

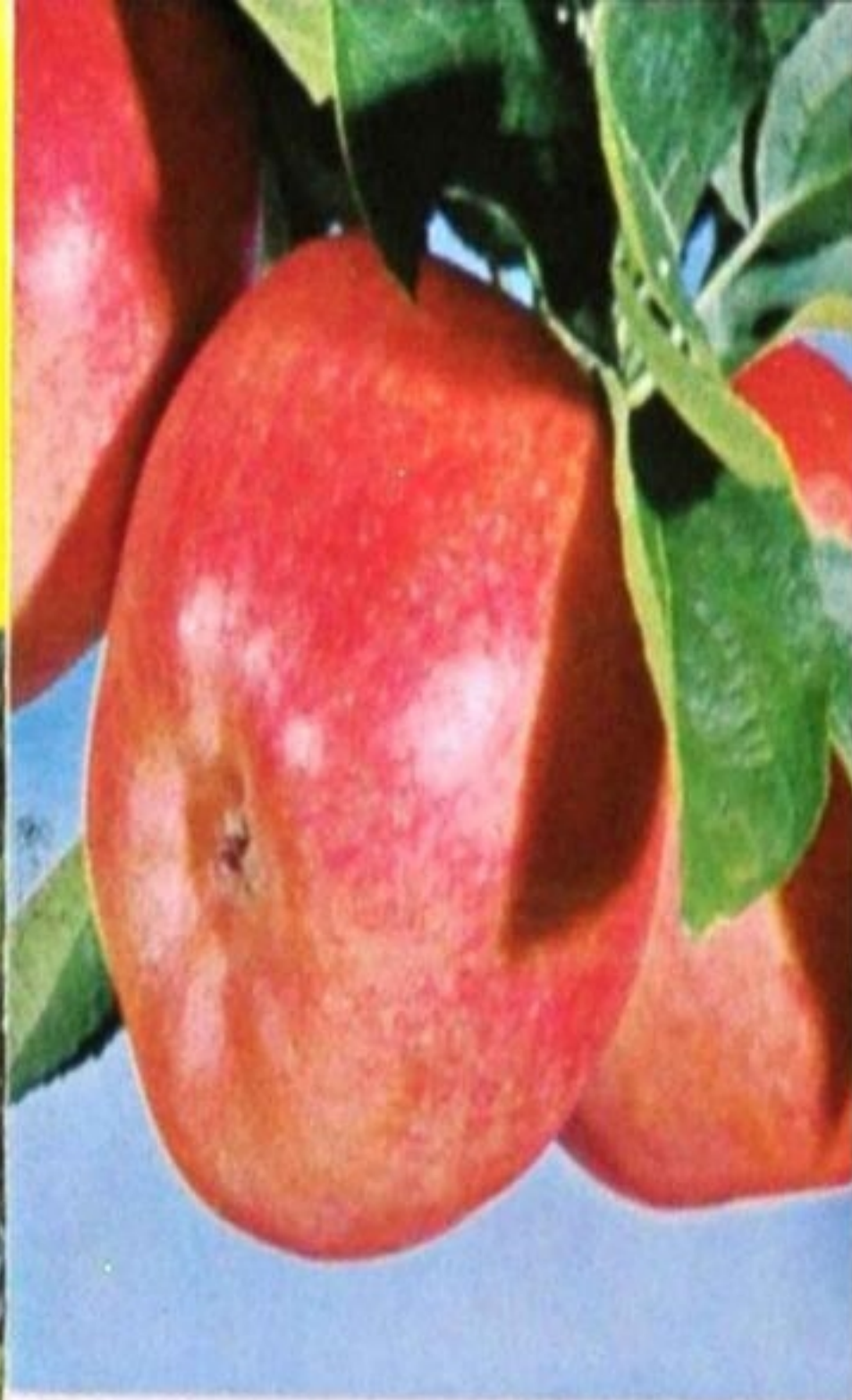
ENJOY yourself at — Hastings



ABOVE: Just a sample from the 3,000,000 bushels of fruit which, each year, help to fill the "Fruit Bowl of New Zealand"

BELOW: Oak Avenue, a mile-long tunnel of magnificent English Oaks, is a "must" for all visitors to Hastings.

