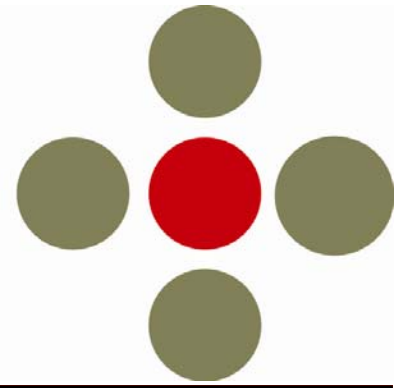


# heartbeat



January 2008

Welcome to the summer of 2008! We had some wonderful achievements towards the latter end of year that got swallowed up by the festive season.

Firstly **congratulations** to Anne Crawford of Windsor Florist for her Gold winning performance at the Ellerslie International Flower Show. Anne won the Professional Florist Section under the theme of The Four Elements.

All Christmas Events went off without a hitch bringing thousands of people into the Town Centre.



Carols in the Park started us off



Followed by the Santa



## Welcome!

Welcome to Ankia van der Berg of Golden Gowns in Averill Street and Michael Munro and team of Studio Frames in O'Shannessey Street.

## Marketing Tips

A couple of marketing tips to start the year from National Bank Business Banking:

**1. Know your customer** - Always start by identifying your target markets. The more you know about your customers and their needs and wants, the better your chances of selling more goods and services to them and of finding more customers like them. Market research is the best way to build a profile of your typical customers, so make it an integral part of your business.

**2. Use database marketing** - Exploit the potential of your database by using direct marketing. Database marketing is an effective way of increasing your sales to people or businesses that have already done business with you. By mail merging a letter with a database of your customers (or selected names from the database) you can send out letters to your existing customers enclosing a newsletter or brochure, making special offers, telling of new products or services, or offering complementary products and services. You can easily monitor the effectiveness of direct marketing through coding of offers, order forms, etc., allowing you to fine tune your promotions and run with the most profitable variations.

**3. Start an email newsletter** - Email newsletters allow you to keep in close touch with your customers at a fraction of the cost of direct marketing.

If you would like a full copy of these ideas look up [www.nationalbank.co.nz/business/banking/information/guides](http://www.nationalbank.co.nz/business/banking/information/guides) - 15 Marketing Ideas for a Shoestring Budget

Save a tree, send an email with your good news to  
Donna Brannagan at [dbrannagan@papakura.govt.nz](mailto:dbrannagan@papakura.govt.nz) or phone me on 295 2339

# Papakura Town Centre Association Profile

The Papakura Town Centre Association (PTCA) is your local voice. As a business within the town centre you are a part of the association. How did this happen? The owner of your building pays a levy via the rates. Part of this levy goes to the Papakura Town Centre Association in payment for services delivered. The PTCA focuses predominantly on safety and security within the Town Centre. Part of the levy also funds promotion and events within the town centre which is currently run by Donna Brannagan at the Council.

The PTCA is your voice out there when you want it to be heard. The PTCA is made up of local retailers and businesses who want to ensure our Town remains a vibrant and safe place to live, shop, play and do business. They are always looking for and encouraging new active members - people who care about our local business community and are prepared to enhance what we already have.

The PTCA has 4 employees. Steve Hastings our Town Centre Security Manager and 3 employees who report directly to Steve.

The PTCA is always looking for more members to be a part of the committee – especially retailers. Can you help? If so, contact one of the people above. They will be able to tell you about what is involved and how you can make a difference

Who are your representatives?

Peter Dodd	Chairman	296 5543
Sheryl Picknell	Secretary	027 245 0799

## Committee Members

Martha Hill	MacDonalds	021 420 232
Pauline Maddock	Paper Plus	298 7324
Joseph Azouri	Boodles	021 854 001
Murray Wood	Bruce Pulman Park	027 279 3660
Jo Stanish	Proudly Papakura Trust	021 997 822
Leah Pearsall	Physio & Sports Rehab	298 3060
Peter Jones	Councillor	027 288 6273
Mark O'Connor	Councillor	027 933 080
Donna Brannagan	Town Centre Manager	027 355 2328

## Events for January

### Kiwi Made Market

Date: 25 January  
Time: 3pm—7pm  
Where: Broadway

### First Wednesday Club-Sponsored by Knight Frank

Date: 13 February  
Time: 5.30—6.30pm  
Where: Boodles Restaurant and Bar



## Town Centre Security Update

In the last Heartbeat we talked about shop security and how to better equip your staff to recognize shoplifters.

Here's an exercise you can try with your staff. Pick a customer that enters your store. Note down a description of that person ( age group, ethnicity, height, hair or cap colour, shirt colour, pants or skirt colour and shoe colour, anything else distinguishing like earrings or tattoos) then when the person leaves the store ask a staff member to give you a description of that person and see if they can cover all the categories.

We use this exercise in our Ambassador training using people we pass in the street. It doesn't take long before it becomes second nature. This exercise helps if you ever need to give a description of someone to the Ambassadors or Police. If someone does a runner from your store quickly write down what you remember while another staff member dials 111.

If you would like to discuss the views in this article or would like a one on one consultation please feel free to call.

Steve Hastings 298 1828