

IN THE FOOTSTEPS OF RONALDO

Cristiano Ronaldo, born into poverty, overcame his mother's initial reluctance and attempts to abort him, and went on to become a record-breaking footballer.

As young people look for role models to emulate, they can learn valuable lessons from Ronaldo's life as he demonstrates the importance of making good decisions, hard work and prudence and applying these principles to their own lives for a successful future.

A Rotorua housing advocate says there has been an "escalation of poverty" after Covid, as a new report finds 18,000 more New Zealand children have been pushed into poverty since the pandemic. Children in Rotorua face numerous challenges such as poverty, lack of access to education, and limited opportunities for personal development.

It is crucial for parents, schools, and all stakeholders to recognize the importance of sports, specifically soccer, in the lives of these children. A known barrier to participation in sport for lower income families is the cost of fees, equipment, transport, and meals. Ngongotaha AFC through its CR1 (ChildRen First) Program aims to address these barriers to participation.

The 20-week project consists of the following components: Provide transport for about 200 children aged 3 - 12 years to and from home to a local sports/soccer field. With trained coaches, deliver one-hour of life skills and soccer activities. Provide a nutritious meal for every child attending before they start the activities. Provide prizes and certificates for "awesomeness" on



Andrew Aris (4th from left, back row- former New Zealand U-20 international who co-founded CR1) with Aaron Lawrence (3rd from left,back) and Trevor Johnston (2nd from left, back row and CR1 co-founder)) and FairPlay participants.

the day. Age Groups: **Right to Play:** 3-5 Year Olds **Power to Play:** 6-8 Year Olds **Right Foot Forward:** 9-10 Year Olds **Top Corner Prospects:** 11-12 Year Olds ("Not in a gang but in a Team").

The 2024 Football For All project enabled a group of local tamariki to form a team and enter a local Rotorua junior league. Support from Football For All provided funding for a coach, Hayden Chapman, who ran one training session plus game day each week.

Ngongotaha AFC president Aaron Lawrence said the club's goal was to, "Empower young people to play football and have fun." The club wants to help children improve their health and develop their social, educational, and leadership skills, through football.

The programme is open to all children in Rotorua aged 3-13, and still has vacancies. There are no criteria to meet, or hoops to jump through. The club does ask that players register, so they can ensure they have enough coaches, equipment and food.



Living stronger for longer in Mamaku

It's 10am on Tuesday and the Mamaku Memorial Hall is a hive of activity as locals gather for their new 'Mamaku Strength and Balance Class'. The blackboard outside welcomes everyone to come inside for some exercise and stay for a cuppa. Over 20 people take up that invitation weekly as the class becomes a favourite outing for many.

Led by local champion Lorraine Willboughby and supported by passionate locals, the class provides a fun and social way to improve strength and balance for older adults. Participants are quick to share that after just 10 weeks of the class running, they can feel significant improvements in their balance such as standing on one leg to get changed in the morning and feeling more confident when out walking. Others list companionship, great music and the cuppa as being high on the list of reasons for coming along. Community spirit is high as new people continue to join each week and many are happy to be putting the historic hall to great use. The Mamaku class is one of over 40 ACC accredited 'Live Stronger for Longer' falls prevention classes held weekly throughout Rotorua, specifically for 'more senior' citizens. Classes often close for a few weeks over Christmas but will be back in action at the start of 2026. If you would like to know more about the Mamaku class, give Lorraine a call on 0276934541. For more information about other classes in the community, contact Amy at Sport BOP on 0211916544 or visit liverstronger.org.nz. Finally, if you would be interested in getting trained by our team at Sport BOP to lead a class in Ngongotaha we would love to hear from you. No previous experience required and a great way to connect your community!

Amy Fowler, Keep on Your Feet Team Leader, Sport Bay of Plenty



Wishing the Ngongotaha community, a happy and safe festive season.

Providing local experience, insights and practical advice to bring balance beyond the books.



Merry Xmas from

The Team at Money Metrics

M: 021 804 544 E: kelly@moneymetrics.co.nz



moneymetrics.co.nz

Your trusted Chartered Accountants in Ngongotaha

PHOTOGRAPHER
Celine

Pets and Family
PHOTO SESSION



028 8512 7947
celinephotographynz@gmail.com

Gift card available for Christmas



\$80
1 HOUR + DIGITAL PHOTOS

Tony Kelly

Your local Ngongotaha & Hamurana Painter and Decorator

Quality Jobs

- Full house paint
- Exterior or Interior
- No job too small or too large



Free Quotes
References available

Call: 021 410 911
Email: tonyk7025@gmail.com

ST. BARNABAS ANGLICAN CHURCH 16 School Road, Ngongotaha

Sunday: 9.45am Eucharist followed by coffee and fellowship.
Thursday: 9.45am Contemplative Eucharist followed by coffee and fellowship.
Bible Study resumes February 2025.

Christmas Eve: 7pm Service of carols and readings
Christmas Day: 9.45am Christmas Eucharist

Parking on the footpath

A reader asks if folk could please reconsider parking this way.. People may think they're doing a good thing by keeping the street clear, however they're creating unnecessary risk for children, senior citizens and young families with prams who now have to go onto the grass or even the road. Thank you everyone!

Merry Christmas to all contributors, advertisers and readers from the crew at Ngongotaha News: Sandy, Mike, Judy, Jason, Sarah & Philippa

Christmas Jokes for Kids

What do you call an obnoxious reindeer? Rude-olph.

Why was the snowman looking through the carrots?

He was picking his nose!

Why does Santa use GPS? He doesn't want to be a lost Claus.

Kaharoa School

Meri Kirihimete, Kia pai ngā hararei hoki

Thank you to everyone who has made 2025 at Kaharoa School such a great year!

Our Best Always - Tā Matou Pai Ake			RESPECT
Care Manaaki	Learning Ako	Leadership Rangatira	Guardian Kaitiaki
Can do	Stepping up		Everyone belongs



Athletics Day: Our school Athletics Day took place on Friday, 31st October, and despite the blustery winds, the sunshine and excitement made it a fantastic event. The day was filled with grit and determination, and several long-standing school records were proudly surpassed across various age groups. A big acknowledgement goes to Matua Ryan for coordinating such a well-run event, to Mr Shoebridge for preparing each station and organising the equipment, and to the Boys' High students who supported and encouraged our tamariki throughout the day.



It was wonderful to have our whānau there to cheer everyone on—your support makes such a difference, and our tamariki certainly rose to the occasion. Their positive 'Can Do Kid' spirit was evident in every event.

Our top senior competitors now have the opportunity to represent us at the Central Bay of Plenty Athletics on the 3rd of December. We're excited to see how they go!



The **Kahawrite** is our much-loved annual school magazine, featuring a published piece of writing from every child—meaning there are plenty of wonderful stories to read and celebrate! Each year, students also have the chance to design the front and back covers, and the winning artwork from each age group is proudly displayed. Our tamariki always look forward to receiving their copy at the end of the school year and discovering their very own writing in print. It's a special moment they love sharing with their wider whānau.

Scholastic Book Fair: Kaharoa School will be holding a Scholastic Book Fair during the week 1-5 December with a **Book Character Dress-up day** on Friday, 5 December. We look forward to seeing some fantastic costumes.

2025 PTA Christmas Letterbox competition: By the time this is published, entries will have closed, but enjoy the fabulous letterboxes around our community.



Pool Key: The pool is now open! Book your school pool key for the 2025/2026 pool season. New key tags are \$30 as a one-off cost. Seasonal access is \$120. Pool checking volunteers are needed to be able to open the pool over the summer break. There is a pool key discount for volunteers. Email the pool committee at poolcommittee@kaharoa.school.nz for your registration form or to volunteer.

Parent Conferences, Sports Prizegiving: To celebrate the progress our tamariki have made throughout the year, we will be holding **student-led conferences** for all students and their whānau on **Thursday, 4th December**. After sharing their learning journey and achievements with their parents, students are welcome to enjoy a swim in the school pool.



