

# Shop Local campaign to support retailers



The Invercargill City Council's Communications Department and the Invercargill Licensing Trust are encouraging Invercargill residents to shop local and support the city's retailers.

CBD retailers, one of the concerns they bring up regularly is the impact of online sales on the viability of CBD retailers local shops.

Combined with the effects of high rents and a tough economic environment, the impact of online sales is makes it even harder for local retailers to survive.

When Raw Energy closed its doors in Esk Street recently, owner and well-known local fashion industry identity Tania Carter referred to the pressure online shopping places on retail.

Retailers have said they find it particularly disheartening when people come into their stores to try things on and then tell the retailer that they will buy the product online.

Every time a shop closes it affects not only the business owner,

staff, their wider families, the landlord, suppliers and the businesses around it suffer a drop in foot traffic. It is a vicious cycle.

The City Council, with the support of the Invercargill Licensing Trust, is running a campaign asking people to shop local and think before they shop online.

The Council is making large 'keep it local' posters that will run in shop windows in Esk Street and Dee Street in premises owned by the ILT. These should be installed next week.

Advertisements are already running on radio, in newspapers and in social media, asking people to support retailers and our community by shopping local.



## Pork Pie filming in CBD

Invercargill's city centre will be the location for the final scenes for the remake of the classic Kiwi movie *Goodbye Pork Pie* on the afternoon of Sunday 1 May.

Blondini Enterprises, the film company, has already delivered letters and spoken to those businesses affected by the filming.

Filming will take place in two areas of the central business district. From 2pm to approximately 6pm, they will be filming a scene close to Trooper's Memorial. Tay and Dee Streets will be closed when this scene is being filmed.

From 5pm – 2am, they will be filming scenes on Don Street, which will involve closing the street from 2pm. The filming on Don Street will require a partial road closure of Dee Street between Esk Street and Spey Street.

For safety purposes, sections of footpath, as well as the roads within the main shooting areas, may be closed when filming scenes. Traffic marshals and film crew will be spread throughout the filming area to advise and guide the public.

Should you have any queries, please contact:

Location Manager, Clayton Tikao

Mob: 027 293 7308

Tel: 04 380 8607



## Submissions received on City Centre Co-ordinator role

Sixty seven submissions were received for Council's Annual Plan, including 13 submissions on the proposal to reinstate the CBD rate to fund a City Centre Co-ordinator role.

Council's Strategy and Policy Manager, Melissa Short said that of the 13 submissions about reinstating the CBD rate, six were in support of the rate and seven were against.

About 400 newsletters, outlining the proposed reinstatement of CBD rate and the opportunity to make a submission, were hand-delivered to businesses and retailers in the affected area (from Leven Street to Doon Street, including the Mitre 10/Harvey Norman/Burger King development, and from Gala Street to Tyne Street). The proposed rate does not affect residential ratepayers in that area.

Two submitters have indicated that they wish to speak to Council during the hearings process. Both of these are in support of the rate to fund a City Centre Co-ordinator.

Ms Short pictured above said that the Council would hear submissions to the Draft Annual Plan on Wednesday 4 May.

Council would then consider all submissions before making final decisions and adopting its 2016/17 Annual Plan on 14 June 2016, she said.



## Esk Street update

Contractors will be working on the timber decking and seats in Esk Street over the next few weeks because the timber on the decks and seats has deteriorated faster than anticipated. Council's contractors will re-finish the timber, including sanding and staining, to bring it back to a high-quality finish. The contractor will be working at night to cause the least disruption to businesses. The completion date will be weather dependent.

The barrier fences located in the long gardens will also be removed and re-painted under the supplier's warranty. This will mean the barriers will not be in place for a period and a temporary barrier will be put in its place. It is expected the turnaround time for the removal, repair and re-installation should be less than a month.

# HAVE YOU SEEN CITY CENTRE NEWS?

## CITY CENTRE News ISSUE 1 MARCH 3, 2016



### THRONE ROOM TATTOO STUDIO NOW OPEN ON KELVIN STREET

Throne Room Tattoo, which is now open in Kelvin Street, brings owner Heath Sellars full circle. Originally from Invercargill, Mr Sellars moved to Australia to pursue his career, where he says the tattoo culture was more evolved than in New Zealand. After three years as an apprentice tattoo artist, he travelled the world, using his skills while working in Spain and Germany as well as Australia. Missing family and friends, he decided to return to Invercargill to open his own studio, where he will shortly be joined by a tattoo artist who specialises in Ta Moko and a tattoo artist from Canada who will start in April. He has a clear idea about what makes a good tattoo artist: "If the 'tattooer' can't draw then they shouldn't be attempting to tattoo to begin with." For more information email [heath\\_sellars@hotmail.com](mailto:heath_sellars@hotmail.com)

