





THE SPOT

MĀORI OWNED AND OPERATED, REAL, BADASS, TAILORED, COMMUNITY DRIVEN

PROUDLY OWNED AND OPERATED BY: Melissa Skelton
TANGATA WHENUA: Te Rarawa Kaiwhare ki Hokianga, Aotearoa.
ESTABLISHED: 2012
TYPE OF BUSINESS: Boutique Hair and Makeup Salon

WEBSITE: <https://thespohair.co.nz>
INSTAGRAM: @the_spot_hair_akl
PHONE: +64 9-846 1346
ADDRESS: 48 Richardson Road, Mount Albert,Auckland, New Zealand

WHAKAARO / THOUGHTS
The best part about being an independent, owner-operator business is the connectedness to your community. Human connection is such an integral part of life and being able to build and nurture relationships person to person within your community is golden for both the wairua of a business and the community it serves. Building better operator to customer connections are foundational to flipping the script on the business front.



CUCCHIARA FILMS

QUEER, LATINX, VISUAL ARTIST, CREATIVE FILM DIRECTOR, PHOTOGRAPHER

PROUDLY OWNED AND OPERATED BY: Lula Cucchiara
ESTABLISHED: 2018
TYPE OF BUSINESS: Lula Cucchiara is a queer Latinx visual artist, creative film director and photographer.

WEBSITE: <http://lulacucchiara.work/>
INSTAGRAM: @lulacucchiara
PHONE: +64 27 523 5170
IMPORTANT LINKS: <https://vimeo.com/cucchiarafilms>
ADDRESS: Sussex Street, Grey Lynn, Tāmaki Makaurau, Aotearoa

WHAKAARO / THOUGHTS
As a creative freelancer I learnt to treat all jobs with the same respect, care and passion, No matter the scale or who the job is for. I believe in teamwork and collaborating with other creatives so we can all succeed. I don't know it all, I'm always learning and I like to think we learn from each other. Communicating my vision in a direction that inspires others is a massive core value to my work.



LOST AND LED ATSRAY

PLUS SIZE FASHION, DESIGNER CLOTHING, ETHICAL MANUFACTURING, NATURAL FIBRES, MADE IN AOTEAROA

PROUDLY OWNED AND OPERATED BY: Sarah-Jane Duff
ESTABLISHED: 2014
TYPE OF BUSINESS: Plus-Size clothing. championing the fat body. LaLa is designed to empower and inspire.

WEBSITE: <https://www.lostandledastray.co.nz/>
INSTAGRAM: @lostandledastray
PHONE: +64 210 840 0570
ADDRESS: 482 Karangahape Road, Auckland CBD,Auckland, New Zealand

WHAKAARO / THOUGHTS
It is truly magical and life fulfilling having an owner operator business. It is also a privilege, this privilege comes with a great sense of responsibility. I believe as a business owner I have a responsibility to set an example. A responsibility to treat people well and importantly to pay people fairly and on time. Because it's the people that make up the best part of being an owner operator. I choose to work with other business which share my ethics and strive to make my industry and the world better. I have never worked so hard in my life!!! But I wouldn't have it any other way.



CURIONOIR

FRAGRANCE FOR SKIN, FRAGRANCE FOR SPACE, OBJECTS OF ART, HANDMADE PERFUME BOTTLES, GLASS AND CLAY

PROUDLY OWNED AND OPERATED BY: Tiffany Witehira
TANGATA WHENUA:Tiffany Witehira - Ngai Ta Wake O Te Waoku / Ngā Puhi, Aotearoa.
ESTABLISHED: 2016
TYPE OF BUSINESS: Perfumery

WEBSITE: <https://Curionoir.com>
INSTAGRAM: @curionoir
PHONE: +64 9-360 4090
ADDRESS: 76A Ponsonby Road, Grey Lynn, Auckland.New Zealand

WHAKAARO / THOUGHTS
At Curionoir, our kaupapa is driven by providing a service that is an offering as opposed to an expectation. We thrive on tailoring an experience for individuals which in turn has determined how we choose to support other likeminded business in Aotearoa. We work with intention and seek those who challenge the conformed business model with intent also.



