



ITF NZ
Taekwon-Do

How to open a new club

(with 100 students on the floor)

By Paul McPhail



How to open a new club

(with 100 new students on the floor)

Since becoming a Taekwon-Do Instructor, I have opened four new clubs. Two of those had around 100 new members on the floor on the first night! How was this possible and can it be repeated? In this thesis you will see exactly how it was done, why it worked, and how it is possible to do it again.

Paul McPhail



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LEARNING THE TRADE

Many of my ideas, plans and dreams were born in Wellington, between 1980 and 1985. I arrived there as a 1st dan after five years of training under Mr Norman Ng, one of the pioneers of Taekwon-Do in New Zealand. Although I had taught a children's class, I had yet to be let loose on my own students. I had a burning desire to try things that would make the classes interesting, exciting and challenging.

I began by visiting all the Wellington clubs and meeting the instructors. At that time black belts were a rare commodity, and most of the clubs were desperate for extra help. I had heard of Mr Evan Davidson so I was quick to go and see him in action. Mr Davidson had actually been present at my white belt grading, and I recall his demonstration of a flying high kick. I was thirteen and I remember it as though it was yesterday! I had also seen him at the 1978 tournament in Auckland, at a camp, and his photos were a regular feature in the South Pacific Martial Arts magazine. To walk into his club was a real thrill.

Mr Davidson's newly formed Khandallah club would become my new Taekwon-Do home. I was lucky to become the Assistant Instructor there, and was also given the opportunity to conduct one session each week at the Miramar club. At last I could try out some of my ideas.

Beginners classes

I introduced the idea of running weekend beginners classes. This was probably out of frustration, as in Wellington no-one split their classes into juniors and senior sessions. Beginners were just invited to join in the back of the class and if they were determined then they would survive. I had been used to separate classes and found this combined class system ineffective.

I placed an advertisement in the local newspaper and posters in near by shops. The advertisements were headed up BEGINNERS COURSE, gave the dates of four consecutive Sunday afternoon classes, and my phone number to register. The phone ran hot.

The four classes introduced the basics of Taekwon-Do, slowly and thoroughly. On the final session, Mr Davidson would come in and be introduced, and from the following week the new members would join the main class.

I ended up running many of these beginners classes over a five year period and the club grew from around 15 to 50 members over that period of time. I am proud to say I gave many people their first lessons in Taekwon-Do on these courses, such as Mr James Rimmer (6th dan), Barbara Inglis (3rd dan), Viv Holmes (2nd dan), Mike Peetz (1st dan) and many others.

I learnt many things from these courses. But mainly I was able to prove my theory about attracting new members. That is, people will be much more likely to turn up to your club if they know it will be a “comfortable” situation for them, and if they know there will be others there in the same boat.

By “comfortable” I mean safe, and nothing that will embarrass them – something they think is within their capabilities. This was achieved by the wording of the advertisement that explained it was going to be fun, easy and only for beginners.

The phone number with an invitation to call with any questions was also important. A friendly, enthusiastic and reassuring phone manner was an important factor for people making that big step to actually turn up.

This formula was used over and over again with great success. We would normally have around 20 people enlisted on each beginners course. As far as I am aware we were the only club using this method of recruiting beginners.

The only real disadvantage to this method is that it takes a great deal of time and effort on the part of the Instructor. In my case though it worked well as I was a keen to try new ideas as the new assistant instructor and had plenty of time on my hands.

DREAM START

In January of 1985 I packed up my Vauxhall Viva and headed to Auckland to make my career as a professional Taekwon-Do Instructor. Mr Rocky Rounthwaite had talked me into the idea, and with the help of Mr Peter Graham (ITFNZ President), he assured me that I would get off to a great start.

In February 1985 we opened the doors at Homai College, Manurewa and waited for people to arrive. And arrive they did. Over a hundred of them!

