

vol. 1

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PULSE

The launch issue!

A portrait of Tyla Robinson, a young woman with long blonde hair, smiling. She is wearing a black blazer over a colorful floral top. Her hands are clasped in front of her.

TYLA ROBINSON

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the future of business!
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THE TEAM

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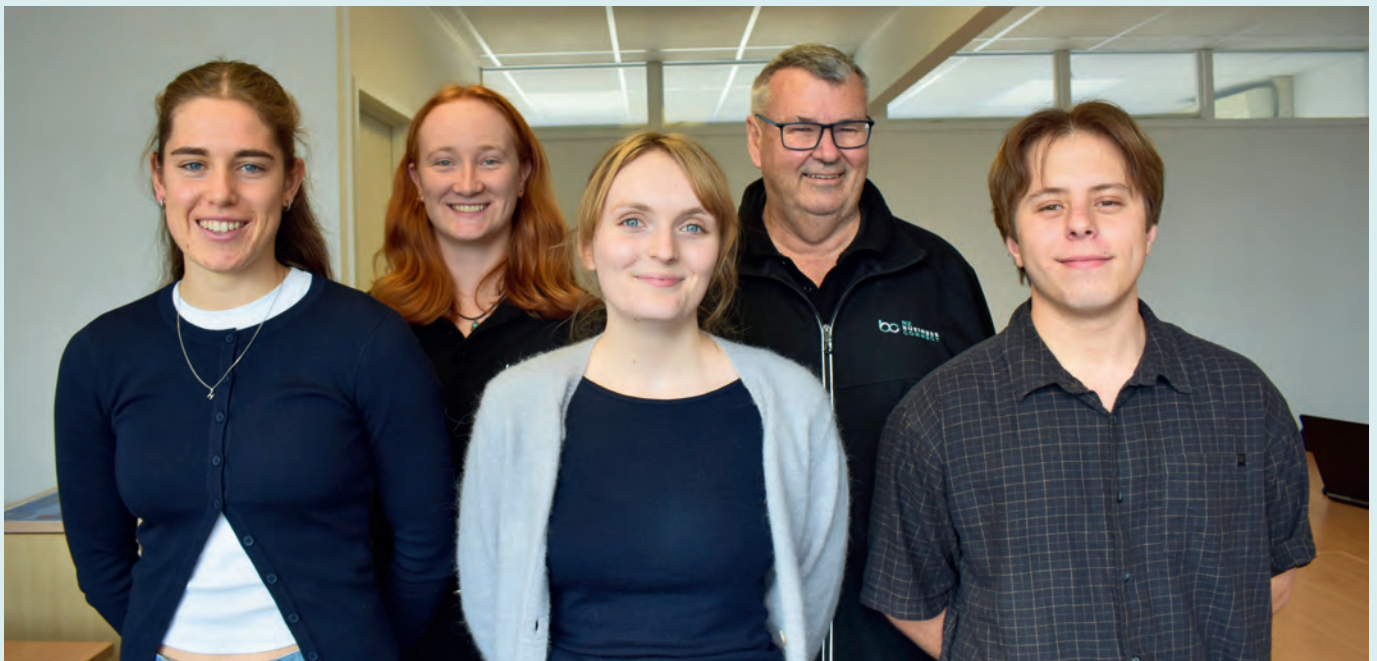
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Editor's Note



Hello. This is the first edition of Pulse.

Pulse talks business. This is the magazine for people that do. Every edition is the “editor’s choice” of the NZ Business Connect (NZBC) community; we showcase the best ideas, we talk to the experts, and we interview the people who are out there, hacking it, right now.

Pulse is a serious, high end business magazine aimed at the managers, owners, and operators who make it all happen. We publish a new edition every quarter, and we’re filling each one with content designed to inspire and help you grow.

That means industry spotlights on organisations that are doing things differently, profiles on leading figures domestic and abroad, and an interest in the ideas that will shape tomorrow.

Pulse is an extension of NZBC, and takes the philosophy of “going beyond the business card” to the next level. When you attend an NZBC event you can put a face to a card, but with Pulse you can pin that face to a story. We want to foster real human connection, and there’s nothing more human than storytelling.

We all have stories that deserve to be heard, but getting them to an audience is difficult in the

age of endless, instant media. What you need is reach, and reach is important to any business.

That’s why we offer a full advertising service. We’ll work with you on promoting the things that make your business stand out. We want to tell your story, and highlight the things that make it yours.

We want to take you back to glossy covers and sports sections with the help of a Hamilton-based digital marketing and public relations company, MediaPA. Pulse plans to bring back the virtues of old media, and have journalists writing the type of stuff that made the invention of the printing press a worthwhile R&D expense.