THEA CERAMICS

ONLINE CERAMICS, HANDMADE, CONTEMPORARY, FUNCTIONAL, POTTERY

PROUDLY OWNED AND OPERATED BY: Esther McDonald
TANGATA WHENUA:Esther McDonald - Ngā puhi, ngāti wai, Aotearoa.
ESTABLISHED: 2017
TYPE OF BUSINESS: Hand thrown ceramics intended for everyday use.

WEBSITE: <https://www.thea-ceramics.com>
INSTAGRAM: @thea_ceramics
PHONE: +64 22 165 7512

WHAKAARO / THOUGHTS
I design items around everyday use, pieces that are hard wearing and satisfying to use. We believe this elevates your rituals and food experiences for maximum enjoyment. To support independent business we encourage people to shop continuously, buying; local, small, hand made and items you will love & cherish for a long time. I suppose I'm trying to say “buy well made”.



ROBERTSONS REMOVALS

MĀORI OWNED & OPERATED, PROFESSIONAL & EFFICIENT, AFFORDABLE & RELIABLE, EXPERIENCED, COMMUNITY ORIENTED

PROUDLY OWNED AND OPERATED BY: Dale Dice
TANGATA WHENUA:Dale Dice - Te Aupōuri - Ngāti Hine - Ngā Puhi, Aotearoa.
ESTABLISHED: 2014
TYPE OF BUSINESS: Furniture removals, packing and moving, single item deliveries, pianos and spa pools, 5 bedroom houses, studio apartments, inter-city moves.

WEBSITE: <https://www.robertsonspremovals.com>
INSTAGRAM: @robertsonspremovals
PHONE: +64 21 871 663
ADDRESS: Point England,Auckland, New Zealand

WHAKAARO / THOUGHTS
I love being an owner operator because it allows me to build relationships with my customers that can last for years and years. I get to add my personal touch on every job and when people book a job they know that they're gonna get me.



COCO’S CANTINA

LOCAL PRODUCE, HOMESTYLE MEDITERRANEAN INSPIRED KAI, CASUAL & FUN, ICONIC AUCKLAND LOCAL, KARANGAHAPE RD OG’S

PROUDLY OWNED AND OPERATED BY: Renee Coulter
TANGATA WHENUA: Renee Coulter - Ngāti Kahu.
ESTABLISHED: 2009
TYPE OF BUSINESS: Local Eatery, Bar & Happy hour

WEBSITE: <https://www.cocoscantina.co.nz>
INSTAGRAM: @cocoscantina
PHONE: +64 9-300 7582
ADDRESS: 374-376 Karangahape Road, Tamaki Makaurau

WHAKAARO / THOUGHTS
We have to be better at looking after our people & our planet. All our little day to day choices do add up. Some people truly have no options, but if we are lucky enough to be in a position to choose where we spend our money then that combined movement is massive.



AUCKLAND TATTOO

SWEET TATTS, GREAT CHATS

PROUDLY OWNED AND OPERATED BY: Braden McMahon & Helena Charleson
ESTABLISHED: 1970
TYPE OF BUSINESS: Tattoo Studio
WEBSITE: <https://www.aucklandtattoostudio.org>
INSTAGRAM: @aucklandtattoostudio
PHONE: +64 9-376 7217
ADDRESS: 64 Ponsonby Road, Grey Lynn, Tāmaki Makaurau, Aotearoa

WHAKAARO / THOUGHTS
Auckland tattoo has been a pillar of Auckland's art and tattoo community. Founded by Merv O'Connor in 1970, his legacy continues today, encouraging the best new artists to continue the vision that begun 51 years ago.
Now operating under Brandon McMahon, Auckland Tattoo installs tradition and innovation alongside its artists

CREDITS: Tom Tuke @thejavascriptnz, Vanessa Green @iamvanessagreen, Pebbles Hooper www.pebbleshopper.com, Daniel Vernon @yeehawtheboys, Oliver Wall @we.are.already.ghosts, Damaris Coulter @ngatikahutaniwha, Hamuera Hohepa Hita @Hamii_439
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