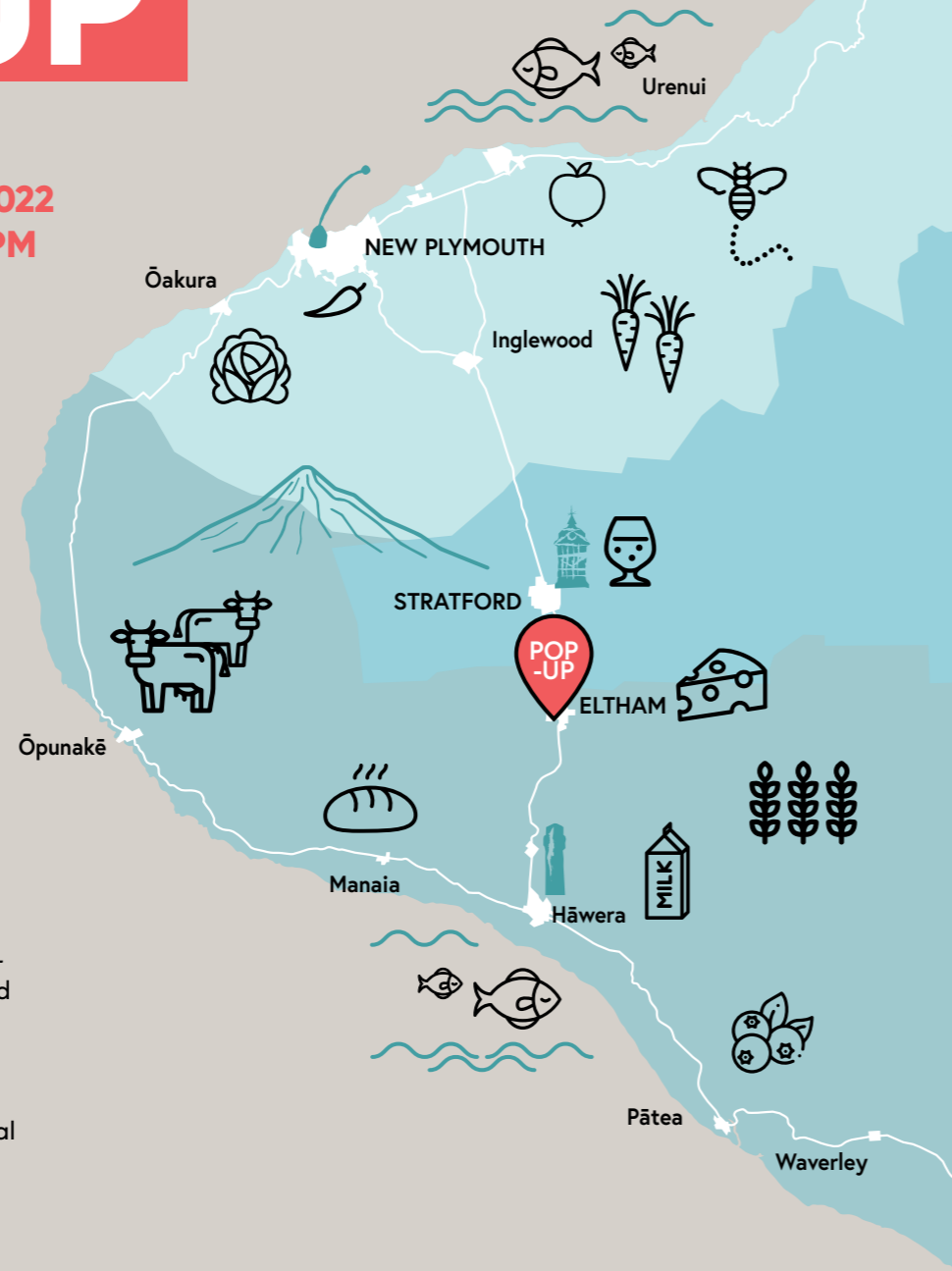


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Special opening times over the Christmas and New Year period.



This summer, Eltham is the home of the inaugural *Taste of Taranaki Pop-Up*, housing a range of local producer's products. Join us in celebrating and showcasing our local food producers and visit the *Taste of Taranaki Pop-Up* over November to January to purchase and indulge in their products.

Eltham, the cheese capital of New Zealand, is a must visit this summer, with vintage and retro-shopping, an eclectic art scene, historical buildings, and the gateway to the award-winning Lake Rotokare Scenic Reserve.

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BOWL OF BROOKLANDS  
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# THE SUMMER OF SYNTHONY IS HERE



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BOWL OF BROOKLANDS



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Returning to the spectacular Bowl of Brooklands with an exclusive outdoor summer show, SYNTHONY In The Bowl, combines dance music that spans generations with the full might of the Auckland Symphony Orchestra, DJs & vocalists.

Synthony In The Bowl has vocals from Ella Monnery, Jeremy Redmore and Georgia Lines and features tracks by Calvin Harris, Swedish House Mafia, Bob Sinclair, Eric Prydz, Wilkinson, Avicii + a whole lot more!

So make a plan to take the long Waitangi weekend off, get into the sunshine and enjoy an energised journey down dance music's memory lane, accompanied by spectacular lights, lasers and a state-of-the-art sound system.

Tickets from the TSB Showplace box office, over the phone on 0800 TICKETEK or online at ticketek.co.nz



INFO AT SYNTHONY.COM





# Q&A WITH ELLA MONNERY

Ella Monnery is fast becoming one of our most recognisable performers in the country and will be headlining the electrifying SYNTHONY tour. Recently seen on The Voice Australia, she has worked with P-Money, headlined cruise ships all over the world, works as a vocal coach for young aspiring performers, and sings with well-known New Zealand bands such as Sola Rosa. [@ellamonnery](#)

## CAN YOU GIVE A LITTLE BACKGROUND STORY ON YOURSELF?

I am a 25-year-old singer-songwriter and the Director of Powerhouse Entertainment where I perform at events and shows both in New Zealand and internationally. Most recently, my return to Australia can be seen on The Voice Australia. 2021 has seen me covering new territory working with world-renowned New Zealand DJ and producer P-Money. In 2020, I debuted my own Diva Tribute show which I now headline on cruise ships all over the world as a guest entertainer signed with Blackburn International. I currently sing with the well-known New Zealand band Sola Rosa and regularly perform with cover bands Ministry of Tone, 09 Session Band and Rhapsody Music. I have been a lead touring vocalist for Coca-Cola Christmas In the Park for the last four years. Now very excitingly, I am also a featured artist for the electrifying sold-out show Synthony which tours New Zealand and Australia. This year, I have begun extending my Powerhouse brand and will be working as a vocal coach for young aspiring performers in schools across New Zealand.

## HOW DID YOUR MUSICAL CAREER KICK-OFF?

I have always loved singing, and it has been a massive part of my life ever since I can remember. I started booking my first professional gigs/shows when I was around 18. One thing led to another and it was when I started making some serious money through performing that I was kind of like, "hang on... I really can make a career out of this." I felt super lucky that I could turn my passion into a job.

## WHAT'S IT LIKE PERFORMING AT THE BOWL OF BROOKLANDS COMPARED TO OTHER ARENAS AROUND NEW ZEALAND?

The Bowl of Brooklands is hands down one of my favourite venues in NZ! The atmosphere there is honestly unmatched! We start the show a little earlier, so the sun setting and the summer weather is such a vibe. It's so cool looking out and seeing the crowd having such a good time!

## WHAT ARE YOUR FAVOURITE SONGS TO PERFORM WITH SYNTHONY?

I love the old school house songs that have a bit of a disco vibe to it. I would probably say "Lola's Theme" has been my favourite so far! Although the new setlist is looking bomb!

## WHERE IS THE MOST MEMORABLE PLACE THAT YOU HAVE PERFORMED?

Probably on a cruise ship in Bora Bora!

## DO YOU HAVE A PRE-SHOW RITUAL?

Not really! I like to make sure I have lots of rest and drink lots of water or tea to hydrate myself. Make sure I know my songs/material, do a little vocal warm-up to make sure I'm ready to go out there and smash it!!! Oh and definitely some caffeine hehe.

## WHO IS YOUR MUSICAL INSPIRATION?

Whitney Houston and Michael Jackson.

## IF YOU COULD PICK ANY ARTIST DEAD OR ALIVE, WHO WOULD YOU LOVE TO COLLABORATE WITH? AND WHY?

Calvin Harris! He makes some amazing house music with insane beats.

## HOW DO YOU FEEL THE INTERNET HAS IMPACTED THE MUSIC INDUSTRY TODAY?

The internet is huge! All you need is one song or video to go viral, and that could set up your career! For me, my social media is kind of used as a CV for people to see what I'm doing or what I have done. I like to post pics/videos of performances so people who are potentially interested in booking me can see what I'm like as a performer.

## WHAT TOP 5 SONGS ARE ON REPEAT ON YOUR SPOTIFY ACCOUNT?

1. Pick Up Your Feelings - Jazmine Sullivan
2. Afterglow - Wilkinson
3. Finally - Cece Peniston
4. Get Into It (Yuh) - Doja Cat
5. Red Alert - Jaxx Radio Mix







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This is the perfect event to involve your whānau and friends and experience Aotearoa as you never have before. Ready to lace up your boots and hit the trail?

**26-27 MARCH 2022 | NEW PLYMOUTH**

Register now at [oxfamtrailwalker.org.nz](http://oxfamtrailwalker.org.nz)



Until – 13 Feb

2022

## Swallowing Geography

An exhibition that builds on the questions of land and place raised last summer by Brett Graham, and looks closely at our practice of creating environments and histories. The exhibition features new and reconstructed installations by Matt Pine, Shona Rapira Davies, Ana Iti and Kate Newby.

Matt Pine, 'P' Series no. 2 - Impressions on Gate Pō (excavations), 1979 - 2021 (realized by the Farakāwhai studio), Installation image, Gallery 1, Govett-Brewster Art Gallery, image: Hayley Bithell

42 Queen Street  
Ngāmotu New Plymouth  
Aotearoa New Zealand

[govettbrewster.com](http://govettbrewster.com)





# TARANAKI'S NEWEST SURF BREAK

Words by Nick Walker

**Leighton Richie knows all too well the toll farming can take on your mental health. The constant pressure of being on the farm wore him out a few years ago, and he ended up with depression and anxiety.**

“I had to take on a farm manager and spent three years on antidepressants to get myself up again. I know what can happen if you're solely focused on working your arse off, and it doesn't end well.”

Fortunately for Taranaki farmers like Leighton, more and more work is being done to help them relieve themselves of that pressure. One notable example is Surfing for Farmers, which is expanding within Taranaki after first coming to the region last year.

