

Centrestage

Keeping you up with the play in Central City

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CENTRAL CITY BUSINESS ASSOCIATION



CCBA
CHRISTCHURCH



What is Retail Therapy?

Retail therapy is shopping with the primary purpose of improving the shopper's mood or disposition. It is used by people during periods of depression or transition and is normally short-lived. Items bought during retail therapy are sometimes referred to as "comfort buys".

Retail therapy first became a term in the 1980s. "We've become a nation measuring out our lives in shopping bags and nursing our psychic ills through retail therapy," - Chicago Herald Tribune, Christmas Eve 1986. "We've become a nation measuring out our lives in shopping bags and nursing our psychic ills through retail therapy."

In 2001 the European Union conducted a study finding 33% of shoppers surveyed had a "high level of addiction to rash or

unnecessary consumption". This was causing debt problems for many with the problem being particularly bad in Scottish young people.

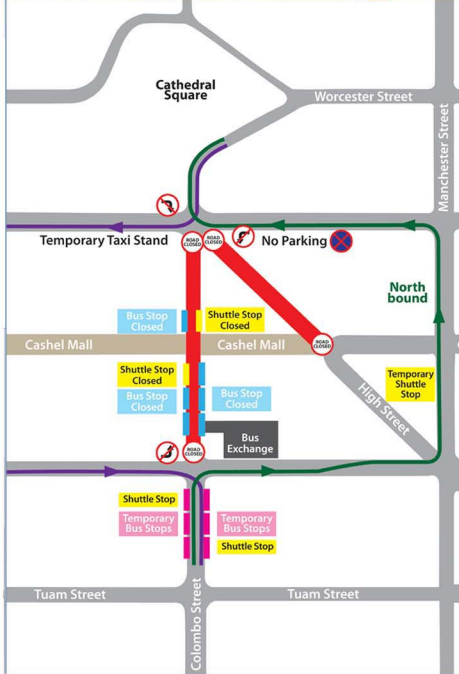
Researchers at Melbourne University have advocated its classification as a psychological disorder called oniomania or compulsive shopping disorder.

Retail therapy need not be a negative term. It can be a neutral term describing the pleasures of the total shopping experience, used to boost mood. Shopping to boost one's mood doesn't necessarily involve rash or inadvisable purchases. Retailers may view the entertainment aspect of their stores as a means of increasing store traffic, so some customers make purchases but not necessarily inappropriate ones.

Retail addiction or shopping addiction should be considered a separate and serious problem. The term "therapy" by definition implies a treatment for a problem (here, depression or stress), not a problem itself. Retail therapy may be the wrong treatment in many cases, but it is not, by definition, dangerous or problematic.



Paul Lonsdale
Central City Manager
Business Association



Easter Road closure

Colombo Street will be closed between Hereford and Lichfield streets over Easter 2009 to allow tram tracks to be laid along Cashel Street where it crosses Colombo Street.

The road closure will come into effect from 7pm on Thursday, 9 April and last until 5.30am on Tuesday, 14 April.

Tram tracks are being laid along Cashel Street as part of Project City Mall. Project Director Sean Whitaker says closing Colombo Street between Hereford and Lichfield streets over a four-day period is the most efficient method of work.

"The alternative would be to keep one lane of traffic open at all times while work was carried out over several weeks, still causing disruption to road users, bus passengers and retailers over a longer period of time.

"The work will be carried out over the Easter holiday weekend to lessen the impact on the public and traffic," he says.

The construction crew will work two shifts a day during the closure to ensure the work is completed on time.

The Easter road closure will

include the temporary relocation of bus stops one block south, to both sides of Colombo Street between Lichfield and Tuam streets. All parking will be removed from this area to make way for the temporary stops for the duration of the road closure. Bus routes that would normally travel through the closed section of Colombo Street will be diverted along Lichfield, Manchester, Hereford and Durham streets.

"A full traffic management plan is being prepared to limit disruption and ensure safety on the surrounding roads," Mr Whitaker says.

Great Quotes

"Things turn out best for those who make the best of the way things turn out."

Jack Buck

Ellerslie International Flower Show

Ellerslie was a phenomenal success with more than 78,400 visitors to the show. While there were issues with traffic management and queues at the event, these are being addressed by the management team during the next few weeks as part of a series of debriefs to ensure we offer an even better visitor experience in 2010.

Overall, there were many accolades for the event from the many visitors who thoroughly enjoyed the experience to the panel of international judges who rated the quality of the exhibition gardens, the venue and the event as equal to other international garden shows.