HEATH SELLARS AT WORK IN HIS STUDIO



### INSIDE OUT OPENS INVERCARGILL STORE

Inside Out – the designer label recycling store with shops in Dunedin and Dunstons – has opened an Invercargill branch in Dee Street. Owner Emily King said she decided to open the Invercargill store because she had noticed that her two Dunedin shops had many customers who lived in Invercargill and Southland. Ms King said she first opened the business in Dunedin 17 years ago because she saw a niche for a return on quality recycled clothing, instead of sending it to the landfill. Inside Out will take selected garments – they must be New Zealand or international designer labels, preferably up to two to three seasons old and in pristine condition – and sell the items on behalf

### SOUTHLAND HERITAGE WEEK, 7-13 MARCH, 2016

The Invercargill City Council supports Southland Heritage Week and its activities in the City Centre. For full details of Heritage Week Activities please see the Southland Heritage feature in this newspaper.

City Centre News Writer - Eirwen Harris - 211 1678 - [eirwen.harris@icc.govt.nz](mailto:eirwen.harris@icc.govt.nz)



### PASCOES' PEOPLE

Congratulations to Vincent Mohr on his appointment as the new manager of Pascoes the Jewellers. He replaces Sharon Smith who, after 27 years as manager, decided to step down from the management role in December but continues to work at the business.

Mr Mohr, a former Northern Southland College and SIT student, was the assistant manager for two years and was trained by Ms Smith to take over the top job.

### ESK STREET CLOSED TO VEHICLES FOR TWO EVENTS

Esk Street will be closed to vehicles during two heritage events in early March.

The street will be closed to traffic between 9am - 11am on Saturday 5 March, when the NZ Vintage Car Club (Southland Branch) will have cars parked on display down the centre of the street. People are welcome to look at the cars before they set off on the rally. The rally is for vehicles made before 31 December 1919. Esk Street will also be closed to vehicles on Friday, 12 March, for late-night shopping to coincide with Southland Heritage Week. The road closure is to allow for horse and cart rides and other heritage activities in Esk Street that evening.

### VOYANT MOVING TO KELVIN STREET

Popular women's boutique Voyant is moving to Kelvin Street after five years in Esk Street and two years in Cambridge Place Arcade.

Owner Carolyn Nuttford said while she was sad to be leaving Esk Street, high rents there made relocating to Kelvin Street an attractive option. "The move will create many positives for me and for customers, as the dramatically reduced rent will give me the ability to grow the business even more. "Over the years Voyant has expanded its range of clothing labels and also our client base, so we are looking forward to welcoming our existing and new customers to the newly renovated, bigger, bright store at 22 Kelvin Street," she said. Visit [VoyantOnline.com](http://VoyantOnline.com)



## CITY CENTRE News ISSUE 2 APRIL 7, 2016



### THINK BEFORE YOU SHOP ONLINE

Retailers, the Invercargill City Council and Invercargill Licensing Trust are encouraging Invercargill residents to shop local and support the city's retailers.

Retailers are concerned about the impact of online sales on the viability of local shops. Combined with the effects of a lower dairy payout and a tough economic environment, the impact of online sales is making it even harder for local retailers to survive.

When Raw Energy closed its doors in Esk Street recently, owner and well-known local fashion industry identity, Tina Carter referred to the pressure online shopping places can exert.

It's a common worry for Invercargill's retailers and they find it particularly disheartening when people come into their stores to try things on and then blatantly tell the retailer that they will buy the product online. Every time a shop closes it affects not only the business owner and the staff, but also their wider families, the landlord, suppliers and the businesses around it suffer a drop in foot traffic. It is a vicious cycle. The City Council, with the support of the Invercargill Licensing Trust, is running a campaign advising people to shop local and think before they shop online.

The Council is making large advertisements that will run in shop windows in Esk Street and Dee Street in premises owned by the IZ. Advertisements will also be run on radio, in newspapers and in social media, asking people to support retailers and our local community by shopping local. Please support our hardworking local retailers and think before you shop online.



### LIZ THOMAS BOUTIQUE IN GOOD HANDS

Fashion-lover Mary-Jane Johnston is the proud new owner of the iconic Liz Thomas Boutique. Liz Thomas Designer Clothing. Originally from Balfour, Ms Johnston, who is a trained chef, has a background in the cosmetic and fashion industries. For the past six years she has worked at Goody Two Shoes in Esk Street. "I've read about fashion. It is a form of art and a way of expressing yourself. I've loved Liz Thomas and been a customer for years." So when Liz retired in late 2015, Mary-Jane was delighted to take over the business. "I have a passion for the shops that are here and I'm introducing some new ones to keep things fresh," she said. Check out the Liz Thomas Designer Clothing page on Facebook.

Manager Raema Davis said the shop, which specialises in New Zealand made products and also supports local artists, would move to Dee Street in April, after three and a half years in Cambridge Place Arcade. The business is owned by the Mga Kete Mataranga Pounamu Charitable Trust, is based in Sany Street and profits from the store support Whanau in need in Southland. You can find the Toi Toi Maori Art and Gift Shop on Facebook.