It involves weekly meetups for farmers where they get away from the farm, surf, and have a beer and a BBQ afterwards.

Surfing for Farmers was launched in Gisborne in 2018 by Stephen Thomson. The idea was to provide an opportunity for farmers to step away from what can be an all-consuming business, get fresh air, exercise and interact with other farmers, rural families and industry professionals.

National coordinator Jack Dustin says farmers really benefit from getting away from the farm.





“The continuous cycle of being on-farm all the time means many farmers never get a decent break. With this, you can get off-farm for a few hours, fill up your own cup, then come back and approach the situation on-farm with a fresh mindset.”

Dustin says surf therapy is actually a holistic medicine that’s being diagnosed internationally. He says combining that with a small social event can have a significant impact on how farmers feel.

“The surfing side is great, but it’s a bigger picture than just that - a lot of farmers come down more for the BBQ and the catch up afterwards. There’s a definite double benefit from being on the beach and having a few yarns.”

“We get hot droughty conditions in Gisborne, and that can be hard. We can have a young farmer going through his first drought alongside an old farmer in his eighth one, they can go for a surf together and have a beer and talk about it. That encouragement really helps the young farmer to know how to handle it, and the old farmer gets a kick out of sharing his experience and being a bit of a mentor.”

Last summer, across 16 regions there were 2864 farmers who attended Surfing for Farmers events. Anyone who wants to come down is welcome; men and women. It’s completely free, boards and wetsuits are provided, and there are volunteer instructors. That’s handy, because the majority have never surfed before.

The scheme came to New Plymouth last summer, and local coordinator Mark Dwyer says they get around 20-30 farmers each week. He says farmers can sometimes go for two weeks or more without talking to anyone who’s not on the farm.

“Farmers can get really wound up on their farms - it’s their life. So many things happen that are out of their control, and they can be quite isolated. It’s really beneficial to just get away, even if it’s just for a couple of hours.”

“One woman got her husband to come down straight from the milking shed. He wouldn’t get in the water that day; he was a bit grumpy standing on the beach. But the following week he did get in, and he was one of the keenest ones after that.”

Leighton Richie’s wife coaxed him into going last summer. The Inglewood farmer is in his 60s and had never surfed before - he jokes he still hasn’t - but says he loves getting into the water.

“It shifts your focus away from what you’re doing. When you’re surfing you’re just trying to get on the board and have a go. You’re in the moment, you’re not thinking about farming or what the weather’s going to do. Anything you can do that gives your farming brain a rest, it’s gotta be for you.”

Then there’s the social side. Richie says connecting with other farmers socially in this kind of setting is really refreshing.

“Just having a yack about what we’re doing is good. We’re inclined to talk about farming, because that’s what we have in common, but we do talk about other things from time to time.”

With the way everyone raves about Surfing for Farmers, it’s no wonder it’s grown the way it has. The initiative will be in 21 places across New Zealand this summer, including in Opunake for the first time.

Opunake coordinator Simon Ripia is a farmer and a surfer, and says the town is its own hub around the coast.

“We’re surrounded by farmers and growers. It makes sense for us to give it a go and provide something for the community. I spoke to Mark about how it had gone in New Plymouth - he said it was a success, and I thought we should be able to do it too.”

**Surfing for Farmers will run for 10-12 weeks over the summer months, starting in early December.**

#### **New Plymouth**

**Where:** Fitzroy Beach

**When:** Tuesdays, 5:30pm from December 7th

#### **Opunake**

**Where:** Opunake Beach

**When:** Thursdays, 5:30pm from December 2nd

**To find out more, visit the Surfing for Farmers Facebook page or at [www.surfingforfarmers.com](http://www.surfingforfarmers.com)**

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Discover Len Lye as multimedia artist,  
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Until 13 Feb 2022  
*Swallowing Geography:*  
Our relationship with land and place, explored by four  
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Len Lye, *Rainbow Dance* (detail), 1935  
Courtesy of the Len Lye Foundation and The British  
Postal Museum & Archive. From material preserved and  
made available by Ngā Taonga Sound & Vision.

Ana Iti, *the woman whose back was a whetstone* (detail), 2021  
Photo Hayley Bethell

Kate Newby, *EVERY MOMENT OF THE DAY* (detail), 2021  
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# Artist

# MORGAN HANCOCK

morganpaigeart.com | @morganpaige\_art | @morganpaige\_design

**Embodying the perfect balance between modern art and graphic design, Morgan Hancock is a full-time creative who loves bringing people's visions to life.**

Born and raised in Taranaki, Morgan studied creative technologies at WITT, where she received the award for Top Design Student, before working as a graphic designer in New Plymouth. She is now a freelancer based in Auckland with over eight years experience in the industry and a wide range of clients.

Morgan has always had a passion for creating art and had her talents recognised in 2018 when she received the TSB Community Trust Emergence Award for Young Taranaki Artists. Influenced by pop culture and fashion, her mixed media artworks are highly detailed with pops of bold acrylics. Inspired by her rural New Zealand upbringing, Morgan creates a feeling of nostalgia in her work by depicting quintessential Kiwi icons.

## **HAVE YOU ALWAYS LOVED TO DRAW? WHEN DID YOU FIRST GET INTO IT?**

Creativity has been an integral part of my life for as long as I can remember, even as a child. From a young age, I've always had an urge to draw and paint.

## **WHAT IS YOUR FAVOURITE THING TO ILLUSTRATE?**

I'm heavily influenced by the pre-millennium and love drawing anything that triggers a memory from my childhood growing up in New Zealand. On the other hand, I also love fashion-inspired portraits. Pen, pencil and acrylic paint are the main mediums in my work, but I also like to integrate subtle embroideries in the clothing of the portrait to create a surprise element.

## **WHAT ARE YOUR PLANS AND GOALS FOR THE FUTURE WITH ILLUSTRATION AND GRAPHIC DESIGN?**

I plan to keep building up my creative portfolio and would ultimately like to set up my own studio space, showcasing a mix of artwork and graphic design. I'm looking forward to working on more collaborations with local businesses and creatives.

## **IF YOU COULD DESCRIBE YOUR ILLUSTRATION STYLE IN 3 WORDS, WHAT WOULD IT BE?**

Pop, culture, nostalgia.

## **CAN YOU REMEMBER SOME OF YOUR EARLIEST INFLUENCES?**

I would have to say Murray Ball. I grew up on a dairy farm, so as a youngster I really resonated with the Footrot Flats comics. I used to try and draw the characters and would often cartoonise pet cows from the farm! Who knows, maybe that's where my classic Kiwi illustration vibe started from?

## **WHAT IS YOUR CAREER HIGHLIGHT SO FAR?**

It's always a risk leaving the security of a full-time job to work for yourself, but I think taking the plunge to become a full-time freelancer has definitely felt like a huge achievement. It has opened up the possibilities of working with a wide range of companies here in New Zealand and also overseas. It gives me the flexibility to work across branding, packaging and product design, while also incorporating custom illustrations and developing my personal art.







# BEST SIIDE PODCAST

Words by Hohepa Te Moana | Photos by Ben D'Ath

Descending from Ngāpuhi and Te Whānau ā Apanui, and born and raised under Mounga Taranaki - Hohepa Te Moana, affectionately known as Hepa - is the creative behind local podcast Best Siide. Hepa has called multiple places home and always seen friends as family. His perspective on kinship not only comes from belonging to multiple rohe (ancestral areas), but also because he spent his teenage years under the guardianship of the courts and in many homes across Taranaki.

Having an insight into how these households operated; the various value systems, beliefs and nuances, led Hepa to the foundational belief that “Everyone basically wants two things: to love and to be loved. Everything else is just noise and details”.

Being of Māori and Fijian descent whilst being raised by many non-Māori communities, led Hepa to committing his life to creating understanding and genuine empathy for Aotearoa between its Treaty partners. With empathy, we can all enjoy the benefits of what can be an incredibly satisfying and reciprocal relationship.

## WHAT MOTIVATED YOU TO START THIS PODCAST?

I started Best Siide in 2018 after I was a part of an interesting conversation that took place at a party. We were watching an athlete on TV and someone said “I bet she’s never had to work a day in her life and she probably just has a rich dad that just hooks her up”. This made me livid. I’m not great at keeping my mouth shut. I piped up and had a go at the guy and we got into an elaborate discussion about how one person’s struggle is still their struggle and who are we to grade those? I’m not close with the person who was on the TV but having friends who are athletes, TV personalities - all that stuff, I know how hard they all work and the sacrifices they make. It really threw me, even now as I talk about it I feel my insides firing up.

Immediately I started to think about how I could help to bridge that gap and create understanding between people. The events of that party also made me reflect on my own upbringing and how I grew up flowing between various socio-economic areas and all the assumptions that would take place between the poor, rich, Māori, Pākehā, young, old, rural, city - and everything else in between. The party incident was the catalyst for an overflow of realisation that people make wildly inaccurate assumptions about how the other side lives. Having a resource pool of conversations for us to all learn from became an obsession that’s still alive now.





### HOW'D YOU FIND THE TIME AND FUNDING TO DO THIS PODCAST?

The morning after that party, I handed in my notice at work and finished up to pursue the podcast with all I had... which wasn't much! In retrospect it was a stupid move as I had no savings and had just purchased a car that I was paying off. I just dropped everything and took a gamble on it. Once I made my mind up that I wanted to do it, nothing else mattered. I spent \$75 at the Rockshop New Plymouth on a boom mic I can plug into my phone and went from there.

I'm a big believer that luck isn't some mystical mysterious force that traverses the world just choosing people at random, but instead is the result of when opportunity meets preparation. So I make sure I stay ready for any opportunities that could pop up - from getting a potential guest's contact information to having conversations with them on the spot. I have this saying: "No Mrs - no worries" which always helps me get perspective and remember that my lifestyle allows me a particular agility to seize opportunities.

### WHAT DOES DOING YOUR PODCAST MEAN TO YOU AND WHAT DO YOU GAIN?

Obviously the event at that party had a profound effect to encourage me to leave work under such dire straits but I can't explain it, it was just such a huge undeniable inner pull that I had which ripped me away from any sense of social normalcy. I was envisioning people from all those different walks of life being able to engage in deep meaningful conversations with each other and then coming up with great ideas to further create more connection.

For me, the podcast has almost been qualitative evidence that we're all not that different. Every episode we see guest's vulnerabilities, challenges, triumphs, successes, mindsets, values, beliefs, loves, hates - all of that stuff! I've never really considered what I gain from it but I guess what I get is the privilege of being a front row witness to all of that as it happens in each of their organic moments.

