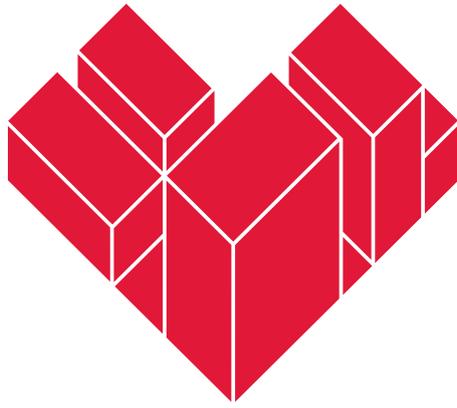


**HEART**  
OF THE CITY™  
AUCKLAND

**WELCOME PACK FOR RETAIL  
AND HOSPITALITY BUSINESSES**





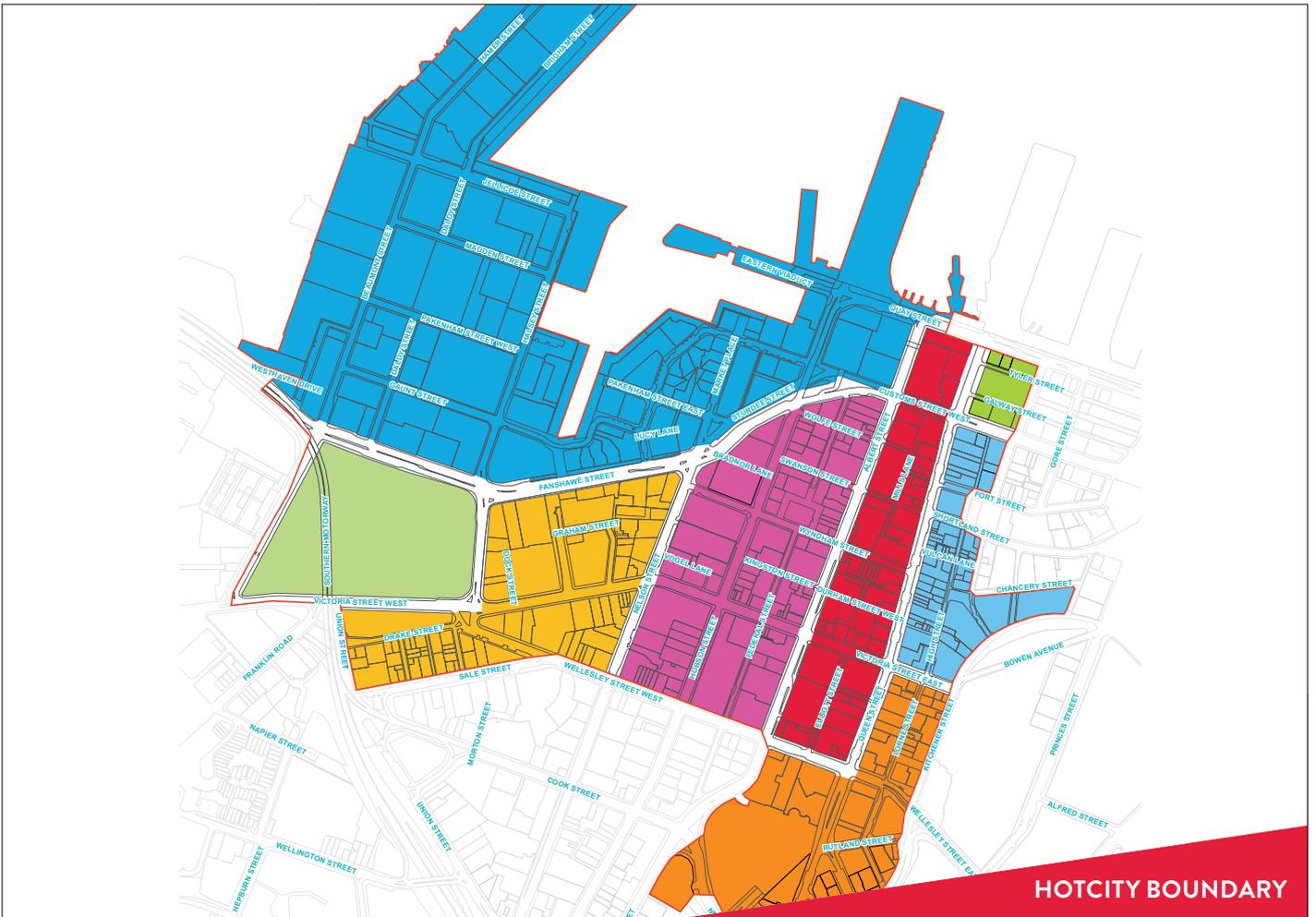
# HEART OF THE CITY™ AUCKLAND

**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.**

Our job is to promote the city centre, which includes a vibrant and diverse mix of cultures and experiences. We also champion for and advocate on behalf of business during a time of unprecedented development.

We are very pleased you have joined Heart of the City. We enjoy working with our members and showcasing the best the city has to offer.





