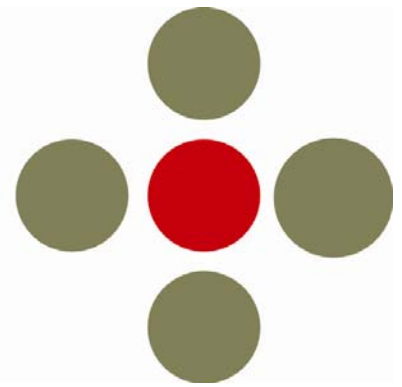


heartbeat



June 2008

Retail Outlook Otherwise Fine

According to a quarterly analysis prepared by Westpac for the NZ Retailers Association it isn't all bad out there! The good news is that the growth downturn isn't expected to last long. The fundamentals for the NZ economy remain more than sound. The terms of trade are expected to hold up pretty well from their current 33 year highs, thanks to the worldwide agriculture boom. Growth in trade and tourism is ripping along. The fiscal position is extremely favourable and demographics will keep the NZ labour market tight and unemployment historically low. Thus, once the credit clouds dissipate and the worst of the housing correction is over, they anticipate NZ will rocket out of its malaise. *Taken from April 2008 NZRA Outlook*

Town Square Update

Papakura's town centre is entering the final months of its \$6.1 million Streetscape make-over. Throughout the town centre there are new road surfaces, new street trees, lights, seats and rubbish bins. Pedestrian crossings have been made more visible and easier to use as part of a programme of improving street layouts to encourage foot traffic and the town centre "look" has been extended into O'Shannessey Street and Broadway.

The final touches are being made to the "northern gateway" at the Village Green where Queen Street and Great South Road meet, and the new town square is making good progress.

At the northern gateway there are new seats, planters and lights that create a pleasant place for people to meet and chat or share lunch in a park-like environment. Still to come are distinctive "markers" that announce the town centre to motorists.

In the town square, a new stage, grassed areas,

formal and informal seating, new lights and a "signature" paving pattern will offer shoppers a place to meet and chat, making the town centre truly the heart of the district. Completion of this ambitious phase of the project is expected in late June-early July.

Down Great South Road new street trees are the most recent addition, and they join new seats, rubbish bins, street lights and more, helping to transform the area and give it a contemporary and welcoming "feel".

Staff Carparking

The maternity hospital has advised that carparks are available for hire to the town centre businesses. A small donation is what they are looking for. If you or your staff are interested, please contact Robyn Hubbard at the hospital on 2999102. And on the subject of carparking, have you filled in the parking survey and sent it back?

Top Shop 2008 Award

Stores that do well in the TOP SHOP® retail excellence awards:

- Do the basics well
- Have great staff
- Offer fantastic service
- Focus on presentation – the store, windows, signage, merchandise, staff
- Stand out from their competitors
- Are innovative and daring
- Have that 'something' that makes you go, WOW!!

If that's you ... enter online at www.retail.org.nz



First Wednesday Club

Once again Brewcraft is treating us to a night of sampling their beverages. Come on you O'Shannessey Street businesses, support your neighbour! For more info, see over.

"Experience is what you get when you don't get what you want."
Donna Brooke at dbrooke@papakura.govt.nz or 295 2339

Business Profile

Choice Discounts at shop 2, 200 Great South Road is owned and operated by Sanjay Arora and family. They bought the business in October 2007 and haven't looked back!

Choice Discounts provide gifts, novelties, figurines, water fountains, ornaments and craftware. They specialize in 21st birthday presents and wedding gifts. They have something for every occasion.

Sanjay and his family pride themselves on supplying good quality products for a reasonable price. All of this combined with outstanding customer service.

Choice Discounts go out of their way to support community fundraising initiatives. Local community groups can approach Sanjay to supply them toys at cost. This has to be a great and economical way to get those fundraising initiatives off the ground.

For those special days i.e. Christmas, Valentines Day, Easter, Mothers Day, Fathers Day there is always an exclusive range sourced for their shop.

Along these lines, Choice Discounts are proud retailers of established brands in giftware. If you are looking for gifts sporting the Playboy, Betty Boop, Holden, Ford, Bazza, Jim Beam or Jack

Daniels brand, then look no further than Choice Discounts.

Opening hours are Mon - Thurs 9 - 5.30; Fri 9 - 7; Sat 9 - 5. They are open on Sundays during November and December.

To find about more about the Choice Discount range or to enquire about their fundraising offer please call Sanjay on 297 7966 or 021 0200 7933.



Events for June

First Wednesday Club Sponsored by Brewcraft

Date: 4 June

Time: 5.30—6.30pm

Where: 103 O'Shannessey Street



Business Breakfast

Date: 5 June - Colyn Dervereux-Kay

Time: 7.30am

Where: Papakura Club

RSVP: nmaher@papakura.govt.nz

Town Centre Security Update

Be aware of suspicious people or vehicles in or around your business.

If you are worried about a person or persons in your business, don't be afraid to approach them and ask if you can be of assistance. Suspicious people will feel uneasy when they are approached by an attentive staff member as it makes them feel that you are aware of their intentions. Remember, genuine customers will not mind the attention of your staff.

If you are still concerned, a Town Centre Security team ambassador can check it out and make a situation report. If needed, a plan can be put in place to work out what the next action should be.

Thanks to those who attended the S.O.S. workshop. It was a great opportunity for those present to pick up some security ideas and also a means of passing on your security concerns.

For those of you who missed out, I am available to discuss your concerns individually or I am available to speak at your team meetings. Town Centre security is something we can work on together.

Good and Safe Trading,

Steve 298 1828 or
027 540 6237