The name comes from paying homage to the 90s where a lot of us grew up here in Taranaki on the west coast saying "West Siiiiiiide" but also a nod to the ambition to open everyone's third eye (or 'i') enroute to helping people see the best side of one another.

### WHO'S BEEN A HIGHLIGHTED GUEST ON YOUR PODCAST?

I've featured nationally recognised guests (Troy Kingi, Chloe Swarbrick, Rangi Matamua, Pania Te Paiho), internationally recognised guests (Netic, Lucky Diamond Rich and more) and local legends (Jesse Smith, Hxrman, Tania Reid, Elle Belushi, Brooke Barrett and Todd Williams). It's also been a pleasure to be able to support regional movements like Girls Minds Matter, Kindness Day and The Green School.

Every episode is my favourite episode but the one with the late Louie Knuxx/Todd Williams will always hold a special place for me. Not only for being my first but because the responses it continues to get, let me know almost immediately that I was heading in the right direction.

### WHAT 3 PODCASTS ARE YOU CURRENTLY LISTENING TO?

- Only 3!?! Hmmm
- 1. Please Blow My Mind with Will Fleming - Auckland based, Will Fleming talks with all sorts of guests with mind blowing results.
- 2. Shopify Masters - Hear from grassroots entrepreneurs who share stories on how they built their businesses from the ground up.
- 3. Do You F\*\*\*\*g Mind? - This podcast shares mindset hacks to help people give less off a f\*\*k.

@bestsiide | Best Siide on Spotify



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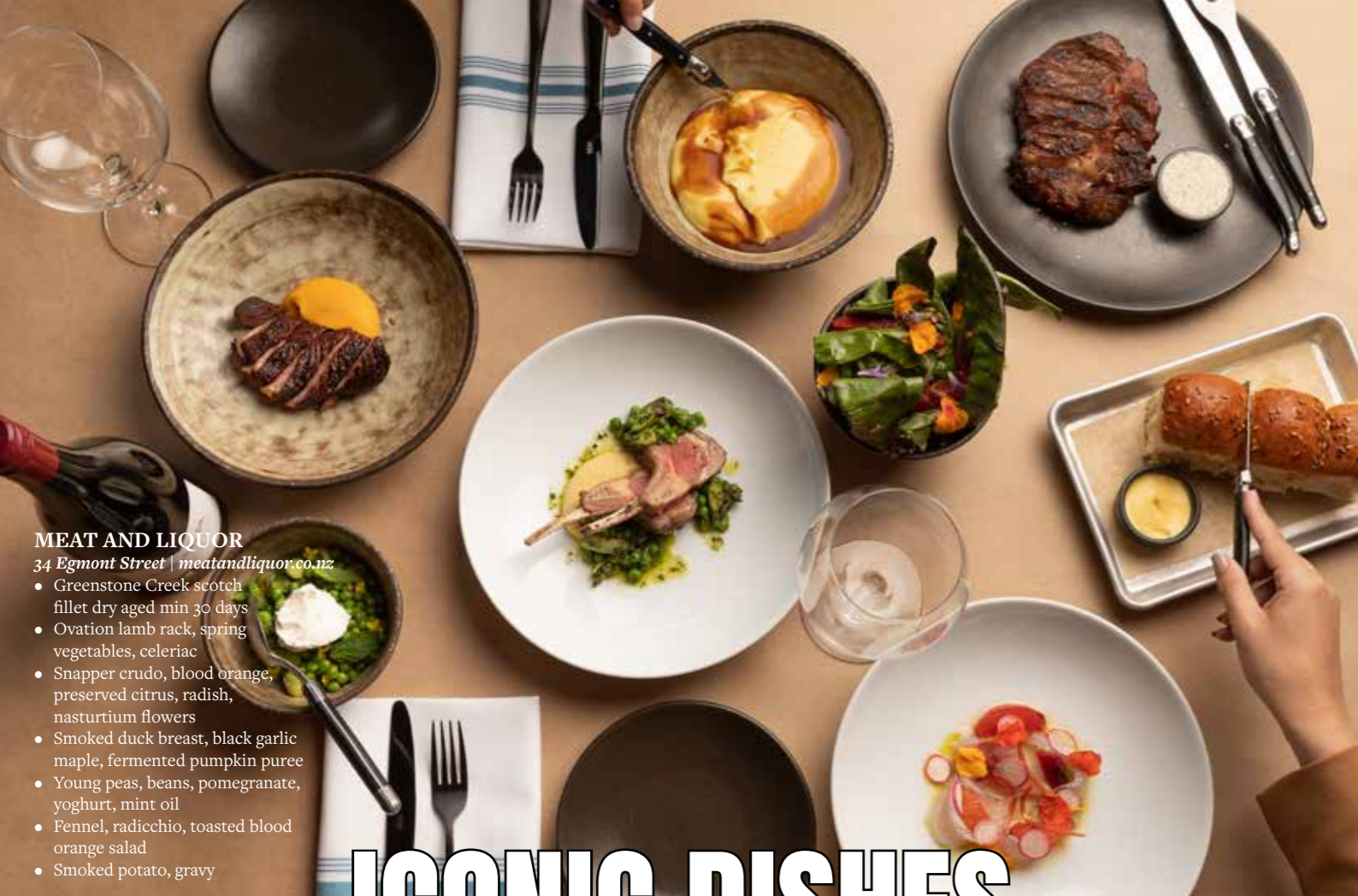
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- Smoked duck breast, black garlic maple, fermented pumpkin puree
- Young peas, beans, pomegranate, yoghurt, mint oil
- Fennel, radicchio, toasted blood orange salad
- Smoked potato, gravy

# ICONIC DISHES



**FREDERIC'S**  
34 Egmont Street | [frederics.co.nz](http://frederics.co.nz)

- Beef schnitzel, potato salad, grilled lemon
- Smoked bbq pulled pork loaded fries, cheese, jalapenos
- Prawn + fish taco, tomato, coriander, lettuce, chilli mayo
- Cheeseburger, dill pickles, ketchup, mustard, mayo
- Hand cut chips, gravy, mayo



**SNUG LOUNGE**  
124 Devon Street West | [snuglounge.co.nz](http://snuglounge.co.nz)

- Grilled snapper, wasabi butter, broad beans
- Pork belly, spicy katsu, peanuts
- Pot sticker - Pulled pork, spicy katsu, cabbage
- Kumara balls, ginger mayo
- Spicy grilled cauliflower, cashew, coriander, apple soy

**MS WHITE**  
47 Queen Street | [mswhite.co.nz](http://mswhite.co.nz)

- Margherita, fresh basil, EVOO, oregano
- Scamorza, mushroom, black truffle, thyme, pecorino romano
- Jerusalem artichoke, coppa, stracchino, rocket

**ITCH WINE BAR**  
47 Queen Street | [itchwinebar.co.nz](http://itchwinebar.co.nz)

- Brie Fromage de Meaux Rouzair with baguette and confit cerise noire



# BATCHED COCKTAILS

Brought to you by #KocktailsWithKenny

Are you hosting a summer BBQ or party and want to impress your guests with some delicious cocktails, but you don't want to be stuck behind the bar all night? Pre-batching cocktails is the perfect solution!

These recipes are for one drink and therefore, simply multiply the quantities by the number of guests attending or the total number of drinks you want to cater for. It is important to keep your pre-batched cocktails cold, so you can pour them into bottles and keep them on ice. Or if you are using a big punch bowl, you can make some ice packs by filling and freezing snap lock bags and popping the whole bag into the punch bowl. This will not only keep the cocktail cold but will also stop the cocktail from diluting too much.



## Strawberry Gin Fizz

45ml The Botanist Gin  
30ml Lemon Juice  
15ml Real Strawberry Puree  
Soda

Tip: Leave the soda on the side and tell guests to top up with a splash of soda to stop it from going flat.



## Pina Colada

60ml Mount Gay Eclipse Rum  
20ml Real Coco Puree  
90ml Pineapple Juice  
50ml Coconut Cream

## Daiquiri

45ml Helmsman White Rum  
30ml Lime Juice  
15ml Sugar Syrup  
10ml Water



## Cocktail Hack

To make your own sugar syrup, simply mix at a 1:1 ratio boiling water and sugar until all the sugar has dissolved. To store the sugar syrup, allow it to cool, sterilise a sealable bottle with boiling water and then pour it into the bottle. This will keep in the fridge for 4-6 weeks.

To make your own fruit purees at home, buy your favourite fruit (berries, mango, pineapple work best) and blend them well with a little water. If required, for balance, add a little of your sugar syrup.



## Margarita

45ml el Jimador Tequila  
30ml Lime Juice  
15ml Sugar Syrup  
10ml Water

Tip: If you want to flavour your margarita, you can use a DeKuyper liqueur, look out for real fruit puree, or you can also mix your favourite jam with the water, blend it and then add it to the batch. All you have to do is replace the sugar syrup with the same amount of liqueur, puree or jam.



# ember

## A HOT ADDITION TO TARANAKI'S HOSPITALITY SCENE



Words by Hannah Mumby

**If the thought of a warm, creamy marshmallow, laced in chocolate and delicately placed between two delectable biscuits isn't enough to excite your taste buds, the team at Ember have plenty more than s'mores ready to fire up your summer days.**

New Plymouth's newest hospitality establishment recently opened in Fitzroy's former TSB branch, with a unique food and beverage offering powered by a partnership with one of New Zealand's most popular breweries, Good George Brewing.

Co-owner and executive chef, Dylan Wilson, says the new cafe, bar and restaurant is focused on providing authentic, engaging experiences for its guests, from the decor and drinks, to the way the food is prepared, cooked and delivered.

"We're really wanting to bring the experience alive for those who visit us, and we've worked hard to reflect that with our atmosphere, our menu options and the way we cook and present the food."

Front and centre of that atmosphere is an authentic Argentinian open fire grill, where guests can witness Wilson and team in action. It's a style of cooking that not only adds to the theatrics, says Wilson, but gives the food an undeniable authenticity.

"We're intrigued by traditional cooking and I'm passionate about taking things back to our roots and cooking the way nature intended. With this style of cooking you can create such a natural, authentic flavour, which seems to have been a bit lost over the years."

Part of the process also involves a dry-ager, which Wilson will use to age all his meat for about a month, before it's ready to serve. This results in rich, tender meat with an enhanced flavour profile.

"It completely changes the steak so we're pretty excited about being able to offer that sort of experience to our guests."

While the menu brings a unique sense of flavour to its meat and seafood, co-owner and front of house, Hope Loveridge, says there is a wide variety of options available for everyone to enjoy for breakfast, brunch, lunch, dinner and dessert.

"Our dessert s'mores have already been a big hit with all ages and it's been great to see the excitement they bring to young kids, but also the nostalgia that comes when parents and grandparents see them on the menu, too. Everyone seems to have a great memory that involves s'mores and a campfire."

