

Fourth Time For Toys and Tales

Toys and Tales, St Ives, win the Australia-wide Best Toy Retailer Award for an unprecedented fourth time.

This is a remarkable feat in it's own right but made even more so because it was only a few years ago that Toys and Tales burned down. They have won the award twice since.

"Surprised? Yes I am surprised," said owner Elizabeth. "It shows how loyal customers can be."

Toys and Tales have resisted the trend towards mass-market toys, preferring to stay with better quality toys that stimulate a child's imagination, creativity, playfulness, scientific interest and craft ability. Their decision has paid off and shown what parents really want for their children.

To be included in the awards, a retailer has to be nominated by a supplier. There is the usual 'mystery shopper' – a judge who visits the store unbeknown to the staff and judges from a list of criteria. The judges also talk to the suppliers and conduct various interviews.

Elizabeth believes it is their hard work and attitude that once again gave them the edge over the competition: "We're always trying to do something different and unique," she said. "We don't rest on our laurels."

It's often the little things that count and two simple things that Elizabeth does are gift-wrapping and ensuring that there is plenty of staff available on weekends, an obvious time for children's parties. "People are busy and often running late for a party. We make sure we have plenty of staff on hand and provide gift-wrapping to help them out," she said.

"We also like to give something back to the community," Elizabeth said referring to a partnership they have formed with Creative Kids, also at St Ives. Creative Kids provide learning programs for children. "We were looking to form a business alliance with like-minded people. We will be involved in co-op advertising, providing them with products, making our products available through them, parties; adding value to both companies," Elizabeth said.

Further ideas will evolve over time, however the basic idea was that two businesses with such passionate interest in child education should come together. Another example of Toys and Tales being proactive and unique.

Below: Elizabeth Milford, owner of Toys and Tales, St Ives.

WHAT'S NEW



Dayamaze Designs

Dayamaze Designs brings to Australia a collection of unique Judaica from artists in Israel; from the famous, to the unknown in the smallest of studios far away from any city.

We want to show the communities here and around the world that Israel has some amazing artistic talent coming from there.

Based in Sydney, Dayamaze Designs sell beautiful Judaica for your home or office or that special gift. Purchases can be made from their website: www.judaica.com.au.

Dayamaze also cater for the needs of the communities and offer a General Designs range, covering all budgets so that everyone can afford to have Judaica in their home or office.



Above: Darren and Yamit Zalezne with a collection of the beautiful Judaica they now sell.

Gift Ideas include:

- Engagements
- Weddings
- Bar/Bat Mitzvahs
- Brit Milah ("Bris")
- House warmings
- Birthdays
- Jewish Holidays

Darren Zelazne grew up in Killara, lived in Israel for the last few years, married an Israeli girl and recently returned to Sydney's North Shore.

He has a strong passion for design which is also his background. After seeing all the unique Judaica in Israel Darren decided to meet the designers himself and import their handmade work to Australia. Darren believes learning to speak Hebrew while living in Israel was a significant help in sourcing the most unique and brilliant Judaica but says his wife was the best help.

Dayamaze Designs will be at St Ives Shopping Village 19 - 23 March.

Long Lists, No Time, Kid's Hassling, Too Much To Do!

Does this sound like you? Well let us take the stress out of your life. Simply call the Concierge team at Village Concierge. It's that simple!

Imagine emailing your weekly shopping list, plans for a dinner party or a gift for someone special and having it taken care of. It can all be done as nothing is out of our reach.

We will go to the retailers of your choice, order, select from their fine produce and pack and deliver to your door with one account. You don't even have to leave the house.

Planning a dinner party or home entertaining? Let us know what you would like and we will work with our retailers at the Village, present everything on platters and deliver straight to your door.

Wanting something a little more special? Our resident Chef Quentin Herbert and his team will design a menu for you from finest produce from the Market Room retailers.

From weekly shopping to entertaining, the daunting task of managing that shopping list for whatever the reason or occasion can be made simple with one easy call to our team.

Let us know how we may help you and let us make your life just that little bit easier!

Village Concierge 1-300 731 232

Catering, Delivery Service, Grocery and Gift Shopping, Ticketmaster

WIN! [ticketmaster](#)

To celebrate the Village Concierge becoming agents for Ticketmaster, they are giving away a gift voucher to the value of \$150!

See page 29 for entry details.

Seven Wives

March/April Specials

In addition to our regular menu, we have the following specials at dinnertime Wednesday - Saturday:

Pastas & prime cuts at Seven Wives

Match your choice of linguine, pappardelle, spinach fettuccine or pumpkin ravioli with one of the following delicious sauces:

- traditional bolognaise
- mushrooms, roasted garlic, semi-dried tomatoes, white wine & cream
- chicken, chorizo & pesto
- fresh tomato, basil, black olives, roast vegetables & chilli

Any combination \$15.00

Your choice of grainfed angus rump, eye fillet, scotch or T-bone, all served with chips & salad or mash & mediterranean vegetables, red wine jus or green peppercorn sauce.

All \$25.00

Slice of our famous raspberry swirl cheesecake with any of the above \$5.00

All group bookings of 10 people or more will receive a \$75.00 gift voucher for their next school raffle, sport function or similar.

Remember, Seven Wives now offer a full range of catering services for all your private and corporate functions.

Seven Wives are located on the lower level of St Ives Shopping Village. For bookings or more information about their catering and function services please call 9983 1777.