LOWER RIGHT: The Hastings Memorial Library, with its striking mural by New Zealand's famous Peter McIntyre, provides cultural education for all sections of the community.



The Fruit Bowl of New Zealand

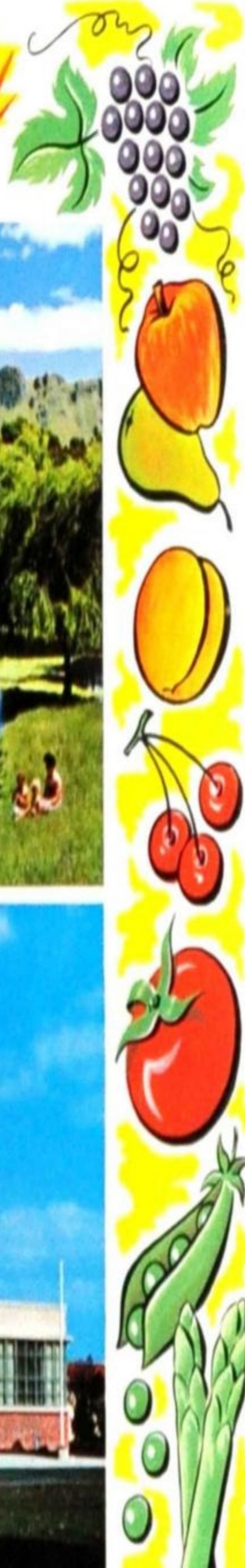
The 35,000 urban and rural population of Hastings enjoys all of the amenities that a modern city provides. The city derives most of its wealth from the land, and its future rests largely on the rich, black loam of the Heretaunga Plains which surround it.

Fruit and vegetable growing and the associated industries play a major part in the life of the people of Hastings where there is the largest fruit receiving depot in New Zealand. Over 400 registered orchards thrive within only a few miles of the city, producing annually some 3,000,000 bushel cases of apples, peaches, pears, plums and other fruits. So rich is the soil in this area that yields of over 2000 bushels of apples per acre are not uncommon.

In recent years, the cultivation of grapes for wine-making has increased to such an extent that, with an annual production of more than 600,000 gallons of assorted wines, Hawke's Bay has become the major wine district of New Zealand.

Much of the Heretaunga Plains is still used for fattening sheep and cattle and for dairy farming. The potential for further expansion of fruit and vegetable growing is limited only by the means of processing and marketing the produce.

Situated in the heart of this huge 'garden', Hastings cannot help but maintain its position as one of New Zealand's fastest growing communities. Its equable climate ensures its popularity as a residential area and all who live in or visit the city must surely see the aptness of its title - 'The fruit bowl of New Zealand'.



The fruit bowl of

NEW ZEALAND



There's plenty to see and do, in and around the City



The Hastings Blossom Festival, held early in September each year, is the leading festival of its type in the Dominion. Delightful Windsor Park - One of New Zealand's best appointed Motor Camps and venue of the annual Hastings Highland Games.



Hastings, as a holiday centre, is the ideal base. Apart from the recreational facilities within the city, pleasant drives on excellent roads offer a variety of enjoyment to satisfy all tastes - beaches, rivers, trout fishing, golf, tramping, deer stalking, or simply the peaceful countryside.

GLORIOUS CLIMATE

Hastings is renowned for its invigorating climate, having an abundance of warm, dry summer and crisp, clear winter days. Average annual hours of sunshine is among the highest in the Dominion.

PARKS & RESERVES

Excluding the 84-acre Racecourse, Hastings' residents can select for their recreation some 362 acres of parks and reserves. An added asset is the nearby A. & P. Society's Showground, recognized as one of the finest in the southern hemisphere.

CALL OF THE SEA

Although situated on the fertile Heretaunga Plains, Hastings is within but a few miles of the sea. Just 20 miles away by sealed road is Waimarama - one of the finest of New Zealand's East Coast beaches. Also, only six miles away, are the seaside resorts of Haumoana, Te Awanga and Clifton, the last being the base for the trip to the world famous Cape Kidnappers Gannet Sanctuary. Permission must be obtained for the trip to the Cape and, on account of the tides, it is advisable to keep rigidly to the recommended timetable.