Also proving popular are the award-winning beverage options from Good George Brewing. Exclusively available at Ember, the Hamilton brewery's range of handcrafted beer, cider, gin and cocktails line the shelves and are carefully protected in the old bank's former safe.

Good George creative and community manager, Daniel McGregor, says the brewery is excited to have established a relationship in Taranaki where their brews can flow freely to locals.

“ We know we have a few fans down in Taranaki, so they can now look forward to getting their hands on some of our limited releases and special editions direct from the brewery and distillery, along with their old favourites. ”



Open six days a week, Tuesday to Sunday, Ember combines indoor booth seating with traditional dining options, an outdoor area, and a more private room suitable for business meetings or small gatherings.

The architecture and interiors were executed by Thanh Nguyen and Jeanette Trewin, who collaborated with branding team, Favour the Brave, to create an understated but daring space, with a dash of luxury.

"The space was designed to test the boundaries between entertainment and experience," says Nguyen.

"We wanted to provide a place for theatrical culinary experiences to take place, which is reflective in the restaurant's bold colours and materials rich in deep natural tones, alongside timber, marble, terracotta and blackened steel."

The effect is a unique yet comfortable space that promotes engagement and indulgence.

With a knowledgeable team behind it who also own local establishments The Backyard Cafe, Big Jim's Cafe and The Hangar, Ember will be the first fully licensed restaurant for owners Jon Baker, Tia Toanikere, Gordon Huang, Nguyen, Loveridge and Wilson.

"This is the big one and what everything else has been brewing to," says Loveridge.

“ We're really excited to be in the heart of the Fitzroy community and want this to be a comfortable, accessible place for families to come to, business people to meet, a brunch spot for the weekend, or people to have drinks after work or a day at the beach. ”



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# Eat your way round the mountain

## DESTINATION DONUTS

Words & Photos by Amber Mathew - Tasty in Taranaki Blog

Since moving to Taranaki three years ago, I've been impressed with the variety of amazing food available in a region of this size. The population of 124,000 is nowhere close to that of Auckland or Wellington, yet you can find cuisines from all over the globe scattered around our beautiful coast, mountain, and countryside. And while I could go on and on about said variety, I thought that touring the region and tasting some of our most scrumdiddlyumptious donuts sounded like much more fun.

This labour of love handles took me to six different places, from Waiwakaiho all the way around the maunga to Stratford. Twenty-four donuts later, I'm ready to tell you how to eat your way around the mountain and experience some of the greatest treats available in our little slice of paradise.

### RNB DONUT SENSATION

You can't miss the vibrantly coloured RnB Donut Sensation food truck, located primarily in Waiwakaiho beside the Valley Barbers most weekends. There's no other place in Taranaki that has a greater number of donut flavours available at any given time, as well as delicious ensaymadas and savoury empanadas. And while crowd favourites like Cookies & Cream, Dulce De Leche, and Red Velvet fly off the shelves, I'm always ready to tuck into my favourite - the Blueberry filled donut. It is soft, fluffy, and bursting with sweet berry flavour! Follow RnB Donut Sensation on Facebook to know when and where they will be set up. You can also message them via Messenger to place special orders.



### THE PUBLIC CATERING COMPANY

Located in the West End Precinct, The Public Catering Company is a breakfast and lunch hotspot in the New Plymouth CBD. They serve a variety of insanely delicious pastries, salads, and sandwiches but are also well-known for their incredibly indulgent donuts. My favourite is the Crème Brulee. It is filled with smooth vanilla custard and then topped with stripes of rich, buttery caramel. The hardened texture of the caramel delivers the most satisfying crunch of any donut I've ever had! Public Catering is open seven days a week from 8am to 3:30pm Monday through Saturday, and they close at 3pm on Sundays.

### KNEAD DONUTS

Knead is one of the newest artisan producers on the scene in Taranaki. They have quickly amassed a great number of regulars who line the sidewalk outside of their Vogeltown shop, hoping to snatch up a box of their mouthwatering donuts before they sell out. Each donut is made from scratch, hand-rolled, and hand filled. Every week there are new flavours to try, and my favourite so far is Hershey's Banana Split. When I took a bite out of that donut, I immediately felt like a little kid getting a banana split from the Dairy Queen on a hot summer day in Alabama. Had I not known I was eating a donut, I would've thought I was in an ice cream parlour! Knead is open Thursday through Saturday from 8am to 1:30pm, unless they sell out earlier.



### BOMBOLONI ARTISAN DONUTS

On the edge of the beautiful Oakura Beach you'll find Black Sand Pizzeria and Bistro, where owner and chef Martin Barlok creates authentic Neapolitan-style pizzas. During the summer months, his bright blue Bomboloni truck serves up thousands of Italian-style Bomboloni donuts to locals, beachgoers, and other people passing through the little village. Each Bomboloni is coated in sugar and then filled with either sweet raspberry jam and cream, vanilla custard, or Nutella. I had the pleasure of making a batch by hand with Martin, and let me tell you - there is nothing quite like a fresh donut filled with the most unbelievably decadent homemade vanilla custard! You won't have to wait for summer to find out for yourself. You can find Bomboloni being served year-round at Escape Coffee Roasters and Kingpin Espresso Truck in New Plymouth, VIBE Coffee Van in Westown, and En-Route Coffee in Okato. You can also place a custom Bomboloni order for any special event by contacting Martin at 0211748005.



### BAKED BY BLANCHE

Further down south and around the coast, I found myself in Hāwera face to face with some extraordinary pillow pastries from the Baked By Blanche micro-bakery. I decided to try the Raspberry & White Chocolate, Salted Caramel, Passionfruit Coconut, and Cronut. Every doughnut was incredible and tasted nothing like any of the others. The Salted Caramel was simply beautiful! I expected it to taste good but didn't expect such a depth of flavour. However, my favourite had to be the croissant-doughnut hybrid, the Cronut. It was layer upon layer of buttery pastry covered in cinnamon sugar that took my tastebuds to another dimension! You can find Baked By Blanche on Saturdays at the Hāwera Town Market and on Sundays in New Plymouth at the Taranaki Farmers Market, both markets running from 9 a.m. to 12 p.m.



### THE BAKING CO.

Continuing on around the mountain, I stopped in Stratford at the cosy bakery and cafe, The Baking Co. Their donuts are made with buttermilk, and as a Southern girl, I appreciate the lightness in texture and tangy flavour buttermilk adds to biscuits and cornbread. With donuts, it's no different! Their homemade Raspberry Jam & Cream is their regular best-seller, but let's not forget the Chocolate Custard. Their in-house-made chocolate glaze smothers and covers the top of a vanilla custard-filled donut that oozes with flavour. My favourite there was the Cinnamon Sugar. It was light, airy, and really hit the spot paired with a Proof & Stock coffee. The Baking Co. is open seven days a week from 8am to 3pm. Monday through Saturday and from 9am to 3pm on Sunday and public holidays.

I hope you'll map out a plan to give some of these incredible donut places a try. It'll be one delicious road trip you will certainly not regret. And that, my friends, is what's Tasty In Taranaki!





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# BESPOKE FAMILY REAL ESTATE

Photos by The Virtue

While business ground to a halt for many this lockdown, one company was quietly preparing to come back better than ever. A rebrand had been in the pipeline for over a year for Jennifer Russell Real Estate, formerly The Property Place, and finally in late October, the business relaunched itself onto the Taranaki real estate scene. The new name reflects the ethos of the business, it's personal and familiar, like the service they've provided their clients since 2011.



Family is at the centre of it all. The management team includes Jennifer's daughter Rose who takes care of operations and administration, and daughter-in-law Aspen, a fellow licensed salesperson. The trio see eye-to-eye on the values and direction of the business, and Jennifer hopes either, or both, will carry Jennifer Russell Real Estate through to the next generation.

The service they provide is bespoke. A one-on-one, client-focused approach ensures people understand and enjoy the process, and ultimately get the best outcome. Another advantage of this approach has been less disruption caused by the global pandemic.

“We are a small but committed business and client-focused. It's not numbers for us, it's dealing with that one person and getting it right, Jennifer says.”

When Jennifer Russell went into business 10 years ago, it was an opportunity to mix career and family, and to have control over her work, time, and professional environment. It has allowed the mother of six and grandmother of eight, to shape the values and standards of her business to reach like-minded customers.

“We started to look at how we can make our business better and how we could interact with clients. We looked at what we were doing, how we were behaving within our brand, and how we looked to the public, and the two didn't match,” Jennifer says.

“We had quite a corporate style yet the way we interact with our clients is quite personable. That led to thinking about what the business is and what the core was, which came back to myself and my family.” It's a step forward for Jennifer, who began studying towards her career licence in 1989. The name above the door is a chance to cement her continued commitment to the industry and local community.

Along with the name, the team collaborated with local creatives to design a new website and logo. The key is a nod to the industry, but also symbolises opening the door to a new chapter. They have kept the orange brand colour and their prime location on Egmont Street in the heart of the city. The dedicated team of seven are also the familiar faces who have worked alongside Jennifer as the business has gone from strength to strength.

For several years, the team and clientele branched into Waikato and Manawatu, but the time away took its toll. The rebrand will enable the boutique business to focus on what they value most; home, family, and supporting their local shops, cafés and businesses.

“It came to the point where I just missed home and missed being in my own community. That's part of what we were looking at when we looked at what this business was to us, it was about being back home and bringing things back to the core, which is the people.”

“Someone said to me once, ‘you just quietly go about your business,’ and that is what we do. We are a women-led, family operation, and we're excited to see what the new year holds for us.”



Jennifer Russell   
REAL ESTATE 



# Emerging BUSINESSES TO WATCH



Ninety beads was born in January 2021 as a custom-designed and sustainable-focused necklaces brand. Beautifully designed necklaces made with hand-picked pre-loved beads. Ninety beads has a purpose, each necklace would tell its own story and we embrace the challenge of repurposing and up-cycling. We hope you can see our passion reflected in what we do.



The Good Party Co is a luxe kid's party hire servicing the Auckland, Waikato and Taranaki regions. Their range of Instagram worthy party rentals include mobile soft play equipment, bounce castles, signage, and more. With the largest colour selection of luxe soft play equipment in New Zealand, they can cater for all themes, birthdays, weddings, bridal showers, play dates, and corporate events.



mky is a slow fashion, womenswear brand; with each piece designed and hand made in New Plymouth. Created with the intention that all pieces are a quality investment for your staple wardrobe, and kept for a lifetime to come. mky hope to encourage women to shop consciously and thoughtfully, buy less, and enable a more sustainable future within the fashion industry.



