



Message from the Team

March / April 2011

Good gracious, March has disappeared on us and it hardly seems like it's been here at all! The team have had lots to organise including the Hastings PAK'n SAVE Edible Fashion Awards. Entries are pouring in and the Evening Extravaganza is looking positively amazing! Do buy a ticket as it will be a great night out and you will see some amazing entertainment in the theatre at the Hawke's Bay Opera House, we promise you!

We've also been busy planning the 2011 Easter Promotion so ensure you read the details further on in this newsletter and get back to us. The 2012 HBS Bank Hastings City Business Awards are racing up on us too, so you will see and hear more on that over the next weeks.

Rugby World Cup, which involves some special promotions, is planned for the RWC six week period, September to mid October. This will be an exciting time for everyone so we will be keeping you informed as we finalise our plans.

As I mentioned Andrea Taaffe is joining us from early May to replace Joanna who goes on Parental Leave for six months, so you will all get to meet her when she arrives. It is going to be an incredibly busy 6 months, so she will hit the deck running!!

We will be holding our April Get Together in early May, so that we can combine the SGM Meeting with this. As indicated in the Newsflash, Hastings City Marketing has some changes to announce that you need to be aware of, so it would be great to see as many of you at this get together and SGM as possible, so **Please note May 11th** in your diaries for our Get Together and SGM, combined with our announcements of our changes.

So until next time we wish you a prosperous month and do keep us in touch with any news you have!

Regards
Jane

Newsflash - It's all about YOU, our Members

A recent review by Hastings City Marketing of its key activities has resulted in strengthening our focus on **YOU**, our Members!

Hastings City Marketing, like any business, reviews its Business Plan every year and as a result of this is proposing some changes to its key activities and a name change too! We must ensure that our key activities reflect your collective needs, providing services that will benefit our members. Our new objectives will allow us to increase that focus and therefore the potential benefits you as Members receive.

Our proposed new objectives are to focus on:

- Events and Promotions which have a direct benefit to Members e.g. bring shoppers into Hastings - increase awareness of our members businesses eg Business Awards, Big Spender
- Providing an education/support function for members e.g. running seminars, initiating training opportunities
- Continuing to be the "Voice " of our CBD, advocating and communicating with groups, organisations who impact on our CBD e.g. the Hastings District Council amongst others
- Continuing work on the Retail Strategy for the CBD. This involves promoting and marketing Hastings City to new businesses/retailers to ensure our City has a fully tenanted CBD. Examples of this work include having brought 28 new businesses into Hastings over the past 12 months, back filling vacant sites and generally working to enhance the retail mix within Hastings

We also believe that Hastings City Marketing's name no longer accurately describes our key activities and lots of feedback has clearly seen that we are confused with other organisations – some think we are part of the Council whilst others believe we are an advertising company! Therefore we propose that we change our name to the **Hastings City Business Association!** This may sound boring but we promise we won't be! It does reflect what we are and that's really important!

It is really exciting to have these new objectives and our focus clearly identified towards the future, we look forward to our Special General Meeting on the 11th May where these changes can be adopted. If you have any questions please contact Jane Janes and she will happily discuss and clarify any questions.

Dates for your Diary

- **9 April: Hastings Pak'n Save Edible Fashion Awards, Hawke's Bay Opera House Theatre**
- **23 April: Hastings is Shopping Mad this Easter, Hastings CBD**
- **11 May: HCM Member Get Together and SGM, 5.15pm,**
- **22 July: HBS Bank Hastings City Business Awards**
- **9 Sept - 23 Oct: Rugby World Cup**
- **17 Sept: Blossom Parade**

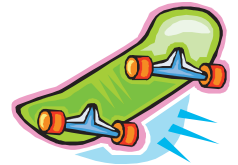
News on the Street

Street Upgrade Update

The Street Upgrade's for the Heretaunga Street West 200 and 300 Blocks are finally moving forward with Council approving, in principle, the designs and budget. In February a meeting of Retailers in those blocks voted to complete the 300 Block this year and the 200 Block in 2012. This is now underway with a Project Group being established to see these upgrades begin in May. Jane Janes HCM, Angus Thomson from Thomson Suit's and Linda Smith from Harvey World Travel are representing the Retailers from the 300 Block on the project team. The timing issues and all other details will be dealt with by the Project team. We will keep you all informed as we move through this process. Any questions please contact Jane Janes in the first instance.