SWIMMING BATHS

Plans have been prepared and approved for the development of an Aquatic Centre, including an Olympic Pool at Frimley Park, which is one of the beauty spots of Hastings. This park contains a wonderful collection of trees from many parts of the world.

HAVELOCK NORTH

This picturesque borough, one and a-half miles from Hastings City, is also the residential area of many Hastings business people. Beautiful homes and gardens on hill sites command wonderful views of Hastings and district.

TE MATA PEAK

Te Mata Peak (1285 feet) can be reached by car, and provides a glorious panoramic view of Hastings, the Heretaunga Plains, and Hawke's Bay generally. The Te Mata Trust cares for thousands of specially planted trees. The television station is sited here.

INDUSTRY

Authorities on town planning recommend that, for its size, Hastings should have at least 135 acres set aside for industry. Actually, there are 360 acres being used by the 175 factories which have an annual output value of many millions.

FOOD PROCESSING, QUICK FREEZE AND MEAT INDUSTRIES

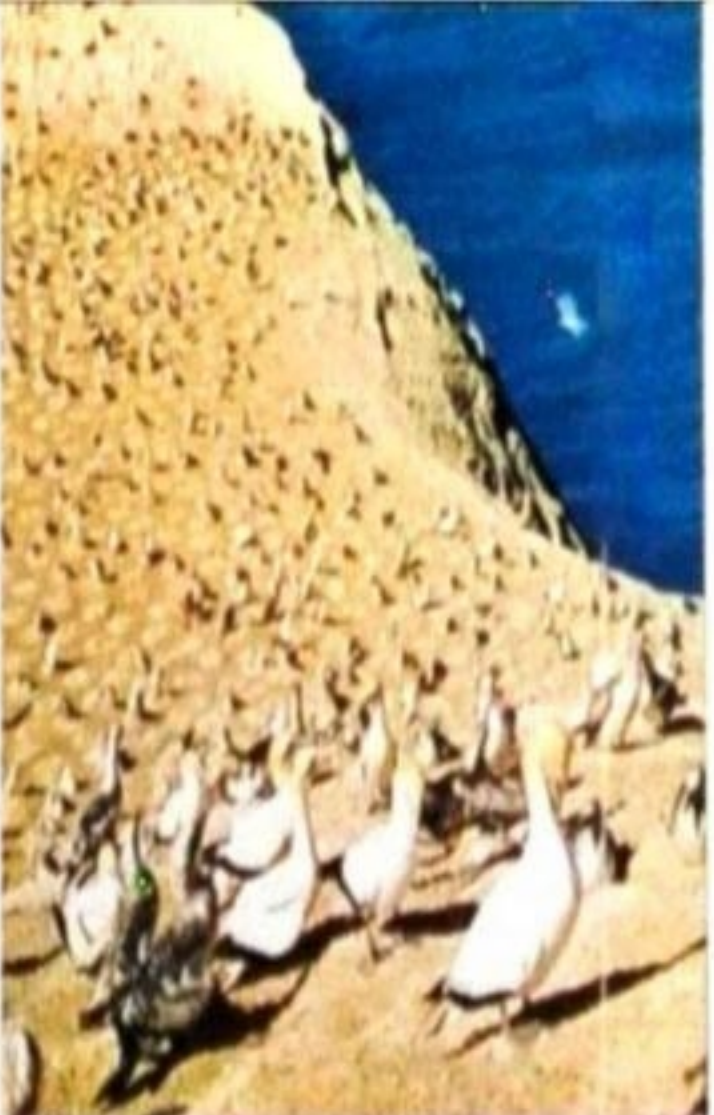
Situated in Hastings are three major food processing factories in which quick freeze operations are prominent. The expansion and development of these industries has had a great impact on the economy of the City and District. Also in the Hastings area are two freezing works - Tomoana and Whakatu - Between them they kill approximately 3,000,000 head of sheep and cattle annually.

