

## Message from Jane

April / May 2011

I have heard many people comment over the recent weeks about how busy and active our City is. This is very positive feedback and the perception that Hastings is busy is a good perception to have! I have also spoken to many Retailers over the past month who also feel that whilst business could always be busier, it is "not too bad". This is quietly exciting and although I am very cautious to sound over optimistic, it is a sign that Hastings City is at least holding its own and in some areas trading well. Winter approaching is a factor to consider and with the upcoming street upgrades in the Heretaunga St West 300 Block beginning in early June, we are mindful of the need to plan and implement strategies to ensure it does not impact on business negatively. On that note Hastings City Marketing will be working with businesses in the 300 Block to develop ideas of how to work through these upgrades and maximise the opportunities that will be there over this period.

We hope you enjoyed our Easter promotion. Feedback on the day was that the wonderful bunnies, chickens and music gave Hastings a great feel, it brought smiles to people's faces and it was really busy in town that day. It was by all accounts a good day for most of our Retailers so perhaps our advertising and promotion campaign contributed?

Featured separately in this newsletter are some Hastings Pak'nSave Edible Fashion Awards photos... a huge event which filled the Hawke's Bay Opera House to capacity and WOW what a day and night. These Awards were covered by both national TV and newspaper so Hastings received enormous promotion through this iconic event for our region.

The month ahead will also be filled with the HBS Bank Hastings City Business Awards. Unbelievable that we are there again as it really does feel for us just like the other day we were planning the 2010 awards. So, nominations are currently open and the process begins! It is a fantastic opportunity for all businesses and I encourage you to accept your nominations and become part of these Awards. The Awards night on July 22nd will be fantastic....a celebration and a fun filled night so mark this in your calendar!

Wishing you a prosperous and happy month ahead.

**Kind regards,**  
**Jane Janes**

## Newsflash

We say goodbye to Joanna on Friday as she takes leave to have her baby. She will be sorely missed, but will return in November. We will let you all know when Joanna's baby arrives.

Andrea Taaffe starts this week to take on Joanna's role for the next six months, so we extend a big welcome to her. Andrea has a wealth of experience and the Business Awards will be her key focus over the next few months, along with all of the other promotional activities.



## Street Upgrades Update

The Heretaunga St West 300 Block Street Upgrade is now in the tender process for the Council. The proposed start dates are early June and completion date early September. The HDC Project team includes Angus Thomson, Linda Smith and Jane Janes who will ensure everyone is kept well informed. If you have any questions please contact HCM in the first instance. Additional memos are being sent to 300 Block retailers as we receive any updates.

## Member Get Together and SGM - REMINDER !

**TONIGHT (11 May) 5.30pm, Cushing Foyer, HB Opera House**

You are warmly invited to attend our combined SGM and Get Together. Come and meet other members, catch up on our latest announcements and enjoy relaxing refreshments!

## Dates for your Diary

- **11 May:** HCM Member Get Together and SGM, 5.30pm
- **8 June:** HCM Member Get Together 5.30pm
- **10 August:** HCM Member Get Together, 5.30pm
- **22 July:** HBS Bank Hastings City Business Awards
- **9 Sept - 23 Oct:** Rugby World Cup Big Spender Promotion
- **17 Sept:** Blossom Parade
- **12 October:** HCM Member Get Together, 5.30pm
- **7 Dec:** HCM Member Get Together, 5.30pm

## Opera House to host a first for Hastings

It will be a fashion show with a twist; **Heels on Wheels** will see models wearing the latest in men's and women's fashion clothing while cycling along the catwalk.

To add to the glamour, Miss Universe New Zealand 2010 Ria van Dyke will be here as one of the hosts.

**Heels on Wheels** is being produced by the Hastings District Council iWay team and will be held on Sunday May 22nd from 3pm to 5pm.

Fashion retailers Sally Anne Clothing from Havelock North and Thomsons Suits from Hastings will provide the outfits, while bikes will be on display from Avanti Plus in Hastings and Revolution Bikes in Havelock North.

Fashion sections include seasonal, everyday cycling, frocks on bikes, EIT Fashion Students and men's corporate.

**Heels on Wheels** is a **FREE** public event to be held at the Opera House, with the first 200 people through the door receiving a complimentary glass of bubbles.



**PS: Do let us know your news!**

## Promotion Announcement



### IT'S TIME TO VOTE FOR YOUR TOP HASTINGS CITY BUSINESS!

Nominations are now open for the 2011 HBS Bank Hastings City Business Awards as the search for the winner of The Newstalk ZB and Hawke's Bay Today Supreme Award for Business Excellence begins in earnest. Over the next few months we will be on the lookout for businesses who are outstanding performers in their category right across the board from Independent Hospitality to National Retail and everything in between.

#### 2011 Categories:

- Creative Communications Excellence in Independent Retail
  - Focus on Retail Excellence in National Retail
  - Farmgate Wines Excellence in Franchise Business
  - GEON Print Excellence in Health & Beauty
- Hawke's Bay Opera House Excellence in Independent Hospitality
  - EIT Excellence in Professional Services
  - Hastings Health Centre People's Choice Award
  - ANZ Excellence in Customer Service

Nominations close on **Wednesday 18 May 2011**, so don't delay, visit [www.hastingscity.co.nz](http://www.hastingscity.co.nz), download a form and nominate your top Hastings City business. Please note that a business only needs to be nominated once to go into the Awards.

