



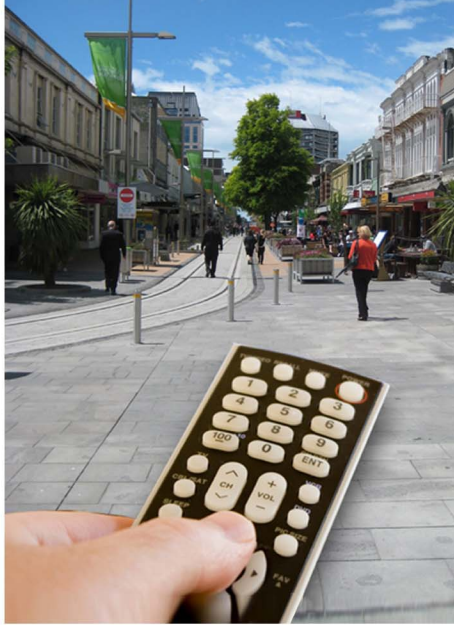
Centrestage

Keeping you up with the play in the Central City.

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Take Control in Retail



Many of us in business concern ourselves with issues we have little or no control over; speculating and second-guessing matters that are out of our control. We overly concern ourselves with topics such as perceived competitor activity when in fact we can't do a lot about it, other than be the best we can.

The hallmark of a 'fit' elite business is its ability to control what it can and set itself up for success by being the best it can. Fit retailers concentrate on what they can do, rather than what they can't.

They differentiate themselves and prove their worthiness by controlling all the aspects of business they have control over.

Here in the city we concern ourselves with competition from suburban shopping centres and the fact they have free customer parking. Suburban centres are here, they have free parking and we cannot change that but we need to step up and compete effectively by taking control over the things we can.

As retailers, what can we do to give us possession of the ball and do what we can to win the game? We know parking is a major issue - possibly the main obstacle for customers. So, consider validating your customers' parking and think about how we can provide consistent operating hours.



Paul Lonsdale
Central City Manager
Business Association

Source: The Retail Doctor

Valleygirl



Valley Girl opened a temporary outlet store in the ex-Sony store, Cashel Street City Mall. I have been told they will monitor the performance of the shop and if all goes well they may consider opening a permanent branch here in the city centre.

The Four Creative Forces

The first creative force is **your thoughts**, how you feel, your words and deeds. Every thought you have will have a consequence. Every external result is a reflection of your thoughts and every habit you have started simply as a thought.

The second creative force is **your actions**; Everything we do produces a result.

The third creative force is **your words**. We forget that words are powerful, because if you call something a tragedy, that will frame how you respond and if you use poor language with your team-mates and customers; words that are less than leadership language, it will

The fourth force is **your actions**; Everything we do produces a result.

show where you stand with those people.

What I encourage you to do is write down those four creative forces then evaluate yourself from one to 10 (one being mediocre, 10 being world class) and have a good look at where you are. As you get those forces to a higher level you will find everything in your professional and personal life will change with them.

Source: Robin Sharma



Looking down Oxford Tce on Monday Friday

New Tram Route to be ready for RWC 2011

Our Council is wasting no time getting started on the tram extension route, due to be completed by the Rugby World Cup 2011.

Many city businesses are excited by the prospect of

of this newly extended route because they know it will bring over 270,000 passengers past their businesses each year. It tight economic times these extra people will be welcomed by the business community.

Tram Facts

- Passengers - 271,000 p.a.
- 75% board in the Square.
- Over 35% use the tram ticket over two days.
- Well over 50% climb on and off throughout the tram route.