



Message from Hastings City Business Association

July 2011

Hi All

This past month has been full of challenges and very exciting. The HBS Bank Hastings City Business Awards are now in the final stages with every aspect of the judging completed... what exciting results we have and what a night it is going to be! We have hinted very strongly about the theme so if you are coming expect a few surprises! It will be a wonderful night of celebration, not just for the Winners but for all Nominees. The feedback every nominee will receive from the Judges and the mystery shopping will help plan and focus your business and, this feedback alone is so valuable. The overwhelming message from the Awards is that we have some amazing businesses in Hastings and we must retain and grow these. The awards are one way of recognising and celebrating the achievements. We are excited about the night and remind those yet to purchase tickets to do so now - it is nearly a sell out!

We have also been very involved with the Project team for the Heretaunga St West street upgrades. Work is progressing well and despite the obvious challenges it is going to be such a great outcome. The 300 Block retailers need to be congratulated for their collective positivity in maintaining 'business as usual' throughout this work! A more detailed update is below.

Rugby World Cup is descending upon us and I have outlined further on what we are planning for this time. It will be an exciting 6 weeks and we hope Hastings will be very busy. We will be focussing on encouraging you all to join in the festivities and welcome all visitors to our beautiful city.

We are excited that many of you are recognising the value of our bi-monthly Get Together's and at our most recent one we had two offers to host the August "Get Together". This is great as we can get to see businesses in our City. Our August "Get Together" will be hosted by Nigel & Liz Ensor from Kitchen Studio, but more details to follow on that.

The new Farmers development is also making great progress and before we know it the opening date of August 2012 will arrive. Many people are excited by the impact that this new store will have on our city and we will be working closely with you to maximise these opportunities.

We look forward to seeing many of you at the Awards on Friday 22 July and wish you all a warm and prosperous month ahead.

Kind regards
Jane

STREET UPDATE

Street Upgrade - 300 Block Heretaunga St West



Work is progressing according to plan and fingers crossed the weather has not caused any issues to date. Access for cars is also being maintained and although the pavers are up on the north side access into shops is definitely still there. Paving on the North side begins on 18 July and once this is completed the transformation will be swift to appear. The South side is also underway.

The advertising campaign we are running with The Radio Network is reinforcing that it's business as usual in Hastings and encouraging shoppers to come to Hastings. We will keep this campaign going throughout the upgrade and also reinforce this with newspaper advertising too.

It is great to see how innovative many of the Retailers are being in this block and we must congratulate everyone on their positive approach. The Contractors, Infracon, are amazing... everyone is commenting on how accommodating they have been and are doing their utmost to look after our Retailers needs. The end result is going to be stunning so we look forward to the next month revealing the final look.

Dates for your Diary

- **22 July: HBS Bank Hastings City Business Awards**
- **17 August: HCM Member Get Together, 5.30pm - Kitchen Studio, Cnr St Aubyn & Hastings Streets**
- **9 Sept - 23 Oct: Rugby World Cup Big Spender Promotion**
- **17 Sept: Blossom Parade**

Tip of the Month - Back to Retail Basics

As a judge for the HBS Bank Hastings City Business Awards this year I was a little anxious about what I'd find. The economic climate has resulted in businesses reducing costs wherever possible including significant reductions in staff numbers, continued discounting and slashed marketing budgets. Instead I was excited to find a number of businesses thriving in the current economy, all with several things in common.

- Customers are the **genuine** priority – the meet and greet is personal, staff go to great lengths to locate a product or size not available in store and customers are thanked for their purchase.
- Stores do something special for their VIPs – evenings, pre-notification of specials, rewards programmes.
- Value-add sales are now a significant part of the transition.
- Team morale is high.
- Staff are valued and well incentivised with realistic and achievable targets. High value sales are individually rewarded.
- Stock turnover is high encouraging repeat visits and opportunities for full margin sales.
- The ability to react to changes in the marketplace quickly – even the national / international retailers are able to react overnight if required.
- Managers analyse the numbers to identify the opportunities.
- Marketing methods are more direct and the level of customer communication has generally increased.

