

Project City Mall - Weekly Business Site Meetings:

Cashel Mall Businesses - Every Wed 9am @ In Italia Cafe, Guthrey Centre
High Street Businesses - Every Thurs 9am @ Starbucks, Cashel Street City Mall

Centrestage

Keeping you up with the play in the Central City.

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August 10th 2008

CENTRAL CITY BUSINESS ASSOCIATION



CCBA
CHRISTCHURCH

CCBA Mid-Week Ski Special

As a CCBA member, you receive 25% off day passes and on mountain packages mid week!
Offer extends from Mon 11th - Fri 29th August
Email guy@skiporters.co.nz to register, then see customer services on the hill to redeem your discount.
Great winter skiing with easy access!

PORTERS
CHRISTCHURCH - NEW ZEALAND

Hi everyone,

I have just arrived back from Singapore and Phuket from my annual leave and it is great to be back. We have a very special place here in New Zealand but it sometimes can be hard to see when you live in it day in, day out. It sometimes takes time away to make you realise how great our own city is.

It is easy to focus on the negatives but we should all take a fresh look at our surroundings and see it for what it is and promote it - because it is worth promoting.

One thing that I found while away was the people in places I visited they really knew how to promote what they had and knew how to get the most out of the visiting tourists. The people got behind

their city or town and marketed what was on offer as they realised every cent spent went back into their economy, keeping people employed and businesses booming. We need to talk positively to our customers and always suggest other places that they may like to visit.

Remember always talk it up.

Paul Lonsdale
Central City Manager
Business Association



Did You Know?

Items facing extinction

What won't be around in 10 years time? According to Entrepreneur.com the list includes: specialist record stores, camera film manufacturing, physical newspapers, pay phones, used bookstores, piggy banks, telemarketing and coin-operated arcades.
Ref: MSNBC.com (US)

The next big thing ... tiny hotel rooms

It started in space-starved Japan and is spreading across the UK, Europe and the US. Capsule hotels such as Yotel (UK), Qbic (Netherlands) and iPod (US) represent what Jennifer Fiorentino of Jupiter Research calls an 'era of experimentation' for hotels.
Ref: The Economist (UK)

Sharks kill about 10 people each year. Falling coconuts kill approximately 150.
Ref: George Burgess, University of Florida (US)

Psst, become a free range thinker... pass it on

With all the recent media kerfuffle over the expansion of Westfield, I was interviewed on radio and asked what I would say to encourage a young mother of two to shop in central city.

I answered by saying we have greater diversity in our retail offer, and a few other facts that separate us from the suburbs, but since have given the question a great deal of thought.

Before answering this question, I first need to point out a couple of facts.

1. Suburban shopping centres are highly controlled environments.
2. Most suburban shopping environments are not New Zealand owned. Therefore, what I would now say not only to a young mother of two

but anyone living in Canterbury is, support New Zealand, support Canterbury and your city. Do not end up a battery thinker, become a free range thinker and shop central city.

The worst thing central city businesses can do is talk our business down. We must always be positive when dealing with our customers as they will repeat what you are saying to others and before you know it, they will be talking us down.

So what are the positives? Well, the core of the city is easy to get around and reasonably compact for a city. We have a huge range of businesses, more than any suburban shopping centre: more cafes, bars and restaurants

than Sydney has in all of Sydney and loads of fashion, from funky street/surf to high-end designer wear. There are cool lanes like His Lordships and Poplar not to mention that we have the beautiful Avon river running through the city, where you can relax and enjoy the environs over lunch or dinner at the iconic Strip, much like Melbourne. In fact, we could very well call ourselves the mini Melbourne. Our Central City has so many positives we just need to promote them.

Remember....Talk it up not down, tell everyone you know to shop central city if they don't already and become a 'free range thinker not a battery thinker'