How was this achieved? It was a combination of two thirds good management and one third good luck:

1. Effective Market Research

Mr Rocky Rounthwaite was running a very successful club at Pakuranga at that time, and had proved a club with 80 members and a waiting list was possible. The Point Chevalier club had just opened a few months earlier and was also going well. My Manurewa club was to be the third in Auckland under ITFNZ. Mr Graham and Mr Rounthwaite did a good deal of market research to find a suitable area and a good venue. This was all done months before I arrived.

2. Killer Advertising

Manurewa at that time was far different than now. It was a strong family based community with a pleasant town centre. The demonstration we did there in the week proceeding the opening went down very well and hundreds of leaflets were enthusiastically received. We ran a series of advertisements in the local papers, plus a feature article on the opening of the new club.



Demonstration at Manurewa Southmall to advertise the opening of the new club

My assistant instructor was to be 13 year old Justin Hall, 1st dan. He was a local Manurewa boy who had been training with Mr Rounthwaite. I had come to know him well as he was a training partner with Mark Rounthwaite, David Sauvage and Lance Johns, who were regular visitors to my flat in Wellington for special sessions. Mr Rounthwaite had kindly suggested Justin could lend me a hand at the new club. This worked well, and the newspaper article highlighted this also.

The main emphasis on all the advertising however was the words: NEW CLUB and BEGINNERS COURSE. My theory was that the words NEW CLUB meant to people that there would others there in the same situation as them, so they felt comfortable with turning up.

3. Good luck

Well, massive good luck. The opening of the club happened to coincide with the release of the super box office hit "Karate Kid". Hundreds of kids all over New Zealand were flocking to their local martial arts schools, and mine was no different. This undoubtedly had a major impact on the opening night.

Manurewa to have new Tae Kwon-Do club

Paul McPhail, left, at 23-years-old is one of only four Tae Kwon-Do 3rd Dan black belts in New Zealand, and the youngest to hold this rank in the South Pacific.

Only recently from Wellington, Paul has moved to Papakura specifically with the intention of opening his own Tae Kwon-Do club.

The club will be based at the Homai College gym, Manurewa, and opens on February 4. Assisting Paul will be 13-year-old Justin Hall of Manurewa, one of the youngest ranking 1st Dan black belt holders.

Paul has taught music, mostly the guitar. He has been practising the art of Tae Kwon-Do for 10 years, the past five of which he has been assistant instructor at a club in Wellington.

He said Tae Kwon-Do is the modernised way of an old oriental art of self-defence or unarmed combat. It was heard of 1300 years ago in Korea when it was called Tae Kwon.

Tae Kwon is a form of foot-fighting. Through the centuries hand techniques were introduced and the combination is now called Tae Kwon-Do he said.

The Korean word Tae means kicking, jumping, stepping or flying of the feet. Kwon means punching, striking or beating of hands or fists and Do means art, technique or way.

Tae Kwon-Do is not merely a martial art for defence against assailants. Exercises in Tae Kwon-Do, besides producing tranquility and peace of mind, also relax joints, tones and muscles, strengthens the internal organs and develops strength and stamina.

Tae Kwon-Do can help both men and women with weight control, keep the figure looking trim and at the same time teaches a method of self-defence.

Paul likens Tae Kwon-Do to his music. "To me they are both art," he says.

"Anyone of any age can join. One person who will be joining my club is in his sixties."