The Award Ceremony will be taking place on **Friday 22 July** at the Hawke's Bay Opera House

## Welcome / Relocated

- Ya Bon Café have taken over Café Zigliotto
- Hilary Pointon have moved to the old Pagani site, 241 Heretaunga St West
- J A Simons moved to 217 Heretaunga St West
- Forme Hairdressing has moved from King St to 302 Heretaunga St East (next to Ya Bon Cafe)

## Tip for the Month

### Make your brand stand out from the rest!

**Be bright, be bold, be noticed!** Find a point of difference – whether it be a refreshed logo, new promotional catalogue or think outside the box and get a die-cut advertising card. Unusual sizes will also help you stand out from the crowd. Instead of folding your printed A3 brochure to A4 be a bit more creative and fold it into 297mm x 140mm. Get your logo printed on stickers and use this instead of Cellotape for gift wrapping, use it on your shopping bags or give the kids a sticker to keep a smile on their face.

Want to save some \$\$\$... we all want to do that so here are a few ways how:

Look at your print runs and work out how much you use over 6 months or even a year. If it is an item that's not going to change, e.g your purchase order books then it is more cost effective to order in bulk instead of every 3 months!

Be organised: If you want a new design for your business card / letterhead or advertising DL be ready with your images, logos and wording then bring in examples of what you have seen that you like, this will help save on design costs!

Allow some time: GEON Print can save you money with your print runs if you give us 10 days to print!

Do you have multiple suppliers? We offer everything from design and print, right through to dropping it off at the post shop to send to your clients – why pay multiple people when we can reduce your costs and save time by doing everything at one place.

Talk to the design and printing team at GEON Print and Communication. Our reps are in Hastings everyday and can make an appointment to suit you!



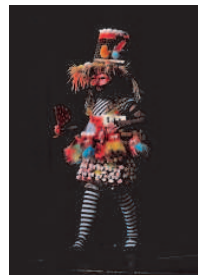
## 2011 Hastings Pak'nSave Edible Fashion Awards

This year's Hastings Pak'nSave Edible Fashion Awards were a huge success with around 120 entries and a crowd of 800 attending the Evening Extravaganza Show at the Hawke's Bay Opera House. The media coverage was phenomenal as Edible was featured on the Good Morning Show, the Erin Simpson Show, Dominion Post, Kia Ora Magazine, HB Today, Hastings Mail and other regional papers. We would like to thank all our generous sponsors once again for their support and congratulate all the well deserved winners.

2011 Results:

### Heinz Wattie's Junior Designer

1st Place: Maddie Hughes, Cosmo Graham & Mathew Dickson  
Wacky Wizard



Wacky Wizard



Jack and Jewell



Eyes of Stone

### World Travellers at Best Travel Intermediate Designer

1st Place: Pukehomoamo School  
Jack and Jewel

### M>Phosis Hair Studio Hot Hair Club Senior Designer

1st Place: Tessa Paaymans  
Eyes of Stone

### The Car Company Adult Designer

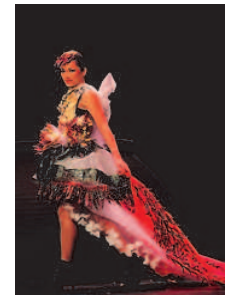
1st Place: Hemi Wong  
Le Petit Chaperone Rouge

### 2011 Hastings PAK'nSAVE Edible Fashion Awards Designer of the Year

1st Place: Shayla Harding  
Magical Warrior Princess



Magical Warrior Princess



Le Petit Chaperone Rouge

## Photo Gallery

### Easter 2011



Hastings Karamu Rotary Club presents...

Lowe Corporation Rescue Helicopter  
**The Cocktail Party**  
Annual Charity Fundraiser 2011

Join us for a night of glitz and glamour at the Annual Rescue Helicopter Fundraiser

- ★ Charity Auction and Raffle ★
- ★ High Quality Food & Wine ★

★ **27th May 2011** ★

Tickets are \$90 and are available now from Thomson's Suits, Grieve Diamond Jewellers, Advintage, Amcal Waipukurau & House of Travel Havelock North.

MAJOR EVENT SPONSORS



ASSOCIATE EVENT SPONSORS

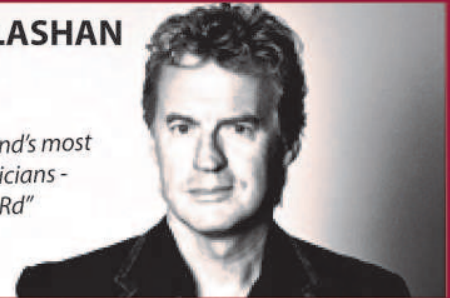


# HAWKES BAY OPERA HOUSE

Take a look at these 2 fantastic events at the iconic Opera House  
You deserve a great night out...**BOOK NOW!**

## DON MCGLASHAN

One of New Zealand's most acclaimed musicians -  
"Dominion Rd"



Enjoy a relaxed night of top Kiwi music with Don McGlashan in the intimate, informal setting of the HB Opera House Assembly Room.



Thurs 12 May 7.30pm, \$25\* Limited tickets - get yours today!

## SWEENEY TODD

THE DEMON BARBER OF FLEET STREET

Presented by Opera HB and HB Orchestra

This brilliant Operetta is both hilarious and horrifying...an unmissable show!



Thurs 26- Sat 28 May Theatre \$37\*

Get your show tickets and up to date show info,  
go to [www.hawkesbayoperahouse.co.nz](http://www.hawkesbayoperahouse.co.nz)

Hawke's Bay Opera House Box Office  
Cnr Hastings St South & Heretaunga St  
TicketDirect Hawke's Bay 0800 4 TICKET. \*Service fees apply.



# HBS | Bank HASTINGS CITY BUSINESS AWARDS 2011

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