OTHER INDUSTRIES

Other well known industries in Hastings include Bicycle and Motor Mower Manufacture, Aerial Mapping Operations, Brewing, Clothing Manufacturing, Wine Making, Furniture Manufacturing, Textiles, Wire and Concrete Products, Pottery, Honey, and Household Appliances. In addition, further suitable industrial land is now available through the recent expansion of the City boundaries, of some 850 acres of the Flaxmere area.

EDUCATIONAL FACILITIES

Hastings City and Havelock North are well served as far as Educational establishments are concerned, with four Boarding Schools, five non-residential High Schools, two Intermediate Schools and a large number of Primary Schools and Kindergartens.



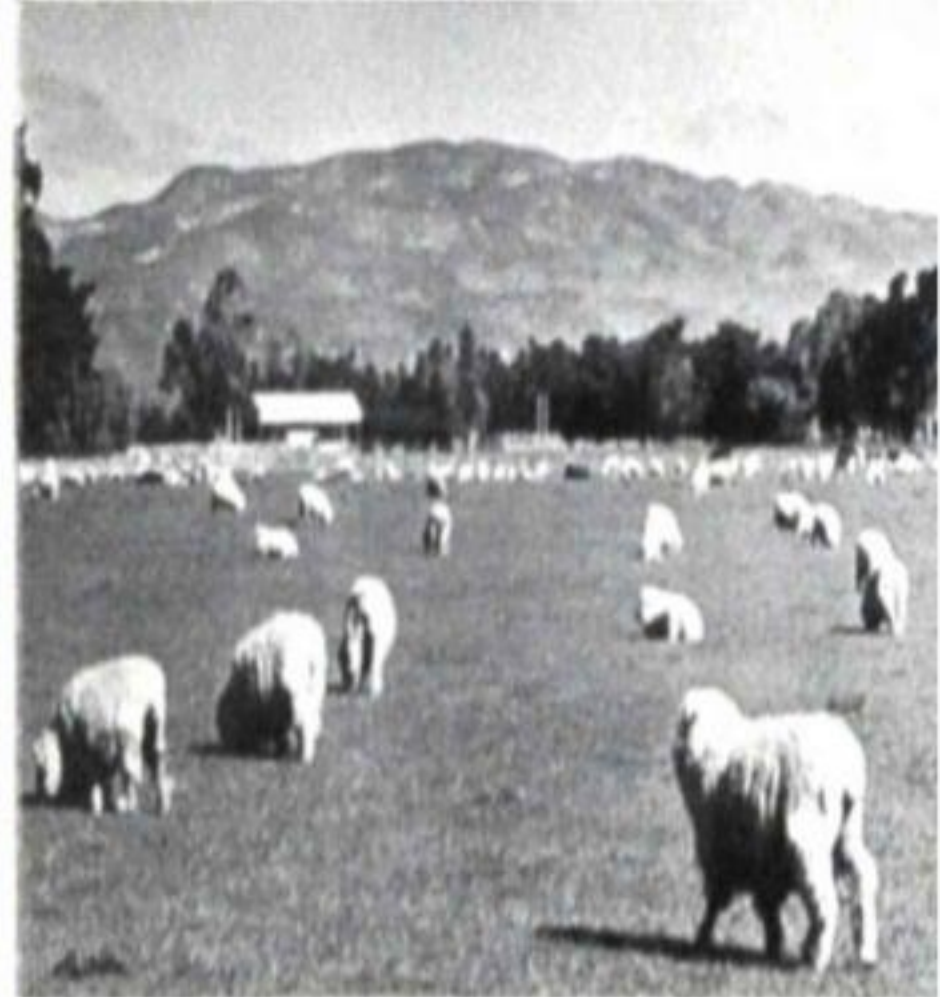
ABOVE: The Gannet Sanctuary at Cape Kidnappers is the only mainland Gannetry in the world. This colony of thousands of gannets attracts numerous visitors each year.

RIGHT: You can see New Zealand's unique flightless bird, the Kiwi, at nearby Greenmeadows.

LOWER RIGHT: Peach blossom in a nearby orchard adds a touch of delicate colour to this springtime scene.

