

Centrestage

Keeping you up with the play in the Central City.

Contact: paul@ccba.co.nz ph: 379 9745 m: 021 2233 963

August 22nd 2010 CENTRAL CITY BUSINESS ASSOCIATION



'Charity muggers' face new disclosure laws

It seems that it's that time again when our streets are plagued with street collectors. We receive frequent complaints about these paid street fundraisers and their use of aggressive or deceitful tactics; refusal to listen to someone who doesn't want to stop; use of sarcasm and other negative language to make people feel guilty if they decline to stop.

Paid street fundraisers are sometimes known as chuggers because occasionally fundraising aggressive or invasive - chugger is a portmanteau word of 'charity' and 'mugger'.

The charity sector sees street fundraising as an invaluable method of raising brand awareness, and recruiting donors under the age of 35 who are "like gold-dust for a charity because they will give over a longer lifetime". But by employing chuggers who refuse to leave members of the public alone, charities can undermine the trust we all instinctively have in them.

Opinion polls suggest high levels of public hostility towards street fundraisers, with as many as 80 per cent of those interviewed being against them.

The professional collectors plaguing our streets will soon face strict controls from new disclosure laws. The bill passed its first reading in New Zealand's Parliament - with rare unanimous support of every MP.

It will force chuggers - and their employers - to disclose whether more than 20 per cent of the money collected will be retained by the company but if over 50 per cent, the exact percentage must be disclosed.

The new law has been introduced via a private members bill drafted by Amy Adams, a National Government MP. "Reports have said it isn't uncommon for professional telemarketing and street collecting firms to retain 75 per cent of what they collect, and even up to 90 per cent." The bill will apply to all professional collectors, but not charities who collect via volunteers.

Adams said some companies were making "significant profits" by passing on only a small percentage of the money collected. NZ's Consumer Affairs Minister Heather Roy supported the bill. "Amy Adams' bill attempts to improve the transparency of these transactions and ensure that people are aware of what happens to their donation," she said, adding it would eventually be absorbed into a strengthened Fair Trading Act.



Paul Lonsdale
Central City Manager
Business Association



Story Source: Inside Retailing & London Times

New Business PAST TENSE



Pictured: Staff member Holly



Past Tense: This new business on Lichfield Street highlights why the city retail scene will always be cooler than the suburban malls.

Individual, entrepreneurial and the willingness to take up any space that presents itself. Owner Bob Weatherford blends vintage clothing with new season samples essentially blending future trends with the past tense. Nice work.

Tram Extension Project - Update



Works in Poplar Street are progressing without issue and businesses have been impressed with the way they're being handled and how fast they're happening. Weekly site meetings have been reduced to fortnightly with the next meeting to be held on Thursday this week.

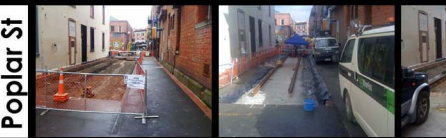
Similarly, no major issues have been experienced by the High Street businesses and the fortnightly meetings have been canceled until works start on the footpath area up to the business frontages.

& Hereford Street

Hereford Street upgrade is starting to take shape with some of the new curbing now in place and the ground being prepped for the paving work to start.

There was an issue last week highlighting the need for

suppliers to communicate with their customers when carrying out work. Rockgas completed upgrade work while the ground was opened up but caused as airlock in the gas line, leading to a disruption in gas supply.



Poplar St



Hereford St

