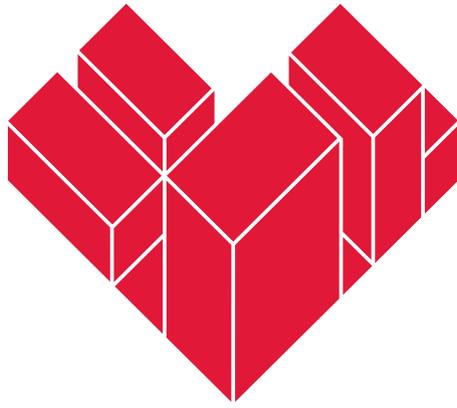


HEART
OF THE CITY™
AUCKLAND



**WELCOME PACK FOR PROFESSIONAL
SERVICE BUSINESSES**



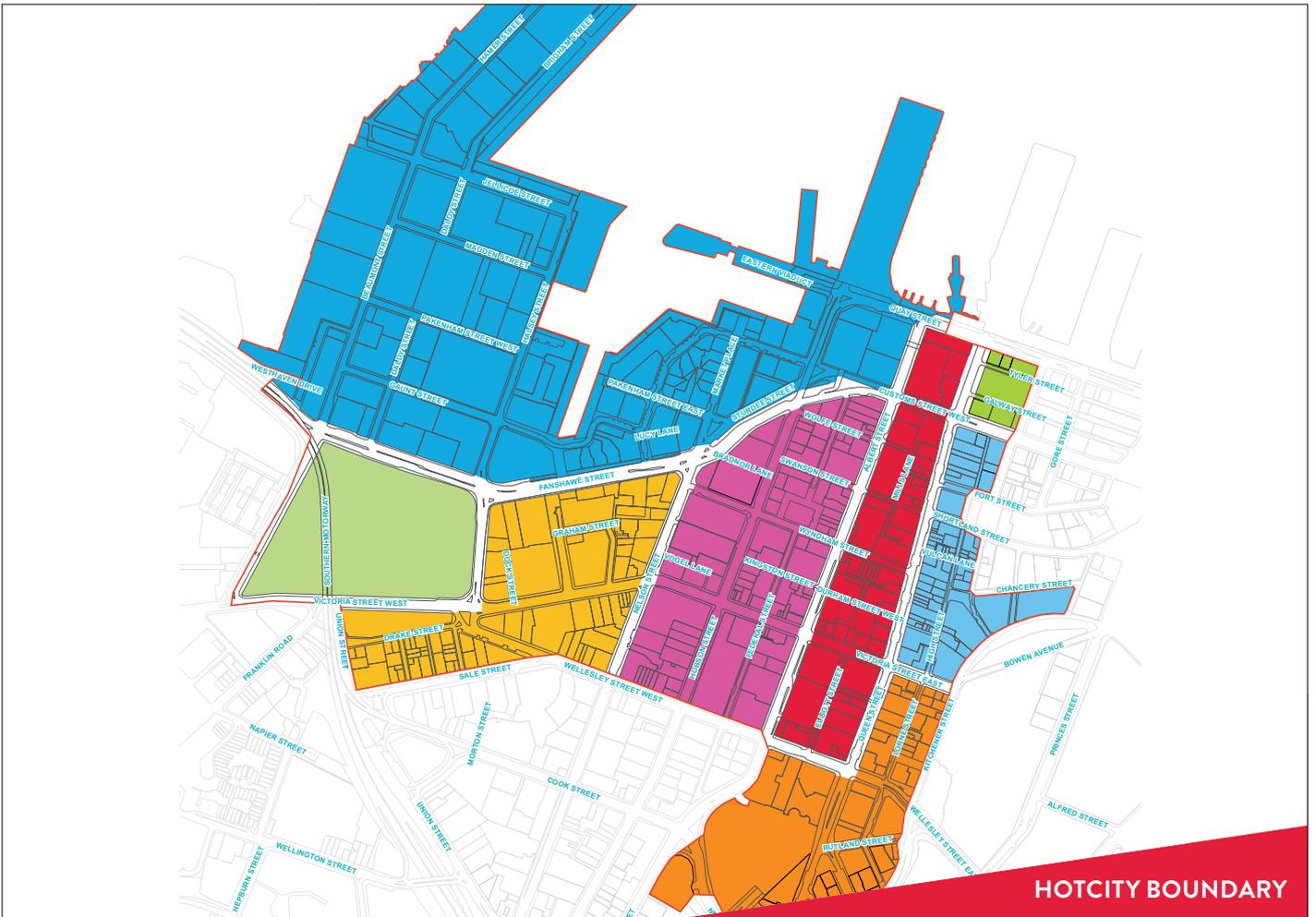


HEART
OF THE CITY™
AUCKLAND

THE HEART OF AUCKLAND CITY IS A FOCAL POINT FOR COMMERCE, OUR INTERNATIONAL SHOP WINDOW AND THE COUNTRY'S MOST CONCENTRATED DESTINATION FOR RETAIL, DINING, ENTERTAINMENT AND EVENTS.

We are delighted that you have joined Heart of the City.





WE ARE AUCKLAND CITY CENTRE'S BUSINESS ASSOCIATION.

Our mandate is to represent city centre businesses and champion and foster the city's economic success. We are committed to growing a central city that is accessible, vibrant, a thriving place to do business and a place Aucklanders are proud of.

We provide a voice for business on matters affecting the city centre through a strong engagement and advocacy focus. We also promote the unique, the new and the best the city centre has to offer via our destination marketing and events programme.

This welcome pack outlines the opportunities for us to work with each other for a well managed, thriving city centre.



ENGAGING WITH YOU: ADVOCACY

WE REPRESENT BUSINESS INTERESTS ON THE FUTURE SHAPE OF OUR CITY. ACCESSIBILITY, SAFETY AND ANTI-SOCIAL BEHAVIOUR ARE IMPORTANT ISSUES FOR OUR MEMBERS AND WE HAVE A STRONG TRACK RECORD OF SOLUTIONS BASED ADVOCACY.

As our city continues to transform, we are committed to ensuring future plans reflect the views of those who live and work within it and the effects of development on business are minimised.

If there are announcements about the future of the CBD that interest you, or infrastructure works that are impacting on your business please let us know so we can look into it, email info@hotcity.co.nz



