



Centrestage

Keeping you up with the play in the Central City.

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whakaaria – A success story

Nikora Nitro established Nitro & Associates in 2004, offering Maori performing arts, products and services. The doors of whakaaria opened in August 2008 in High Street, with something uniquely Maori for all. Whakaaria is a Maori retail gallery providing Maori inspired artworks, photographs, gifts and clothing as well as haka DVDs, Maori music and jewellery.

The first year of retail business was a massive learning curve for Nikora and is testament to the old saying, location, location, location. This does not mean that High Street is not a

good place to do business, quite the opposite, but finding the right location for your type of business is very important. Nikora struggled to make the business work in this location and eventually closed the doors at the end of his first year. However, not letting this stand in the way of realising his dream, he has not only reopened in Cathedral Junction but expanded the business, cultivating and training young Maori performers.

Many of you will have seen the performing arts group in City Mall and Cathedral Square since November last year, adding colour and culture to our city streets. These shows have been hugely successful and popular.

It is great to see business determination paying off highlighting that if you have a good product and it's not working, you need look at all aspects of the business before giving up.



Paul Lonsdale
Central City Manager
Business Association



Toi Toi has Expanded

In the Triangle Centre, High Street, City Mall, is a shop specialising in Kiwiana called Toi Toi. Owner Dee Dickson says about 60% of all products are New Zealand made, many by her husband in their Bromley factory.

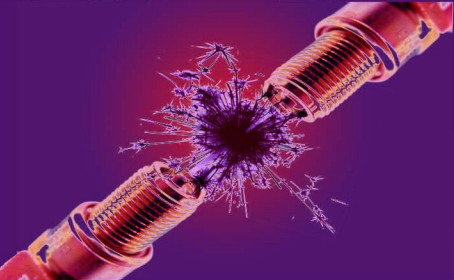
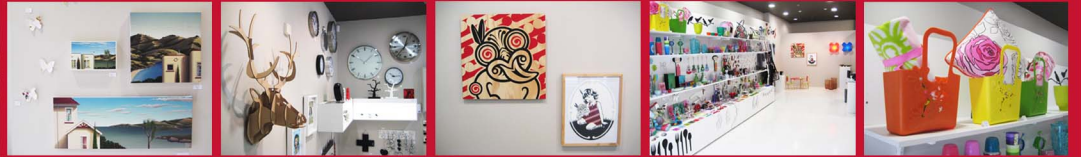
Dee is celebrating her first year in business and there

really is no better way to celebrate than to expand! She found that through the summer months and Christmas last year, business was so exceptional they struggled with the size of their store and welcomed the opportunity to expand.

Dee says Kiwiana is popular with locals and the tourists.

Work by well-known Kiwiana artists Lester Hall and Shane Hansen will feature in the newly expanded site and long-term Dee hopes to be able to support local up-and-coming talent.

If you have not had the pleasure of sifting through the cool Kiwi Ana gift products in Toi Toi, well now you have another reason to do so.



Managing resistance to change

Psychologists will show that people need to feel in control, included, and that there should be openness in any change process. It can take individuals up to two years to adjust to certain changes. The

question you need to ask is "What is the critical information people should have to create a shared need for change".

The key is to set big goals and communicate a vivid descrip-

tion that inspires an emotional response. Set short and long terms goals for achieving change. Target quick wins and visible signs to show you mean business, and have clear measures for success in place.