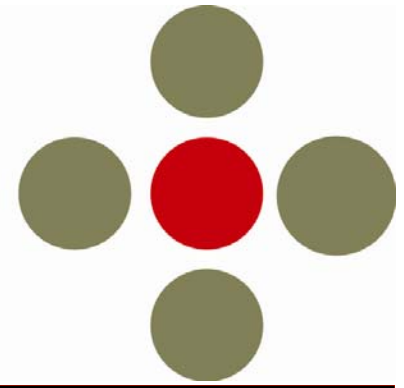


heartbeat



May 2008

February Sales

Shoppers tightened their purse strings again in February, as a tougher economic outlook caused people to exercise caution in their retail spending. The hardest-hit industry was motor vehicle sales. Retail sales (including Vehicle) slumped by a seasonally adjusted 0.7 per cent in February, figures published by Statistics New Zealand (SNZ) show. The drop, which followed a 0.3 per cent increase in January, caught economists by surprise, with the median prediction for February in a Reuters poll having been for an increase of 0.3 per cent. SNZ said the fall in total sales was largely due to a 5.8 per cent, or \$41 million, decrease in motor vehicle retailing. Helping to lift core retailing was a 1.6 per cent, or \$19m, increase in supermarket and grocery store sales. Overall, 14 of 24 retail industries covered recorded lower sales in February than in January, although for most the movement was relatively small, SNZ said. Outside vehicle retailing and supermarket and grocery sales, the largest movers were bars and clubs which dropped 6 per cent, or \$6m, and automotive repair and services which were down 3.3 per cent, also \$6m. The rise in core retail sales was probably just due to rising prices, so in real terms spending was likely flat to negative.

Staff Parking Survey

In response to your concerns, Council is undertaking a survey to better understand your existing staff parking. A survey will be sent to you. Please fill it in and send it back as we value your feedback!

Papakura Spring Carnival - The Best of Town & Country

Yes, Town & Country Day is now the Papakura Spring Carnival - the best of town and country. It's going to be a fabulous day of fun and festivities to be held on 27th September - the first day of the

school holidays.

The Great South Road (within the Town Centre) will be filled with carnival rides, side shows, animal petting farm, street entertainers, music etc.

A notice to all schools and community groups has been sent asking if they would like to fundraise. They cannot fundraise with food stalls. We are looking for Side Show type entertainment.

Businesses outside of the town centre have been asked if they would like to provide spot prizes or sponsorship for some of the entertainment.

And on to you! You need to be thinking about how you can participate. Every retailer, especially on the Great South Road, Averill Street & Broadway, will need to think of how they can market their goods to the families that attend the carnival.

Next month, I'll be talking to you further about how we can theme the street in the colours of Spring. Get your thinking caps on. Donna would welcome any ideas on how we can all work together to make this an awesome event. In the meantime, if you would like to offer spot prizes in return for being included in the advertising, please contact Donna.

Welcome to:

Jose and the team from Pasta La Vista.

Project Town Centre

You will have seen progress with the landlords painting their buildings with paint supplied by Council. Check out the progress in the corner of O'Shannessey Street and Broadway. Need more info more about Project Town Centre? Call Donna.

First Wednesday Club with a difference

Join us, as Warren at Brewcraft hosts our First Wednesday Club with a tasting of home brewed spirits and beers. Arrange for a sober driver as this will be fun! More details on back.

"Change is inevitable, except from a vending machine."
Donna Brooke at dbrooke@papakura.govt.nz or 295 2339

Business Profile

Triple SSS located at 23 Broadway, Papakura is your local surf and skate store. They also supply a great range of quality street gear! They are coming up two years of trading in June this year. Over the past two years they have grown remarkably, with their store ever changing and expanding. They feel Papakura has great potential and want to get together with other businesses to grow our town. Run by Directors Troy and Rach they have the support of the triple SSS team Gary, TJ, Cam and Corbyn plus many young helpful local skaters.

Triple SSS believe in being a very family and community orientated business. Examples of this are the Annual skate comp. Held at the skate park this year, the comp was held on the 5th April with a great turnout. So they hope to see you next year! If anyone is interested in getting involved and making more of impact with this day let them know. They are always interested in doing more for the community.

The shop is fully stocked for those colder months which are fast approaching, so get in quick for some winter bargains, as there is always a bargain to be made at Triple SSS! Troy and the team are always there to offer a friendly and helpful hand for any of your skating or surfing needs. Go in and

check out the in store skate ramp and meet the local champ, Cam...he may have some tricks to show ya!

SSS believe there is more to skating and surfing and can give your kids something to focus on and to achieve goals in times when kids may be lead a stray. It has a focus on peer support and having fun. They have seen an awesome growth in all the individuals they have helped over the past two years. As you can see with their business "you support us, we support you", just go in say 'hi' as they are always keen to meet a fresh face!

Ph. 298 4912



Troy, Rach and the team at SSS and local skaters

Events for May

First Wednesday Club- sponsored by Brewcraft

Date: 7 May

Time: 5.30—6.30pm

BREW CRAFT

Where: 103 O'Shannessey Street

RSVP: To Donna before 6 May.

Business Breakfast

Date: 1 May - Rod Oram - Economist

Time: 7.30am

Where: Papakura Club

RSVP: nmaher@papakura.govt.nz

Town Centre Retailers Free Workshop

Secure our Shops Workshop

A FREE interactive workshop for staff and managers regarding safety and security in retail

20th May 2008, 9am – 11.30am in the Function Room, Accent Point

Numbers limited. RSVP: 15 May to Donna Brooke.

Proudly Papakura Trust	Latest trends in graffiti removal and methods of sensible storage of graffiti weapons
Crime Prevention through Environmental Design	Create a "stop thief" shop environment through forward thinking and design. Crime Watch Patrol – eyes in the night
Papakura Community Police	An update on the role of the community constable
Papakura Town Centre Security	Safety and Security in the Town Centre. Practical tips for every retailer to put into action
Papakura Truancy Service	The role of the Truancy Service within the business community and how we can take advantage of their service