That evening, we will come together again for our **Sports Prizegiving**, where we will acknowledge and celebrate the accomplishments of our athletes. Many of our students are able to participate in a wide range of sports thanks to the dedication of our incredible volunteer coaches and managers. A heartfelt **THANK YOU** to each of you—you make these opportunities possible!

Farewell: With sadness, we farewell Matua Ryan at the end of the term. He has made a hugely positive impact on our Kura as a teacher and senior school DP over the last few years. He will be a fantastic principal, and we wish him all the best for this exciting new role at Ngākuru School next year.

Welcome: At the start of next year we welcome Miss Picard back from maternity leave.

Year 8 Graduation & Prizegiving: As the year draws to a close, we prepare to farewell our Year 8 students and recognise the achievements they've made during their time at Kaharoa. Our Year 8 Prizegiving and Graduation will be held on Wednesday, 10th December.

The final day of the term for all students will be Thursday, 11th December.

We have space for new students in 2026. Kaharoa School is 13 minutes from Ngongotaha and open for enrolments. Our Year 7-8 classes are full for 2026, and we have space across Year 1-6. Our pre-school transition visits are held fortnightly on Thursday afternoons with our new entrant teacher (contact the school office for more information if interested).

Please refer to the Kaharoa website for further information and school newsletters.

www.kaharoa.school.nz

Ngā mihi - The Kaharoa Team

Helpers Needed for the Tarawera Ultra-Trail Aid Station, 14-15 February
Kaharoa PTA are looking for helpers for their Tarawera Ultra-Trail Aid Station (previously the Tarawera Ultra Marathon)? **Volunteering at the aid station is always heaps of fun and a very memorable experience!** This will include shifts between 10:30am 14 February to 10:30am 15 February and will involve maintaining food and drink tables, providing high energy enthusiastic support to athletes together with empathy and kindness. If you are interested in being part of this team or finding out more, please email Fran Bulpin at franpta@kaharoa.school.nz or Alicia Tissink at aliciapta@kaharoa.school.nz or phone/text her on 0274354554.

LAKEVIEW GOLF AND COUNTRY CLUB

Not sure how this happens but yet again we are coming to the end of the year!

The course is looking amazing with the flowering rhododendrons and everything looking very green and lush. The weather continues to throw curve balls at us with periods of rain clocking up plenty of mils in the rain gauge along with strong damaging winds. We feel for all those people who entered their gardens in the Garden Festival and had to contend with the massive clean up just before the event. But by the sound of it they managed and the gardens looked beautiful. Lakeview was a new entry this year and we hope that those who visited and enjoyed a coffee and some lunch while they were here enjoyed their visit.

Club competition has come to a close with the Pro shop Hams the last of the comps on 6th December. The results of our Stroke Play Championships were- Senior: Beau Flint, Intermediate: Max Simpkins, Junior: Paul Cooper, C Grade: Dennis Gulley,- a huge CONGRATULATIONS to these players!

Twilight will take a break over the holiday period and return early January 2026.

Club competitions might have wound up but Lakeview is still open for that casual round of golf with your mates and or whanau. If you have family staying over the Xmas New Year period bring them up for a whanau golf challenge and then enjoy some delicious kai and liquid refreshments après your game!

Kia ora from Rach at the Lakeview Operations Desk

What a year it's been at Lakeview! From unforgettable weddings to packed-out tournaments and community celebrations, 2024 has been one for the books. And now, with Flavours by Chef serving up incredible eats, the Lakeview experience is officially complete — good golf, great coffee, and awesome food.

We'd love to see you up here for dinner — or better yet, join as a social member and enjoy access to our bar along with the full Lakeview vibe. If you're celebrating a special occasion next year — a wedding, milestone, or anything worth a toast — get in touch with Rach at Lakeview Events. Let's make it one to remember 704 State highway 5, Tarukenga, Rotorua, events@lakeviewgolf.co.nz 027 272 0425 (text preferred)

Rotorua Archery Club hold club days on Sundays from 9.30am – 11.00am. Set up is from 9.15am so come up and give it a go everyone is welcome! Archery take a break over the Xmas period but look forward to welcoming you all back mid January 2026.

We would like to thank everyone for their support over the year and wish everyone a safe and happy holiday season!

Golf shop phone number is 07 357 2341

Hamurana's Unique Hairstudio
KASKA KUTS



Experience unbeatable value with personalised one-on-one service that you won't find elsewhere

PRICES*			
Men's cuts	\$20	Women's trims	\$25
Pensioner men	\$15	Pensioner women	\$20
Children (under 10 yrs)	\$15	*Surcharges apply on late nights and weekends	

**Wheelchair access, ample parking,
tranquil surroundings and flexible hours.
Open 7 days with 4 late nights.**

Call Tracie 021525607



OUR SERVICES

- Short term help
- Spring Cleaning
- Oven/Window Cleaning
- Commercial Cleaning
- Long-term help
- AirBnB cleaning
- One-off clean up & tidy jobs
- Holiday house cleaning



BOOK NOW
0800 264 357
07 332 5415
rotoruacleaningservice@gmail.com
Previously Wendy's Angels

ARB MEN TREE CARE

CALL YOUR TRUSTED TREE CARE PROFESSIONALS

021 873 363



- > Tree Removals
- > Tree Reduction
- > Tree Felling

- > Land Clearing
- > Hedge Trimming
- > Stump Grinding

- > Emergency Call Outs
- > Crane Assisted
- > Landscaping



www.arbmen.co.nz



peter@arbmen.co.nz



Hon Todd McClay

MP for Rotorua

Delivering for Rotorua

If we can help, please give me
a call: 07 348 5871

1301 Amohau Street

rotorua.mp@parliament.govt.nz



Authorised by Todd McClay,
Parliament Buildings, Wgtn.



Hon Todd McClay

Member of Parliament for Rotorua



Merry Christmas Ngongotaha

As another busy year draws to a close, it's time to relax, enjoy the company of family and friends, make the most of the warm weather, and get out and about across our beautiful region.

This year we've taken important steps to rebuild our economy and ease the cost of living. Rates rebates for seniors have been increased, prescriptions can now be extended to twelve months, the national breast screening age has been raised, and building processes have been made faster and more affordable.

We also committed to ending the use of homeless motels in Rotorua within two years, and I'm pleased to confirm that the last three remaining motels will be closed before the end of this year. This has been a big effort. We have finally claimed our city back.

We now need to restore our reputation as being a world class visitor destination. Rotorua's tourism sector is set to benefit from \$4.5 million in new funding, supporting two major international marketing campaigns to attract more visitors and strengthen our local economy.

My thanks go to our hardworking teachers, who are delivering education priorities and lifting reading and maths achievement. Phonics results already show a 22% increase in structured literacy in just the first three terms.

I also want to acknowledge our emergency responders, health professionals, and Rotorua Guardians, who will be keeping us safe and supported throughout the busy summer season.

Please take care when travelling over the holiday period—allow extra time, enjoy the journey, and arrive safely.

Finally, I wish you all a very happy Christmas and safe and sun-filled holiday season.

Hon Todd McClay
Member of Parliament for Rotorua
Authorised by T. McClay, Parliament Buildings, Wellington.

GIFFORD BUILDERS

Residential | Light Commercial | Rural

332 3575 OR 0275 865 757 (Duncan)

www.giffordbuilders.co.nz
office@giffordbuilders.co.nz

Always check the LBP Register to ensure your building practitioner is licensed.