Meet the team behind the new kids on the block- Kowhai Plumbing. James and Candice Wilson are a husband and wife duo who know their sh\*t when it comes to plumbing. James has over 13 years in the industry and Kowhai Plumbing aims to change the game in Taranaki and make plumbing sexy. James is more than just you're average "plumber" call him now, and he'll get your plumbing humming.



Sol+Sea is skincare designed for a generation that knows better and cares more about the future in front of them. We source nature's finest ingredients and deliver them to your skin, combining the regenerative properties of marine bio-actives + powerful-plant based ingredients + innovative pharmaceuticals. Then all of our formulations are extensively tested, trialed and endorsed by performance athletes.



We make fruit-forward, fun, bright and expressive wine in our urban winery in New Plymouth. We strive to work with organically grown fruit and process the fruit intuitively without added yeast, mechanical intervention (other than a pump), fining or filtration, and bottle with only minimal added sulfur.



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# ACCOUNTING TIPS TO SAVE YOU TIME AND HELP MAKE YOUR BUSINESS SUCCEED

Words by Tristan Hodge, Anna Kelly and Jacinta Frost

Qualified Accountants Tristan Hodge, Anna Kelly and Jacinta Frost from BDO work closely with their clients providing practical accounting and advisory support on a daily basis. Below they share their top tips that you can start to implement in your business today that can help save you time and help make your business succeed.

## SEEKING ADVICE FROM THE OUTSET CAN HELP SAVE YOU MONEY IN THE LONG TERM

Whatever stage your business is at having good advice is essential. Getting this from a trusted advisor will allow you to make confident and informed decisions about the direction of your business. It can help to avoid issues which often end up costing you more in the long term.

## STREAMLINE YOUR SYSTEMS TO SAVE YOU TIME TO WORK ON DRIVING YOUR BUSINESS FORWARD

Integrate a cloud software system that automates transaction processing. There are amazing accounting programmes available that can take care of most of the work for you by automatically reading and coding invoices, requiring little manual work to process and reconcile payments. You will save time with data entry and reconciliations that can be better spent focusing on your business to help it succeed and grow.

## AVOID THE SHOCK AND PLAN FOR YOUR TAX

To help reduce surprises around tax payments, it is a good idea to set reminders around the dates you will have taxes due and the anticipated amounts. You can put a percentage of your revenue aside to save for tax, so there isn't a significant impact on your cashflow when the due date rolls around. You should also discuss with your adviser the options that are available for you to manage your tax payments and pay at a time that suits you.

## SETTING GOALS AND A BUSINESS PLAN IS GOING TO HELP PUT YOU ON TRACK FOR SUCCESS

When setting a business plan, it is important to first consider your life goals in the next 2, 5 and 10 years and then think about how your business is going to get you there. Create a business plan with realistic, measurable goals and timelines and work with an adviser/mentor to help keep you accountable. Include information such as budgets and cashflows that will help you track and monitor success. You need to do what works for you as well – not everyone is going to want to develop a comprehensive, detailed plan, it might be that a one-pager works for you.

## KNOW YOUR NUMBERS TO HELP WITH CRITICAL DECISION MAKING

Understanding your numbers is an important part of business success - the information from your accounting software system can provide information on trends, potential opportunities, and insights to help you plan and make critical business decisions. As a minimum, review and understand your profit and loss and cash flow trend reports, to track your profitability and see where your cash is going.

## SURROUND YOURSELF WITH A GREAT TEAM

Having a great support network will help you to succeed in business. The people you surround yourself with can help bring different perspectives to your business, can be used as a sounding board and provide you with new ideas. You'll often find there are opportunities to connect, collaborate and leverage off others. Be sure to seek out the advice of experts in specialist areas when you need it.

We are happy to provide a free one hour no obligation consultation so contact either:  
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## BDO BACKING POTENTIAL

BDO Taranaki congratulates Tristan Hodge and Anna Kelly on becoming fully qualified Chartered Accountants (CA) and Jacinta Frost who, after successfully passing her Capstone Exam, became a fully qualified Chartered Accountant in November. Get in touch with BDO Taranaki if you want to know how we can back your career in accounting!

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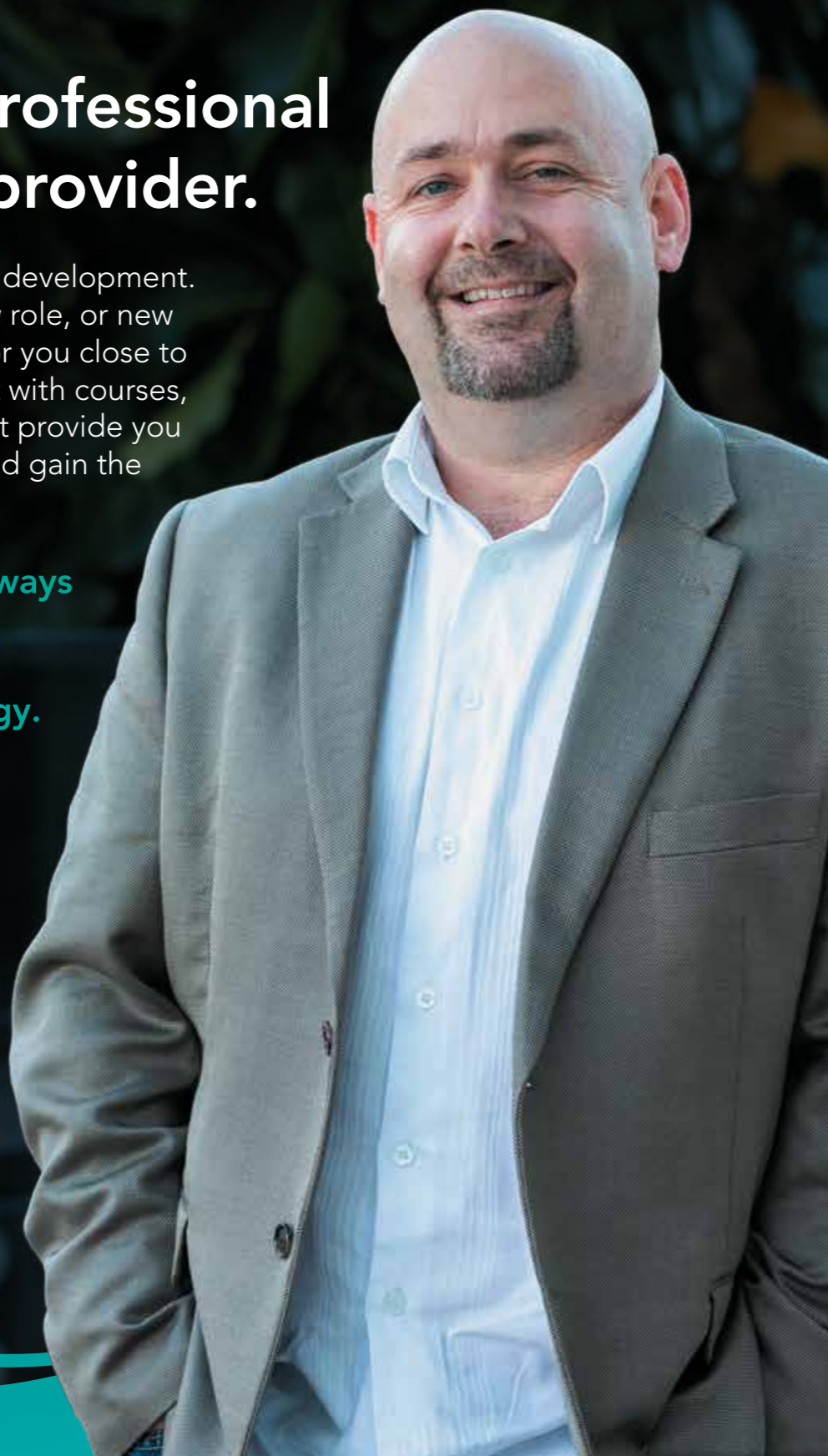


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Adding value through innovation and collaboration has always been central to how we do business. So too is supporting and investing local. So when we embarked on a large scale refurbishment to improve this local landmark building in the Covid-19 environment of 2020, many of the decisions we made were an extension of these philosophies.

Working with Taranaki firms, BOON Team Architects and Clelands, our refit was completed in May of this year. It is future-focused, exhibits our core values and facilitates company culture and well-being through floor plan and flow, design features and finishing touches.

At the heart of our operation is people - those who work with BTW, our clients and project collaborators. The refurbishment of our premises provides a mix of light filled open plan office and meeting spaces, and considers all who are welcomed into our business.

Glass walls are adorned with Poutama – a design with origins in the woven art of tukutuku panels, representing consolidation of new knowledge, continued progress and growth as we journey onward together.

Meeting spaces are designed for flexible use, with partition walls and sliding doors that open fully to cater for larger and more dynamic events. Break-out and socialising spaces across both levels allow our team to step away from their desks and change mode whilst remaining present.

Bi-lingual signage, original art from Taranaki artists, historic maps (one from Frederic Carrington) and community projects on the walls throughout our premises are an authentic connection with Aotearoa's history, culture and the local fabric we are proud to be part of.

As BTW approaches 50 years in business, this office refurbishment in a landmark, central New Plymouth building is a true commitment to supporting local and an investment in our future.

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# 7 SECRETS TO OWNING AN EPIC ONLINE STORE

Words by Rose Cawley - The Creatives

What do Allbirds, Kylie Cosmetics and Garage Project all have in common? These profitable businesses all sell their products online using the e-commerce platform, Shopify. Today, Shopify is the third most popular e-commerce platform globally, with more than one million merchants worldwide. Want to create your own? Here are our top 10 tips for nailing your Shopify website.

## 1. MAKE YOUR PRODUCTS SHINE

Your products are the most important thing in your Shopify store. They need to look incredible. Dazzle them with top-notch product photography and describe them in detail so your potential customers have no reason not to 'add to cart'. Pixelation, shoddy angles, and bad lighting are not going to have your potential customers screaming "take my money!". Don't give your customers any opportunity to second guess their decision or doubt that your product is exactly what they need at that moment.

## 2. MAKE IT \*POP\*

Shopify offers dozens of templated store designs, each with the ability to be customised and altered into the perfect accessory for your brand. And while it might be easier to implement a templated design and move on with your life, it's important to take the time to sprinkle some of your own razzle-dazzle into the mix, taking your site from cookie cutter to unicorn.