Great News - Skate Park and Green Space

The Council announced this month that they had purchased the ex RSA site in Avenue Road to create a green space and Skate Park for the Hastings CBD. This is wonderful news with the hope that the skate boarders who have frequented the CBD will move their activities to this purpose built area. The design of the Skate Park and Green Space are being worked on now and we look forward to seeing those plans in the near future.



PS: Do let us know your news!

Promotion Announcement



Exciting

Hastings is Shopping Mad this Easter

Exciting

We are planning a huge Easter promotion aimed at bringing shoppers into Hastings on Saturday 23rd April. We are advertising on Radio, local Newspaper, websites and via media releases about how Hastings is having roving street entertainment, music and not to mention 30 EASTER BUNNIES AND CHICKENS!! These delightful costumed actors will be allocated up to 5 shops each and they will be there with you between 10.00am and 2.00pm to assist your shoppers, entertain your shoppers and generally liven up the streets and your shop! The Radio Station is running a treasure hunt too so hopefully the whole of Hawke's Bay will come to Hastings on Easter Saturday and shop!! Well that's what we would like anyway!!

To make this happen and ensure the best outcomes for your business we need you to complement our efforts! Can you please confirm to us by Friday 15th April that you will:

- enter into the spirit of the day
- provide an Easter theme to your shop e.g. dress up, have Easter Eggs to give away
- have a discount table, or sale items on sale – the current economic climate strongly indicates people will spend if they feel they are getting a bargain so we strongly urge you to do this if possible. We will be advertising this aspect of the promotion in the lead up to the Saturday
- Remember that Hastings needs to present a unified shopping experience where all shops support this promotion

We need you all on board to ensure this promotion is well supported, so please email rosemary@hastingscity.co.nz or phone 876-9093, to confirm your participation!

Welcome

- Kilim's Turkish Cuisine have opened in Russell Street Nth (next to Vodafone) - another addition to 'Eat Street'
- Hastings Telecom have moved into the CBD, from Karamu Road. They are located in Market Street (next to Ambience)
- The Maine Café has been sold to Heaven's Bakery who took ownership on Friday 1st of April
- William and Rawinia have taken over Derek's Hair salon. Exciting new developments coming soon. Watch this space
- Bread & Butter Café (ex Warren's) opened for business on the 4th of April

Relocated

- Great Outdoors have moved from Queen Street to Heretaunga Street East (next to Red Rat)
- Connections (Cranford Hospice store) are relocating into the old Great Outdoors shop in Queen Street West
- East Bay Finance have also moved to 100 Queen Street East
- Pagani are relocating to the old East Bay Finance site, next to BJ's Bakery

Goodbye

- We farewell Robyn and Malcolm Warren (Warren's Bakery) and wish them well for the future

Farmers Redevelopment Announced

Last week the official announcement from the CEO of Farmers was made regarding the new redevelopment in the 200W Block Heretaunga Street. This is an exciting and positive development for our CBD. Many of you have already commented that Farmers will attract more foot traffic in the CBD which should benefit everyone. We look forward to progress on this development beginning soon and will keep everyone posted with any news. Relocations are taking place for the Retailers affected by the development. Pagani move into the ex East Bay Finance site on the corner of Market and Heretaunga Sts and RSVP move upstairs above their current shop. We await more announcements from other new tenants. All in all, this development signals significant investment into Hastings from Farmers and we consider this a hugely positive move.

Tip for the Month

SHOPLIFTING

How to identify a potential shoplifter?

Retail loss is unfortunately a major drain on profit for many retailers and an effective theft prevention programme revolves heavily around well trained and prepared staff. Without your awareness and the ability to detect and deal with shoplifting, your business will often have extensive loss.

