Wow, here we are in the second month of 2014 already. This year is going to be a very busy one and it will be all shoulders to the wheel. There is a great feeling of optimism out there. Most people I have spoken to say they have experienced the busiest holiday time for a number of years – restaurants running out of food, accommodation booked out with lots of events, good weather, and the inner city very busy. There are lots of initiatives underway within the community, with the Mayor, the council, Police and members of the public all addressing the behaviour of some youth – no easy solution but collectively and with a little more time I’m sure we will get there.

Our next meeting of the Inner City Focus Group is mid-February to start planning our strategies going forward.

Ron Finn, Inner City Focus Group

Inner City Ideas Bank - must have & must do

Since November the partnership between the Inner City Focus Group and Council has resulted in stakeholders stepping up to help revitalise the heart of the city. The Government Gardens Sculpture Trails, Scrub Rotorua Day, Living Arts Trail, Park Rotorua, Pop-up Gallery and Eat Streat are recent successful initiatives.

Building on this momentum we asked some inner city businesses to share their thoughts about what they would like to see happen by the end of this year and/or by 30 June 2016 - the end of council’s third year term:

"Rotorua has amazing natural attractions that draw people to our city. It is essential that our inner centre complements the experience for these people so that the total experience is awesome. The upgrades that have been completed for Eat Street and the Central Mall have made a positive difference. Tired looking and empty shops don’t give a great impression and the anti-social behaviour of some in the inner city also impacts on the experience. Coming up with solutions and implementing plans to deal with these issues is a MUST for 2014."

Chad Hoggard, Senior Partner, BNZ

"My vision for the CBD is that at the end of 2014, we will have a safe, culturally unique and vibrant urban landscape for pedestrians and cyclists. Cars and parking would be somewhat relegated from the main Tutanekai spine, attracting more people and visitors to Tutanekai Street, strengthening the lakefront, cafes and retail connection. This will generate more business opportunities for boutique and mainstream retail. In time, once the lakefront -to-CBD connection is strong, side streets will develop with more retail and some inner city apartment or hotel developments. This will slowly eliminate empty buildings and provide landlords with the vital income to reinvest in their properties."

Darryl Church, Director, Darryl Church Architecture

Heart of the City NEWS contributors: ‘Be Rude Not To’ Cafe, BNZ, BOP Regional Council, Convenient Care Clinic, Darryl Church Architecture, Eat Street, GHA Associates, Inner City Focus Group, More FM, Rotorua District Council, Rotorua Multicultural Council, Rotorua Police, Skills Service Centre, TalentID, Te Puni Kōkiri, The Arts Village, The Milkman
**Inner City Ideas Bank (continued)**

“My husband, son and I moved from Auckland to Rotorua in August last year. I work in the inner city and I love shopping so I would like to see more boutique type stores, and shops being open later.”

**Cynthia Fang, Business Development Manager, Asia, Destination Rotorua Marketing.**

“Lessons can be learnt from the reconstruction of the restaurant area which has provided a vibrant atmosphere the city has not seen before. Pockets of the CBD are showing early 2014 signs of good activity and leasing of empty space will be crucial to CBD development. The retail model is changing and we need to think outside the square with Council, landlords and commercial agents collaborating to get better results.”

**Paul Sanford, Commercial Consultant, NAI Harcourts**

“I believe we ‘must have’ a bustling inner city, a safe and caring place to be, and a thriving business community with fewer vacant shops. The ‘must do’s’ include affordable lease arrangements for businesses to thrive; more promotion of Rotorua as the place to be, everyone supporting Rotorua 2030 goal 4 - Vibrant City Heart, Waahi Pumanawa; fostering and developing an inviting and thriving inner city that reflects our unique heritage and lakeside location; and encouraging spa and wellness centre development.”

**Wally Tangohau, Regional Director, Te Puni Kokiri**

“We need to go back to basics and deliver on our inherent legacy of manaakitanga, exceptional service and hospitality to everyone walking through our doors. Locals, New Zealanders and international visitors should be saying Rotorua is definitely the place to visit, live, work and do business.”

**Ed Emery (aka the Milkman), Green Valley Milk**

“My firm is enthusiastic about the outlook for the Maori business community in 2014. There are many exciting iwi-led business initiatives that the entire community should be proud of. It would be great to see these positive initiatives and achievements being promoted in the inner city.”