## 3. WHAT THE F@%\$ IS SEO!?

You've probably heard the term 'SEO' being thrown around when yarning about websites and all things Google. SEO stands for Search Engine Optimisation and it's kind of a big deal. It's what Google reads to find your website and serve it to those searching for it. While SEO is

\*really\* important, it's often overlooked when e-commerce websites are DIY'ed. To put yourself in the best position (page #1 on Google, thank you) make sure you invest some time (and/or money) in ensuring your SEO is optimised and up to the job.

## 4. "THERE'S AN APP FOR THAT"

Just saying, if your website was a Christmas tree... Shopify apps are the glittery baubles. Customised email journeys, upsell tools, and Facebook/Instagram shopping are just some of the many apps you can implement on your store to give it that 'WOW' factor and take your conversion marketing from zero to hero.

## 5. TELL YOUR STORY

Content is king, queen and everything in between. You know why you're selling your product—but do your customers? People want to support a business that shares their passion, has a personality and a purpose. Show your potential customers that you are more than just the products on your page and tell your story through your copywriting. Make it clear what separates you from the pack.

## 6. HIT EM' WITH THAT FREE SHIPPING MAGIC

Consumers hate paying shipping, it's a fact. What's a sure-fire way to increase checkout conversions? By adding free nationwide shipping and absorbing these costs into the price of your product. If you have low price point products and this isn't feasible, we have a solution... offer free shipping on orders over a certain price. Not only will your conversions increase, but your average transaction value will too.

## 7. GET YOUR CUSTOMERS TO TOOT YOUR HORN

Huh? What's social proof? Basically it's testimonials, real customer reviews, links to your social media, awards and anything that screams "these are the best things your money can buy" without tooting your own horn. Social proof is a powerful and incredibly convincing tactic to win over your potential customers with honest feedback from those who know your products best - the ones paying for it.

Building an online store is a beast of a task, and it can be a skill that's well beyond even the most talented business owner. Spending money on having a pro help build your online shop is a wise way to ensure you make more money in the long run. Always work with Shopify Partners - experts that specialise in building online stores using the platform. Doing this will mean you can sleep easy knowing that the products you're passionate about selling will be digitally displayed in the best way possible!

The short version - It's easy to see why joining the millions of other businesses using Shopify just makes sense. The no-nonsense backend (product management and fulfillment) is streamlined, and the front end (what the customer sees) is primed for sales. Using Shopify for your online store is a sure fire way to take your business from strength to strength in the online world, but don't forget to spice it up with our top tips!

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# ALL FOR THE LOVE OF SNOW

Words by Henry Johnson

**The decision to drop everything and move to Japan began as many great ideas do, over an after-work beer with a mate.**

I was living in Melbourne at the time and had finished a shift at The Workshop, a bar I was working at in the city. My friend Jack told me he was going to Japan for a snow season. He had secured a job in a place called Niseko and would stay for 3 to 4 months. He had a Working Holiday Visa organised and would leave in two months.

My curiosity was piqued. I grew up snowboarding most weekends at either Mt Taranaki or Mt Ruapehu, spending the school holidays there with family, and had been doing so since I could remember. In Melbourne, the snow wasn't as accessible as it is in NZ, and I hadn't thought about snowboarding since I arrived.







Roadside breakfast with Stefan and Babu, Niseko town. Photo by Henry Johnson on film

I asked Jack for the email address of his soon-to-be employer in Japan, sent him my resume on the spot, and hoped there would be another job available.

There was... a dishwashing gig, and just like that I was moving halfway around the world to scrub dishes! I overlooked the job and focused on the bright side.

In an average winter in Niseko, 14 metres of snow falls. For four months of the year, everywhere is white. Niseko is located on Japan's northernmost island Hokkaido. A cold climate, paired with its close proximity to Siberia, is the perfect recipe for a snow-filled paradise. It is now renowned as the Aspen of Asia and is on almost every snow sport lover's must-do list.

I fell in love with Japan. Here I would find myself for the next five years. The food, the people, the places, the language. It's got it all. One of the quirks of Japan is the Keijidosha, typically known as the Kei car. The smallest highway-legal passenger vehicles, with an engine displacement of no larger than 660cc. In particular, I grew fond of the humble Kei truck. These tiny trucks are seen everywhere on the roads of Hokkaido. They have a certain quirk about them they almost seem a little ridiculous.

I hatched a plan to someday create a small mobile lodging on the back of one. It would become the perfect base for snowboarding excursions, allowing me and my friends to explore deeper into Hokkaido's interior.

Japan is very well equipped for car camping, and it's welcomed almost everywhere. 'Michi no Eki' or 'road stations' complete with Wi-Fi and toilets, are in most rural towns. They even sell locally grown produce in the summer months. Onsen or hot natural baths are abundant and there always seems to be a beautiful place for a soak. Some of these can be found outdoors in nature, free of charge, and others you can use for a minimal fee.

I shared my plan for the camper build with a friend named Charlie. He is a skilled filmmaker and I thought it would be a great project for us to collaborate on. He captured the process of the build, and then our first journey. I'd always had a passion for creating things with my hands, and this was another chance to do just that. In the springtime we collected unwanted building materials from friends and locals. We searched for all sorts of supplies and asked for donations over social media. The response was amazing, and in no time we had enough to build the tiny mobile cabin.



Exploring Hokkaido back roads with Charlie. Photo by Charlie Wood



Preparing locally sourced timber in the home workshop, Kimobetsu. Photo by Yusuke Yarimizu

Hokkaido is a great place for backcountry snowboarding. There is an abundance of amazing places to ride, sometimes meters from the roadside.

The snow is a huge drawcard for a friendly bunch of ex-pats who now call Japan home, including me. Lift-accessed ski resorts are plentiful and offer a great array of terrain. The backcountry is where I found my true love for snowboarding. Using snowshoes or a split board to gain altitude, then embracing a rewarding ride down. It's a human-powered search for pockets of the untouched powder the region is renowned for.

Charlie and I set off from Niseko in the newly built camper. The road, now unpaved, we followed our noses in search of new terrain. We had everything we required aboard, snowboarding as we pleased. In the evenings we could find somewhere secluded to park up and get some rest. Despite having fully insulated the cabin, it was still very cold in the evenings. It was a sigh of relief come daybreak as the sun hit through the side window.

We spent seven days on the road exploring a large chunk of Hokkaido. It was a feeling of ultimate freedom. A feeling everyone should experience at least once in their life. Not only in Japan but anywhere they like.

Hit the road and let the journey unfold.

@palsjapan



Mt Yotei, Japan. Photo by Henry Johnson on film



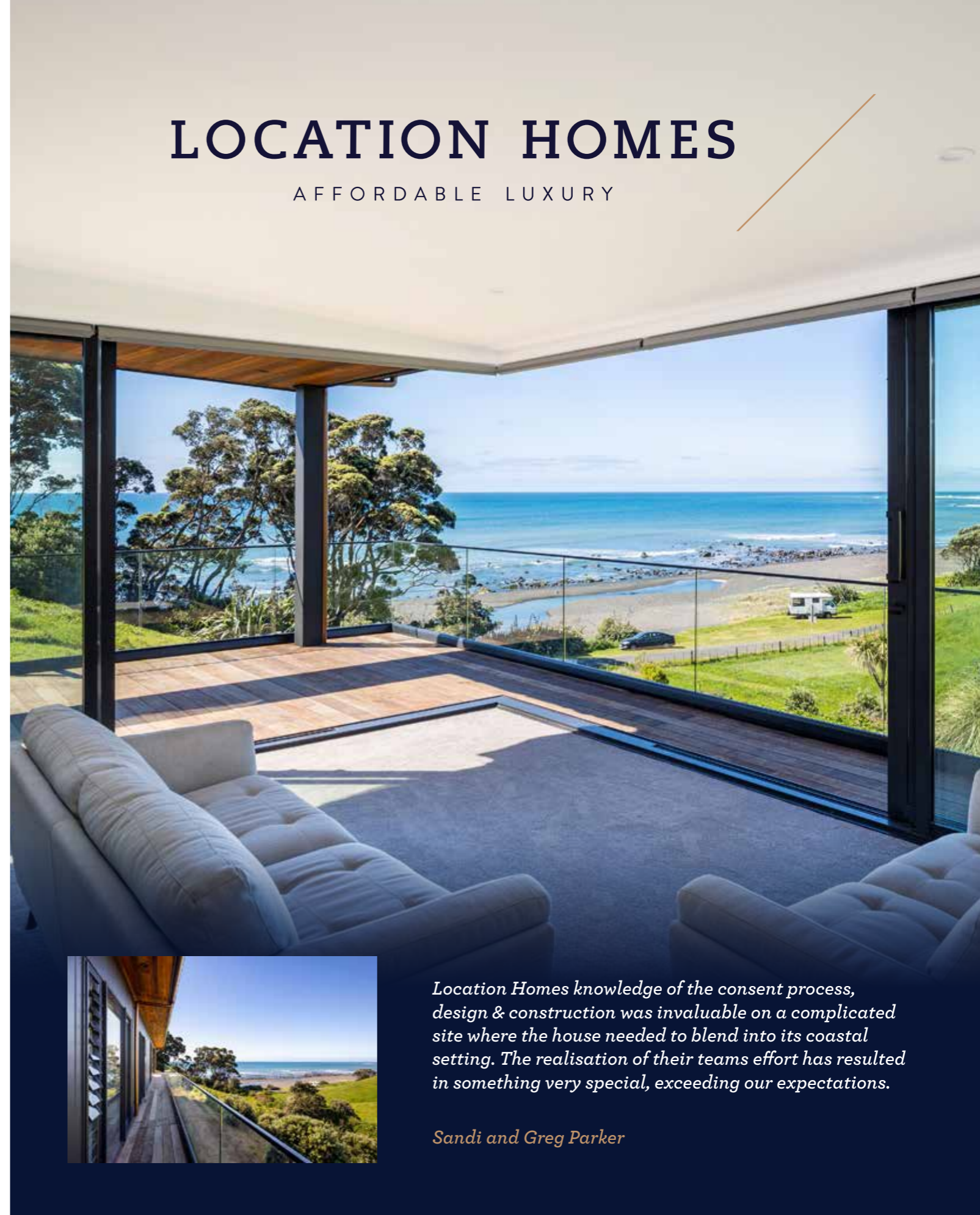


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*Sandi and Greg Parker*





# FENTON STREET ART COLLECTIVE

Words by Nick Walker | Photos By Sandra Henderson

What do you get when you take an artist and an author, and put them in a 1920s lawyers office with free reign to make it whatever they want?





In the case of Stuart Greenhill and Jo Stallard, you get Stratford's Fenton Street Art Collective: a fully renovated, heritage listed apartment, complete with espresso bar, gin distillery, art gallery, writing den and studio. It's almost ridiculous, except that it actually makes sense.

