

CBD RETAIL STRATEGY GETS UNDER WAY

Invercargill's City Centre moves into high gear next week as the first phase of the Retail Strategy begins taking shape.

A unique City Centre brand and improved on-line presence were identified in the Strategy as pivotal to building attraction, connection and performance. Council and stakeholders agreed, with the development of these initiatives as priorities.

In the next month team members from First Retail Group, brand expert Tim Christie, and community e-commerce specialists, Storbie, will be meeting with businesses and other stakeholders to further develop ideas that began through earlier consultations.

"Workshops during the Strategy project uncovered excellent initial branding ideas and messages we are keen to develop from," says First Retail Group's Chris Wilkinson. "The region's goal of welcoming 10,000 more residents sits firmly in focus as we collectively look at themes that will best engage both today's and tomorrow's audiences."

"Helping businesses develop greater online visibility, reach and performance was another key feature of the Strategy.

"With the City missing out on sales, visitation and goodwill through consumers purchasing elsewhere, retailers need to heighten online presence, develop e-commerce capabilities and strengthen connection through a market-



CHRIS WILKINSON - FIRST RETAIL

place and digital strategies.

"Award winning New Zealand company, Storbie, has developed community e-commerce platforms for progressive towns and cities across the country. These have helped local businesses achieve better performance when shoppers are searching for products - and brought spending back home - where it belongs."

Sam Howarth from Storbie has been actively

involved in recent Invercargill workshops and is excited about potential for CBD businesses.

"Helping local retailers get back in consumers' consideration set will transform performance for them - and the City," says Sam. "With such a dynamic market we're keen to move fast so all businesses have the opportunity to benefit."

Plans are to announce the brand and launch Invercargill's online marketplace in early July.



INNER CITY LUNCH HOUR FITNESS TRACK

As winter approaches it's a good time to make sure you keep active.

Healthy Families along with Sport Southland, has provided a quick 30 minute walk you can do on your lunch break or while out with the kids visiting the City Centre on the weekend. This walk takes you through the lovely Queens Park, Otepunui Gardens and down Kelvin Street. Not only will this walk help



you stay fit but you can do a spot of window shopping and enjoy some of our wonderful City Centre parks at the same time. Make the most of this winter by getting out and about and appreciating some of the wonderful things Invercargill's City Centre has to offer.

AED CITY CENTRE LOCATIONS

The owner of Young Reflections Joy Brown recently asked if there was a way to find out where Automated External Defibrillators (AEDs) were located in the City Centre.

Being a conscientious business woman, Joy thought it would be great if businesses were aware in case they ever needed to use one to help a customer.

The use of an AED can, in some cases, increase the chance of survival after someone suffers a cardiac arrest. They need to be used as quickly as possible and knowing the location of these devices ahead of an incident can remove the panic factor when trying to aid a person.

A list (right) of establishments that house AEDs is available. This list has been provided by the HEARTsafe Community, which is working to make the locations as visible as possible. For a full list of AEDs or to register your business visit the site online at www.aedlocations.co.nz, or contact Invercargill HEARTsafe Community Chairperson Lorraine Garrett on (03) 217 7909, or email lorraine.garrett@stjohn.org.nz.



AED LOCATIONS

Sharing community resources to save lives

1. Invercargill City Council - 101 Esk Street
2. Southland Education, WEA - 100 Esk Street
3. Southland YMCA - 77 Tay Street
4. SBS-Southland Building Society - 35 Kelvin Street
5. Invercargill District Court - 33 Don Street
6. The Kiln - 7 Don Street
7. Craigs Investment Partners - 49 Kelvin Street
8. Kelvin Hotel - 20 Kelvin Street
9. Reading Cinema - 29 Dee Street
10. Invercargill Public Library (Adult Section) - 50 Dee St
11. Waxy O'Shea's - 68-90 Dee Street
12. Craigs Investment Partners - 49 Kelvin Street
13. ACC - 120 Spey Street
14. Mainfreight Invercargill - 106 Spey Street
15. Crowe Horwath - 173 Spey Street
16. McIntyre Dick & Partners - 160 Spey Street
17. Briscoes - 70 Yarrow Street
18. ASB Invercargill - 46 Deveron Street
19. Pak 'n Save - 95 Tay Street



FREE Inner City Wi-Fi

Access Council's free Wi-Fi on Esk Street by selecting **ICCPublicWiFi** on your electronic device.

* The daily limit is 2GB or 8 hours usage.

INVER'S TOP 5

2013 Gold Guitar Winner and Lead Singer of Old School, Cheryl Anderson, tells us her favourite spots in the City Centre to watch live music. "Live music is food for the soul," says Cheryl. Her first live music experience was in 1990 when the pyramid was added to the Museum and as part of the celebration there was a laser light show and a musician who played multiple synthesizers. "I had never heard or seen anything like it. That started my love of live music." Cheryl, now a performer, says we have some great spots for live music in the city and here's her top five.

- 1 THE CIVIC THEATRE
- 2 THE KILN
- 3 LEVEL 1 - KELVIN HOTEL
- 4 SPEIGHTS ALE HOUSE
- 5 TILLERMANS