**Mere George, Partner, GHA Ltd - Management Consultants & Chartered Accountants**

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**Get your business on rotoruaNZ.com for free before 26 February**

If you sell a product or service then register your business for free on rotoruaNZ.com. Go to the ‘LIVE’ homepage and click on ‘Inner City’ section.

If you would like help contact Annie Bindra, Destination Rotorua Marketing’s intern. Annie can be contacted by email to annie.bindra@rdc.govt.nz or phone 07 351 7109.

**Online business tools**

For the latest strategic plans, research, and business support go to rotoruaNZ.com and click on the ‘Do Business’ section.

The ‘Tool Kit’ will be updated with new tools or resources as they become available. The purpose of the kit is to make it easier for businesses to access the latest information anytime.

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**The world’s greatest love story...**

Many would say that Rotorua has the greatest love story. Yes, that’s the love story of Hinemoa and Tutanekai. But do we promote, tell or celebrate this story well? Is Rotorua, the love capital of New Zealand? Could this be the inner city’s major drawcard? We welcome your thoughts. Go to rdc.govt.nz, click on the SUBMIT button to access the online Inner City Ideas Bank.

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**So what’s your inner city idea?**

To encourage more inner city and wider community participation, an Inner City Ideas Bank has been developed. Anyone can register their ideas and be part of the Rotorua 2030 journey. Ideas submitted are prioritised as immediate or short, medium and long-term actions.

Visit rdc.govt.nz and click on the ‘SUBMIT IT’ button. This is your chance to have your say, be involved in implementing your idea and watching it progress into a successful community outcome.
It’s all about cycling this month

Celebrating Bike Wise Month, painted fluro bikes have been placed in key locations around the inner city. Count how many bikes. The first person to email mail@rdc.govt.nz with the correct answer will win two complimentary tickets to a Civic Theatre show of your choice, kindly donated by Events & Venues Rotorua. Ensure you add your full contact details to your email. Council Transport Safety and Sustainability Coordinator Nikki Carling says “Bike Wise is all about keeping cyclists safe and growing Rotorua’s reputation as New Zealand’s number one cycling destination.”

On your bike, 14 Feb

Not only is it Valentine’s Day, it’s also the start of Rotorua’s Bike Festival. But in true Rotorua style, we are doing our ‘Go By Bike’ not on the 12th like the rest of New Zealand, but on the 14th to coincide with the festival. City workers are being encouraged to bike to work. Mountain Bike Rotorua Adventure Hub is inviting inner city workers to drop a business card off on their way to work to go into the draw to win an awesome MBR Psycho T-Shirt.

‘Biking the talk’

Rotorua X, deputy chair Anna Grayling is right behind Bike Wise month, on until 28 February. She’ll be biking to work every day. Anna is encouraging other inner city workers to give it ago. “Biking to work is not only great for fitness, it’s also therapeutic. Rotorua X is all about connecting future leaders. There is no membership fee. Networking events for young minded professionals are held throughout the year. The first 2014 event is Wednesday 19 February sponsored by Caci Clinic. Go on facebook/ Rotorua X to find out more.

New faces

Constable Peter Riordan has started his new role based in the City Focus building alongside Inner City Enterprises, Visitor Information and City Safe Guardians.

Manu Witeri has joined the City Safe Guardian Team. He previously worked with Watchdog Security for nearly 3 years so brings real skills and experience to this role.

Watch this space

Local artists have been invited to submit expressions of interest to create and install a large scale artwork on a prominent building in Rotorua’s central city on the intersection of Tutanekai and Pukuatua Streets. This building will be the first to get the treatment as part of the Inner City Revitalisation Strategy ‘City Wall’ project, with art reflecting Rotorua’s unique heritage and lakeside location. Deadline for submissions is 3pm Friday 14 February. To find out more contact Marc Spijkerbosch, Council Community Arts Officer on 07 351 8154 or visit creativerotorua.org.nz/opportunities/call-for-artists.