Social giving is, and will always be, an important part of how NZBC operates. By working with the Waikato Women’s Refuge and the Graeme Dingle Foundation, we hope to contribute not only to a thriving business network, but also a thriving nation at large.

Phillip Quay, the CEO of NZ Business Connect, puts it like this: “NZBC’s vision revolves around providing unmatched value through tailored networking opportunities, premium educational resources, and strategic connections.” We believe that Pulse embodies this vision, and we hope that you think it does too.

Here’s to the people that do.

Cheers,

A handwritten signature in black ink that reads "Phillip Quay". The signature is written in a cursive, flowing style with a large, prominent 'P' and 'Q'.

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Waikato Young Professionals, a networking group that caters to a different crowd in a growing Hamilton

BY SEBASTIAN BEZUIDENHOUT



Back row, left to right:

AROHA RANGI MILLER LLOYDD
MCKENZIE NORTHCOTT
ANNABEL JORDAN

Front row left to right:

KALEB WILLIAMSON
TYLA ROBINSON
CARNE GROUBE

Not pictured but also in the committee: Devesh Singh, Cameron Gribbon, and William Kingsbury

Networking is a key ingredient to the success of any business. It is so important that whole industries, both digital and in the real world, are dedicated to connecting professionals with their peers. You, as the reader, stand a good chance of being involved with both.

But what if you're new to your industry? What if you feel isolated, and unwelcome at the events that you attend? What if, when you show up at an event, you feel like an imposter who scrounged up a suit and a degree on their way through the door? Everyday, young people are driven away from building crucial connections.

And what about businesses? They need to be able to locate new talent just as much as new talent needs to locate them, but if young people aren't mingling at the social nights like they used to,

then there's no connections being built anywhere. for anyone who isn't a young person. WYP understands this, and being young people

Tyla Robinson, chairperson for Waikato Young Professionals, thinks that her organisation can help to solve these "new-to-the-industry" growing pains by hosting networking events catered towards the "newbies" — those with less than 7 years of experience in their field.

Catering towards young people proves difficult

"We want to help people be well rounded — not just a good professional, but a well-developed person, too."

Investment is a major theme of WYP, both in terms of the people who attend, and the business

community that surrounds the group. Investment in the community comes from the aggregation of talent that occurs through the events.

themselves, are leveraging their youth to fill what they feel is a gap in the networking space. Their monthly events in Hamilton are open to “anyone who thinks they’ll benefit”, not just people from a specific industry.

WYP forgoes the traditional networking “yearly membership” model, instead charging on a by-the-event basis to provide their members with the flexibility to choose, and not lose out.

The events themselves are also different to the standard networking fare. WYP wants their events to be intimate, and personable. Attendance varies from 40-100 people, and the events themselves range from pickleball tournaments to annual balls to first home buyers workshops. Waikato Young Professional’s attitude towards their people can be summed up best by this line from Ms. Robinson:

Hamilton is growing in importance as a destination for big business, with companies like Jetstar and Sleepyhead moving into, or near, the city. Part of what draws organisations to Hamilton is the very pool of young talent that WYP

represents. Young people can build a network, and employers have a veritable buffet of potential to choose from.

WYP also gives charity. Thanks to the non-profit Humanitix, all booking fees paid on tickets go to providing disadvantaged children with education. Tyla predicts that they’ll have raised \$2000 by the end of the year.

In looking towards the future, WYP wants to expand the variety of industries represented by their attendees:

“People who work in the trades are professionals, too. The biggest thing for new members is seeing the diversity in events, and the trades are a huge part of both the economy and culture of the Waikato. To shut them out would be a mistake,” Ms. Robinson said.

Waikato Young Professionals hope to offer something different to the people who are still trying to find their footing in their respective fields. If this sounds like you, then consider going to their next event.

If you’re a hiring manager or business owner looking for young talent, take a look at their website. [C](#)

JSR Refrigeration & Air Conditioning Celebrates 25 Years of Excellence

BY FIONA STEPHEN

This year, JSR Refrigeration & Air Conditioning proudly celebrates 25 years of service, innovation, and community commitment. Founded in 2000 by Jujhar Singh Randhawa, JSR has grown from a one-man operation into one of the Waikato region's most trusted names in heating, ventilation, air conditioning, and refrigeration (HVAC-R).

Jujhar arrived in New Zealand from India in 1998 and, with a background in refrigeration engineering, soon recognised a gap in the local market for quality, reliable HVAC-R services. Operating initially from his garage, he launched JSR with an emphasis on customer care, integrity, and technical excellence. Those founding values still underpin the business today.

Over the past quarter-century, JSR has evolved into a full-service HVAC-R provider, catering to both residential and commercial clients across Hamilton and beyond. Their services include installation and maintenance of refrigeration units, air conditioning systems, heat pumps, and ventilation solutions. Known for their 24/7 emergency support and preventative maintenance programmes, JSR ensures reliability, energy efficiency, and peace of mind for every customer.