BELOW: For the Sport of Kings, Hastings Racecourse offers unexcelled facilities for its fourteen race-days every year. This Racecourse serves both Hastings and its sister city of Napier.

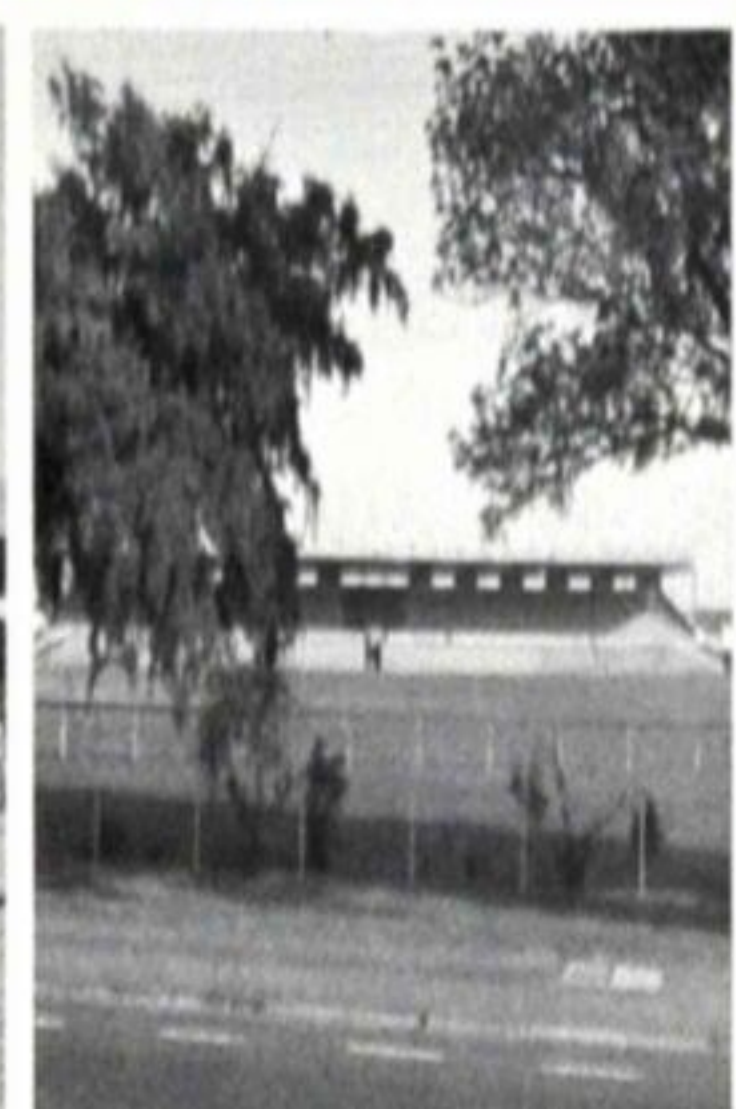
BOTTOM RIGHT: With undercover seating for 5500 people, and its modern facilities of club rooms, gymnasium and large recreation areas, the Grandstand at Nelson Park is one of New Zealand's best.



TOP: Sheep fattening pastures carry up to seven sheep per acre.

CENTRE: At Hastings' back door is Waimarama, one of the finest surf beaches in New Zealand.