Retailers are getting back to basics by servicing their loyal customers better and actively looking for opportunities to increase the sale, not discount it.

Robyn Burns - Focus on Retail

PS: Do let us know your news!

The Hastings Health Centre People's Choice Award



This award is one of nine awards which make up the iconic HBS Bank Hastings City Business Awards to be held on Friday 22 July.

This year the number of votes received has increased... a strong indicator that despite a recession the competition to win this award is high! An incentive for people to participate involves one lucky voter being drawn from the thousands of votes to win a mystery luxury weekend for two people in one of Hawke's Bays exclusive hotels. This year Mangapapa Petite Hotel have generously donated the prize worth over \$700.00... a bed and breakfast luxury package at Mangapapa, one of Hawke's Bay's luxurious Hotels.

This year we are delighted to announce that Yvonne Stretton from Waipawa was drawn from over a thousand entries and her and a friend will be heading off to Mangapapa to be spoilt for the weekend. Congratulations to Yvonne and many thanks again to Mangapapa for this wonderful prize. Yvonne had actually forgotten she had filled out this form at Margaret's several weeks ago and was tickled pink when we rang her to give her the goods news.

Well done to all of you who participated as, again, the amount of entries has been a record high.



What's Happening - Rugby World Cup



HCBA has been busy planning for the RWC period and we can now start to talk about those plans. We are having a wonderful life size Hastings mascot being made who is going to be very much part of the 6 weeks of RWC celebrations.... he will be revealed soon but he will be based in our CBD and active in the streets as well as travelling around the district getting into all sorts of strife. Visitors to the region will certainly know he is here to greet and welcome people into Hastings and will bring a smile to everyone's faces we are sure. More details will emerge over the next few weeks but he is looking like quite a character from the photos we are receiving, so we will introduce you closer to "kick off"

Also kicking off on September 12th will be a six week **"Having a Ball Big Spender Promotion"**. This annual Big Spender Promotion is going to have a Rugby twist and we hope visitors to Hastings will enjoy the promotion and shop till they drop! We are still organising Sponsors and the details but again we will keep you posted. You can plan your promotions over this time too.

There is RWC Bunting - flags of all of the participating countries to use in your shop events. HCBA is ordering one 10 metre length for each Retailer who respond to us requesting it. It is really important you respond to this ASAP as the deadline for ordering this is very close. However it is important that Hastings City looks and feels part of the RWC celebrations and Retailers displaying these flags will be well on their way. We hope all of you will enter the spirit and dress your businesses in a manner which reflects the rugby and the visiting countries!

We will keep you posted over the next few weeks regarding more details!



HBS BANK HASTINGS CITY BUSINESS AWARDS 2011 SPONSORS

Robyn Burns is the director of local retail consultancy Focus on Retail. With over 10 years' experience in retail and property management and senior Management roles at two of Auckland's most successful shopping centres, Botany Town Centre and Lynn Mall Shopping Centre, Robyn has an in-depth knowledge of retail from both the retailer and landlord perspectives.

In 2007, Robyn moved to Hawke's Bay and established Focus on Retail in 2009. Since then she has been involved in a number of local projects including assisting Hastings City Marketing with implementation of the region's Retail Strategy, redevelopment of the old Mitre 10 and Busy Corner sites in Taradale, retail business analysis, store design, relocation strategies, branding, communications and marketing.

Focus on Retail works closely with landlords and developers on a number of levels including property management, retail strategy, tenancy mix, tenant related issues and redevelopment opportunities.

Robyn has a wide range of clients throughout New Zealand including shopping centres, food, fashion, professional services, tourism, and even engineering supplies!

In her downtime, Robyn can be found pottering on the lifestyle property she shares with her husband, 3 daughters and a growing number of dogs, horses and ducks!

www.focusonretail.co.nz

focusonretail

The Hastings Health Centre

For your complete health care

Open 365 days of the year, the Hastings Health Centre provides comprehensive professional health care in a handy central location. The Centre was established in 2002 with the vision to provide high quality **personalised** health care.