HONEST QUALITY WORK GUARANTEED

Glass Supplies

D & J Josephs

**24 HOUR SERVICE
NO CALL OUT FEE**

- ▶ Town, Rural, Lake areas & Ngongotaha Our Speciality
- ▶ Certified Glazier
- ▶ Free Quotes
- ▶ Cheaper Prices, Quality work
- ▶ All your Glass Requirements
- ▶ Windscreens/Chip Repairs
- ▶ Insurance Work

We'll fix it for you day or night

Dave or Joanna
07 332 2980 or 027 291 1517

OSBORNES

QUALITY • SINCERITY • TRUST

• FUNERAL DIRECTORS •

OUR QUALITY

Osbornes Funeral Directors strive to exceed all of our Families' expectations by providing premiere service at all times. All of the Osbornes staff, suppliers and key partners work together to achieve the highest level of quality.

OUR SINCERITY

We not only hold fast to this virtue, but work hard to deliver sincerity through our feelings, beliefs, thoughts and desires to do right by all of our Families.

YOUR TRUST

Through our actions, all of our Families can rely on Osbornes Funeral Directors to deliver the highest level of trust. As Rotorua's premiere Funeral Home, and with over 30 years of looking after Families, our reputation is earned and built on Trust.

*We are leading providers of funeral services to the families of Rotorua.
Serving our community since 1981.*

CUSTOMER SERVICE AWARD WINNER 2016
SERVICE PROVIDER AWARD WINNER 2016
EMERGING YOUNG LEADER AWARD WINNER 2016

Phone: 07 348 3600
Email: info@osbornes.co.nz · www.osbornes.co.nz
197 Old Taupo Rd, Rotorua 3015

Reel Life November 2025 – Eastern Fish and Game

Image right: Ryan Sherburn, with a little help from his grandad, enjoying an evening on one of the Rotorua lakes.

All of the Rotorua lakes are firing, and we are receiving reports of good catches of healthy, fat fish. Rotoiti, Tarawera and Okataina, the region's big lakes, continue to produce the quality of fish we saw last season. Many of the 2+ year old hatchery fish are tipping the scales at well over 2.5kg and this promises great things for summer and the winter of 2026.

Surface temps on the Rotorua lakes are currently sitting at around 17 or 18 degrees and this sees rainbows spread nicely throughout the water column. A scan of the fish finder shows fish spread nicely from the surface all the way to the bottom in 30 or 40m of water. This means all methods, from surface casting smelt flies to jigging and softbaiting, or deep trolling will produce good fish. By mid-December, expect change in water temperatures when we'll see the first signs of a thermocline forming, usually about the 15m mark. Fish will continue to be found at all depths, but feeding fish will begin to school-up and target smelt between 15 and 20m. December is one of the very best months to catch fish around the Rotorua lakes, so plan your pre-xmas weekend trip now!

Gold Clam found in Taranaki

An incursion of the invasive Gold Clam (*Corbicula*) has been discovered at Lake Rotomanu, Taranaki Region. This is a stark reminder to us all about the need to ensure we clean our boating and fishing equipment between catchments. Details of how to do this can be done is shown on the MPI website here.

Whio and chicks

It's not uncommon at this time of year to bump into Whio with young on our rivers and streams of the region, which can be a real treat. If they have chicks, give them plenty of space and try not to disturb them.

Datawatch tagged Trout

Tagged trout can now be entered online. Entries go into the draw to win one of 10 free whole-season fishing licences: <https://www.surveymonkey.com/r/QCH5ZR6>

Eastern Region Fishing Diaries – All lakes and streams

Fill in your fishing diaries here to help us manage the Eastern Fish & Game region. Participants go in the draw to win a \$100 voucher from Kilwell: www.surveymonkey.com/r/QRSD7D3





Advanced Surgery, Compassionate Care – Right Here in Your Community

Experience next-level veterinary care at Barrowman Goodman Vets, where advanced treatments help your pets stay healthier, heal quicker, and feel their best sooner.

Some of the advanced services we offer include:

- Laparoscopic (Keyhole) Spays
- TPLO & Orthopaedic Surgery
- Ultrasound & Endoscopy
- Laser Therapy
- In-House Lab & Digital Imaging

Enhance your pet's recovery with our Class IV laser, stance analyser, and cold compression therapy—helping them get back to normal faster.

You don't need to travel far for high-level veterinary care – it's all available right here at your local clinic



*Merry Christmas
& Happy Holidays*

From Progress Ngongotaha
Kokiri Ngongotaha.
Stay safe and we look forward to seeing
you in the New Year.

From Lynn, Bob, Lee, Heather, our volunteer teams
and members of Progress Ngongotaha
Kokiri Ngongotaha.




As 2025 draws to a close we want to communicate a heartfelt thank you to all of our riders, parents, schools, sponsors, patron, volunteers, board members and team who contribute to the success of EquiSucceed. Without you all we wouldn't be able to deliver the amazing service provided to some of the most vulnerable in our community.

Wishing everyone a wonderful Christmas and summer break!
See you in 2026.

Kids Christmas Jokes

What do you get when you cross a snowman and a shark? Frostbite.

What goes "Oh, Oh, Oh"? Santa walking backward!

Christmas is magical: your money disappears instantly

Why don't adults write letters to Santa?
Because they already know who's buying the gifts.



Selling rural or residential? Doug and Lisa have you covered.

Whether it's a farm, a lifestyle block or a family home, their understanding of the land, the market and local buyers – backed by Bayleys industry-leading marketing and national reach – ensures your property is positioned for maximum results.



Lisa Carter 027 472 5204
lisa.carter@bayleys.co.nz

SUCCESS REALTY LTD, BAYLEYS, LICENSED UNDER THE REA ACT 2008



Doug Dibley 021 226 9333
doug.dibley@bayleys.co.nz

SUCCESS REALTY LTD, BAYLEYS, LICENSED UNDER THE REA ACT 2008



REAL SUPPORT.
REAL STRATEGY.
GENUINE REAL ESTATE.

Kathryn McAlonan

RESIDENTIAL & LIFESTYLE CONSULTANT

 021 811 788



 **LOW & FAIR COMMISSION**

 **PREMIUM MARKETING**

 **NO SALE, NO FEE**



ARIZTO

ARIZTO LIMITED LICENSED UNDER THE REAA 2008



ROTORUA LAKES COUNCIL'S NGONGOTAHĀ COMMUNITY ENGAGEMENT

Through online engagement and a well-attended drop-in session earlier in 2025, over 100 Ngongotaha people shared what they value, the challenges they face, and ideas for a thriving, well-planned Ngongotahā.

WHAT THE COMMUNITY VALUES

A STRONG VILLAGE IDENTITY AND COMMUNITY SPIRIT

Ngongotahā is known for its welcoming, tight-knit community. People take pride in knowing their neighbours, supporting local events, and maintaining a shared sense of identity. The community hall, Marae, schools, and local shops all help anchor this sense of belonging.

LOCAL AMENITIES THAT SUPPORT DAILY LIFE

The Four Square, school, doctors, pharmacy, and public transport are all highly valued. Long standing businesses have grown in response to community needs, and there's interest in expanding services so more people can live, work, and shop locally.

NATURAL ENVIRONMENT AND RURAL FEEL The stream, lakefront, and countryside are deeply appreciated. People enjoy walking and cycling, the lack of graffiti, and the peaceful, country character. Iwi are leading environmental initiatives like stream restoration and wetland planting that reflect a shared commitment to kaitiakitanga (stewardship).

WHAT WE HEARD: KEY CHALLENGES

TRAFFIC AND ROAD SAFETY Many raised concerns about speeding, unsafe pedestrian crossings, and congestion — especially at school pick up times. Heavy vehicles using Ngongotahā Road as a state highway are a major issue. There's strong support for traffic calming and better infrastructure to keep pedestrians safe.

HEALTH, SAFETY, AND SOCIAL WELLBEING Residents spoke about concerns including gang activity, meth use, and a lack of police visibility. Many people struggle to get GP appointments, and the local medical centre is at capacity. There's strong support for a local health hub and culturally safe health services.

YOUTH AND COMMUNITY FACILITIES While local parks are appreciated, there's limited space for youth — especially indoor or wet-weather facilities. People want to see more all-weather courts, recreation spaces, and youth-friendly places to gather.