"It's an ideal," Stuart reflects. "I can go down and have a shot of coffee and a brioche in the morning, go upstairs to work for a while, then I might be called off for a gin tasting later on. We've made it to fit with our lifestyle."

In that sense, the idea behind the renovation of the Egmont Chambers building is fairly straightforward - although it was no small job. It took two years to take it from what Stuart calls "a collection of horrid little offices" to an award-winning, fully restored, multi-purpose haven for work and play.

"We didn't do any due diligence on the building, we didn't do any costings, we just thought it had a nice feel about it. There was a big leap of faith; we both thought the other knew what they were doing."

It's remarkable it even got to that point, given what the pair faced on their first visit. The building was the office for a law firm before them, although from how Stuart describes it, it's hard to imagine.

“*It was cold, what's now my office flooded when it rained, the plaster was peeling off both the inside and outside walls, there were obvious fractures in the plaster and these 1970s thin glass windows...the place was bleak, it was bloody awful.*”

That day in 2016 seems a long time ago now. The open plan, three bedroom upstairs apartment is fully insulated with double-glazed windows. Jo has her art studio: "with wide walls and plenty of natural light", and Stuart his writing den: "a tight, small dark space" where he finished his novel Dante Fog.







Downstairs, as well as a functional cafe and gin distillery, eclectic nooks and crannies make for a fun, discoverable art gallery. In fact, there's art just about everywhere.

“They're all separate spaces, but because they're in the same building they just gel together. We've taken out windows and doors so there's a flow through them, even though they're separated. The art really helps with the flow, including through the stairwell to upstairs.”

The building itself has been strengthened - both literally, from an earthquake standpoint, and aesthetically, in its design and character. Industrial concrete floors and steel frames complement original features such as warm native timber (matai and rimu), plaster cornices and 1920s vinyl lino.

“Jo had done the whole concept and had the design laid out, and it came out exactly as it was intended. It's quite extraordinary really.”

“Everything was dictated by the concrete and steel, in that the design of the building dictated what we could do. You had to be

*creative with all these little compartments and offices. Each of those rooms has its own character, and we thought we'd make them individual spaces where customers could sit, or have meetings with a coffee or a gin.* ”

Perhaps surprisingly, Stuart describes the process as “easy” and “a joy”, and he puts that down to the expertise of local contractors including Meco Engineering, Boon and Lett's Build.

The upstairs renovation won an award from the The Western Institute of Architecture in 2019, where it was described as “inspirational” and “a really positive development in Stratford.” The building as a whole has now been added to the New Zealand Heritage List/Rārangī Kōrero as a Category 2 historic place.

“They acknowledged that we'd been able to introduce modern elements that weren't intrusive,” Stuart reflects proudly. “It works harmoniously with the heritage, creating something new that still holds on to those historic features.”

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Geoff Mockett & Dustine Palmer

Signature Homes opened for business in New Plymouth in January 2005 and quickly grew to become the leading home builder in the region. Managing Directors Geoff Mockett & Dustine Palmer attribute the office's success over the years to the quality of the workmanship and fixed guarantees on price and completion dates, while paying tribute to the calibre and dedication of both staff and contractors.

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“Signature Homes Taranaki is dedicated to delivering their clients the best service. Our biggest selling point is our passion for quality, whether we're building a modest two-bedroom unit or a million-dollar home; doing a dream design or a house & land package, they are all equal in quality. We have great architectural resources, and we guarantee our clients a fixed-price contract with no hidden costs,” Geoff says.

The team at Signature Homes Taranaki are excited to meet with you to discuss your needs and view the homes in our extensive collections, or talk about our Design & Build service where we can design the home of your dreams. Whether you choose a Knock-Down & Rebuild, a Subdivision or a House & Land Package, our pricing means you always know what you can achieve within your budget.



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# Average 2021 House Sale Prices in Taranaki



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<p>NEW PLYMOUTH</p> <p><b>\$635,000</b></p> <p>up 18.7% vs last year</p>	<p>OAKURA</p> <p><b>\$970,000</b></p> <p>up 14.8% vs last year</p>	<p>OPUNAKE</p> <p><b>\$397,000</b></p> <p>up 33.7% vs last year</p>
<p>PATEA</p> <p><b>\$245,000</b></p> <p>up 61.2% vs last year</p>	<p>STRATFORD</p> <p><b>\$440,000</b></p> <p>up 33.3% vs last year</p>	<p>WAITARA</p> <p><b>\$425,000</b></p> <p>up 21.4% vs last year</p>

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4. HAVE SCREEN-FREE ZONES AT HOME
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6. DON'T BELIEVE EVERYTHING YOU READ



# Wellness IN TIMES OF CHANGE

Words by Chantal Hofstee - Clinical Psychologist



**As a Clinical Psychologist, living and working in New Plymouth, I work with many people who struggle with mental health, relationship dynamics and generally don't experience much wellness. However, I am not separate from them and especially with all the current events I think it is fair to say that everyone's well being has been under pressure in some way. Even your most 'happy go lucky people' struggle with low mood, low energy, depression, anxiety or anger in some ways during periods of their life. Knowing some well researched, practical ways to improve and protect your wellbeing is essential in times like these.**

Stress, anxiety and depression are on the increase, not just here but world wide and there are many factors that contribute to this. Financial stress, less support systems, unlimited access to screens, sedentary lifestyles, these are just some of the factors we all have to deal with that make it harder to stay healthy and happy.

The first lockdown we experienced was quite the eye opener for me and has led me on a slightly obsessive quest on what else I could do to improve and protect my own wellness in these challenging times. It has led me to rediscover some methods that have been used since the beginning of humankind in many corners of the world. The amazing thing about living in this time is that we don't have to rely on traditions only but now also have scientific research explaining and backing these traditions.

## MOVE

One of the most powerful ways to feel better is to move. Whether you walk, run, bike, play table tennis or go to the gym, whatever your preferred way of moving is, at least 20 minutes per day of movement that increases your heart rate has been shown to improve not only physical health but mental health and wellbeing too.

## BE MINDFUL

Mindfulness or mindful thinking is a powerful strategy to protect and improve your wellness. Reducing worries and judgements and practicing a non-judgemental attitude to life and the things that happen to us can help to feel better. This practice helps to be present and not jump to (negative) conclusions or worries, it helps to respond instead of react. Even a few minutes of mindfulness per day can help reduce stress and improve wellbeing.

## EAT REAL FOOD

There are as many opinions out there as there are diets and realistically there simply is no one size fits all when it comes to food but one thing is for sure, when you eat real, nutritious and healthy food, you feel better. One way that a healthy diet contributes to wellbeing is that it can help fight inflammation which is, at least, correlated with anxiety and depressive symptoms.

## PUT THE PHONE DOWN

Screens are fun but they are not really satisfying. Every hour we spend watching a screen is an hour not spent interacting with a loved one, being creative, being in nature or anything else that brings us real joy and satisfaction. Screens are highly addictive and intentionally so. My personal recipe for breaking the habit has been to get a stack of great books and have them within arms reach at all times plus listen to podcasts whilst doing other things. This way I still get the 'media fix' without staring at a screen.

## SOAK AND RINSE

Hot baths (or saunas) and cold showers can add an amazing wellbeing factor to your life and they are completely free. The heat not only helps you detox, it also increases brain-derived neurotrophic factor which promotes the growth of new neurons in the brain, activates a bio feedback loop that makes your endorphin receptors work better and releases 'heat shock proteins'

which promote cell repair and mitochondrial function. The cold exposure also increases heat shock protein and releases norepinephrine improving mood, focus and attention. To top it off, both hot and cold exposure has an anti-inflammatory effect which further improves health and wellbeing.

## DO MORE OF WHAT YOU LOVE

If there is one thing the current state of the world has highlighted to me it's that life is short and fleeting and we have taken too many things for granted. For me personally this means I owe it to myself to make the most of what I have. The nature at my doorstep, my family that I have with me, my friends and intentionally doing the things I love.

Fully showing up for life, not just the highs but the harmony of the highs and the lows. To be more present for all of it, to learn, to grow, to connect, to do more of the things that matter and less of the things that don't. To love and to live well, to me that is wellbeing.

**Chantal Hofstee is a Registered Clinical Psychologist, living and working in New Plymouth. She works at Renew Your Mind in the New Plymouth CBD and facilitates business workshops on:**

- Stress management and wellbeing
- Mindfulness for stress management
- Leadership development

**For more information go to [www.renewyourmind.co.nz](http://www.renewyourmind.co.nz) [www.renewleadership.co.nz](http://www.renewleadership.co.nz)**

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# YOUR LOCAL VEIN DOCTOR

Words by Jenna Houghton | Photos by Sandra Henderson



Dr Jarrod Newell

**Treatment for varicose veins has come a long way in recent decades. What once involved the complete removal of a vein via ‘blind’ surgery, is now a walk-in, walk-out procedure due to innovations in modern medicine. From the late 90s, the use of ultrasound and lasers has provided a simple and safe remedy for problematic veins. From mid-2020, the Vein & Skin Clinic has provided these services from their new boutique practice in central New Plymouth.**

Taranaki local, Dr Jarrod Newell, leads the medical team and uses his training and knowledge in the field of phlebology (veins), to help reduce pain, relieve discomfort, and enhance the appearance of legs and skin. The disease can affect anyone and can start to occur in our teenage years. It can be inherited, a side-effect of having children, or a job that requires a lot of standing. It is also at the root of many lower leg issues, like ulcers, that people may experience later in life if left untreated. There is hesitancy around seeking treatment and some misconceptions about the process.

“People often wonder ‘if you laser my vein out, how is the blood going to get around?’ But by the time you’ve got the disease, the veins aren’t working already, and the deep vein system is doing its best to take over,” Jarrod says.

“A varicose vein at the side of your calf muscle might be more extensive, the disease itself could be worse than just what you see. What happens is the system is no longer working, and the vein is acting like a tank, the blood just sits in it all day and that’s why you get symptoms; achiness, cramps, heavy and tired legs, itchiness, eczema, and you can ultimately end up with ulcers.”

With the combination of treatment modalities, patients can typically expect to be back to work the next day. Vein & Skin provide a consultation, recovery plan and 12 months of follow-up support. They are also Southern Cross affiliated and covered by most insurance companies.

Jarrold found his way to phlebology through his wife, Dr Tamsyn Newell and father-in-law Dr Henryk Poczwa, who first introduced laser treatment of varicose veins into New Zealand back in 2002 and established the original Vein & Skin Clinic in Wellington. Jarrod spends part of his week in the capital and treats patients in Invercargill in addition to running the Hobson Street practice with Tamsyn. The medical team treat a range of skin concerns, including skin cancer, moles and benign growths. Treating or removing unsightly things people have spent years, sometimes a lifetime with, can be incredibly rewarding.

