



Dear valued exhibitors in Australia and New Zealand,

After many, many months of discussions, a long held dream has finally become a reality; Home Ideas New Zealand and Home Ideas Australia are now one entity, under one management structure. There will be tangible benefits for exhibitors on both sides of the Tasman. For example...

Product Launches: Are you a New Zealand company wanting to showcase product in Australia? Or an Australian company wanting to showcase in New Zealand? Talk to us! With eleven centres on both sides of the Tasman, our reach is huge.

Website: The Australian and New Zealand websites are to be combined into one. The website will be upgraded to be more user friendly and promote links to exhibitors. Our traffic numbers are vast, so this is truly an exciting project and a major benefit to exhibitors.

Makeovers: All major Australian centres (with the exception of Sydney, the new centre) will be refurbished as soon as possible. Melbourne and Brisbane will be first within months from now. It is essential your products are showcased in an environment that inspires the visitor. This will be the brief to the designers engaged to enhance the look of the centres. In New Zealand, centre makeovers for Auckland and Wellington are complete, save for some tweaking, but the Christchurch centre is going to be enlarged, giving another 230m² of exhibition space with a foyer makeover also on the cards.

Architectural Marketing: An architectural marketing service whereby your products are taken directly to Architects and Designers by a team of Home Ideas representatives for subsequent specification in their projects is being trialled in New Zealand. If successful it will be rolled out to Australia.

Home Ideas Finance: Our goal is to have a finance division to assist in the purchase of exhibitors' products. All part of locking the visitor into exhibitors' products and avoid them straying.

Advertising: The combined size of the new group means we can realise a long held dream of regular television advertising. Home Ideas Media will be established to enable exhibitors to access television at affordable rates.

There is more, but it's still in the planning stages so the telling will have to wait.

I look forward to being of service in the years to come.

Yours sincerely

Colin Lowery
Managing Director
Home Ideas Group Ltd

10/10

10 Years
of
Inspiration
in Auckland



HOME IDEAS DEVELOPMENT

WHAT'S HAPPENING IN JUST A FEW OF OUR CENTRES.

BRISBANE

In conjunction with Resene, the centre manager Stephen Kemmis is working on a complete interior refurbishment of the Brisbane centre in contemporary colours. Brisbane television advertising commences soon with fresh new advertising material.

ADELAIDE

Television advertising starts soon. Look out for it.

MELBOURNE

A complete makeover is planned for the near future. Architects and designers will be engaged to give the Melbourne centre a new look. Melbourne radio advertising is currently on the air. Television advertising starts soon.

PERTH

Perth continues with its successful formula of shared corporate television advertising, and is talking to paint companies about giving the centre and its exhibitor facilities a contemporary look.

SYDNEY

The Sydney centre is now complete and stunning. Radio advertising starts soon. Complete your displays to gain the maximum benefit. The bookshop is fantastic and has huge stocks of architectural and home related books, some difficult to obtain elsewhere. Visit their website www.buildingbookshop.com for details.

AUCKLAND

We celebrated our 10th birthday recently. There was a great turnout for the celebratory party. Fantastic to see companies there that have not only been with Auckland from the start, but from the start of the company 20 years ago.

CHRISTCHURCH

The building of the new wing is now in progress. This will add another 230m² of display space and transform the look of the centre.

WELLINGTON

New entry doors have transformed the look of the foyer. Wellington now has new building owners so we may be able to improve our signage, which was a constant battle with the previous owner.



NEIGHBOURS

After a lot of planning and several delays, construction has begun on the building next door to the Auckland centre. Our new neighbours will include Plumbing World, stocking only their top of the range boutique lines. The bridge that will join our two buildings is currently under construction.



CHRISTCHURCH CONSTRUCTION

The floor has been laid for the new Christchurch extension that will add over 230m² of exhibition space to the centre.

The new extension will be quite stunning, featuring large windows and inspirational displays, with some key exhibitors already signed up for display space.

If you require representation in this state of the art extension in Christchurch, now is the time to register your interest as space is filling up fast.

BOOKSHOP

The bookshop at the Sydney centre is the largest specialist building and design bookshop in the southern hemisphere. It is a leading specialist source of the latest and best books on architecture, interior design, construction, landscapes, urban planning and much more.

Their website www.buildingbookshop.com is a prime resource for anyone looking for books or magazines in almost any field of the building industry, and they can ship purchases virtually anywhere in the world.



For more information visit their website or call them on (0061) 2 9304 4904

SEMINARS

Mal Corboy held the second of his highly successful free kitchen design seminars in Auckland recently. For designers and architects this offers a valuable opportunity to connect with people who are serious about building their home. If you are interested in hosting a seminar please contact the manager of your centre.

Meanwhile, our centres in Australia are showing their Kiwi counterparts the way to really host seminars, covering a diverse range of topics including "Building your new home", "Kitchen Design", "Landscape Design" and the Master Builders Assn., "Builders Registration Courses" and "Occupational Health and Safety" courses.

HAVE YOU CHANGED STAFF OR ADDRESS?

Keep Home Ideas in the loop with staff, location, and brochure changes etc.

Just drop us an email to the respective centres

UPDATE YOUR DISPLAY

If you have been exhibiting with us for a while you'll know that we are now entering our traditional down period. Numbers over the November and December months drop as people move from planning their projects to construction (with everyone wanting to be complete by Christmas).

This is a perfect time to work on your stand, updating products, touching up the paint, or even a complete refit.

TASMANIAN CENTRES WIN AWARDS

At the Tasmanian Housing Industry Awards night in October, the Hobart and Launceston Home Ideas Centres received an award for Customer Service within in the Tasmanian Building Industry. This is the second year in a row that they have been awarded a prize for their service to the industry, the first from the Master Builders Association and now the Housing Industry Association.

A job well done by the team of the Tasmanian Centres.

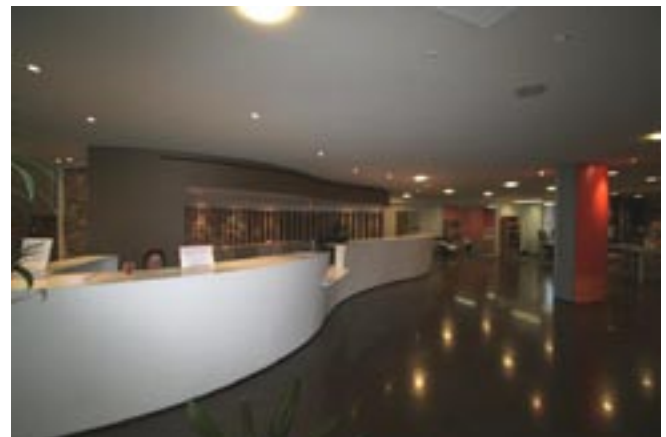
BIRTHDAY

October 26th saw the Auckland centre celebrate their tenth anniversary with a huge party for all their exhibitors. ↓



AND WHILE AUCKLAND CELEBRATES

its tenth birthday, the newest member of the Home Ideas family, the Sydney centre, continues to establish itself as the location for building information in New South Wales. We can't wait to see how the centre will look by its first birthday. →



LOCATIONS

Adelaide
Auckland
Brisbane
Christchurch
Geelong
Hobart
Launceston
Melbourne
Perth
Sydney
Wellington

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