SCHOOL CAPACITY Ngongotahā School is central to the community but nearing capacity. Growth from new housing developments could require more classrooms and protect key programmes like the Rumaki (Māori immersion) unit.

FLOODING AND LAND CONTAMINATION Flooding remains a concern, particularly along Western Road. There are also worries about past industrial uses leading to contamination and a need for safe, sustainable land use going forward. Industrial land in the village centre: Many feel the centrally located industrial area is an eyesore and no longer fits the village's character. There's strong interest in seeing this land redeveloped for housing, health services, and community use.

LOOKING TO THE FUTURE: WHAT THE COMMUNITY WANTS TO SEE

SAFE, CONNECTED MOVEMENT There's strong support for safer walking and cycling routes, better pedestrian crossings, and improved public transport. Diverting heavy trucks away from the village and creating a more walkable, people-focused main street are high priorities.

A VIBRANT VILLAGE CENTRE The community wants a refreshed village heart with attractive buildings, public spaces, and better access to shops and services. Redeveloping the industrial area for mixed use — including housing, retail, and health - is widely supported.

ACCESS TO THE LAKE AND STREAM The lakefront is seen as a hidden taonga (treasure) with untapped potential. People want better access to the water for walking, recreation, cultural events, and tourism — including ideas like waka ama, electric boats, and revitalising the wharf.

MORE DIVERSE AND AFFORDABLE HOUSING There's strong support for a mix of new housing — including kaumātua (elder) housing, papakāinga (iwi-led housing), and intergenerational homes. New housing should reflect the village's identity and enhance its rural character, not replace it.

YOUTH FACILITIES AND COMMUNITY HUBS People want more places for young people to spend time, including indoor sports courts and creative spaces. Upgraded community hubs and a potential arts or cultural centre are seen as key to wellbeing and inclusion.

JOBS AND TRAINING With limited local employment, there's strong interest in creating training and work opportunities — particularly for rangatahi. This could include roles in environmental care, health services, tourism, and small local businesses.

TOURISM AND CULTURAL IDENTITY People see value in enhancing tourism infrastructure — including toilets, signage, and lakefront access — but want this done in a way that reflects mana whenua leadership and local identity. More visible Māori design, storytelling, and co-design processes were consistently supported.

BY THE NUMBERS OPPORTUNITIES TO SUPPORT NGONGOTAHĀ'S FUTURE

- Restore and enhance open space – Streamside planting, dog parks, upgraded playgrounds, and stronger walking/cycling networks
- Reimagine the lakefront – Improve access and connect it to the village centre
- Transform the industrial land – Create a vibrant, mixed-use area with housing, health services, and retail
- Plan infrastructure alongside growth – Ensure roads, health services, and schools are ready for new residents
- Celebrate cultural leadership – Partner with iwi to shape future development in a culturally grounded way
- Design for youth and inclusion – Create spaces that welcome young people and foster community
- Support local jobs and training – Build pathways for local employment in areas aligned with village values

WHAT'S NEXT? This engagement will help inform future planning, investment and decision-making for Ngongotahā. Council will continue working with iwi, community leaders, and residents to develop a shared plan for the village's future — one that protects its identity, enhances quality of life, and plans wisely for growth.

If you'd like to stay involved or learn more, please get in touch at participate@rotorualc.nz.

Extract from Rotorua Lakes Council Website

Ray White Rotorua & Ngongotaha

Amtos Realty Services Licensed REAA 2008 www.rwrotorua.co.nz

Ray White

A Winning Combo Joins Ray White.

With a wealth of combined real estate experience, an incredible synergy, and the ability to deliver outstanding results, Mandy and Kat are dedicated to ensuring every client receives an exceptional real estate experience from start to finish.

Coffee and Conversation with Mandy and Kat.
Call us anytime!

Kat Flavell 027 494 4646 kat.flavell@raywhite.com | Mandy Lee 0276 732 331 mandy.lee@raywhite.com



FOR SALE



11 Streamdale Place, Ngongotaha

3 🏠 2 🌳 1 🚗 2 🚗

Fabulous family home in a leafy cul-de-sac, walking distance to school, stream, cafes, and shops. Open-plan living, modern kitchen, three bedrooms with master ensuite, multiple decks, fenced lawn, double garage, fire, heat pump, and double glazing for year-round comfort.

By Negotiation | rwrotorua.co.nz/ROT32880 | Mandy Lee 0276 732 331 & Kat Flavell 027 494 4646



FOR SALE



52 Sunline Place, Ngongotaha

4 🏠 2 🌳 2 🚗 1 🚗

Elevated three-bedroom Ngongotahā home with breathtaking rural views and north-facing deck. Main house features sarked ceilings, new carpet, heat pumps, insulation, and DVS. Private one-bedroom unit, large carport, off-street parking—ideal for family, guests, or rental income.

By Negotiation | rwrotorua.co.nz/ROT32896 | Mandy Lee 0276 732 331 & Kat Flavell 027 494 4646

■ We bring the whole team

Ray White



FOR SALE

5a Operiana Street

3 🏠 2 🌳 1 🍷 2 🏠

Near-new, low-maintenance home designed for family and entertaining. Spacious deck, well-appointed kitchen, private master with walk-through wardrobe, heat pump, insulation, double glazing, double garage, and ample parking. Live comfortably, reconnect with loved ones, and enjoy time for hobbies and travel.

By Negotiation | rwrotorua.co.nz/ROT32793
Angela Parker 0274 213 619



FOR SALE

214 Central Road, Hamurana

4 🏠 2 🌳 1 🍷 2 🏠

Stunning lifestyle property with renovated brick home, modern kitchen, open-plan living, master with ensuite and walk-in wardrobe, double garage, and rural views. Covered outdoor entertaining, flat fenced paddocks, and 16x20 m shed with horse boxes. Perfect for family and lifestyle living.

By Negotiation | rwrotorua.co.nz/ROT32926
Angela Parker 0274 213 619



FOR SALE

805 Hamurana Road, Hamurana

3 🏠 2 🌳 1 🍷 2 🏠

Moments from Hamurana Springs and Lake Rotorua, this well-presented home on a ¼-acre section offers outdoor lifestyle, double glazing, wood fire, heat pump, double garage, and ample parking. Perfect for families, pets, boating, and country living close to town.

By Negotiation | rwrotorua.co.nz/ROT32843
Niki Neal 021 348 677



FOR SALE

67 Wīkaraka Street, Ngongotaha

3 🏠 2 🌳 1 🍷 2 🏠

Tranquil three-bedroom home for nature lovers with sun, privacy, and direct stream access. Features gardens, lawns, heating, large double garage, and personal lift. Close to boat ramp, walking reserve, and village shops—perfect for living, rental, or Airbnb.

\$730,000 | rwrotorua.co.nz/ROT32678
John Piercy 027 446 4549



FOR SALE

Lot 2 Oturoa Road, Hamurana

Titles are in and this 2 acre block is all ready for you to build your dream home. Beautiful views to Mt Ngongotaha, Lake Rotorua and Mt Tarawera from the top of the section. This property is so peaceful out in the country surrounded by farmland. Listen to the birds singing and the cows mooing. Priced well. Come and explore your options.

\$430,000+gst (if any) | rwrotorua.co.nz/ROT32936
Mandy Lee 0276 732 331



FOR SALE

25 School Road, Ngongotaha

Ngongotaha opportunity on 811 sqm freehold section with two dwellings needing renovation or removal. Main home has three bedrooms; front building formerly a shop. Prime location near school, shops, and cafes. Ideal for developers, investors, or those seeking central land with potential.

By Negotiation | rwrotorua.co.nz/ROT32425
Jodi Ratahi 021 159 7132 & Kerif Smerdon 021 0233 8882

GIVING

I would like to start this article by thanking everyone who voted for me in the recent Rotorua Trust elections.

