

# Centrestage

Keeping you up with the play in Central City

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**CCBA**  
CHRISTCHURCH

CENTRAL CITY BUSINESS ASSOCIATION

## Work begins on tram extension

Christchurch City Council is wasting no time getting the city ready for the Rugby World Cup in 2011 with work starting on the tram extension route. The temporary paves are being lifted in City Mall, High Street, to make way for the new rails as part of the tram extension.

The city council approved the extension of the tram route on 30 June 2009 and included funding for project in its Long Term Council

Community Plan 2009-19. The first stage of the extension to the corner of High and Tuam Streets, is to be completed in time for the Rugby World Cup 2011.

There is a lot of work to do prior the World Cup and I am pleased to see the council taking a proactive stance, starting work early in the new year. We want our city to be looking its best for all the tourists coming for the event.

Laying the rails along High Street will also complete the City Mall works that started in August 2007.



Paul Lonsdale  
Central City Manager  
Business Association

## World Buskers Festival

Entertaining the streets of Christchurch for the last 16 years, the World Buskers Festival (WBF) has grown from strength to strength. It is now the largest street performance festival in Australasia,

heralded by many as 'one of the best' street performance festivals in the world.

The WBF provides Christchurch audiences with 10 days and nights of organised

pandemonium, non-stop chaos and uncontrollable laughter – transforming the central city into a hub of fun, frantic and fantastic activity, entertainment and excitement. A wonderful festival for the central city.



**Uli Schwabe** playing a custom electric violin. Uli is also a violin maker and has made violins for Nigel Kennedy



**Dub FX** battles the down poor Friday 22nd at Flour



**The Eastern Band** at Flour Power in City Mall



Massive crowd in City Mall to watch **Dub FX** last Friday

## Trends Matter

Following on from last week are some trends to look out for. Many may not seem like they are connected with direct marketing but they are important to understand, as that is how consumers will interact with brands and each other in coming years.

### 3. SOCIAL MEDIA STOREFRONTS

Most retail brands have a social media presence on one or more of the major social media sites. They typically use these social destinations to push news, offer customer service or otherwise engage their customers/fans in conversation. To date, social media e-commerce from these brands has been extremely limited, but may grow very quickly as marketers realize the potential of not only reaching, but also selling to, consumers where they are spending more and more of their time. Facebook and Twitter are likely to be the initial proving grounds for

these types of efforts. Recent usage data shows that Facebook's 300 million users spend a combined 8 billion minutes per day on the site, which has potential to make it one of the biggest shopping destinations ever.

### 4. MOBILE CONTACTLESS PAYMENT

Contactless payment (via a linked credit card) has been around in one form or another for around 15 years – think of

those key chain fobs that Shell and Mobile introduced, allowing customers to keep their wallets in their pockets when paying at the pump. The technology is made possible by a Radio Frequency Identification (RFID) device implanted in a credit card or payment device. Now, the next evolution of contactless payment is rapidly approaching in the form of mobile contactless payment, which will use

NearField Communication (NFC) technology to complete payment transactions. That's right, your mobile device can now pay for your many purchases and may be one step away from completely replacing your wallet (at least your wallet's role as a cash and credit card storage device). The only real hold up is getting cell-phone equipment makers to build units enabled with NFC technology.