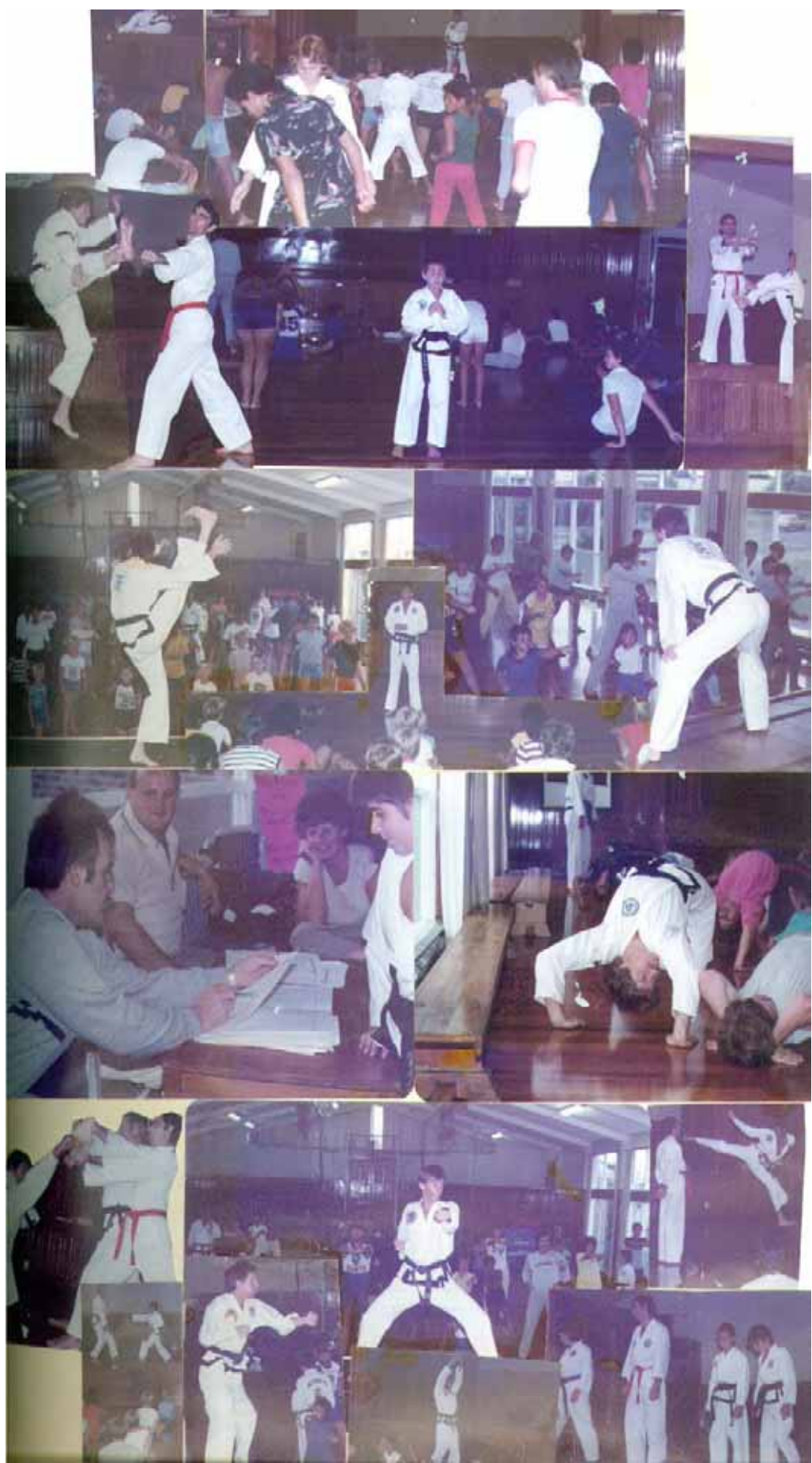
Paul's club will be called Tae Kwon-Do Jung Do Kwan, as are all the clubs which are members of the International Tae Kwon Do Federation in the South Pacific region.

manurewa
TAE KWON-DO JUNG DO KWAN

BEGINNERS' COURSE
A chance to try TAEKWON-DO under 3rd dan black belt instructor Paul McPhail (winner of National/International form competitions)

● Two-week course starting Monday February 4, 1985 at Homai College gym, Browns Rd, Manurewa — 6pm
● Inquiries/Enrolments please phone — 534-2719

TAEKWON DO ★ SELF-DEFENCE ★ FITNESS ★ FUN
840782



Photos of the 2nd night at the new Manurewa club, 8th Feb 1975

LESS EFFORT – LESS RESULT

I opened my second club on the North Shore later in 1985, following more or less the same formula. In hindsight though it was more rushed, and I didn't take the time to find a really good venue. I placed an advertisement in the local newspaper with a small feature article.