I am truly humbled and honoured to be elected by our Rotorua Community to this influential role, especially given the very high quality of the other candidates who put their hands up for this election.

I wish to acknowledge all of those who were unsuccessful this time around and wish you all the best for future opportunities to serve our community. Nga mihi nui ki a koutou. I also congratulate the other five successful candidates and I look forward to serving our community with you.

The Rotorua Trust is an important part of our community, contributing more than \$130 million to over 1,800 organisations in the last thirty years. I look forward to serving our Rotorua community through this newly elected Trustee role and making a positive difference to our people and place.

Ma Te atua tatou e Manaaki e tiaki. Thank you one and all!

Giving is a key part of my life and values.

A wise leader once said it is more blessed to give than to receive. I have struggled with that concept at times, especially when things have been tough financially or time wise. One of the things that has encouraged me to give in those tough times is another concept I have learnt. The more I give, the more I get.

For example, when I give people more of my time, I seem to end up with more time for myself. When I give people help and support, I seem to have people turn up at key times to support me and when I give financially, financial opportunities appear out of nowhere.

So, when my brother Morgan recently challenged me about what I was going to do in my next twenty years I looked at the various



areas in my life where I was giving, including Governance. I considered the boards I am on and why I am on those boards. When I looked at my portfolio of 7 boards, I saw that only two were not for profit boards, those being the Wellington City Mission board and the Charitable Company Limited Board of Tauhara North No.2 Trust. Both boards make a very positive contribution to the communities they serve.

I had room for one more board, so I decided it would be one that is known for giving and serves our community. Not long after making that decision I “coincidentally ran into” a few people who told me about the Rotorua Trust and encouraged me to consider it. I must admit that when I did put my name in the hat there were only 5 candidates for the 6 positions. I had no idea there would eventually be 22 candidates! A key part of leadership is just showing up anyway.

So can I encourage you to consider what you are showing up for in our communities of Hamurana, Kaharoa, Ngongotaha, Mamaku and Awahou. How are you making a positive contribution and do you have room in your life and portfolio for “one more” thing? Remember, the more you give the more you get.

I wish you all a Merry Christmas and a safe and prosperous 2026 New Year. Bless.

Ngahihi o te ra Bidois is a Motivational Speaker, Professional Director, businessman, author, husband, father. Koro and MBA. A Maori Boy from Awahou. See <https://thefaceofnewzealand.com/>

More Kids Christmas Jokes

*What do you call a search engine that sings the best Christmas songs?
Michael Googlé.*

What did the wise men say after they offered up their gifts of gold and frankincense?

Wait, there’s myrrh.

What does Santa suffer from if he gets stuck in a chimney?

Claus-trophobia!

What do you call an old snowman?

Water.

Who does Santa call when his sleigh breaks down? The Abominable Towman.

*What is Santa’s primary language?
North Polish.*

What kind of salad do they serve at the North Pole? Iceberg lettuce.

 **Tall Poppy**
REAL ESTATE

Local like you.

We’re always here to help.

Thinking of selling?

Let’s talk.

Kym Sheldon

027 342 4475

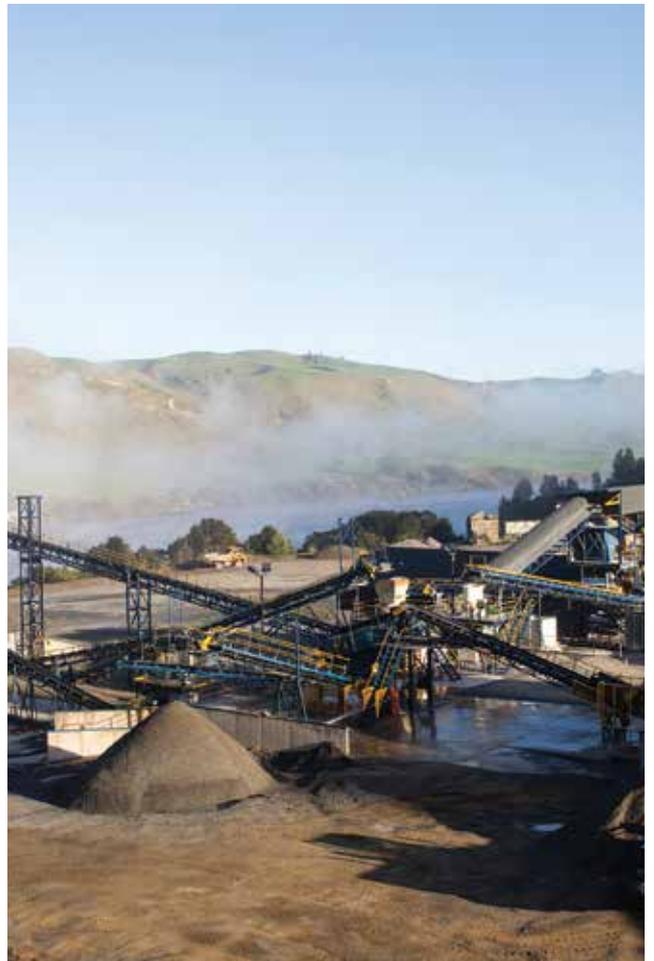
kym.sheldon@tallpoppy.co.nz

BULSARA LTD T/A TALL POPPY REAL ESTATE LICENSED UNDER REAA 2008



FROM THE SOURCE TO COMPLETION

Our history in aggregates goes back to our company's very beginning, and now J Swap are a leading aggregate supplier in New Zealand. We have strategic sites based around the Central North Island supplying a wide range of high quality aggregate, catering for everything from large infrastructure projects to smaller one off clients.



J.Swap
CONTRACTORS LTD

HENDERSON QUARRIES LTD

CIVIL CONSTRUCTION | AGGREGATES | STOCKFOODS | STORAGE | TRANSPORT
0800 4 JSWAP | 07 888 7025 | SALES@JSWAP.CO.NZ | WWW.JSWAP.CO.NZ

Mamaku Seniors Christmas Party

The early morning rain did not deter our Senior villagers from attending their 2025 Xmas party. Volunteers were ready at the door with wine, beer and punch, the Hall welcoming in a heavenly kaleidoscope of colour, tables set and adorned with splendid local flora set the occasion for the star of the day a feast prepared with love and respect for those we treasure the most.

The chatter and connections, hugs and smiles were infectious throughout the day.

Our "Oldies " as they're affectionately known are our everyday today heroes. They have raised families, built businesses, initiated clubs and continue to support the Mamaku Community with their history and knowledge they willingly share. It is only appropriate that we celebrate them in our Hall, our bastion that our villagers fought to protect.

Many thanks to our Sponsors, especially Major Sponsor

Rotorua Firewood, also....

Mamaku Blue

Off Road NZ

Lakeview GOLF and Country Club

Mamaku Dairy

Ngongotaha Bowling Club

Mamaku Gardening Circle

And to all our wonderful volunteers

Skyswing Rotorua



Agrodome

Farmers Market

A World of Community on the Farm

When: The last Sunday of the month from October to April

Where: Agrodome, 141 Western Rd, Ngongotaha

agrodome.co.nz



Ngongotaha Pharmacy



Merry Christmas from the team at **Ngongotaha Pharmacy!**
And a big **Thank You** to all our loyal customers for your ongoing support throughout the year!

- Friday the **19th December** will be our **Christmas Shopping Day**. All gifts will be **15% off** with **free Xmas wrapping!**
- We will be closing at the earlier time of **5pm** on **Xmas Eve** and **New Years Eve**, and we will be **closed the stat days** over Christmas and New Year.
- Don't forget we offer **free sachet roll dispensing**, so come and see our friendly team if you would like to give it a try.
- We wish you all a safe and happy Christmas and New Year!



Age Concern

I was invited to speak at the Introduction of Migrants to Rotorua, and I was pleasantly surprised at the number, and variety of speakers covering such topics as midwifery, Citizens Advice Bureau, our Health system, sports available, Govt departments, Elderly Services and other services required to successfully navigate being a migrant in a new country and city where almost everything is different.