“ People come in and say, ‘I’ve had this thing here since I was 16’ and now they’re 46. They walk out twenty minutes later and it’s gone, and they think ‘why have I waited so long?’ There’s a lack of education around it. People don’t know what they don’t know. ”

Across the hall of the remodelled downtown villa is the aesthetics suite, managed by Tamsyn. Clients come for the latest cosmetic procedures and injectables, performed by a trusted doctor who puts emphasis on working with the patient to achieve realistic and beautiful results.

Tamsyn and Jarrod have invested in their clinic, restoring what could have been torn down, creating a welcoming and intimate space. It’s minutes from home, in a city they have returned to after years abroad.

“We’re passionate Taranaki people. We love it here and I’m really pleased my three daughters are growing up in Taranaki and are getting the opportunity to have the same childhood we did.”







Lynne Pulford, Esme Reid, Dr Tamsyn Newell, Dr Jarrod Newell



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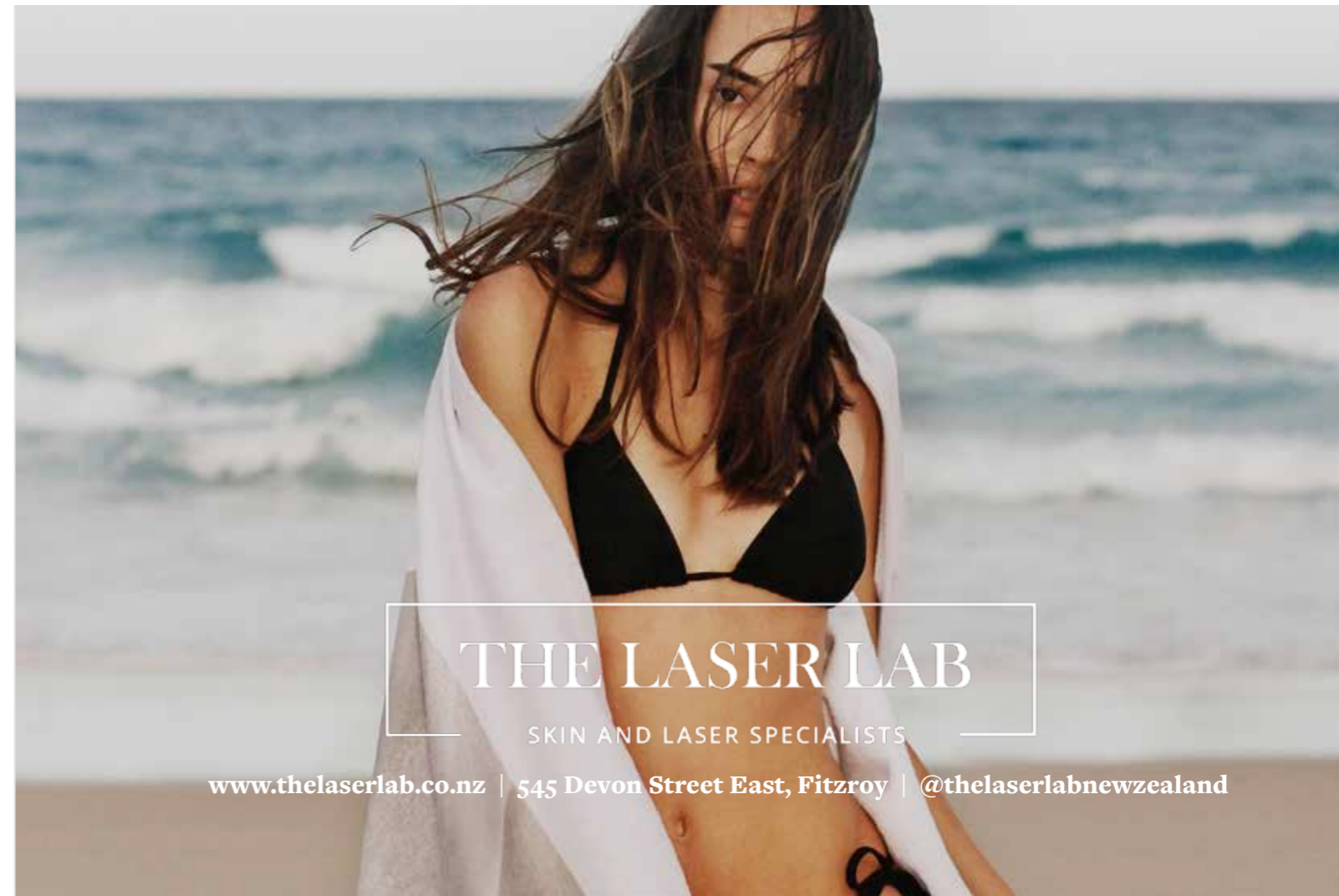


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# ANNA PEACOCK

@sienna\_blair | www.siennablair.co.nz

Anna Peacock, founder and creative mind behind the kids brand Sienna Blair, is a proud wife and Mum of two little babes Sienna (3) and Beau (10 months). She started Sienna Blair to make cool outfits for kids and create a life with flexibility and a good work/life balance.



## HOW DID SIENNA BLAIR COME ABOUT?

When my baby Sienna started walking, I found it really hard to find her clothes that I wanted to dress her in. So, the label Sienna Blair was created! My first collection had three designs and I worked out of my spare room for the first two years while I worked part time.

## WHAT IS YOUR BACKGROUND?

I have a Bsc in Biochemistry and a Masters in Audiology. I worked as an audiologist for seven years before going full time with Sienna Blair. I have always had a passion for fashion and design but have no formal studies as such. I am lucky enough to be surrounded by some very creative and talented people who have helped me learn the skills I need to build my business.

## WHERE DO YOU GET INSPIRATION FROM?

I get inspiration from everywhere! I will see random colour combinations from things like wallpaper or architecture and save them to the inspiration folder on my phone. I also love a good pinterest mood board too.

## WHAT HAS BEEN THE MOST CHALLENGING PART OF THE BUSINESS?

Trying to juggle everything and still be a present Mum, wife and friend. A LOT goes on behind the scenes that no one sees and it's all me. A typical day for me entails checking and replying to emails, posting and replying to DMs on Instagram, overseeing current production, talking to our wholesale stores, designing and sampling for the season ahead. Recently I have found it challenging to find a good work life balance so am working on having the weekends off all social media. I am also looking into getting some help to manage my Instagram and emails which should help to free up some time for me!

# Q&A

## HAS SOCIAL MEDIA PLAYED A BIG ROLE IN THE SUCCESS OF YOUR BRAND?

Honestly, I wouldn't have a business without social media. As we are online and market predominantly through our Instagram account I would be lost without it! I am very grateful for the platform I have created and for the lovely customers and friends who follow us.

## WHAT IS YOUR FAVOURITE PIECE IN THE COLLECTION?

The checkerboard sets and checkerboard women's shorts.

## WHAT ARE YOUR PLANS AND GOALS FOR THE FUTURE OF SIENNA BLAIR?

I am wanting to put a huge focus on our ethical and sustainable practices. Currently we are looking into ways of working with natural organic fibres and dyes which is exciting. I am also loving creating custom patterns and prints so you will see more of these popping up in our 22 collections.





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# La Vie En Rose

COLLABORATIVE SHOOT

## VENDORS

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Florist - Pineapple Sage

Bridal Dresses - Liah Roebuck Bridal

Linen Bridal Dress - Two Daughters

Stationary & Menus - Priscilla Creative

Props & Styling - Victoria Jayne Weddings

Tableware - Set & Flora

Wedding Cakes - L'Epicure Limited

Suits - Guize

Venue - Girls Minds Matter

Models - Dana & Josh Smith, Peppi Polviander











**PINEAPPLE SAGE**

Wedding and Event Floral Designer

Specialised floral stylist. Passionate about bringing all your flower dreams to reality, offering a personalised approach to planning, design and styling stand-out florals.

@pineapplesage\_florist | www.pineapple-sage.co.nz

**LIAH ROEBUCK**

Bridal Designer

Designing and creating your dream dress has us working one-on-one together, customising and incorporating your unique personality and style. All handmade, with love in my intimate New Plymouth Studio.

@liahroebuck\_bridal | www.liahroebuck.co.nz



# WHAT'S YOUR MOOD



**THE FLOWER CART**  
Florist

Creates fresh daily posies and dried flower arrangements. Hosts workshops and offers a full floral styling service for weddings and events. Order online for same day New Plymouth delivery.

@theflowercart.taranaki | www.theflowercart.co.nz



**NOTTINGHAM RIORDAN**  
Entertainment

Taranaki's new acoustic music duo, with custom-tailored repertoire to suit your wedding, corporate function, garden party or afternoon canapés.

@nottinghamriordan | www.nottinghamriordan.com



**THE STATION**  
Hair Salon

The Station Hair Company is a new inner-city boutique hair salon, adding its own spin on the hairdressing industry and unique vibe to New Plymouth CBD. More sustainable, more NZ/local brands, luxurious products, and a cozy friendly experience.

Website and online store coming soon | 0277828466 | @thestationhairco



**#ANTSNACKS**  
Lunch Bar & Catering

At #antsnacks you can grab a quick grab n' go order or dine in and relax. Brunch, burgers, vegan buddha bowls, fries and more are available from 8am weekdays.

@antsnacks\_the\_lunch\_bar | www.abc-catering.co.nz



**SANDRA HENDERSON**  
Photographer

20+ years of shooting & experience - you'll have the best of days with Sandi. Wedding, Portrait & Commercial Photographer - locally, nationally and around the globe.

@sandi\_henderson | www.sandrahenderson.co.nz



**FULL CIRCLE BESPOKE LIFE EVENTS**  
Celebrant | Emcee | Auctioneer | Special Occasions

Leading ceremonies for Taranaki families', couples and the community since 2009.

Sam Bennett CEO (Dip. Celebrant Studies/VCANZ)  
contact@fullcirclecelebrant.co.nz | www.fullcirclecelebrant.co.nz



**GOVETT QUILLIAM**  
The Lawyers

We are proud to introduce the future of GQ - Priyaanka Khatri, Cameron Hart and Beatrice Chamberlain have been appointed associates, effective January 1, 2022.

06 768 3700 | thelawyers.co.nz | email@gqlaw.nz



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# MOOD ISSUE EIGHT OUT JUNE 2022

We love hearing about stories and receiving submissions to potentially feature in our publication. If you think you fit one of the below criteria, get in touch:

- Features of people doing epic sh\*t or stories with something cool to say
- Exclusive fashion shoots and collabs
- Travel features either local or international
- Business tips and advice to help small businesses grow and succeed

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