SR's success is not only measured in business milestones but also in the strong relationships it has built within the community. Jujhar Singh Randhawa's notable achievements include:


- Co-founding the IAMHE(R) Charitable Trust, supporting wellbeing, education, and empowerment



- Receiving the Hamilton Civic Award for community service in 2023
- Indian NewsLink Arts Award in 2024
- Instrumental in expanding the Waikato Diwali Mela, which drew over 11,000 attendees in 2024, making it one of the largest Indian cultural events in New Zealand
- Selfless community service, like providing free chiller and freezer hire to non-profit organisations through JSR Refrigeration and Air Conditioning, even during COVID.
- Member of the Multicultural Advisory Board for NZ Police in Waikato
- Justice of the Peace
- Notable other charities – Special Children's Christmas Party, Here 2 Care, and many more
- JSR donates 10% profit to charities

- Assisted the TOTI Trust and also sponsored the Indian flag flying with the ANZAC cluster and Turkey's, a popular feature of the landmark Sapper Moore-Jones commemorative statue in Hamilton's CBD.

As the company prepares to mark its silver anniversary, the team at JSR is taking the opportunity to reflect on their journey and thank the clients, staff, and community members who have supported them along the way. Looking ahead, JSR remains focused on sustainability, customer satisfaction, and giving back to the community that has helped shape its success.

With a solid foundation and a clear vision for the future, JSR is poised to continue making a positive impact—both in the HVAC-R industry and in the lives of those they serve. 



JUJHAR SINGH RANDHAWA

Get to know the NZ Business Connect Board

BY SEBASTIAN BEZUIDENHOUT

Some people are content with a job that pays enough to justify the nicer instant coffee. Others find a lifeworthy joy within the most human of all pursuits — art, and the stumbling journey of creation that takes us from canvas to painting.

There's also the type of person that builds. And achieves. And then builds anew. We call these people 'entrepreneurs'. This unending pursuit of entrepreneurial growth may be hard to understand if you're of the coffee or canvas ilk, but it's important that you try. The museums that house Monets needed to start with someone who had an idea.

Take Jujhar Singh Randhawa, the chairman of NZ Business Connect, for instance. A skim

reading of his LinkedIn will show you his achievement — an education in both mechanical and electrical engineering, 25 years of business success across sectors as diverse as refrigeration and medicine, and taking home the 2023 Hamilton Civic Award.

As for the question of why he builds, why he sets out to achieve?

He wants to make his corner of the world as bright as possible. See, Mr. Randhawa isn't just an entrepreneur, or chairman. He's a pillar of his community, and throughout his career has used his success to improve the lives of others, whether it be through his I AM HE(R) charitable trust, or his service as a Justice of the Peace.

“Giving back is not just a responsibility; it’s a privilege,” Mr. Randhawa said.

Mr. Randhawa wants to apply his knowledge in fostering growth to the building of the NZBC

community. As the network grows, Mr. Randhawa believes that he can steer “NZ Business Connect towards a future rich in opportunities.”

He is not alone in this endeavour. Joining him are his fellow board members: Isaac Whatnall, and Rory McKenzie.

Mr. Whatnall is an associate of Foley Douglas, a Hamilton-based law firm. He specialises in property, trust and estate, relationship property, and commercial law. With a decade of legal experience under his belt, Mr. Whatnall is a problem solver who thrives on “making the impossible possible” for his clients.

The ethos of giving back is alive and well with Mr. Whatnall — he acts as a mentor to the more junior members of his firm, and claims that the highlight of his career thus far has been helping a single mother focus on raising her child.

Rory McKenzie is a partner at Maisey Harris and Co., an award winning Hamilton-based accounting firm, and a member of the Hamilton Central Business Assoc Executive Committee. Mr. McKenzie is a chartered accountant who prides himself on his ability to see beyond the spreadsheet to the human, and is known around the office as a tax expert of incredible patience who can talk to clients in their own words.

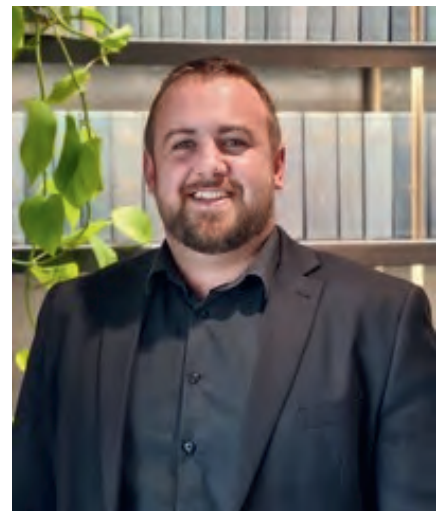
The board of NZBC see a bright future for the network, and with their combined experiences in entrepreneurship, law, and the world of accounting, you can be sure that the light will not go out during our upcoming expansion.