For the International Day of the Older Person, which was October 1st, we set up an information stall at Woolworths' Fenton. We were there the day before International Day of the Older Person in order to take advantage of the fact that it is a Tuesday and as such is Gold Card discount day when we would anticipate more visitors over 65.

I was invited to speak about Age Concern at the Diabetes Group and at the Ngongotaha Friendship Society. I was also invited to join the ladies from Quota for a meal at Princes Gate Hotel and Age Concern were the recipients of \$2,000.00 which they generously donated.

We held a successful AGM at Parksyde, followed by afternoon tea at our premises. We had a good turnout with about 30 people attending with some of our members, some of the funder representatives and the majority of our trustees, all of whom were re-elected apart from Justine Rogers who is standing down after a year.

Our minivan is being so well used at present with our Out and Abouters, home visits, Walkers with Walkers, frozen food delivery and special occasions. We also let the Multi-cultural Council of Rotorua, Kaumatua group, Probus, Pacific Island Trust, Hindu Heritage Centre and lifestyle homes villages use our van. As a result, we have set up a Givealittle Page to raise funds for us to purchase another vehicle.

New Zealand's retail banks have implemented new fraud intelligence technology to help stop scammers using accounts to move stolen money. The new technology helps banks meet their five new scam prevention commitments that will come into force on 30 November under the Code of Banking Practice. The announcement comes as Fraud Awareness Week kicks off in New Zealand.

Scammers use so-called 'mule' accounts to move stolen money. The new technology means banks can more quickly identify and share information about mule accounts, and freeze funds before they're moved. This can assist in recovering stolen money by helping to stop it being sent overseas, where it's almost impossible to get it back.

Although it's still early days, thousands of cases of intelligence sharing have resulted in the recovery and prevented loss of millions of dollars.

The technology also helps banks to act more quickly in response to potential scams, and alert customers about potential high-risk accounts before payments are made.

The technology also provides data reporting so banks can analyze scam trends. It can help banks more proactively prevent scams and keep consumers informed of current scam risks.

Fraud intelligence technology is another milestone for our banks in meeting their new scam prevention commitments that come into force at the end of the month. We have a prevention-led strategy to fight scams, which aligns with global best practice of globalization.

Banks were already sharing information with each other about mule accounts, but this new technology makes the process much faster. And speed is key when it comes to stopping scammers, who tend to move quickly.

A major new piece of research shows that the extraordinary 142% increase in the average house price from 2005 to 2021 "deepened inequalities in people's wellbeing". Using government data on how

much people spend and surveys that ask them to report their well-being levels, the researchers found that, when house prices rise, the budgets of people who don't own their homes outright are crunched. Compared to homeowners, other groups – people renting privately, people in state houses and mortgaged homeowners – all reduce their spending on non-housing essential items.

In addition, higher house prices have a "clear and adverse" effect on renters' self-reported well-being. This reflects the fact that rising prices put homeownership further out of reach, increasing the frustration of non-owners. In the researchers' terms, the declines in subjective well-being "likely reflect a sense of exclusion from homeownership and the insecurity that accompanies it.

Older, lower-income renters and those in higher price-to-rent regions are especially affected by high house prices, suggesting that the psychological and financial burdens of housing unaffordability fall hardest on those least able to respond.

Increasing the number of steps you take every day may slow cognitive decline in older adults who already have biological signs of early Alzheimer's disease, according to a new observational study. Cognitive decline was delayed by an average of three years for people who walked 3000 to 5000 steps per day, and by seven years in individuals who walked 5000 to 7500 steps per day.

While the research is informative, relying on a specific number of steps per day to prevent Alzheimer's is too simplistic. If someone has excess body fat, if someone has prediabetes, if someone has high blood pressure, just walking a certain number of steps won't be enough. Everyone needs their own individualized plan.

Stay Safe

Rory O'Rourke - Manager

02100 AUTOMOTIVE

MERRY CHRISTMAS
from the Zero To 100 team

SUMMER SPECIAL! Thank-you to all our valuable customers!

WOF only \$70.00

Castrol
Petrol Deluxe Service

Was \$255.00
Now \$220.00

Bring us a competitor's quote and we'll beat it!

Phone: 07 350 2100
with your rego
to claim offer.

afterpay
Afterpay available in-store only. Offer ends 31st Dec 2025

COURTESY CARS AVAILABLE

262B Ngongotaha Road
zero2100.co.nz
Zero-To-100-Automotive

07 350 2100

Happenings

6 Dec A&P Show at 141 Western Road, Agrodome, Ngongotaha
10 Dec Kaharoa Year 8 Prizегiving and Graduation
14 Dec Mamaku Market
19 Dec Ngongotaha Pharmacy Shopping Day

Regular Events

Monday Indoor Bowls 7.00 pm Ngongotaha Community Hall
2nd Monday Mamaku Garden Circle 1 pm at Fire Station. New members welcome.

Tuesday Vets Golf 9.30am, Junior golf after school at Lakeview
Talking Tech on Tuesdays at Parksyde
Tuesday Night Pickleball at Tui Ridge 6.30pm to 8.30pm equipment and coaching provided. Free first time,

2nd Wednesday Rotorua Collectibles Club: Do you collect anything?
Share your passion at St Barnabas ph 0272923579
2nd Wed Friendship Club 9.45 am St Barnabas Church Hall
4th Wed Ngongotaha Garden Circle, Ngongotaha Hall 1 p.m.

Every Thurs Junior Golf after school Lakeview
Senior Net Drop-in technology 10 am: Age Concern Tarewa Pl.
Thursdays 5pm Twilight Lawn Bowls, Clubhouse Domain Rd
Last Thursday of the month 2.00 pm Poetry Appreciation Society.
Contact Kay myfairkay@gmail.com or 0274 982 787

3rd Saturday of each month The Care Village Market Day Tauī St

Sunday 9.30 to 11.00 Rotorua Archery Club at Lakeview.
Last Sunday Farmers Market at the Agrodome.

ROTORUA PLUMBING SERVICES LTD

For all your Gasfitting, Plumbing, Drainage and Heating Requirements.

- New work
- Blocked Drains
- Maintenance
- Repairs



Call Ross: 027 357 6772

Email: rotoruaplumbing@gmail.com

www.rotoruaplumbing.co.nz
22 Stemberidge Rd, Ngongotaha



Ngongotaha Medical Centre Limited

Simon Firth, Jane Carman, Genevieve Matthews, Kingsley Aneke, Jorgelina Ferreira, Louisa Barter, Samantha Keenan, Rosie Carey

The Christmas Season Is Upon Us!!



We wish to take the opportunity to thank all of our Patients and the wider Community of Ngongotaha for supporting the Practice throughout 2025 and the Team wish you all a very Merry Christmas and a Happy New Year. Over the Christmas period the Surgery will be closed on the Statutory Holidays so please remember to order prescriptions well in advance or alternatively you can order your prescription by using My Indici.

On Monday 22nd, Tuesday 23rd, Wednesday 24th of December and Monday 29th, Tuesday 30th, Wednesday 31st of December, and Monday 5th of January, we will be running all day "Phone First Urgent Clinics" for acute issues. So if you feel you need to be seen the same day, don't come down to the Surgery, simply call our reception from 8.30 a.m. and ask to be put in our "Phone First Urgent Clinic". We will arrange for a doctor or nurse to call you back promptly. If we can sort your problem with a telephone consultation we will, however if we do need to see you in person we will arrange for you to come in to the practice. Please note that there will only be a single consultation charge whether your issue is resolved by telephone consultation or face to face.

CHRISTMAS APPEAL - The Surgery is once again collecting food and gift items for the Salvation Army to distribute to families in need over the Christmas period. If you would like to contribute – please bring your gift items into the Surgery and place them in the box in the reception area.