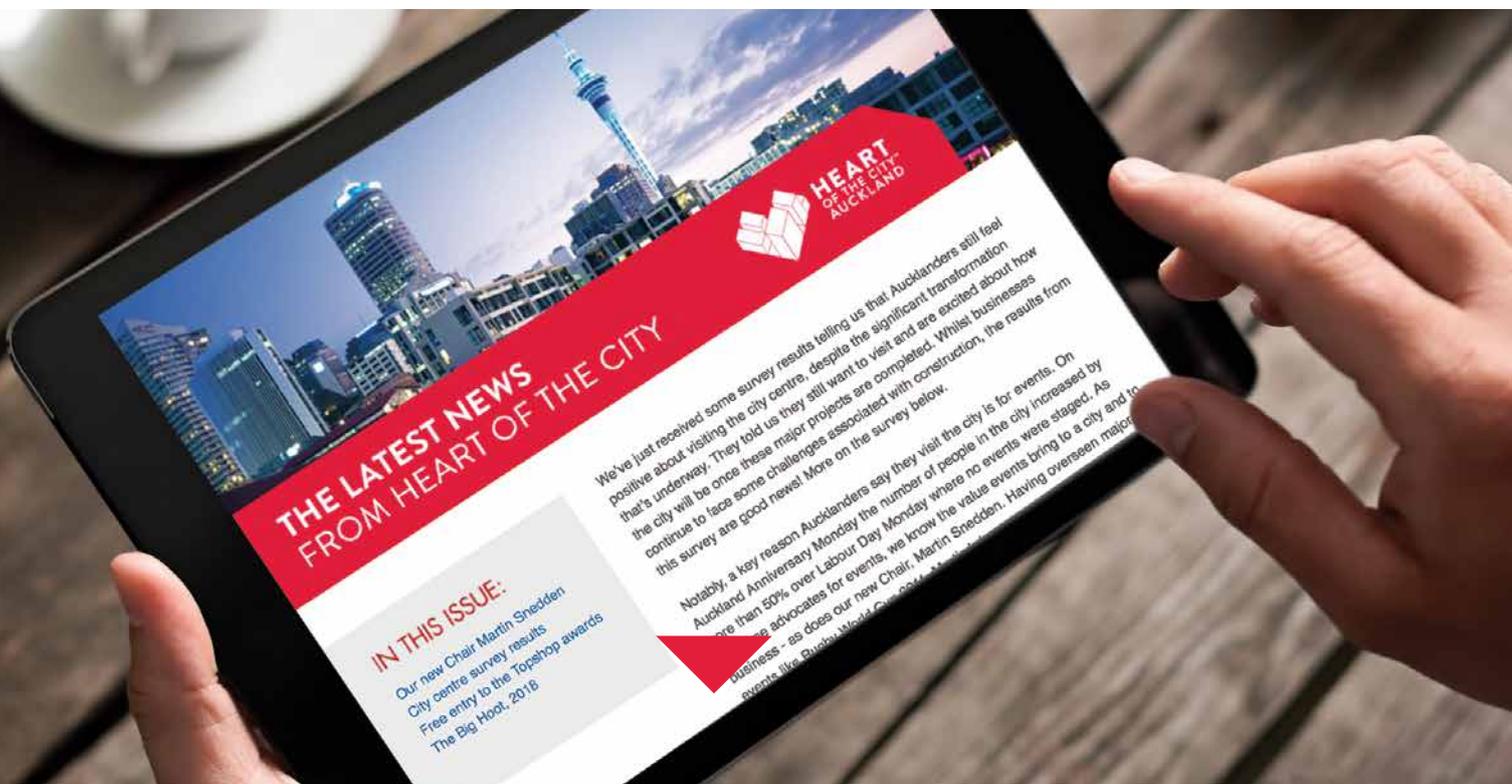
ENGAGING WITH YOU: NEWS

WHEN YOU SIGN UP TO BECOME A HEART OF THE CITY MEMBER, YOU'LL AUTOMATICALLY RECEIVE OUR MEMBERS' NEWSLETTER.

Being on our mailing list means you'll hear about members only information, opportunities to get involved in Heart of the City events and city centre news.

We provide 19 pedestrian counters at key locations in the city centre. The system operates 24/7 and is a privacy-protecting people counter which allows you to track foot traffic around the CBD. Pedestrian count data is readily available on our website and provides insight on how events and infrastructure development affect pedestrian behaviour.

To use the real time pedestrian counters, visit www.hotcity.co.nz/pedestrians-in-the-city



ENGAGING WITH YOU: RESEARCH

WE UNDERTAKE AND PUBLISH RESEARCH TO MONITOR TRENDS IN THE CITY CENTRE.

For example, we measure perceptions of city centre visitors on topics such as the city's vibrancy, safety and accessibility. We also track consumer spending and transactions in the city and evaluate the results alongside our campaigns and pedestrian counts.

For more information about our research, email info@hotcity.co.nz



ENGAGING WITH YOU: MEMBERS' EVENTS

**YOU'LL BE GIVEN OPPORTUNITIES TO
BECOME INVOLVED IN EVENTS ABOUT
AUCKLAND'S FUTURE, BUSINESS
WORKSHOPS AND THE CITY'S ECONOMIC