It opened with around 30 members and quickly grew to around 50, until I handed the club over in 1989. I had the pleasure of teaching many excellent students, some of whom are still training today, including the current Instructor of the Glenfield Club, Mr Vaughan Rae.



TAE KWON DO
• E •
JUNG DO KWAN

paul mcphail

tae kwon-do jung do kwan instructor

Tae Kwon Do, The Korean art of self defence
A martial art without equal in either power or technique.

Paul Mcphail 3rd dan
Internationally acclaimed & winner of national & international awards.

evan davidson

Paul Mcphail

Korean art of self-defence

A chance for beginners to try Tae Kwon-Do, the Korean art of self defence, starts at 6pm today at Manuka School, Manuka Rd, Glenfield.

The instructor is Paul McPhail, one of only four Tae Kwon-Do third dan black belts in New Zealand and the youngest to hold this rank in the South Pacific.

Recently from Wellington, Paul has moved to Auckland. He has taught music, mostly the guitar, and has been practising the art of Tae Kwon-Do for 10 years.

He says Tae Kwon-Do is the modernised way of an old oriental art of self defence or unarmed combat. It was heard of 1300 years ago in Korea when it was called Tae Kwon.

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Paul likens Tae Kwon-Do to his music. "To me they are both art," he says.

Paul's club will be called Tae Kwon-Do Jung Do Kwan, as are all the clubs which are members of the International Tae Kwon-Do Federation in the South Pacific region.

Beginners of all ages are welcome at the Glenfield classes — information, phone 444-5129.

TAE KWON DO
• E •
JUNG DO KWAN

GLENFIELD

TAE KWON-DO JUNG DO KWAN

BEGINNER'S COURSE

A two week beginner's class gives you and your family the chance to try Tae Kwon-Do, before joining, buying uniforms etc.

Course starts Thursday April 11, 6pm at Manuka Primary School, Manuka Rd.

All ages welcome from 8-100 years old.

Instructor is Mr Paul McPhail, 3rd Dan black belt, former music teacher, now professional in Tae Kwon-Do.

Inquiries welcome, phone 444-5129

TAE KWON-DO—SELF DEFENCE—FITNESS—FUN

Poster and newspaper advertising for opening of the Glenfield club.

GOOD EFFORT - BAD VENUE

The Papakura club opened in 1988 after a great deal of promotion similar to what we had done with Manurewa. The Papakura Courier Newspaper ran a feature article and the NEW CLUB ad, and I had plenty of phone calls. The club opened with around 40 members which still has to be seen as very successful, but it could have been far better.

The big mistake I made this time was the location of the venue. The club was originally held in a large double classroom near the back of Papakura High School. It was very hard to find and surely put many people off making the effort. We managed to find a new venue at Rosehill Intermediate and moved there in 1989. From there the club grew to around 40 active members.



DREAM START AGAIN

Fifteen years later I had the opportunity to try it all again. I had been toying with the idea at setting up schools under the "Paul M Taekwon-Do" banner. The idea is that I would set up the club, and organise all the administration side of it, as well as technical help and support. I would have an Instructor teach at the club, perhaps someone that is keen on the teaching but not so confident with the administration side. I had approached Mr Dan Jackson about this 12 months earlier and he was keen on the idea.

In December of 2003 Mr Jackson came across an ideal venue and location for the new club. His enthusiasm was contagious and I knew how to go about making it happen.

In March 2004 the new Waiau Pa Club opened with around 100 people on the floor!



Opening night at Waiau Pa

How did we do it?

Effective Marketing, Killer Advertising and a little good luck

1. Market Research

The planning for the opening of the clubs was detailed and precise. Mr Jackson new the area well as he grew up and lives in nearby Waiuku. He and his Father, Mike, began talking to the local people – the dairy owner, local delivery man, service station owner and so on. They quickly learned that there was little to do in the area and a new club would be most welcomed.

