



Centrestage

Keeping you up with the play in the Central City.

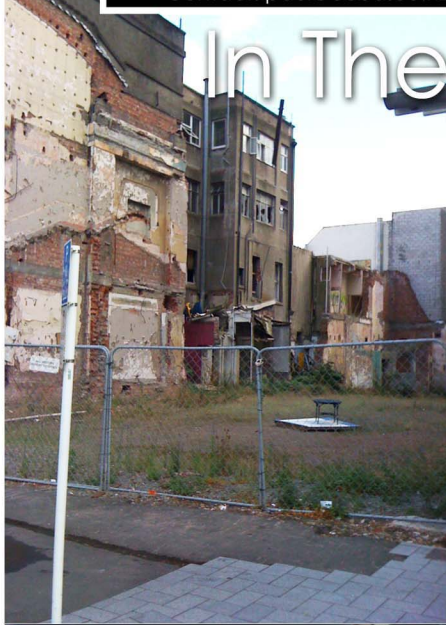
Contact: paul@ccba.co.nz ph: 379 9745 m: 021 2233 963

March 14th 2010




CENTRAL CITY BUSINESS ASSOCIATION

In The Heart Of Our City



Last week I talked about the suburban shopping centre sprawl and the negative affect it has had on the city. Suburban centres conservatively pull \$1.4 billion annually in retail spend and even a slice of that would greatly help struggling city businesses. Westfield alone is close to \$400 million for only 200 stores.

We have to ask ourselves how do we get some of that spend back in the city? How do we compete and why have they been so successful? It is purely retail management: these centres understand that their offer has to be finely tuned to what people want.



These places would probably not be so successful without central management because with it, centre hours are controlled based on what people want and expect. Retailers pay for free customer car parking, cleaning, security and myriad other essential costs through their OPEX (operational levies). They

also pay a marketing levy, which goes towards massive marketing aimed at enticing your customers.

City businesses shouldn't think of other city businesses as their competition but as their allies. Together we create an offer and working together we can fine tune our offer to compete with suburban centres. We have a bigger and more unique offer but without pooling resources, we will not compete effectively.

The past few years the CCBA has built a good foundation and with your input, we can go further. The Ambassador programme costs \$120,000 a year and without continued funding, it's in jeopardy. The programme has reduced antisocial behaviour in the central city dramatically, benefiting business. We have produced the City Map and Retail Directory which helps people find places therefore raises retail spend. We developed a website www.christchurchcity.org.nz, giving every business the opportunity to feature for free. We have worked with the Council to upgrade City Mall and bring the tram project to fruition for the Rugby World Cup. These are just a few of the things that have already improved the environment.

Hard work and consistency will win in the end. Our funds are finite and without a long-term funding solution, we are at risk. City issues are not just a Council problem but ours too. Do we commit to working towards a better future? We need to look at what we can do to get ourselves into a better long-term position.

I welcome your input.



Paul Lonsdale
Central City Manager
Business Association

True?

A bookstore is one of the only pieces of evidence we have that people are still thinking.

I am so busy doing nothing... that the idea of doing anything - which as you know, always leads to something - cuts into the nothing and then forces me to have to drop everything.

Where lipstick is concerned, the important thing is not color, but to accept God's final word on where your lips end.

It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper.

Jerry Seinfeld

Pulling Up The Shades

Shades property owner Nick Hunt is wasting no time pulling Shades Arcade up to standard by breathing some long over due life into the once iconic arcade. Even at this early stage in the redevelopment, you can see the vision appearing.

If you haven't been through there in a while you should make the effort and take a look.