JUJHAR SINGH RANDHAWA




RORY MCKENZIE



ISAAC WHATNALL

NZ Business Connect Regional Managers

Meet Your Regional Connectors: Ricki Cotter, Tauranga (left) and Tyren Mulder, Waikato (right) are passionate about building strong local business networks. With deep community ties and a shared commitment to connection, growth, and impact, they’re here to help your business thrive. 





SHARED Workspaces on the Rise in Hamilton

BY SEBASTIAN BEZUIDENHOUT

Nestled within the Hamilton CBD, directly across from a dutifully managed Wilson's parking lot, and flanked by cafes, is 71 London Street. The 1950s era, four-storey building that once housed the Waikato Farmer's Trust is now operating in a radically modern industry: coworking.

71 London Street is one of three 'coworking' hubs that is owned by SHARED Workspaces, a Tauranga company that plans to bridge the gap between the traditional office, and the newer 'work from home' model that has developed since 2020.

Tony Snow, the owner CEO of Shared Workspaces, believes that there is a demand for flexibility in the commercial real estate business. Rather than a traditional commercial lease, with all the usual overheads involved in renting an entire office, companies can rent as little as one desk for a day.

Members of the company are able to access all three coworking sites in Tauranga, Papamoa, and Hamilton, and pay only for the space used, not the "per-person" charge implemented by other coworking firms. Billing is easy, too — it all comes under a single invoice every month.

Tony is a man of beliefs. He sees Shared Workspaces as part of the solution to New

Zealand having "the worst productivity rate in the OECD." He wants to ensure that companies have a "return-on-commute", meaning that employees don't spend hours needlessly commuting to a central office space, instead working from an office closer to home. He also wants to ensure billable hours are used efficiently, away from the distractions of what he calls the "cafe culture", where meetings and work have tumbled into complacency due to the comforts of the CBD cafe.

Productivity is the focus of Shared Workspaces. Tony wants to foster an environment of work first, fun second — an attitude that may differentiate him from other coworking companies that focus on fun within the working environment. He does not, however, want to rule out the fun entirely:

“We like f-words: flexibility, focus, function.”

Indeed, 71 London Street is conveniently within walking distance of central Hamilton's many dining and recreational establishments. You can walk from the office to the gym, and then have dinner, all on London Street. The building even offers on-site parking, and great views of the city.

www.shared.nz/hamilton 



Google's Digital Dominance of Search Looks Under Threat;

Here's how a game-changing AI product from a New Zealand company can Boost your SEO without relying on the titan of yesterday

BY SEBASTIAN BEZUIDENHOUT

Since the rise of the search engine as a method to traverse the internet, people have been vying for a spot on the all-important first page.

Google, as the world's most popular search engine, possesses very valuable real estate. They've been leveraging this position as the landlord of the digital sphere to great effect — so great, in fact, that a US Federal Court has recently ruled that Google's grip on digital advertising constitutes a monopoly ([NZ Herald, 2025](#)).

Businesses can pay Google thousands a month to use their SEO services, and they've been able to get away with it because SEO is a necessary expense to any business. SEO relies on a great deal of labour, in many fields from data analytics and market trend forecasting, to content creation and social media visual design. The need for this varied, specialised labour is continuous — the market is always churning, and the competition never sleeps.

As someone who competes in said market, you probably know all too well the effects that our hyper-connected society has on both cortisol levels, and margins. Thankfully, as a reader of Pulse, and a member of NZ Business Connect, you have early access to the AI platform that is a game changer in the SEO world:

BoostSEO combines the technological edge of AI with more than 30 years of connections and network building in the real world.

Not only does BoostSEO do traditional SEO work for you — content generation, tracking market trends, backlinking — it also learns and evolves in real time, and distributes your SEO content to a network of industry specific partners who will get your brand to the top of the search page.

BoostSEO is connected to over 300 journalists in household-name publications, ensuring that any announcement, no matter how large or small, gets the publicity that it deserves. Media isn't the only area that BoostSEO has connections in. Indeed, from finance to fitness, from Russell to Bluff — the whole country is at your fingertips.

The world has already felt the impact of AI, with Berkeley calling the proliferation of the technology “a shift in the very fabric of our societies” (Berkeley Exec Ed, 2025). For some of our friends at NZ Business Connect, AI has already begun to change how they go about SEO.

BoostSEO has used its multi-channel approach to help leading Hamilton-based soil scientist Dr. Gordon Rajendram in his quest to improve farming efficiency and soil health.

The use of regular press releases across news and media websites has lifted Dr. Rajendram's visibility, allowing him to fill multiple spots on the first page of Google for his field.