2. Killer Advertising

To promote the new club, I drew up an action plan of events that would happen at certain critical times. Advertising too early or too late is not effective – it has to be timed just right. We worked to a 3 month timeline as you will see below. This was drawn up even before we had contacted the school, so you can see we were very single minded and determined to make it happen.

ACTION PLAN

January 2004

- Contact the school to establish if hall is available for hire
- Talk to people in the local community
- Investigate which local newspaper to advertise in
- Draft posters and flyers emphasising NEW CLUB

February 2004

- Meet with School Board of Trustees
- Negotiate hall rental and training nights
- Arrange newspaper ad and feature article

March 2004

- Mail box drop to every home in area week prior to opening
- Posters in dairies, leaflets to school week prior to opening
- Newspaper Ad and feature article one week prior to opening. The feature article, as in 1985 was to highlight the fact that a local person was involved in the project
- Promote in local clubs and on website

The action plan worked like a dream and the response was a real thrill for all those involved.

Taekwon-Do Club in Waiiau Pa

The International Taekwon-Do Foundation of New Zealand will soon have an additional club in the Counties-Manukau region. Mr Daniel Jackson, third Dan black belt, is opening a club at the brand new Waiiau Pa school hall. The club is a branch of the ITF NZ organisation and a sub-club of Paul-M Taekwon-Do.

Taekwon-Do is a Korean martial art of self defence. It is one of the younger martial arts and the most rapidly developed world wide. Taekwon-Do is an unarmed martial art which has a lot to offer. It not only teaches students self defence, but is a great way to keep fit, grow self confidence and meet new people.

Taekwon-Do is a martial art that is suitable for all people. It is good for old and young, fit and unfit. It is great for men and women, boys and girls. Anybody who wants to do some form of exercise and learn self defence at the same time.

Taekwon-Do can cater for all ages. People can train to the level that they feel comfortable, from a young age right through to adults. It is not uncommon for whole families to join, with both parents and children training in this great family exercise.

Entry into training is progressive in respect to fitness and flexibility, starting with basics and progressing, over time, to more advanced training.

Mr Jackson started Taekwon-Do at the age of thirteen at the Waiuku club, which at the time was instructed by Mr Brownie

Kingi, second Dan. At the age of fifteen, after winning his first national title, Mr Jackson left Waiuku and joined Papakura under the instruction of Mr Paul McPhail, sixth Dan. Mr Jackson



Hong Hi.

Mr Jackson will be the head instructor of the Waiiau Pa club, with Mr McPhail overseeing and making regular visits.

During Mr Jackson's time at the Papakura club he has competed in all levels of competition including many regional and national tournaments. Once at black belt level, competitors can compete over four different events. These are sparring, patterns, power destructions and specialty techniques.

Holding six national titles and five placings, eight regional titles and six placings and multiple titles and placings in various local tournaments, Mr Jackson is an experienced competitor in all four events.

Mr Jackson has competed twice internationally, resulting in three placings in Brisbane. Mr Jackson competed at the 12th ITF World Championship's in Italy in the Men's Team events and has his sights set firmly on the next World Champs in Germany next year. He also plans to compete in Argentina, in August this year.

Mr Jackson will be assisted at the club by Mr Steve Morris, first Dan, who competed with Mr Jackson at the World Championships in Italy. Mr

Morris has been training under the instruction of Mr Steve Fellow, fifth Dan, at Infinity club in Manurewa.

Mr Jackson was last year's regional coach for the Counties-Manukau team, that competed at the ITF NZ Nationals last year. The Counties-Manukau team left victorious, with the Best Overall Region title, with 36 of the 38 team members placing in their divisions. He is also coaching the team this year with the assistance of Mr Jon Ormsby, second Dan, his assistant coach from last year.

Mr Jackson and Mr Ormsby have been selected again to be the coaches of the Counties-Manukau team this year.

Mr Jackson hopes to offer students the opportunity for some great life experiences. He

explains that Taekwon-Do is not just a sport, it has helped him with discipline, self control and confidence and this has influenced his whole life.