ASK US ABOUT "My Indici" AND YOU CAN;

- Book Appointments Online
 - Order Prescriptions Online
 - Get your Test Results Online
 - E-Mail your Doctor or Nurse
- All this from your Phone, Tablet or Computer, "When and Where You Want"



Safer Communities

The most important action you can take to make your community safer is to get to know the people who live around you. People who know each other are more likely to offer, accept, and ask for help when needed.

You may not love your neighbours, but when the proverbial hits the fan, the people you live beside could be all you have for some time. And in terms of crime prevention, your neighbours are the best and cheapest security system you can have. You don't need to love your neighbour, but at least have their number just in case.

3 Ways To Connect With Your Neighbours:

LOOK OUT: Help keep your community safe by looking out for your neighbours. If something doesn't look right, let someone know or get help. Check in with your neighbours after bad weather events and natural disasters.

REACH OUT: It just takes a wave! Say 'Kia ora!' or introduce yourself. Take around some baking or excess from your fruit trees. There are many ways to make your street welcoming for everyone who lives there.

HELP OUT: Little things can make a big difference! Have a chat with someone who lives alone, clear the drains in your street before a storm, bring in the mail for a neighbour who is away or share resources with neighbours after bad weather events and natural disasters. Neighbourhood Support's website has some great tips on how to prepare together, how to keep your home safe without breaking the bank, and there's a great recipe on there – because if you're going to introduce yourself to your neighbours, do it with baking!

Neighbourhood Support

Rural Policing

Rural crime is changing. Agricultural equipment including basic trailers and ATV costs are rising, making them more significant targets for theft. International trends signal a sudden rise in theft of GPS and computer equipment fitted to farm machinery. "Sovereign citizens" and illegal street racing are recent concerns in the rural landscape.

The rapid increase in the cost of living affects many communities and rural areas are impacted, particularly with the rise in unlawful hunting and stock theft. The current economic situation and the sky-high price of meat leads to higher volume of people out hunting. While most hunting remains lawful – there is always a corresponding rise in unlawful hunting. We have recently addressed community concerns regarding our response to unlawful hunters. If you live rurally and become aware of hunters in or around your area hunting without permission – or hunting from vehicles or other illegal activities; take the time to record what you know, see and hear including any vehicles involved and report to police. If it is happening at the time, and particularly if firearms are being discharged - call 111. If you are reporting it after the event, an online report to 105 is most appropriate. Ensure you include how the hunting occurred (using firearms; from a vehicle) and the impact it has on you.

Reporting rural crime is essential. Police presence in an area is partially based on demand. Demand relies on reporting. Low reporting = low demand. A lack of demand is sometimes stated as the reason for reduced police presence. We understand there can be several variables in choosing not to report; but ask that you consider the benefits of reporting in preference to (or at least alongside) social media sharing or other methods of spreading the word.

Dave Martin, Manager of Rural Policing



Christmas Humour

A husband asked his wife what she wanted for Christmas, she said a divorce.

The husband said, "Forget it, I'm not spending that much!"

A warning to all you drivers at Christmas.

Be careful about drunk driving as we are getting close to Christmas and police are out there checking on people.

Last night I was out for a few drinks. One thing led to another and I had a few too many cocktails and then went onto the wine. Not a good idea.

Knowing I was over the limit, I decided to leave my car at the bar and took a bus home. Sure enough, I passed a police checkpoint where they were pulling over drivers and performing breathalyzer tests.

Because I was in a bus they just waved it past. I arrived home safely and without incident, which was a real surprise as I've never driven a bus before and I am not even sure where I got it from!

There was a man who worked for the Post Office whose job was to process all the mail that had illegible addresses.

One day, a letter came addressed in shaky handwriting to God with no address. He thought he should open it to see what it was about. The letter read: Dear God, I am an 83-year-old widow, living on a very small pension. Yesterday someone stole my purse. It had \$100 in it, which was all the money I had until my next pension cheque. Next Sunday is Christmas, and I had invited two of my friends over for dinner. Without that money, I have nothing to buy food with. I have no family to turn to, and you are my only hope. Can you please help me? Sincerely, Edna

The postal worker was touched. He showed the letter to all the other workers. Each one dug into his or her wallet and came up with a few pounds. By the time he made the rounds, he had collected \$96, which they put into an envelope and sent to the woman. For the rest of the day, all the workers felt a warm glow, thinking of Edna and the dinner she would be able to share with her friends. Christmas came and went.

A few days later, another letter came from the same old lady to God. All

the workers gathered around while the letter was opened. It read: Dear God, how can I ever thank you enough for what you did for me? Because of your gift of love, I was able to fix a glorious dinner for my friends. We had a very nice day and I told my friends of your wonderful gift. By the way, \$4 was missing. I think it must have been those halfwits at the Post Office!

Dear Satan, For Christmas, I want a cure for my dyslexia.

A man was bringing his girlfriend home to meet his mother. He told his new girlfriend that his mother was very hard of hearing and that she should speak loud and slow. Meanwhile at home, he told his mother that his girlfriend was mentally challenged and to please be polite. He's looking forward to Christmas dinner.

A man took his car to the mechanic because it was making a terrible noise. The mechanic removed the Mariah Carey Christmas CD, and now it's fine.

At this time of year, there's nothing I love more than sitting in front of a warm fire, mulled wine in hand, and singing Christmas songs until I slowly fall asleep.

And that's why I'm no longer a fireman.

A group of married couples get together for a Christmas dinner. When the last couple arrives, the wife is immediately showing off her present from her husband.

"Look at what my Harold bought me!" she exclaims as she holds up her hand with a diamond the size of a baseball on it. All the other wives gather around her oohing and ahing over her new ring.

One of the other husbands whispers to Harold, "I thought she wanted a new car?"

"She did," answers Harold. "But I don't know where to buy a fake Mercedes."

DO YOU NEED NEW WORKER HOUSING BEFORE JUNE?
THINK EXETER HOMES.

EXETER
Quality NZ Transportable Homes

The 2026 season will be here before you know it. Just like calving or harvest, good timing makes all the difference. The longer you wait, the harder it gets to find builders who can deliver on time. We've got just **three build spots left for delivery before the 1st of June**, so now's the time to get organised.

Lock in your build before the rush and have your team settled before the season starts.

sales@exeterhomes.co.nz

www.exeterhomes.co.nz

0800 613 213

2 Dinsdale Street, Rotorua

A marketing professor explains how shops trick you into buying more

Sommer Kapitan (pictured) knows intimately how marketing works and the effect it has on her brain. But after a near lifetime of study, even she finds it hard to say no.

"Everything is flashing, everything is moving," says Sommer Kapitan. She's in a large Auckland mall, her eyes getting wide as they dart between the digital displays, advertising hoardings, storefront windows and sales signs. Kapitan looks stressed out. "You're seeing so much you can't make a proper decision," she says. "Look at all this, the flashing, the lights, ding, ding, ding, ding." It is, she agrees, an environment comparable to a casino.



Kapitan's brain is working overtime. As an associate professor of marketing at Auckland University of Technology, she has intimate knowledge of how marketing affects consumer behaviour, what all those colours, signs and sales prompts are doing to our brains, and how we're programmed to respond to them. Kapitan spots something: that life-size model of a Marvel superhero is the perfect example of marketing in action. "It's \$15,000. No one would buy that," she says. Instead, it's a way to get people into the store. "My kid would run up ... 'Come on in.'"

That, she says, is the purpose of marketing. She points to bright colours, signs and moving digital display boards. "All of this is competing for your attention," she says. Even the smells coming from the food court are a form of marketing. "It's [initiating] a fundamental impulse from the caveman era." That's what all those sales signs – I can see five of them from our spot by the front door – are designed to do. With marketing techniques honed through generations, finding a bargain has become something we're all looking for. If you find a good deal, you're a smart shopper'. I don't feel victorious if something's not on sale, I'm going to feel more victorious if something is on sale. That gives me a good feeling and then I'm reliant on it," says Kapitan.