### TOI TOI MAORI ART & GIFT SHOP ON THE MOVE

Manager Raema Davis said the shop, which specialises in New Zealand made products and also supports local artists, would move to Dee Street in April, after three and a half years in Cambridge Place Arcade. The business is owned by the Mga Kete Mataranga Pounamu Charitable Trust, is based in Sany Street and profits from the store support Whanau in need in Southland. You can find the Toi Toi Maori Art and Gift Shop on Facebook.



EMILY AND JO HUTCHISON - INVERCARGILL MUSIC STORE

### INVERCARGILL MUSIC STORE OWNERS IN TUNE

Invercargill Music Store (formerly Power Play) is celebrating a new name, new layout and two new owners, Emily and Jo Hutchison.

Two SIT graduates, the husband and wife duo are perfectly matched to run a music business. Jo has a Bachelor Degree in Contemporary Music and Emily has a Bachelor Degree in Commerce. Jo had been teaching drums at the store for around three and a half years, while Emily went to him with an offer and four months later they were the proud new owners of the business. Rebranded the Invercargill Music Store, they have also changed the layout and colour scheme to make it an inviting, family friendly atmosphere, where parents feel they can bring children with them when they shop. The store offers music lessons for guitar, bass, drums and ukulele, organised at a time to suit the student. It also has a full range of instruments and music for sale, as well as instrument repair. Invercargill Music Store is on Facebook.



EMILY STRUJWICK AND LANA OSBORNE - CREATIVITY PLUS

### INVERCARGILL CREATIONS FIND NICHE MARKET IN TAY STREET

Creativity Plus and sister shop the Artists Collective have found a successful niche market by making products right here in Invercargill that people can't buy online.

Founder Lana Osborne is an SIT-trained graphic designer, who admits she didn't fit into the traditional graphic design 'box'. She wanted to see projects right through from beginning to end, rather than work on just one little part – so after being encouraged by her husband to start her own business, she did. And she hasn't looked back. Creativity Plus, her graphic design and laser cutting company is ten years old and, together with digital printing apprentice Emily Strujwick, they make a variety of uniquely designed products. As well as graphic design for publications, they produce games, toys, models, signage and more for events and special occasions, such as weddings. The materials they commonly work with are vinyl records, MDF, Perspex, vinyl and they also engage glass. Both of Lana's parents also help out, putting together the intricate laser-cut pieces that form her creations and other volunteers also come in to put things together and paint. Some are people who are unemployed, or who have lost their confidence and helping out allows them to contribute to the point where they feel able to go out and get another job. Meanwhile, sister company, the Artists Collective has just celebrated its second birthday. The Artists Collective involves 22-35 artists who create everything from knitting to patchwork, sewing, cards, painting, metal work and wood work. Many of the artists also volunteer in the shop. The Collective puts them in contact with other people and gives them a grounding to help get them on their feet. For information about Creativity Plus or the Artists Collective, phone 22 22 22 22, email [lan@creativityplus.nz](mailto:lan@creativityplus.nz), or call into the shop at 12-14 Tay Street.

City Centre News Writer - Eirwen Harris - 211 1678 - [eirwen.harris@icc.govt.nz](mailto:eirwen.harris@icc.govt.nz)



City Centre News appears on page two of The Southland Express on the first Thursday of the month.

The first issue of City Centre News, published on 3 March, covered Throne Room Tattoo Studio, Pascoes the Jewellers, Inside Out, Voyant, Southland Heritage Week and Esk Street road closures. Issue 2, published on 7 April included Creativity Plus and the Artists' Collective, Invercargill

Music Store, Toi Toi Maori Art and Gift Shop, Liz Thomas and the Shop Local campaign. We are working on Issue 3 right now. If you have any story ideas, please call Eirwen Harris on 211 1678 or email [eirwen.harris@icc.govt.nz](mailto:eirwen.harris@icc.govt.nz)





# Retail Success

One day workshop for Southland retailers

Venture Southland are bringing top consultants  
First Retail Group to Invercargill on  
Wednesday, 20 April 2016 from 9am - 4pm at the Kelvin Hotel

**This training is for retailers of all sizes and formats**

Chris Wilkinson and his team will give you practical tips and tools to succeed in the rapidly transforming retail environment, where customer behaviour and expectations are changing fast

**Investment: \$150 per person**

Most businesses will be eligible for 50% funding support

**\$75 per person**

**Book your place and apply for 50% funding**

Contact Rhiannon Suter on 03 211 1404 or email [rhiannon@venturesouthland.co.nz](mailto:rhiannon@venturesouthland.co.nz)

**FIRSTRETAIL**

**Venture Southland**  
Business, Tourism, Community & Events