

## ECONOMIC REVITALISATION *portfolio*

The aim of this category is to remove earthquake related barriers to Canterbury having a vibrant and sustainable economy that provides ongoing employment. The Trustees are looking to focus on small to medium size businesses with less than 50 staff. The Trust will provide support through existing organisations which support businesses.

Economic Revitalisation grants 2011/12			<b>\$4.69 million</b>
Recipient	Purpose	Amount	Note
Re:START the Heart	A loan to establish Re:START mall.	\$3,368,523	-
Westpac Business and Community Hub	To ensure non-profit organisations have access to Westpac Business Hub	\$1,000,000	-
Waimakariri District Council	To provide public amenities at the temporary business accommodation in Kaiapoi and Rangiora.	Up to \$200,000	-
Canterbury Business Association Incorporated	To assist ethnic businesses through the recovery.	\$120,000	-

### Ethnic Business Recovery Network \$120,000

The Ethnic Business Recovery Project offers training and mentoring to quake-hit ethnic businesses in Canterbury. Established in November 2011 by the Canterbury Business Association (CBA), it addresses the particular challenges ethnic businesses face, such as language and cultural barriers, in returning to business after the earthquakes. The \$120,000 Appeal Trust funding enabled CBA to employ a project co-ordinator and assistant to run the recovery programmes, which included clinics and seminars where the business owners could get information and advice from CERA, Inland Revenue Department, insurance companies, and local Government representatives. Ethnic business people affected by the earthquakes can also be linked up with co-ordinators who speak their language and who can help them negotiate the insurance claim process and assist in developing marketing and business plans so they can apply to Recover Canterbury for funding. So far, 71 of the businesses that have participated in the programme have been referred on to Recover Canterbury. Unprecedented resource sharing and collaboration among Japanese, Chinese, African and Kiwi business has been a positive outcome of the project.

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## Re:START the Heart \$3,368,523 (loan)

The Christchurch Earthquake Appeal Trust provided an interest-free loan of \$3.37 million to the Restart the Heart Trust which represents the group of businesses collectively known as Re:START. Opening on 29 October 2011, Re:START enabled around 30 businesses – from well-known Christchurch shops such as Ballantynes, Scorpio Books and Johnson’s Grocery, to coffee makers and high-end fashion retailers – to get up and running again and make the most of the busy pre-Christmas shopping period. Re:START was the only retail outlet open for business in the inner city at that time. By setting up shop in colourful shipping containers in the inner city’s Cashel St, Re:START created a unique retail destination with a vibrant atmosphere. Free Wi Fi and regular street events and performances have helped to bring in the shoppers, providing a much-needed stimulus to inner city commerce.

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Shoppers and visitors say the hub gives them a sense of their city being reclaimed, and retailers say being part of the hub is a privilege and a much-needed boost to their confidence in the future. The containers are relocatable, so businesses can adapt and move according to the progress of the city rebuild.



An estimated 1 million people have visited the colourful retail mall made of relocatable shipping containers.



Appeal Trust funds helped Rangiora and Kaiapoi to keep people shopping locally.

## Temporary business hubs in Rangiora and Kaiapoi \$200,000

A vibrant CBD not only helps keep a town's economy buoyant, but also contributes to the vitality of community life. The post-earthquake loss and closure of several commercial buildings and facilities in Rangiora and Kaiapoi was a significant blow and permanent solutions looked to be a long way off. Displaced businesses needed to be able to start trading again as soon as possible and the Appeal Trust gave \$200,000 to the Waimakariri District Council towards the establishment of temporary retail hubs in both townships. The hubs opened in June 2012, with six businesses housed in temporary units in Rangiora (on the Council's front lawn) and one in Kaiapoi. The funding was used for public amenities including lighting, walkways, walkway covers, general signage, landscaping and the reinstatement of gardens and surfaces when the temporary accommodation is removed.

With the shops open for business and trading restored, the residents could once again enjoy the bustle and interaction of a revitalised township.



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