Training nights will be Tuesday and Thursday nights at the Waiiau Pa primary school hall. The opening night will be March 23. Training hours will be from 6.30pm till 8.00pm.

If anyone is interested in Taekwon Do and wants some more information, the ITF NZ web page has lots of information about Taekwon-Do in New Zealand: www.itfnz.org.nz Or alternately you can call Mr Jackson on 021 289 0474, or come to the opening night on the March 23 at 6.30pm. There will be a light training demonstration and barbeque for the first night.



□ Dan Jackson and Jon Sawden



NEW TAEKWON-DO CLUB
WAIU PA SCHOOL
Opening Night
March 23rd 6.30 pm

Instructor:
Dan Jackson
 3rd dan

BEGINNERS WELCOME
 Come along, try it out,
 and see a demonstration
 of Taekwon-Do on our
 Opening Night!

Taekwon-Do is the Korean Art of Self Defense.
 It is suitable for all ages, with the benefits of
 learning self defense, improving fitness and gaining
 increased discipline, self esteem and confidence.

The new Waiau Pa club is for males & females
 from 8 years and over and family groups are
 welcome. Classes for beginners are designed to
 be within anyone's capabilities.

For further enquires please ring Paul McPhail
 Ph 09 268 8552, Mob 021 983 532.

Join up on our opening night and get your first full month's tuition FREE!

SPARC
 INI AOTEAROA
 RECOGNITION

ITF NZ
 Taekwon-Do
 www.itfnz.org.nz

3. A little good luck

Well there always has to be a bit of good luck I think. And the more people you can get involved in a project, the more likely it is that luck will come along.

We were very lucky in the fact that the School Principal, Mrs Jan Robertson was so enthusiastic about the new club. After we met with the board of Trustees she suggested another meeting, where she came up with the idea of putting posters in each classroom, and coming to talk to the school assembly. I had asked for an item to be put in the school newsletter, and she suggested doing that 3 times leading up to the opening. Now it's not every day you get a school behind you like that!

I should point out that this wasn't only luck though.

We discovered the hall in the school holidays and had no way of finding out if it was available for hire, let alone on the days we wanted. I suggested to Dan that he ask around and try and find a PO Box address for the school so we could write them a letter. He managed to find the home phone number of the principal and rang her direct. According to Dan she sounded positive and said she would bring it up with the Board of Trustees in February.

Not to be outdone, I got her phone number from Dan and rang her the next day, briefly introduced myself and said I would like to send her some information about Taekwon-Do. I posted her a covering letter, a colour brochure and a reference from the school I currently run a club at. After receiving this she rang me back inviting me to their first Board of Trustees meeting for 2004.

In summary, our luck was helped by making a few phone calls, and having the professional materials to back it up.

The fine detail

To highlight some of the finer points of the process, I have listed some of the things we did and how we went about it:

- I produced enough flyers for every school child to take home after the talk at the school assembly. The flyers mentioned family involvement and I emphasised that with the kids and teachers present.
- When we talked to the Board of Trustees, we stressed mainly that Taekwon-Do was an art of self defence, involving strict discipline. I quoted the tenets and mentioned that especially children get many benefits from learning the art. I also mentioned that we train in bare feet and would take great care to look after the premises.

I also highlighted that ITFNZ was a reputable organisation, quoting our APRC recognition and our history.

- Mr Mike Jackson was a great help in finding out the best approach to take with the newspapers and local delivery. He managed to get leaflets delivered to every home for a bargain price by making contact with the right person and talking to them about the club.



MEMBER SURVEY

So what did the new members think?

Mr Jackson and I may have thought the new club got off to a dream start, and our promotion was top notch, but what did the actual members think? How did they hear about the new club and what do they think after 3 weeks of training?