"Registered patients have their own team led by their own General Practitioner. Patients almost always see the same doctor and nurse," affirms Dr. Paddy Twigg, Centre chairman.

Excellence in care

The Centre has a long association with the HBS Hastings City Business Awards, as 2009 winners of the 'Supreme Award for Business Excellence' and the category award for 'Excellence for Professional Services' and as category winners in 2005.

Your complete health care

- 23 General Practitioners
- Accident and Medical Centre
- Maori and Pacific Health Service
- X-ray and casting clinic
- Laboratory and diagnostic testing
- Physiotherapy and ultrasound
- 16 specialist services including:
 - o Audiology
 - o Gynaecology
 - o Dietitian
- Occupational health unit
- Nurse clinics – asthma, arthritis, smoking Quit Group and Long Term Conditions programme
- Pharmacy

Real care

"We are proud of our warm friendly service backed by stringent quality systems. Our staff are caring health professionals committed to helping local people achieve optimum health. We are proud to sponsor the People's Choice Award and champion outstanding service," says Hayley Anderson, Centre manager.

The Hastings Health Centre
101 Queen St East
Hastings
Ph: 06 873 899

www.hastingshealth.co.nz



HAWKE'S BAY
OPERA HOUSE

Located at the Eastern gateway to the Hastings CBD a mere 5 minutes walk from the City centre, the Hawke's Bay Opera House complex is uniquely placed in terms of convenience and accessibility.

Boasting newly renovated venue spaces from Ballrooms, business centres, cutting edge architecturally designed display and event areas to one of the top three lyric theatres in the southern hemisphere. The Hawke's Bay Opera House is the largest five star Qualmark rated venue in Hawke's Bay and caters for a diverse range of events such as AGM's, day meetings, seminars, conferences, weddings, charity events, fashion shows and school balls.

With state-of-the-art lighting, sound, audio visual equipment and expert technical and support staff based on site, technical packages of any size or description can be designed and installed to suit your exact requirements.

Dish Foods is the exclusive caterer at the Hawke's Bay Opera House. Dish Foods is a diverse and highly successful catering company specializing in contemporary cuisine. The Dish team bring together many years of experience in catering for events both large and small and will personally work you to customize a menu specifically tailored to meet your needs and desires.

At the Hawke's Bay Opera House the team make it their business to go the extra mile, paying attention to every detail to ensure your event is a great success.

New Businesses and Relocations

- Welcome to Cotton On, located in 230 Heretaunga Street West
- RSVP Bridal Couture have relocated upstairs, above Cotton On.

LAST WEEK!!

**Book your tickets now.
Don't be disappointed by
missing out.**



TICKET BOOKING FORM

Yes, I would like to attend the 2011 HBS Bank Hastings City Business Awards

When: **6.00pm - Friday 22nd July 2011**

Price: **\$85 per person or \$800 for a table of 10**

Where: **Hawke's Bay Opera House, Hastings**

No of tickets required

Business Name

Contact Person

Postal Address

Phone Fax

Email Address

Please note any special dietary requirements: (e.g. gluten free, vegetarian, no red meat etc)

Please return to Hastings City Business Association via:
FAX: 876-9057, or POST: Freepost 64692, P O Box 420, Hastings 4156

We will send you an invoice and once payment has been received,
your tickets will be distributed. Please make you cheque out to Hastings City Marketing

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THE SHOW

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London Theatre Guide / UK

"A cheeky show perfect for the family"
Time Out Sydney / Australia

"Nothing short of awe-inspiring."
London Blog, London

19, 20 August, Hawke's Bay Opera House.

Book at Ticket Direct Hawke's Bay Opera House
Phone 06 871 5282 or 0800 4 TICKET. *Service fees apply.

**Or book your show tickets online go to
www.hawkesbayoperahouse.co.nz**

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