

spring
09

eastgate | neighbourhood news

Dance Search 2009 Official Partner of The Body Festival

Officially part of The Body Festival, Dance Search 2009 is set to be Eastgate's biggest ever. The Body Festival has helped to make a great event even greater, with a full 2 week school holiday schedule, featuring free dance workshops, dance demonstrations and Dance Search 2009 as the 3 day grand finale event.

This year there is a whole new panel of judges, including Dancing with The Stars winner Samantha Hitchcock, CircoArts Ariel Head Tutor Alexandra Sim and local Latin Fire Dance Studio owner Donna Frost. Aaron Gilmore, also of Dancing with The Stars fame, will be hosting the event for the fourth year running.

Over the past four years the level of competition at Dance Search has increased markedly.

This year Eastgate expects that the competition is only going to get tougher as the event casts its net wider through promotion within The Body Festival programme. Entry enquiries for Dance Search started back in early August from as far as Wanaka!

And for those that want to be part of the action, but can't dance... The Body Festival is hosting 6 free workshops in the centre. They've got lessons suitable for all ages, from Hip Hop and Bollywood for the kids, through to Ceroc and Swing for Mum and Dad (aka the kids at heart!).



dance search: 09

30 Sep - 2 Oct, Body Festival Dance Workshops.

Tap, Line Dancing, Bollywood, Swing, Hip Hop, Ceroc, join in the fun for free. **12pm and 1.30pm daily.**

3 Oct - 4 Oct, Street Style Dance performances

Over 30 pupils perform hip hop dance moves. **11am and 1pm daily**

9 Oct - 10 Oct, Dance Search preliminary & semi finals

Celebrity host and judges, Peoples Choice Award and top talent vying for a finals spot. **11am and 1pm daily**

Sunday 11 Oct, Dance Search Grand Final

20 Grand Finalists battle it out for over \$3,000 in prizes! **11am only.**



New stores at Eastgate >

Change is underfoot at Eastgate with three new stores already open and two more opening by Christmas!

New hairdressing chain Hair Co. and beauty chain Beauty Co. will be opening in prime location next-door to Michael Hill in early November. Many shoppers may already be familiar with the chain's Westfield Riccarton branches.

"Eastgate struck us immediately as a great opportunity, it is definitely the main shopping hub for Christchurch's East and shoppers really need more hair and beauty services in the centre", said Joseph Brooks, managing director of Hair Co.

Hair Co follows successful leasing of another four stores at Eastgate, including variety discount retailer 123 Mart and home and giftware retailer Max!Out. It will be the first store for Max!Out in the South Island, they will be opening in the former Civic Video site next door to Westpac.

Flowers are back at Eastgate with Garden City Florist making a colourful and bright impression in a kiosk at the centre's main entrance. Whilst Divine Cakes & Desserts have relocated into a fabulous new store at the centre's main entrance area opposite Wendys ice-creams. They now boast a much expanded product selection, including their delicious new gelato available in a range of flavours from lemon to pistachio.



the supermarket, pick-up some fresh bread or a coffee, grab that last minute fashion piece for a party that night and buy the gift at the same time", said Sarah Girvan, Eastgate Marketing Manager.

With over 1,300 carparks and 70 stores, including The Warehouse, Countdown, Farmers and Number 1 Shoes, Eastgate is the easy shopping choice for Christchurch's East.



After a brief closure for refurbishment Brumby's has re-opened with a new franchisee and some fantastic new deals. It's the second Brumby's store for owners Megan and Chris (pictured above right) who also have the Barrington branch, "We're really impressed with how things have been going at Eastgate, the customers and other retailers are all so friendly, the centre has a great vibe to it", said Megan.

Customer feedback has played a large role in choosing new stores at Eastgate, "Customer feedback has helped us to identify what our shoppers like and don't like about the centre. Our shoppers see Eastgate as a service hub, we are an easy destination where they can drop in to

Get in Shape...and you could get new Wheels!

We thought that Configure Express' latest promotion was so great that we wanted to tell you all about it.



If looking great in a bikini this summer wasn't motivation enough, Configure Express have thrown in the chance to win a brand new sparkling red Ford Fiesta valued at \$24,495! Anyone that joins between now and Friday 18th December will go in the draw to win.

It's Great to Live Here! ➤

Over September The Hagley Ferrymead Community Board ran a community shop at Eastgate.

The goal of the community shop was to showcase the breadth of local community groups and organisations that provide services in Linwood and surrounding suburbs, such as:

- physical recreation and sport, and
- events for families, young people and other groups
- youth services, programmes and activities available
- healthy living
- budgeting
- arts and craft groups
- a variety of training programmes for all ages
- different types of support to individuals and families that include counselling, mentoring, personal development and parenting

"It was a great opportunity for face to face time with our locals, we want to ensure that we're providing services that are of value to them. Many didn't realize the wide variety of free services available to them," said Catherine McDonald of the Christchurch City Council.

Representatives from community groups such as Our Youth Our Community, Creative Works, Avebury House Quilting Group, Linwood Resource Centre and Community and Public Health were onsite providing free advice and information.

"The 'It's Great To Live Here' store was welcome at Eastgate, we think it's extremely important to have a close relationship with our community organisations. Eastgate is the major meeting point for our community so it made sense", said Graeme Roberts, Eastgate Centre Manager.