Phillip Quay, CEO of MediaPA, the company behind BoostSEO, has a firm belief in his product and the benefits it can provide to you and your team.

“It's taken us 20 years to build. It's the result of not just my career, but everyone who's ever worked with MediaPA”, Phillip said.

MediaPA has decades of experience in digital marketing and SEO, and they know that the tides are shifting.




“BoostSEO is what we offer to our clients and network members because we believe in them, and they deserve to believe in us.”

Traditional SEO, such as backlinking and keyword optimization, is still important, but even search engines are incorporating AI to weigh and rank content. To remain stagnant is dangerous — there's a reason why Ford doesn't sell Model Ts anymore.

Ready to Boost?

Your competitors aren't waiting. And neither should you.

- View [BoostSEO Packages](#)
- Contact [MediaPA](#) for a strategy call
- Follow [MediaPA on LinkedIn](#) for updates and results

Let BoostSEO be your growth engine. Dominate search. Grow your brand. Do it the smarter way. 



Celebrating 60 Years of Autonomy

With Exclusive Pacific Resort Hotel Group Benefits for NZ Business Connect Members

BY FIONA STEPHEN

NZ Business Connect is delighted to partner with Pacific Resort Hotel Group, extending an exclusive 10% discount to our members at their acclaimed, award-winning resorts throughout the Cook Islands.

As the nation proudly commemorates the 60th Anniversary of Self-Governance in 2025, there is no better time to experience the Cook Islands' rich heritage, breathtaking beauty, and warm hospitality — all wrapped in a touch of luxury.

This historic milestone will be celebrated with the vibrant Te Maeva Nui festival from 4th to the 10th of August 2025, featuring traditional dance, music, arts, and storytelling — offering a unique opportunity to immerse yourself in island culture.

Discover the stunning Pacific Resort Hotel Group properties where your member discount unlocks unforgettable experiences:

Pacific Resort Aitutaki

On the island of Aitutaki, 5-star Pacific Resort Aitutaki offers an intimate, adults-only escape with 29 air-conditioned beachfront bungalows, villas, and suites overlooking a world-famous lagoon. Sip a cocktail at Black Rock, savour fresh flavours and sweeping views at Rapae Bay Restaurant, and unwind at Tiare Spa. Aitutaki at its most indulgent.



PACIFIC RESORT HOTEL GROUP

Little Polynesian Resort

A 5-star boutique escape set on a white sand beach, Little Polynesian Resort is one of the Cook Islands' most intimate stays. With just ten beachfront bungalows and four garden studios, it offers a serene, adults-only setting made for romance. Swim at sunrise, linger over oceanfront lunches, and embrace the stillness of island life.

Te Manava Villas & Spa

Set on the white sands of Rarotonga's Muri Lagoon, Te Manava offers 5-star private villas designed for couples and families seeking space, style, and independence. With full kitchens,

private pools, and optional services, every stay is tailored to suit. Luxury here is on your terms

Pacific Resort Rarotonga

Located on the pristine white sands of Muri Beach, this 4.5-star family-friendly resort offers 64 rooms, suites, and villas blending modern comfort with warm island hospitality. Guests can enjoy relaxing massages, while kids have fun at the dedicated kids club. Savour vibrant island flavours at Sandals Restaurant or unwind with tropical cocktails at the Barefoot Bar.

As a valued NZ Business Connect member, you'll receive 10% off your stays at any of these four properties. Whether you're travelling for business,

celebrating a milestone, or seeking a rejuvenating escape, Pacific Resort Hotel Group delivers the perfect mix of comfort, authenticity and style.

Our partnership with Pacific Resort Hotel Group is more than a member benefit – it's a reflection of mutual respect and a commitment to creating opportunities for travellers to explore, relax and connect in one of the South Pacific's most breathtaking destinations.

Book now and celebrate the Cook Islands' 60th year of self-governance with the Pacific Resort Hotel Group – where connection meets celebration in paradise.

Check out their website! www.pacificresort.com





JAMES STAFFORD | Jetstar NZ Sales Manager

Bringing the world back to Hamilton

BY SEBASTIAN BEZUIDENHOUT

James Stafford, sales manager for Jetstar New Zealand, spoke this Tuesday at the NZ Business Connect event held at Hamilton East's 'Cook', where he announced Jetstar's planned expansion into both the Trans-Tasman, and domestic New Zealand air carrier markets.

James Stafford, Jetstar New Zealand's sales manager, spoke this Tuesday at the New Zealand Business Connect event held at Hamilton East's 'Cook', where he announced Jetstar's planned expansion into both the Trans-Tasman, and domestic New Zealand air carrier markets.

Mr. Stafford started with Jetstar's history, charting a course from the company's first flight in May of 2004, to their first Trans-Tasman flight in 2005 – Sydney to Christchurch – and then their entry into the domestic New Zealand market in 2009.