DEVELOPMENT.**

We'd welcome any ideas for workshops or key note speakers.



MARKETING THE CITY CENTRE

WE PROMOTE THE CONCENTRATED DIVERSITY OF THE CITY CENTRE ACROSS DINING, SHOPPING, EVENTS, ARTS AND CULTURE, BAR AND NIGHTLIFE AND ATTRACTIONS.

Throughout the year, there are opportunities for Heart of the City businesses to be involved in our events, special promotions and day-to-day marketing activities.



MARCH

FASHION IN THE CITY

Our fashion-focused campaign celebrates the season's newest styles and the heart of the city's unique fashion offering, giving people great reasons to visit and spend in the city centre.



JULY / AUGUST

RESTAURANT MONTH

Dining is one of the key reasons Aucklanders visit the city centre and we leverage this through Restaurant Month. Year on year, we see the city gaining tangible results through increased visitation and spend during this well-established event.



JUNE / SEPTEMBER

WINTER CAMPAIGN

The Winter Campaign supports businesses during the quieter winter months. We develop a campaign every year to give reasons for people to visit the city centre and participate in the experiences on offer.



MARKETING THE CITY CENTRE



SEPTEMBER

CITY DEALS

An opportunity for retailers and hospitality businesses to provide exclusive deals which we promote via our online channels.