It's Great to Live Here was proudly supported by the Christchurch City Council as part of its commitment to Strengthening Communities and by Eastgate Shopping Centre as their ongoing contribution to the life of the community.



This easy recipe has been provided by CDHB for you to enjoy!



Kedgeree

- 1 can tuna or smoked fish
- 2 cups cooked rice
- 1 onion, chopped
- 2 eggs, hard boiled
- Diced 1/2 Capsicum
- 3 Spring onions
- Handful of Snowpeas or beans

Break up fish.
Slice eggs or break eggs into mixture and stir through while heating.
Heat oil in a pot or frying pan,
Brown the onion and vegetables.
Add the rice, fish, and egg.
Heat and serve.

Variation:

Use fresh smoked fish, or cooked white fish.

What do you think of Eastgate Shopping Centre...

Renee 23 and Laura 19 from Burwood

How often do you visit Eastgate? At least once a month

What's your favourite store? We both like The Warehouse

What do you like about the centre? It's so easy to get around the centre and there is easy parking.



Doug Hunt from Burwood

How often do you visit Eastgate?

Every couple of weeks

What's your favourite store?

Farmers and the Warehouse

What do you like about the centre?

Easy to find your way around, good size and easy parking



Andrina Taukiri, 21 from Linwood

How often do you visit Eastgate?

Everyday

What's your favourite store?

Sushi Time

What do you like about the centre?

I like all the stores and the sales. Its convenient and easy to bring my children with me.

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eastgate | a word from the eastgate team >

It's been frantic at Eastgate, 2009 has seen us have to work harder than ever to keep the centre bustling. But now Spring is here, the birds are chirping and the blossom is out – recent media reports show signs that the economy is recovering and we are looking forward to more buoyant times going forward.

We are very excited to have several new stores opening over the next few months. I know myself and the other girls in the office are looking forward to regular visits to Hair & Beauty Co. especially! We are currently in discussions with another major national retailer for the former Meccano store, so fingers crossed an announcement will be released shortly.

It's heads down and you know what up between now and Christmas! Dance

Search is just around the corner on 9th, 10th and 11th October, then it's just a skip and a jump until Christmas decorations are up in the first week of November!

Lastly don't forget to check-out the Eastgate website www.eastgate.co.nz. We are adding new competitions, events and retailer specials and promotions to the site almost daily – checkout the monthly prize and register to receive our regular email-newsletters.

Keep safe and enjoy Spring.

Ka kite ano

Sarah Girvan
Marketing Manager



Linwood College has some up and coming young entrepreneurs!

On Friday 28th of August 75 Linwood College students pitched their inventions and business ideas to a group of five local business people. The 75 students were organised into 10 groups and had to come up with a new product and business plan as part of the SELL Program, a 3 day Year 10 Business Education programme run by Young Enterprise Trust.

Students not only invented a product, but they had to come up with a full business plan, including strategic, production, marketing and finance plans. The groups nominated managers for each department and a CEO who was responsible for communicating the company structure, vision and mission.

Creativity and innovativeness were the names of the day, with some completely 'out-side the square' ideas including; bluetooth mp3 players incorporated into watches and bracelets; a digitised hair colour changer; a handy talking camera that takes a picture of what you're wearing and provides you with instant style advice; and Monster Spray for kids to spray at night to scare away any bogeymen!

The winning team was Scorpion Headgear, whose product was an innovative integrated wireless headphone system. The headphones are integrated into a range of stylish hats and beanies, while also providing excellent sound quality.

"We invented a product which has wireless headphones in beanies and caps. Then after all of our marketing, finance and product design, we had to present our product to 5 local business people in a dragons den style judging system. As a team we thought that we had done incredibly well, and we were totally stoked when we gained first place. To any year 9 students that might get the opportunity to take this program next year, I strongly recommend it and I'm sure you'll have a blast", said Cam Malcolm Scorpion CEO.



Dianne Astle with Scorpion Headgear team members - Cam Malcolm, Sarah Calvin, Stephanie Harris, Latika Masih, Michael McCrath, Sonia McDonald, Erina Telford and Claudia Rowland.

Eastgate's Super Creative Kids!



For the first time Eastgate ran the 'Design your Dad as a Superhero' competition for Father's Day. The response was fantastic with at least 100 entrants.

Winner Milley Bergshoeff, aged 7 of Freeville School stood out immediately. She designed her Dad as a giant fairy, incorporating a photo of her dad, tensile, buttons, tin foil and even saved Easter egg wrappers. Milley's Dad is very proud of her entry, but was a bit surprised to see himself as a fairy, rather than the stereo-type Superman!

Although we were only going to choose one winner, the standard of the entries was so high and kids had gone to so much effort that we chose five runner ups, who each received a \$20 Eastgate voucher.

WIN WITH EASTGATE

Let us have your feedback on Eastgate and you'll go into the lucky prize draw to win one of five \$20 vouchers. Your feedback helps us to provide you with a better shopping experience.

What do you like about Eastgate?

What don't you like about Eastgate?

Where have you seen Eastgate advertised?

Name:

Address:

Suburb:

Email:

Contact Phone number:

Tick this box if you would NOT like to receive any information or promotional offers from Eastgate Shopping Centre.



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