Cuba in Rotorua

The New Zealand Cuban Festival Community Week is on 24 February to 1 March, with colourful events at various inner city locations including City Focus, Arts Village, Eat Street, Night Market and Millennium Hotel. For more information email info@nzcubanfestival.co.nz or visit nzcubanfestival.co.nz

Two more sculptures for inner city

Two sculptures are kindly being loaned by renowned local artist Trevor Nathan to feature as part of the Living Sculpture trail. Feedback from locals and visitors has been overwhelming positive, saying they certainly add to the vibrancy of the inner city streetscape. This project also acknowledges the amazing creative talent living here in Rotorua. If you would like to loan or donate a sculpture contact Marc Spijkerbosch, Council Community Arts Officer on 07 351 8154.
**New inner city businesses**

New and innovative businesses profiled this month are:

1. **Service Skills Centre incorporating Fashion & Faces International** (Education) - 1250 Fenton St
2. **Foodies Bakery Café & Roast** 1260 – 1262 Eruera St
3. **Vitality for Life** (Health & Wellbeing) - 1185 Hinemoa St
4. **Kutz Pluz** (Hairdressing) - 1230 Eruera St

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**Car park building being automated**

By the end of this month, Pukuatua Street Car Park Building will be accessible 24/7 for reserved users at no extra cost. The cost for reserved parking is only $1215 a year or $3.30 per day. Currently, for inner city workers, a weekly concession card can be purchased for $4 per day ($20 for five days).

The new automated service also includes the following:

- Increased lighting in stairwells, inside car park levels 1 and 2, and flood lights on the roof-top
- Increased security surveillance with high res CCTV cameras on all floors, linked to security
- Access restricted to car park users only
- Easy access payment stations for casual users accepting cash and card payments
- Disabled parking close to lift access
- Increased visibility of car park building entrances

Motorbike parks and cycle racks are also being investigated.

Pukuatua Street Car Park Building is a very attractive parking option. If you would like to know more and secure a reserved park email mail@rdc.govt.nz or phone (07) 348 4199.

Portia McKenzie, Inner City Revitalisation Project Manager, Inner City Enterprises.

* All areas still include Disabled, P15 and Loading Zone spaces.

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**Map Key:**

- **P120 ZONE.** Free parking, maximum two hours*
- **MIXED PARKING.** Longer term paid and free parking*

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**Heart of the City NEWS - February 2014**

rotoruanz.com
New inner city businesses

Service Skills Centre profile

Why did I set up this business?
Having worked in human resources and been disappointed having to turn away young people from career opportunities due to their lack of understanding in what was needed to secure a position, I was determined to go back to study and get the necessary qualifications to assist young people to better prepare for their careers.

In July last year the opportunity to take over Fashion and Faces, a private training organisation was presented. The chance to really put some of my ideas into action and to make the most of my psychology, human resources, secondary teaching and career counseling study was too compelling to let go.

What services are on offer?
Service Skills Centre has a diverse offering including training courses, beauty and hair services, boutique retail, Work Link and HR Consulting. Work Link provides tailored solutions at set cost for employers (no, it’s not a recruiting company). There’s a real need to link the education and training sector with employment and business.

What is the end goal?
Rotorua is a great place to live. We are so fortunate to have what is on offer from the landscape around us. Offering great service and manaakitanga is important for the future of Rotorua residents and I am looking forward to applying work, development, research and experimentation from the rest of the world to assist in developing our service, and growing the success of all in Rotorua.

Burnadette Payne, Centre Manager, Service Skills Centre incorporating Fashion & Faces International

Thriving in the heart of the city - Be Rude Not To!

Why did you set up your café in the inner city?
We wanted to bring a fresh presence and help lift perceptions from negative media that the city was getting. We love Rotorua and we wanted to do something about it. We really enjoy our location and being back in the inner city. There are plenty of growth opportunities ready to be realised.

What’s behind the name ‘Be Rude Not To’?
The name comes from one of Rotorua’s mountain bike tracks. We wanted to be part of Rotorua’s amazing mountain bike offering and create a new ‘culture’ for Rotorua that would encourage more locals and tourists to eat in the inner city, by providing fresh quality gluten-free and allergy-safe food.

How has your business being going?
We’ve had an amazing response. Before we opened we asked potential customers what they were wanting. We have a strong facebook following and we simply followed their recommendations. We had LIKES before the doors opened. On our first day we were full by 1pm and we have been busy ever since.
The food we offer is another selling point and baking fresh muffins, cakes etc every morning has also been a huge win. We now have 15 full and part time staff and they are a great team of people.