He then announced that the company would be adding four new routes: Hamilton to the Gold Coast and Sydney, Dunedin to the Gold Coast, and Christchurch to Cairns – all while adhering to Jetstar's low airfare "bums on seats" philosophy.

The Hamilton routes would revive the airport's international capacity, which has sat unused since Virgin Australia's exit in August of 2012. Mr. Stafford said that this would bring 100,000 new passengers to the airport, and \$40 million a year to the Waikato economy.


“We're all about choice. We're the only true low cost airline - we keep the air fair” - Mr. Stafford

Tony Brooks, speaking for COIN, a cryptocurrency platform that's being developed in Tauranga, had two things to say to anybody weary about crypto: reputation is everything, and change is inevitable.

He assured attendees that cryptocurrency as a whole is nothing to be feared, and that like any other financial product, due diligence is the best way to keep yourself safe.

He also touched on COIN's recent collaborations with established cryptocurrency exchange Coinbase, which will allow COIN to go from being a digital currency to a genuine cryptocurrency. Mr. Brooks believes that cash is in its twilight, and that crypto will be the way of the future.

The last announcement of the evening was New Zealand Business Connect's new member portal that allows users to network and innovate on a level never seen before. Members are also able to access exclusive discounts provided within the network from the portal. Discounts are already available on stays in partnered resorts in Rarotonga.

Phillip Quay, CEO of NZBC, closed the night with thanks to the speakers, and finished with: "The member portal is like a digital business card. It's a great communication method. Watch out for Pulse in June." 



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BEST KEPT
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COOK ISLANDS
pacificresort.com



Pacific Resort
— HOTEL GROUP —

Grow More Grass in the Colder Months - Dr Gordon Rajendram Talks Foliar Fertiliser

BY FIONA STEPHEN

At the 2025 “Grow Grass in the Colder Months” Field Day, New Zealand soil scientist Dr Gordon Rajendram delivered an insightful talk on how strategic foliar fertiliser application is transforming pasture-based farming. Hosted on-farm and designed as a practical “how-to” event, the day focused on helping farmers grow more, higher-quality pasture during the colder months, when traditional systems typically slow to a crawl.

Dr Rajendram explained how foliar fertilisers, specifically Cold Grow, can be used to feed pasture directly through the leaf, delivering nutrients exactly when and where they’re needed. This method improves nitrogen uptake efficiency, reduces environmental loss, and supports continued pasture growth during cooler conditions.

“Applying foliar fertiliser in winter means you’re not relying on soil temperatures to activate the nitrogen,” Dr Rajendram said. “You’re feeding the plant directly — it’s faster, more efficient, and leads to better results with less input.”

He also highlighted how foliar nutrition supports soil biology by stimulating root exudates — the sugars plants release into the soil — which in turn feed microbes and improve overall soil health. The result is not just more grass, but better-quality pasture with higher nutrient density.



DR GORDON RAJENDRAM

A Q&A session followed, with Dr Rajendram joined by a farmer already using the foliar system and Mike Prendergast from BPM. Moderated by the event organiser, the panel discussed real-world applications and gave attendees a chance to ask questions throughout. The goal was simple: ensure every farmer walked away with practical knowledge they could apply on their farm immediately — no purchases required.

Dr Rajendram’s message was clear: with the right tools and timing, farmers can grow more grass in winter, reduce inputs, and build healthier soils — all while improving profitability and maintaining flexibility on-farm. [C](#)

The Power of Social Giving: Creating Stronger Communities Together

BY FIONA STEPHEN

In an increasingly individualistic world, the concept of social giving stands as a powerful reminder of our collective responsibility to uplift one another. Social giving refers to acts of generosity that extend beyond personal gain – contributing time, resources, or skills to support individuals, communities, or causes. It's not just about monetary donations; it's about creating meaningful connections and fostering a culture of care.

At NZ Business Connect, social giving is more than a value – it's the heart of everything we do. As a networking community built on relationships and reciprocity, we believe that giving back strengthens not only the community, but also our businesses. Whether it's supporting local charities, sponsoring community events, or simply lending a hand to a fellow member in need, our ethos of social giving drives genuine connection and collaboration. Social giving helps build resilient communities.



Social Giving

When people come together to support a struggling family, fundraise for a local school, or volunteer their time to mentor young people, they strengthen the social fabric that binds us. These acts of kindness create ripple effects – inspiring others, increasing community morale, and encouraging collaborative problem-solving.

For recipients, social giving provides much-needed support and hope during difficult times. For givers, it cultivates a sense of purpose and wellbeing. Studies have shown that giving can reduce stress, combat loneliness, and even boost physical health. In a business setting, it also builds trust, goodwill, and loyalty.