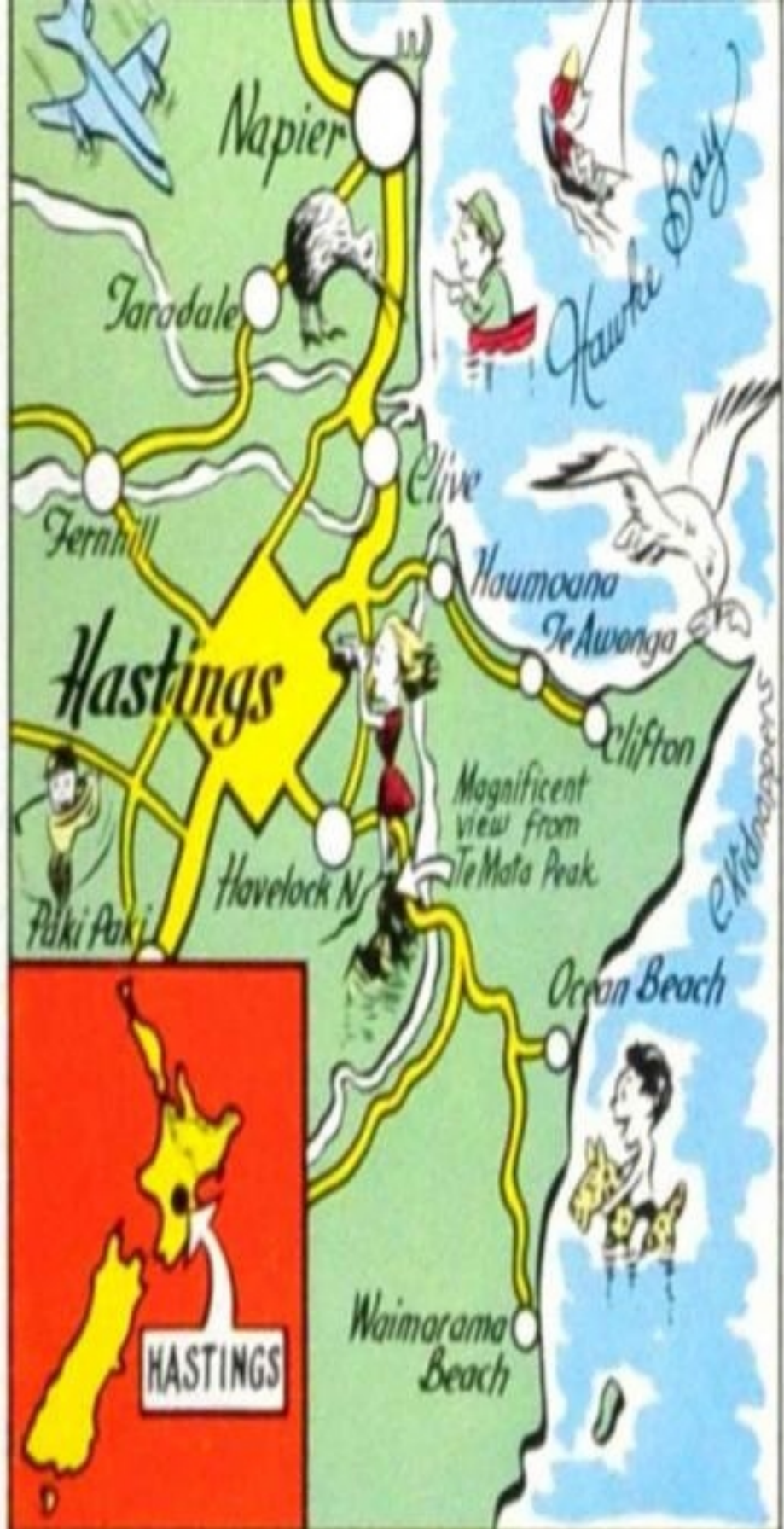
BELOW: Three of New Zealand's sub-four-minute milers, Peter Snell, Bill Baillie and John Davies, lead the Parade of Competitors at the Annual Hastings Highland Games.





Looking towards the Havelock hills, along Heretaunga Street, the main shopping centre of the City. The clock tower is strategically situated in the centre of the business area.

Cornwall Park is truly the chief beauty spot of Hastings. With its lawns, trees, lakes and gardens it is an all-the-year-round delight for visitors and residents alike.



Hastings, with a city population of 26,000, is one of the largest provincial cities in New Zealand. It is interesting to note that within the urban areas of the twin cities of Hastings and Napier and the rural district surrounding them there are approximately 85,000 people, making this the fifth most densely populated area of New Zealand.

Hastings is surrounded by some of the most fertile land in the world, producing outstanding yields of fruit and vegetables and providing almost unparalleled conditions for the fattening of live-stock.

Regular air, rail and road services connect the city with all main centres of the Dominion.

The Hastings Public Relations Officer will gladly supply any further information.