We surveyed 10 of the adults on one training night and here are the results:

We asked how they heard about the new club. They answered:

School Flyer = 4 people

School Newsletter = 2 people

Newspaper Ad = 3 people

Word of Mouth = 2 people

Letterbox drop = 2 people

(Some indicated more than one)

On a scale of 1 to 5 (where 1 is very poor and 5 is excellent), we asked how they rated:

the friendliness of the Instructors: 5, 5, 5, 5, 3, 5, 4, 5, 4, 5

the administration (information, forms etc): 5, 3, 4, 4, 5, 5, 5, 4, 5, 5

enjoyment of the training so far: 5, 5, 5, 5, 5, 5, 4, 5, 4, 4

The survey demonstrates that all the forms of advertising were effective, so it helps to diversify into as many advertising mediums as possible. It also shows the adult members are pretty happy with the training and are enjoying the training so far.

SUMMARY

I believe I have proved that with good planning, careful selection of a good venue in the right area, and effective advertising, even in 2004 you can get your club off to a dream start.

Key points are:

Market Research. Select a venue that is pleasant, large enough, easy to find, and in an area where there will be a good response. This is the most difficult of the key points to achieve. But how many people actually make the effort to ask around a bit before opening a new club. Word of mouth is very powerful, especially if you are enthusiastic.

Killer Advertising. We spent over \$1000 getting the Waiau Pa club up and running. It may not be necessary to spend this much, but it is important to produce effective advertising materials (emphasising NEW CLUB), and flood the area with it the week prior to opening. A newspaper feature article for the human interest factor is also vital.

Good Luck. Yes good luck helps for sure too, but you can create a certain amount of good luck by being enthusiastic and getting lots of people involved. With the Waiau Pa club we had the Jackson family as well as other local friends and families all talking about the new club. Assistant Instructor Mr Steve Morris was fired up – so much so that his girlfriend finally joined Taekwon-Do! Many Members of the Papakura and other clubs came along to support the opening night and put on a brief demonstration.

Now the greatest challenge remains – to maintain a good level of membership for many years to come, and achieve a standard to be proud of.



Paul McPhail, Steve Morris and Dan Jackson - Instructors of the Waiau Pa Branch



Taekwon-Do is the Korean art of self defence, named on 11th April 1955 by General Choi Hong Hi (1918 - 2002).