What are your future plans?
We’ve always been a big supporter of local events and giving back to our community. So we are keen to work with other businesses and charitable groups to not only create a vibrant heart of the city but also a prosperous community.

Phil Swinton, Kryselle Swinton and Neil Antice ‘Be Rude Not To’ Cafe
Celebrating four years in business

Convenient Care Clinic at 1207 Pukuatua St is celebrating being in business for four years. The centre opened in 2010. It is a nurse-led clinic the only one in the inner city and is ACC registered. The clinic offers quality free care drop-in health services for:

- Minor issues, accidents and infections
- Regular health checks (including blood tests)
- Immunisations and Cervical smears

We have been successful in reducing the barriers many face in accessing health care.

Convenient Care is open to anyone including tourists. The clinic’s free health services are available Monday to Friday 9am – 4pm.

Louis Butler, Convenient Care Clinic

Falcons attract new visitors to the city

In December last year Rotorua Museum partnered with Wingspan, the National Bird of Prey Centre, in the first ever urban release of an endangered species, in New Zealand. Three kārearea (New Zealand falcon) chicks were raised in a nesting box on the roof of the Museum before being released on 2 January 2014. Since then a team of volunteers has been closely monitoring the young falcons as they learn to fend for themselves. The birds have been very visible around the Museum and the wider Government Gardens, with locals and visitors having the unique opportunity to get up close to these rare birds, view them in their nesting box via remote camera, and watch them as they learn to fly.

The release has been so successful that Wingspan has introduced a second clutch of two falcon chicks into the nesting box on the Museum roof. These birds were released early February, giving the public more opportunities to see these amazing endemic falcons, now a threatened species with less than 4,000 pairs left in the wild.

This project has attracted new local customers to the museum as well as visitors who have travelled especially from Auckland, New Plymouth and Lower Hutt.

To learn more about New Zealand falcons, Rotorua Museum has created a special display called On the Wing. Entry to Rotorua Museum is free for local residents with ID.

Anyone interested in volunteering to help monitor the birds, can call Julie Parsons on 07 351 7823 or email julie.parsons@rdc.govt.nz

Eat Streat helps More FM turn it on

More FM Rotorua was extremely proud to be major sponsors of the Bayleys National 7s held here in Rotorua last month. The proceedings started with fun and games on Eat Streat where all the team mascots provided the perfect setting. Eat Streat looks outstanding. This event will only get bigger next year and we look forward to all inner city businesses getting on board.

Irene Nottage, General Manager, MORE FM
Inner city success

Giddy up, Chinese New Year celebrations

The Rotorua Multicultural Council, in conjunction with the Rotorua Chinese Association, organised two events for locals to celebrate the Year of the Horse. A Chinese New Year’s Eve banquet was held at Chopsticks Chinese Restaurant, with new owner Andy Liu. The second event was at City Focus with Chinese entertainment, Tai-Chi demonstrations and free face painting. Multicultural Council Chinese volunteer, Waitsu Wu, said, “acknowledging ethnic groups on significant occasions like this is a great way to build community understanding and unity.”

Huge improvement achieved for Lake Rotorua

Work to improve water quality is undertaken by a partnership of Bay of Plenty Regional Council, Rotorua District Council and Te Arawa Lakes Trust. It’s pleasing to report that the Rotorua Te Arawa Lakes Programme is producing excellent results. Lake Rotorua has improved significantly due to in-lake interventions such as alum dosing and efforts by Lake Rotorua farmers to improve farm management practices. The Regional Council is working with the Lake Rotorua Stakeholder Advisory Group to progress the development of rules and an incentive scheme for pastoral land use in the Lake Rotorua catchment. To find out more visit rotorualakes.co.nz

Anna Grayling, Rotorua Lakes Business Manager, Bay of Plenty Regional Council

Bombs away

The Arts Village YARNBOMB Tree Project will soon see a tree decorated in bright coloured knitted and crocheted yarn, to cover the large tree on the corner of Hinemoa & Hinemaru Streets outside The Arts Village. Workshops were held on 30 and 31 January, and 1 February, with locals taking part. Further sessions are at the Library Live workshops on the 8 February and every Tuesday this month from 10am-2pm. All welcome – whether you are a beginner, advanced or have never knitted or crocheted before. With the help of tutors you can participate and contribute to this project. Thanks to funding from the Geyser Community Foundation. Look out for the YARNBOMB at Art in the Park under The Arts Village tent. The enthusiasm of our community has been amazing, and with the funding and energy of Miriam Ruberl, Luck Dowdney, Helene Barnes and many others, this project will have a successful result.

