

Paving the town black

by Vicki King

It's out with the red and in with the black as Auckland City prepares to upgrade its streets — but some residents are not impressed.

Auckland City has decided a standard black chip treatment is the way to go for most of the city's footpaths.

City councillor Penny Sefuiva says black chip will bring continuity to the area.

"It's such a dog's breakfast out there at the moment," she says.

Ponsonby resident Gerard Hill is disappointed at the council's decision.

"Red chip paths denote heritage areas of the city," says Hill. "They let you know that you're somewhere old and special."

Sefuiva says the council will not be "ripping up" red chip paths that are still in good condition, but is critical of the heritage argument.

She says the old footpaths have a thin layer of tar that does not stand up to traffic and tree roots.

"Frankly they were a cheap and nasty option that people objected to in the 70s," says Sefuiva.

"People got accustomed to them and now they like them."

"We need to get our heads above the gutter and start looking at other areas of urban design."

Sefuiva says the limited supply of red chip, which is only mined in the Hauraki Gulf Islands, is another factor in the council's decision.

"There's no guarantee that it's sustainable," she says. "Diminishing red chip stores mean mining can continue for another 20 years, but after that who knows?"

She says black chip is readily available from a wide range of sources and will be an effective background for features such as buildings, street trees and the volume of traffic, which all add to the character of an area.

Hill says on this count the council "may be partially correct" but maintains the decision is "short-sighted".

"We're losing the lovely," he says.



PHOTO: VICKI KING

WRONG PATH: Ponsonby's Gerard Hill will miss the red chip paths.

"I'm not opposed to new things, but they've got to be better. I regard the battle as being lost."

But an element of history will remain at ground level with granite kerbstones

being preserved where possible.

Eighteen million dollars will be spent this year on the footpath overhaul, with at least \$28 million per year invested for the next nine years.

Small guns to play big role at PIMA talks

by Dianna Vezich

Involving smaller Pacific media organisations is the aim of this year's Pacific Islands media conference.

Pacific Island Media Association chairman John Utanga says there is a large number of small Pacific Island media organisations in operation, especially in Auckland.

"We all know about *Tagata Pasifika* and *Niu FM*, but there are a lot of community-based Pacific media that don't really get a look," says Utanga.

The conference, now in its fifth year, will be held at AUT University on September 22-23.

Utanga says PIMA wants to pay respect to the "pioneer types" of Pacific media such as the *Samoana* newspaper in South Auckland and *Radio Samoa*.

"We're taking a bit more of a backward look and bringing everyone up to scratch," he says.

This is ironic since this year's conference theme is *Pasifika Media: Our Future*.

The theme was chosen as new, web-based, digital media will be widely discussed at the conference.

Utanga says Pacific Island people in the media need to learn to

What is PIMA?

PIMA was formed in 2001 by Pacific Island broadcasters, publishers, journalists and film makers.

Its aims to support Pacific Islands' media workers through training, advocacy and partnerships with organisations sharing its vision. AUT is a partner.

make the most of the internet, because it's cheaper to operate and reaches a broader audience.

The conference will feature an array of guest speakers from Journalism Training Organisation executive director Jim Tucker to Kalafi Moala, owner of Lali Media Group.

Moala will fly from his home in San Francisco to speak at the conference about his newspaper, *Taimi 'O Tonga*, which has previously been banned in Tonga.

His newspaper is now distributed in Tonga, New Zealand, Australia, and North America — the latter region having the fastest growing readership.

Associate Minister of Pacific Island Affairs Luamanuvao Winnie Laban will open the conference.

New market opens for designer shoppers

by Karen Tay

Newmarket's designer shopping mecca is not a baby High St.

Nuffield St is all grown-up and ready to take its place amongst the elite of boutique shopping experiences.

"This is not a deliberate attempt on High St. We think Nuffield St serves a different market and has a different purpose to High St," says Peter Tuck, development manager for Westfield New Zealand.

Tuck acknowledges, however, that many of the designer stores on Nuffield St would not have looked out of place on High St.

Retailers such as Trelise Cooper, Alannah Hill and Karen Millen are all regular Fashion Week names that form part of the pulling power of Nuffield St.

Even aspiring high-end retailers are choosing the street as the venue for their debut in the retail market.

Nzgirl, a popular website catering to young women, is one such shop. Its flagship store, a first foray into the retail clothing market, opened on the street less than three weeks ago.

"I think Newmarket has long

since surpassed High St. We didn't even consider High St as we didn't feel it offered the clientele and the ease of access it once did," says Nzgirl managing director Jenene Crossan.

Newmarket is right on bus and train routes, something that she says will be an attraction for time-strapped Aucklanders.

Liz Smith, marketing manager for Auckland's Heart of the City, says while Nuffield St is very modern, it is "just about shopping, and that's it".

She believes High St offers a far more "European" sort of experience that involves not only great shopping, but interesting bars, cafes and even a bit of jazz as easy listening for the weary shopper.

"People who shop do it everywhere. But High St offers a more cultural, complete shopping experience," says Smith.

Currently there are a few empty spots among the stores on High St, something which Smith ascribes to the normal "churn" of the retail world rather than the rising threat of Nuffield St.

Tuck is confident Nuffield St will continue to grow, and says high-end retailers like having their shops close together.



PHOTO: KAREN TAY

NEW HOME: Nzgirl's Jenene Crossan says Newmarket's Nuffield St offers far more to retailers than High St.

Customers who buy from one designer will often cross-shop and buy from another, similar designer.

Six Australian designers and American stores have come to New Zealand based on that concept, he says.

The other advantage is that there is paid parking available

for Nuffield St customers, unlike High St where parking is often scarce.

The new Sylvia Park development is on a completely different level to Nuffield St and will not affect its shopping experience at all, says Tuck.

"Sylvia Park is obviously a shopping mall whereas Nuffield

is very targeted," he says.

Although any shopping strip within the central city is good for Auckland as it adds to the city's growth, Smith says High St will never be replaced.

"Nuffield St doesn't have Vulcan Lane, the Chancery or interesting bars, cafes and people to watch," she says.