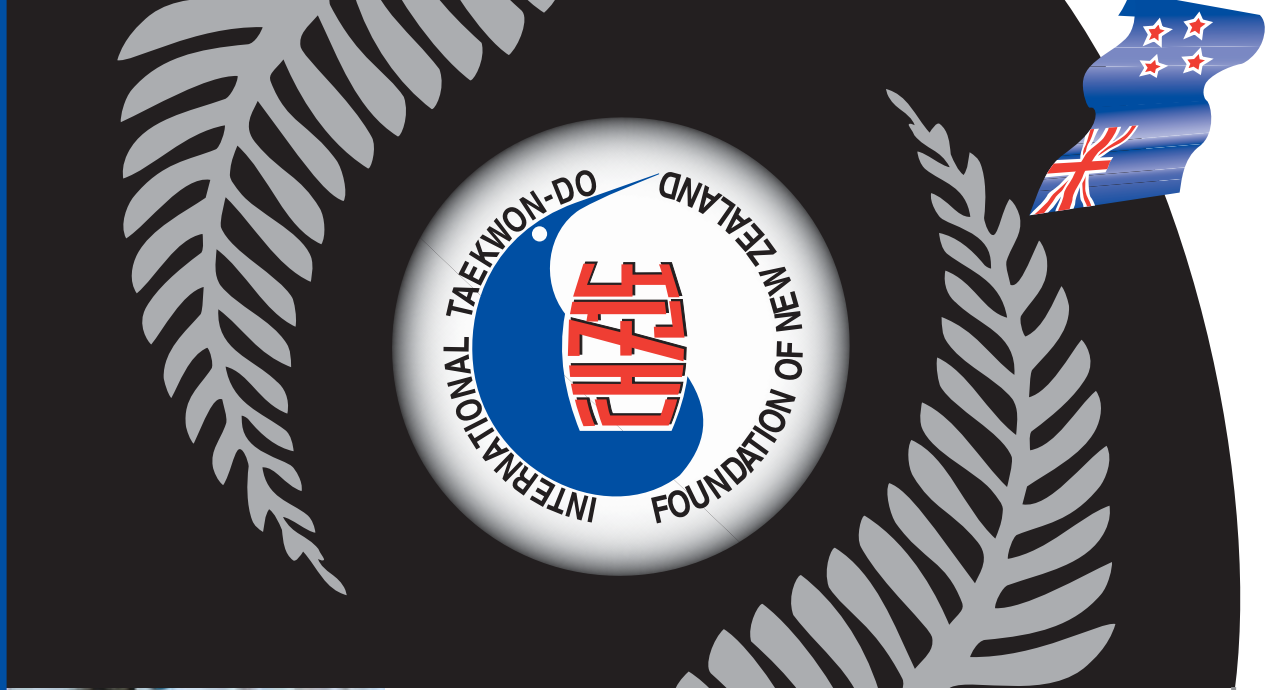
Tae = kick
Kwon = punch
Do = art or way



Branches

Papakura:
 Papakura Intermediate
 Cnr Porchester / Walters Roads
 Monday & Wednesday
 6.30 - 8.00 pm

Waiau Pa:
 Waiau Pa School
 571 Waiau Pa Road
 Tuesday and Thursday
 6:30pm - 8:00pm



Visit us today:

www.paulm.co.nz/tkd

www.itfnz.org.nz

"Helping individuals to improve their quality of life through excellence in Taekwon-Do."



Welcome to **Paul M Taekwon-Do** - member branch of the International Taekwon-Do Foundation of New Zealand (ITFNZ). ITFNZ is recognised by the International Taekwon-Do Federation and Sport & Recreation New Zealand. We currently have around 70 branches throughout New Zealand, with over a dozen in the Counties Manukau region. Once a member of an ITFNZ branch, you can also train at any other branch at no additional cost. (As a courtesy, be sure to ask the Instructor for permission first).

Throughout the course of your training you will receive various hand-outs and newsletters. It is a good idea to have a folder to keep these in for easy access, as a record of events you took part in. These events count towards "credit points" for your black belt grading.

Please feel free to talk with any of our members if you have any questions. We hope you enjoy the training!

Paul McPhail

Phone: 09 268 8552 Mobile: 021 983 532

Email: pmcphail@itfnz.org.nz

Instructors

Mr Paul McPhail 6th dan

ITFNZ Instructor - Papakura
ITF International Instructor
ITF A Grade Umpire
ITFNZ Chief Examiner
ITFNZ Director of Techniques
Vice President, Oceania
Taekwon-Do Federation

Mr Daniel Jackson 3rd dan

ITFNZ Instructor - Waiau Pa
Counties Manukau Coach,
2003 & 2004

Mr Evan Impson 2nd dan

Assistant Instructor - Papakura

Mr Steve Morris 1st dan

Assistant Instructor - Waiau Pa

Training Fees

Joining fee (once only): \$50

(Includes membership card, techniques handbook, magazine, sticker and manual)

Family discounts: 2 person family - \$75, 3 person+ family - \$95 (1 manual)

Training Fees (monthly)

Adults: \$30 Students: \$20

Family group discounts: 2 person family - \$45, 3 person+ family - \$50

Payment must be by Automatic Payment (12 months of the year)

Uniforms & Equipment

We recommend: **Martial Arts Apparel**

www.martialartsapparel.co.nz Ph 021 837 110

Uniforms are around \$80 and includes a belt, embroidered badges & screen printing.

ITFNZ annual affiliation fee

\$20 per person, \$40 per family

Automatic payments for training fees continue throughout the Christmas break, so this covers your annual affiliation fee to ITFNZ. We will pay this fee on your behalf.

If not on automatic payment, add an additional \$10 per month, cheques should be made payable to "Paul M TKD". Fees should be paid no later than the first training session of each month. Automatic payments can be organised through your own bank. Payments should be made at the start of the month to BNZ Manurewa "Paul M TKD" Account no. 020358-0202651-03.