'Over time, sales tactics have become more brazen. That's led to stores like Briscoes almost always having a sale. Public holidays are excuses to have one. So, too, are anniversaries, end of year celebrations, long weekends, and school holidays. "Everything's on sale all of the time," she says. The problem? Now, with e-commerce platforms like Amazon and Temu dominating online sales, physical stores need to catch up fast and compete for your eyeballs. Some are struggling: In Auckland, boutique store Smith & Caughey's recently announced plans to close in early 2025. And so, with social media soaking up and speeding up attention spans, marketing must work even harder. That's what's led to an increase in signs and sales prompts, a cacophony of marketing techniques that comes to a climax on a trip to the mall.

Can you avoid marketing?

The short answer, Kapitan says, is no. Once you start looking, you'll find examples of marketing everywhere, from the ads that hit you while you're scrolling through Instagram, to a sale rack of clothes placed directly in your path. We've made it to Woolworths, a supermarket at the opposite end of St Lukes to the one we started at. Here, huge sale signs are printed in bright yellow and orange to grab your attention. The fruit and vegetable section is painted green to accentuate freshness, Kapitan says. Then there are the products themselves. In the alternative milk aisle, Kapitan points to a brand of oat milk using packaging that's predominantly black. Other brands use whites, greens, yellows and oranges. Black is a statement of intent, says Kapitan. "This isn't marketed to me.....This is milk for men."

Confusing pricing makes it hard to spot the best deals. Almost every coffee product seems to have some kind of special attached

to it, differentiated by colour-coded stickers: white (the everyday price), yellow (the discounted sale price), and orange (the Everyday Rewards price). The signs do more to confuse than anything else. Kapitan says that is entirely the point. "We've lost our confidence about what the prices are," she says. "You can't tell if that's a good price or not." The result is that it makes us worse decision makers. And that's good for retailers.

So, consumers have two options: Assess every price for the best deal or go with what feels good, which is often the products that stand out and are easily accessible – probably one on the shelf placed at eye level. "Most of the time, we make instant judgements about how things look or feel," she says. "We have to save our brain power for something else."

Sommer Kapitan's shopping tips

- Get in and get out. The less time you spend in a store, the less time there is for marketing to overload your senses and affect your buying decisions.
- Research products and buy them online. If you order online, you can avoid the in-store experience and decrease the amount of marketing you're exposed to.
- If you do need to head to a store, take a list, be determined, don't take detours, and be aware of marketing tactics.

Marketing tricks to watch out for

- Multiple different pricing structures or specials creates confusion for shoppers. Be aware of what the price of your chosen item is, and if necessary, check prices online.
- Be wary of special deals. That item may have been put on sale for a reason, like short-dated food, or end-of-season surplus stock.
- Watch out for meaningless buzz words and catch phrases that may spark an impulse buy: "fresh food," "final sale," "two-for-one deal".

Advertising no-nos

Under the Fair Trading Act, an advertiser can't:

- mislead or engage in deceptive conduct to give consumers a false impression.
- make unsubstantiated or false representations about a product or service.
- engage in unfair practises that mislead consumers.

If you feel like you've been misled, or believe the Fair Trading Act has been breached, you can take civil action through the Disputes Tribunal, apply to the High Court for an injunction, or make a complaint with the Commerce Commission.

By Chris Schulz

Consumer July 2024

END OF YEAR THOUGHTS ABOUT PERSONAL VALUES, GIVING BACK, AND FINDING YOUR 'ENOUGH'



The end of the year and the start of a new one can be a difficult time. For some it may mean loneliness heading into Christmas, perhaps grieving the loss of a loved one, family estrangement, or geographic distance. For others it's the materialistic pressure to spend money we can't really afford or is better spent on other things. Perhaps health issues, burnout, or job worries have taken more of a toll over the year than we'd like to admit.

I think, too, that sometimes we get so caught up in the relentless hamster wheel to be, do, have and strive for more that we can end up on the lonely path of feeling we are never enough, and a perception that we can only be happy if we have the things we think others seem to have. Along the way we can lose sight of our personal values, our happiness, and the simple joy of living. All of that begs the question: How much is enough?

I recently came across a quote by former American President John F Kennedy who in his 1961 presidential inauguration address said: 'Ask not what your country can do for you, ask what you can do for your country'. Those 17 words hit me like a brick. We're all in this thing called society together, and each of us has a role in it and a responsibility to contribute to our collective good.

But in the relentless hamster wheel of striving for more, we seem to have become more divided the world over because of it. In every society, there are the takers - the ones whose first instinct is to ask, seek or even take what they perceive they are owed by others, instead of thinking what they can give or contribute back.

volunteer in the community, some help people through their jobs or support groups, some serve their country, others donate funds to support worthy or charitable causes. And there's also that friendly neighbour who simply looks out for everyone without stirring up or creating conflict. All of this work contributes to society and community spirit in its own way, serving the collective good rather than taking from it.

Following my own health challenges and other issues this year, one of the values guiding my pursuit of happiness has become that first simple question: How much is enough? Focusing on that question has helped me rebalance personal values, reduce work stress, practice gratitude, slow down, live in the moment, and rediscover simple joys like community writing and cooking. It is an approach that has brought me a renewed sense of purpose, meaning, and joy. And, 'enough'.

I wish to thank Philippa, all our contributors, advertisers and you - the readers - for your support of Ngongotaha News throughout 2025. Over the break I hope you might take a moment to think about your own values, how you might get more involved in and give back to the community, and what 'enough' means in your life. I wish you all a Merry Christmas and a Happy New Year.

Article written for Ngongotaha News by Ros Morshead, Solicitor at Lawbox.

Your local travel specialists

Amanda King 027 262 6007
 Anna Murray 027 233 6404
 enquiry@kingtravel.co.nz
 www.kingtravel.co.nz

Members of **travel managers** **TAANZ** **IATA** Accredited Agents

Your Rotorua Solicitors

1285 Fenton Street PO Box 2056, Rotorua
 office@lawbox.co.nz

Call us first and get the right advice for your estates, estate disputes, separation and relationship property, small commercial & business.

021 851 855 / willowcreekengineering.co.nz

WILLOW CREEK ENGINEERING

• Fabrication Repairs & Maintenance • Stainless Steel Fabrication
 • Mild Steel Fabrication • Agricultural • General Engineering

Te Wāhi Whakaora
 Rotorua and District Women's Refuge
 The Place of Healing.

Are you a victim of family violence?
 We can help.
07 3439993
 info@twwr.org.nz
24/7 CRISIS LINE 0800 REFUGE
0800733843



Merry Christmas

The new year brings new opportunities, so if you're thinking of making a move over the Christmas period and need expert advice and support, give me a call today!

Your Rotorua Real Estate Elf *Denise Sturt*

As a dedicated real estate professional with over 14 years of industry experience. Denise is driven to deliver outstanding results for her clients. Her tenacity, enthusiasm and keen attention to detail ensure that every property listing and sale is handled with the highest level of care, producing optimal outcomes for her clients. Recognised for her exceptional customer service, high energy and impressive organizational skills. Denise is an invaluable partner for anyone looking to succeed in the property market.

Denise's commitment to the Rotorua community is evident in her past entrepreneurial endeavours, which include owning the Ngongotaha Four Square, Dianne Dairy and a beloved local bakery. Her hard earned experience and unwavering work ethic equip her well to meet the demands of real estate.

Beyond her career, Denise is a life member of the Waikato BOP Brass Band Assn, a patron of the Ngongotaha Indoor Bowls Club and a proud mother of 3 and grandmother of five.

When you're ready to work with a seasoned real estate professional known for her success, dedication and results, reach out to Denise!



Denise Sturt *Licensed Salesperson*

☎ 027 483 6305 @ denise.sturt@eves.co.nz

📍 denisesturt.eves.co.nz

EVES Realty Ltd, Licensed under the REAA 2008

 | Real Estate