Annette Bates, Project Coordinator

Did you know?

Be rude not to treat your staff on Valentines Day

Be Rude Not To Café on Pukuatua Street is making freshly baked strawberry iced muffins along with other yummy Valentine’s Day treats.

Know your streets - Pukuatua Street

Pronounced phonetically as ‘Pork-koo-are-too-ah’. Pukuatua means ‘gifted land for the purposes of health, education and recreation.’

New Developments

The well known Clarke’s Bar at the Novotel Rotorua Lakeside is the latest of recent renovations at Rotorua’s premium international Hotel. Changes include interior redesign to incorporate fireside seating and elegant private booths, coupled with casual seating, to cater to the many and varied guests of the hotel. An elegant and practical colour palate has softened the popular meeting place, with the dark hardwood flooring complementing the existing high arch golden ceilings and the soft pile of the carpets, blending the lounge bar from a relaxed coffee location to a vibrant space for an evening cocktail or glass of wine.

Fraser McKenzie, General Manager, says, “We are so proud of the recent developments which further enhance our ability to provide the very highest level of accommodation and service to both our local customers and international guests”.

rotoruanz.com
Pop-up ideas for vacant stores

The temporary pop-up gallery in the old Wespac building on Hinemoa Street attracted thousands of visitors and many of the artworks on display were sold. The Inner City Focus Group is approaching all building owners, property managers and real estate agents to consider other pop-up concepts.

Do you have a pop-up idea or would like to do a pop-up in the inner city? Go to rdc.govt.nz, click on the SUBMIT button to access the online Inner City Ideas Bank.

Reaching out to Rotorua youth

Ten thousand Rotaz Youth Cards for 11-18 year olds will be released throughout February.

These free cards feature services young people can access for legal information, support and advice, health, transport, employment and training, places to chill out and other relevant assistance. There are also great discounts from many local outlets available with the card, including food, health, recreation and entertainment stores.

Rotorua District Youth Council is always looking for new local outlets to add to the discount section of the Rotaz Youth Card, to promote our local businesses to young people, and to encourage young people to visit and explore what our beautiful city has to offer.

If you’d like to add your business to the discount section, please contact Reade Nikora, Rotorua District Youth Councillor, on 07 351 8140 or email reade.nikora@rdc.govt.nz

Improving Excel skills in the workplace

We’re again offering the popular Microsoft 2007 and 2010 Excel training courses. These are fantastic courses with a limited number of spaces available (12). If you have employees who would benefit from receiving professional Excel training to improve their performance and efficiency, we can help:

- 14 Feb (Stage 1)
- 21 Feb (Stage 2)
- 28 Feb (Stage 3)

Contact me at kellie@talentid.co.nz

Kellie Hamlet, Director, Talent ID

Create your style

Are you stuck in a style rut and have no idea how to get out of it? The answer is:

**Style Guru**

get up, get dressed, look hot!

The next Create Your Style Workshop is on 13 February. This is your chance to develop your own style inspiration board and discover what you like and what you don’t like. At the end of the 90 minutes you will have the beginnings of your style story... just like a designer does for their latest collection.

Fun and interactive. An intimate group setting at the stylish and glamorous Regent of Rotorua. To find out more go to styleguru.co.nz.

Keep local talent here

The Rotorua Careers Expo (14 – 15 May 2014) is going to offer a big opportunity for high school and tertiary students, teachers, parents and adults to find out what exciting career opportunities are available in Rotorua now, and in the future. Rotorua is a great place to set up a thriving business or work for a leading company. We need inspiring and passionate businesses to participate and help promote the diversity of roles and pathways on offer. If you are interested, email marketing@rotoruanz.com or phone 07 348 4133.

Thought for the month

“The goal is to have customer service that is not just the best but legendary” - Sam Walton, Founder of Wal-Mart