Here are some good practices for you to observe:

- Customer attention - greet early, identify verbally, always acknowledge your customer
- Appear vigilant
- Ensure price checks are conducted if tags are: mutilated/no tag/incorrectly attached
- Display your intention e.g.; signage. 'SHOPLIFTERS WILL BE PROSECUTED' prominently and clearly displayed
- Always give a receipt for purchases - it will help prevent bogus refunds
- Develop warning systems to alert other staff of a potential thief
- Don't leave merchandise on the counter
- Keep expensive/high loss items in a locked cabinet
- Keep expensive/high loss items away from entry/exit doors
- A good display layout allows natural surveillance
- Never leave keys in the cash register or cash drawers



REMEMBER

- | | |
|---------------------------------|---|
| <i>Watch their hands</i> | - <i>They use them to steal!</i> |
| <i>Watch the head</i> | - <i>Quick head movements, left, right they want to know where you are!!</i> |
| <i>Watch Their Eyes</i> | - <i>They want to see what you are looking at!</i> |

Abraham Consultants Ltd have over 15 years experience in the field of "Loss Prevention" and conduct Shoplifting Seminars which empower staff to recognise and deal with shoplifters. Contact our office - 06 872 7180 or Doug - 021 746 929 for information on how we can assist you.

Drinkies / SGM Get Together

Please note in your diaries: Wednesday 11th May, 5.15pm, 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!

Photo Gallery

Edible Fashion Awards 2010



'Paint the town Red'

WINDOW DISPLAYS

11 - 26 April 2011

The RSA have asked that you, as Hastings retailers and businesses, get behind this where possible and dress your window around the 'red' theme. Dig out medals, war books or flags and go to town to support this very worthy cause.

The RSA will be happy to supply you with poppies to help with your window display. Their aim is to have the CBD of Hastings 'covered in red' from 11th - 26th April.

If you have any queries or if you would like some poppies for your display please contact:

John Stables

Ph: 06 872 6296

Email: welfare@hastingsrsa.org.nz



HAWKE'S BAY
OPERA HOUSE

We'd like to invite you to join our



ENCORE CLUB

We want you to take this opportunity to be a part of our exclusive members group - the Encore Club.

We know you will value the fantastic, real benefits offered to our members and you'll become even closer to the wonderful icon that is our local theatre, the Hawke's Bay Opera House.

This is what you'll get...

Huge savings on selected Show Tickets

We have negotiated great ticket prices for our Encore Club members on selected shows (look for the E-Club logo in our advertising). This is valid for any number of tickets you purchase, so you get savings galore!

Best seats in the House

We offer Encore Club members the best seats in the house by reserving premium theatre seating exclusively for you!

Be in the Know

You will receive regular Encore Club e-newsletters & programmes on the latest upcoming shows.

Behind the Scenes & Special Events

You will be invited to exclusive Encore Club events.

Discounted Refreshments

Receive a fantastic 15% off all drinks & refreshments at the Hawke's Bay Opera House Bar.

Become a member NOW by visiting us at:-

Box Office Hawke's Bay Opera House
Cnr Hastings St & Eastbourne St, Hastings
\$20 Annual Fee applies.

Keep up to date with all the latest show business & gossip!

www.hawkesbayoperahouse.co.nz

Hastings is SHOPPING mad this Easter!
Saturday 23rd of APRIL

Get to Hastings on Saturday 23rd of APRIL between 10am & 2pm for fantastic discounts, giveaways and crazy chaotic FUN!

With one of the biggest discounts on groceries in town!

Hastings Today

THE EVENING EXTRAVAGANZA
A sensational night of entertainment

World of **Magical MYSTERY**

EDIBLE FASHION AWARDS
2011

Principal Sponsor
PAK'nSAVE HASTINGS

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Presenting the...
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Saturday 9th April 2011, 7pm
Hawke's Bay Opera House Theatre, Hastings

TICKETS: ADULTS: \$20.00 - CHILDREN (12 and under): \$10.00
Student and Family discounts available (booking fee applies)
BOOK NOW on 0800 4 TICKET or www.ticketdirect.co.nz



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