Importantly, social giving doesn't need to be grand to be impactful. A kind word, a home-cooked meal for a neighbour, or sharing your professional knowledge with someone just starting out – these small acts add up. At NZ Business Connect, we see this every day in our Hamilton and Tauranga branches, where members regularly show up for each other in meaningful ways.

Ultimately, social giving is a cycle. When we give, we inspire others to do the same. In a group like NZ Business Connect, where social giving is actively encouraged and celebrated, we're creating something truly special – a network that thrives on kindness, connection, and the belief that by lifting others, we all rise. [c](#)

MediaPA and Business Web Solutions to Deliver the Ultimate Digital Powerhouse

BY FIONA STEPHEN

Two of NZ's trusted names in digital strategy – Business Web Solutions (BizWeb) and MediaPA – have officially teamed up to provide businesses with a total digital marketing solution. This powerful collaboration marks an exciting new chapter for both companies, with the launch issue of Pulse serving as their first joint venture.

With complementary strengths, BizWeb and MediaPA are now offering an end-to-end suite of services that help businesses stand out online and in the media. From CRM systems, video content, websites, and SEO to marketing strategies, content creation and PR, the partnership ensures clients can access everything they need under one roof.


"By combining our strengths, we're giving businesses a powerful edge in today's competitive market. It's not just content or tech – it's the complete digital package, all under one roof," says Phillip Quay, CEO of MediaPA.

BizWeb brings technical and creative expertise in building professional, mobile-friendly websites designed to convert. BizWeb also implements smart lead generation tools and SEO strategies that help drive visibility and business growth. Importantly for NZ Business Connect members, BizWeb is also responsible for setting up the new members' portal – a streamlined hub designed to enhance connectivity and information sharing across the network.

MediaPA is a leader in PR and content marketing, known for crafting compelling stories that get noticed. Whether it's media releases, member profiles, or social media strategies, MediaPA turns business stories into powerful content that resonates with audiences. Businesses can also upskill with MediaPA's digital marketing training programs, making it easy to build in-house capability alongside expert support.

Steve Fallon, CEO of Business Web Solutions, "Whether it's a sleek new website, integrated CRM, or boosting search rankings – our role is to make sure your digital presence does justice to your brand."

Together, these two companies are driven by results, and positioned as leaders in the digital technology landscape. With a focus on 10 key areas of marketing and communications, they provide NZ Business Connect members – and the wider business community – with smarter, more integrated ways to grow.

Whether you're launching something new, upgrading your online presence, or wanting to take your story further, this collaboration is designed to help you shine. 





Steve Fallon from Business Web Solutions and Phillip Quay from MediaPA

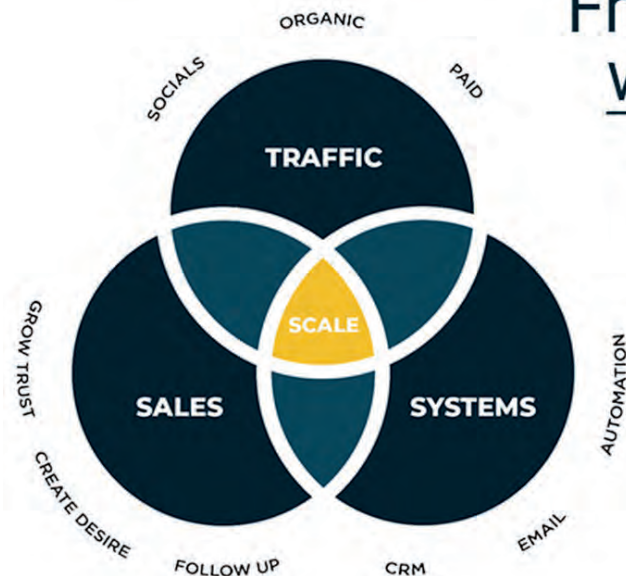


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NZ Businesses: Upskill in AI-Powered Digital Marketing with MediaPA

BY FIONA STEPHEN

Are you a New Zealand business owner keen to upskill yourself or a senior team member—for a fraction of the cost?

Thanks to the Regional Business Partner Network (RBPN), eligible businesses may receive up to 50% funding to attend a one-to-one digital marketing workshop with MediaPA, a registered service provider. This practical, AI-enhanced training is designed to help small and medium-sized businesses build a strategic, results-driven marketing plan—without the overwhelm.

Smarter Marketing Starts Here

In today's digital environment, artificial intelligence is transforming the way we create, manage, and deliver content. MediaPA's training leverages these tools to help you plan and execute a full year of impactful marketing with confidence.

Here's what's involved:

- Discovery – Complete a brief questionnaire, then join an online (or in-person) session to align the training with your business goals.
- Content Strategy – Learn what types of content resonate with your audience and how to use AI tools to generate, repurpose, and schedule posts.
- 12-Month Success Plan – Master MediaPA's 10-step planning system to map out your digital marketing for the year, powered by the latest AI capabilities.

