

Centrestage

Keeping you up with the play in Central City

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CCBA
CHRISTCHURCH

CENTRAL CITY BUSINESS ASSOCIATION

Opportunities of these uncertain times

I received great feedback from an article I placed in last weeks newsletter by Robin Sharma, one of the world's leading experts on leadership and personal development. I found this article by Robin which I thought was also very good and quite relevant to people and businesses.



Paul Lonsdale
Central City Manager
Business Association

"Time can tear down a building or destroy a woman's face. Hours are like diamonds, don't let them waste. Drink in your summer, gather your corn; The dreams of the night time will vanish by dawn"

*Keith Richards/ Mick Jagger

This is a time of deep change and a lot of people are very uncertain yet this is a great time to be alive, in business and a great time to be walking out in the world leading without a title.

What are some of the opportunities you should train your brain to focus on right now while the rest of the world is focusing on the negative?

The first opportunity and this may sound a bit obvious but there has never been a better time to be positive. Most people are in a state of acute panic, frustration and there minds and hearts are full of stress. This is a great time for you to stand out by being the most positive person in every meeting and in every room.

Secondly, it has never been so easy to create value for people. You know that success in

business and success in the world is all about creating value and helping the people around you to get to their mountain tops. What most business are doing right now is cutting back on value, services and resources. What you want to do is focus on more.

The third opportunity is if you are in an enterprise, there has never been a better time to find top talent and build a great team. You know a great team is how you build a great business and this the time to do that.

The other opportunity that comes to mind is to build a following. Right now many organisations are cutting back on advertising and marketing. This is the time to evangelise your message through old forms of media and new, like Twitter and MySpace and other new technologies.

Finally, another great opportunity is re-focusing on what is most important. Currently many people are very distracted. Remember the 80/20 rule: 80% of your results will come from 20% of the things you do. Pull back from the noise and ask yourself, "What are the things that are most important?" In your career, "What are the few things that will create the greatest results?" And in your personal life, "What are the few things you should do to give you the best results in these difficult times?"



Tram Extension to go ahead.

On Friday the Council voted in favour of going ahead with stage one and two of the proposed tram extension. Stage one is to be completed by 2011 in time for the World Cup Rugby.

This is a great result for our city, our tourism and the retail and entertainment precincts in central city.

We are very excited about this positive result and thank you all for your support.

City Safety initiatives working

A 36% drop in serious assaults on Saturday nights within Christchurch's central city during the last seven months is being attributed to new safety initiatives.

Christchurch Central Police Area Commander Inspector Derek Erasmus says the 36% drop is from 6pm Saturday to 7am Sunday - historically the busiest time for police in the central city.

During the same period - November 2008 to May 2009 - the police also recorded a 26% drop in calls for service at the time of the night when the Alcohol Accord one-way door is being enforced.

He says as a result of the reduction in serious assaults and the drop in calls for service, the police have been able to put more resources into other areas and deliver a better service to the wider community.

Christchurch Mayor Bob Parker says such outstanding results after only a few months are extremely encouraging.

"The Council has made a significant investment in safety initiatives and it is pleasing these are already having such a positive impact in the community. This is wonderful for the city, a positive impact in the community.

"The safety of our residents and that of visitors to Christchurch has always been a top priority and I'm sure these two initiatives, along with last month's introduction of 25 new crime prevention cameras, will only continue to make Christchurch a safer place."

Mr Parker says he is confident such positive results will help to improve the public's perception of safety in the central city and create a vibrant, prosperous and safe nighttime environment for everyone to enjoy.