SEPTEMBER / OCTOBER

ARTWEEK

We sponsor the NZ Contemporary Arts Trust in delivering ArtWeek in the city centre. ArtWeek is a celebration of the city's thriving arts and culture community. It offers visitors the chance to access some of NZ's best art collections, see public art in a new light through guided tours, interact with artists and take part in a series of unique events.

Businesses adjacent to our proposed art activation sites are advised of our plans a month before ArtWeek.



NOVEMBER / DECEMBER

CHRISTMAS IN THE CITY

The campaign celebrates the central city as the best place to experience Christmas in Auckland for shopping, dining, entertainment and events amidst a vibrant urban atmosphere with unique experiences.

Heart of the City manages the Christmas theming and decorations for the city centre, including Santa on Queen Street and decorations on Durham Lane, Elliott Street and High Street.



PROMOTE YOUR BUSINESS

Professional services can be listed on www.hotcity.co.nz

Email us at info@heartofthecity.co.nz with a description of your business, a minimum of 3 images, opening hours and contact details (address, email, website).

Business members that offer consumable products and services can be listed on www.heartofthecity.co.nz and www.hotcity.co.nz

Our marketing channels for retailers, hospitality, attractions and events:



WHERE NEXT™ APP

The app is a simple and free source of inspiration, which suggests places to go and events to attend – or even just where to grab a coffee nearby.



HEARTOFTHECITY.CO.NZ

2.2m total visits across the 2016 calendar year, and 1.3m unique visitors.



CITY GUIDE WEEKLY EMAIL

41k Aucklanders subscribe to our weekly email to keep up to date on the latest happenings and offerings from the central city.



FACEBOOK PAGE

150k Facebook page fans have liked Heart of the City's page. That's about 10% of Auckland's population.



INSTAGRAM

With over 16k followers, Instagram allows us to curate the latest city centre events in a creative and engaging way.



DAY MAPS

We publish maps, map pads and folded maps that help visitors get around and find the great things the city centre has to offer. Contact us if you need copies for use in your business.



CITY CENTRE SERVICES

CITYWATCH

CityWatch is the city centre security programme which enforces the Public Nuisance and Safety Bylaw. The bylaw addresses issues relating to public safety, nuisance and inappropriate behaviour in the public spaces. Heart of the City co-funds the CityWatch scheme to provide extra resources on the streets over summer.

To request CityWatch assistance, call Auckland Council on **09 301 0101**.

STOREWATCH

StoreWatch is a communication network between 150+ city centre retailers and the NZ Police. It was set up to reduce and prevent retail theft in the city centre. It's designed to connect retailers by sharing critical information and developing a sense of community.

To join StoreWatch, email **aucklandcbd@storewatch.co.nz**
For StoreWatch concerns, call **021 191 3058**.

BARWATCH

BarWatch is a network of city centre bars and clubs that work to support a safer night time environment. The network operates on Wednesday, Friday and Saturday nights and uses radio telephones to exchange vital information on issues such as intoxication, entry refusal and general disorder or violence.

To join BarWatch, email **barwatch@globalsecurity.co.nz**
For BarWatch concerns, call **021 368 473**.

REAL TIME PEDESTRIAN COUNTERS

We provide 19 pedestrian counters at key locations around the city centre. The system operates 24/7 and is a privacy-protecting people counter which allows you to track foot traffic around the CBD.

Pedestrian count data is readily available on our website and provides insight on how events and infrastructure development affect pedestrian behaviour.

To use the real time pedestrian counters, visit **www.hotcity.co.nz/pedestrians-in-the-city**

RESEARCH

We undertake and publish a range of research to monitor trends in the city centre. For example, we measure perceptions of city centre visitors on topics such as the city's vibrancy, safety and accessibility. We track consumer spending and transactions in the city and evaluate the results alongside our campaigns and pedestrian counts.

For more information about our research, email **info@hotcity.co.nz**

RUBBISH COLLECTION

Auckland's city centre has special rubbish and recycling collection arrangements and it's important that businesses comply with the requirements. You can help keep the city well-presented by placing rubbish out at the right time and in a tidy way. There's limited footpath space and high pedestrian use, so please help make the most of the space we do have.

To know more about rubbish and recycling collections, visit **www.aucklandcouncil.govt.nz/EN/environmentwaste/**



AUCKLAND'S
HEART
OF THE CITY

(09) 379 8000 | info@hotcity.co.nz | hotcity.co.nz