Don't Just Take Our Word for It

“I had the pleasure of working with Philip Quay and MediaPA for some training, and let me tell you, it wasn't your average 'death by PowerPoint' session. Philip brought the perfect mix of expertise, enthusiasm, and good ol' Kiwi practicality to the table.”

— Wayne Talbot, Motorworks HB

Are You Eligible?

- Fewer than 50 full-time employees
- GST registered in New Zealand
- NZBN
- Focused on growth

You could even pay your share in Trade Dollars.

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Jason Land for Collins Automotive

BY SEBASTIAN BEZUIDENHOUT

NZ Business Connect is thrilled to announce a new member: Jason Land, Managing Director of Hamilton based Collins Automotive Technicians. Collins goes about repairs and servicing with a dedication to customer care that's setting a new industry standard.

Jason purchased Collins in 2011, and continued to operate as an auto electrical business until 2016, when a fire in an adjoining tyre shop created an opportunity for expansion. Collins Automotive acquired the tyre shop, alongside a mechanical repair business, and became the all-encompassing complex that it is today.

Collins has an approach best summarised by the phrase: "If it's an auto problem, we have the solution." The talented team at Collins can help you with any mechanical service or repair, the diagnosis and elimination of electrical issues, tyre alignment, air conditioner troubles, or your ADAS calibration. If your vehicle has complex electrical problems, do yourself a favour and go to Collins first, they do diagnostic work for other mechanics.

Collins believes the best customer experience starts with a clean, modern shop filled with people who are passionate about what they do. The team has experience with every make and model, and a combined skill set that makes Collins a true "one stop shop."

No matter if it's a family car or a fleet, when you pull into the Quentin Drive shop you'll be greeted like an old friend. Jason and the entire team at



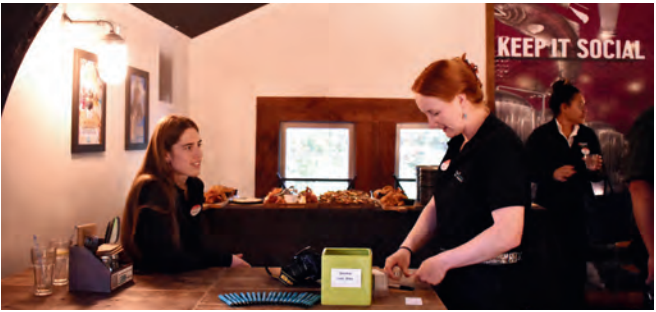
JASON LAND | Managing Director

Collins are immensely proud of their work - trust and transparency are the very reason they have come this far. The company goes above and beyond for every vehicle that rolls through the door. Yours will be no different.

Give Collins Automotive a call or a message if you are looking for a workshop that will take excellent care of both you, and your car. [C](#)



Collins Automotive:
07 8381321
www.collinsauto.co.nz



Tauranga Event





Praneel Nair for Clean Planet - Tidying the BOP

BY SEBASTIAN BEZUIDENHOUT

Praneel Nair is a new member of the NZ Business connect network. As Master Regional Manager for Clean Planet Bay of Plenty, he works to make the world a little cleaner every day.

Praneel manages cleaners between Tauranga, Rotorua, Taupō, and Whakatāne. Clean Planet services and cleans almost everything man made, from cars to hospitals to homes. No matter what you need cleaned, or where, Clean Planet will handle it so that you can focus on the big stuff.

Their services include:

- Home cleaning
- Commercial cleaning
- Lawn and grounds keeping
- Auto detailing and grooming
- Carpet and floor cleaning


We spend most of our day either at home or at work, and living in a clean environment is essential for good health. Praneel, and Clean Planet at large, say that this is why they do it.

“At the heart of what we do is healthier homes and offices”
— Mr Nair.

On his mission towards cleanliness, Praneel hasn't forgotten the planet, or the people that are most vulnerable to an unclean environment. Clean Planet is the only Sensitive Choice certified cleaning agency in NZ, and is committed to sustainability like no other cleaning service.

Mr Nair. claims that this focus on asthma, allergens, and sustainable practices are “woven into the fabric of the everyday.”

Clean Planet chooses to forgo the harsh cleaners that live under your sink - the company makes all of their own cleaning products. Every product used is plant based and 100% non-toxic, ensuring a safer environment for children, pets and people with allergies. They also offer a range of eMowing services, to help reduce their carbon footprint.

If you're in the market for a facilities and property services provider, or just need some help around the house, Clean Planet can make anything shine. 

Get in touch with them today!

0800 274 355

Email: info@cleanplanet.co.nz

www.cleanplanet.co.nz