## WE ARE AUCKLAND CITY CENTRE'S BUSINESS ASSOCIATION

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

We promote the unique, the new and the best the city centre has to offer via our **Destination Marketing and Events programme**, and provide a voice for business on matters affecting the city centre through **Advocacy and Engagement**.

This welcome pack details our campaigns and the channels you can use to promote your business, as well as the opportunities for us to work together for a well-managed city centre.



## ENGAGING WITH YOU: ADVOCACY

**WE REPRESENT BUSINESS INTERESTS ON THE FUTURE SHAPE OF THE CITY. ACCESSIBILITY, SAFETY AND ANTI-SOCIAL BEHAVIOUR ARE IMPORTANT TO OUR MEMBERS AND WE ADVOCATE TO AGENCIES FOR SOLUTIONS.**

As our city transforms, we are committed to ensuring the effects of development on businesses are minimised. If infrastructure works are affecting your business, we can look into it, email [info@hotcity.co.nz](mailto:info@hotcity.co.nz)

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.



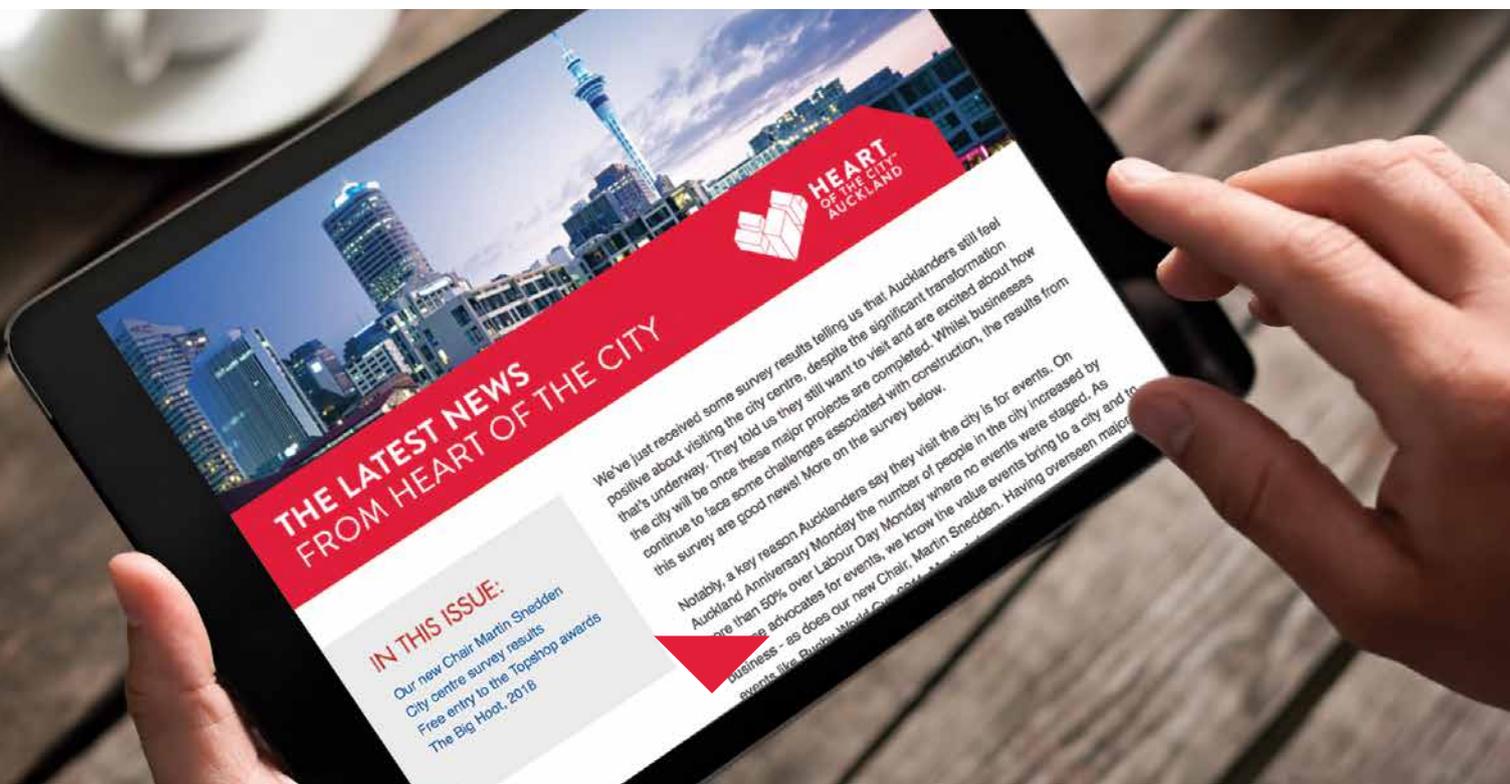
## ENGAGING WITH YOU: NEWS

### 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](http://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](mailto:info@hotcity.co.nz)



# ENGAGING WITH YOU: MEMBERS' EVENTS

**WE OPEN OPPORTUNITIES FOR OUR MEMBERS TO GET UP CLOSE TO SOME OF AUCKLAND'S LEADERS, TAKE PART IN PROJECTS THAT WILL TRANSFORM OUR CITY AND IMPROVE SAFETY.**

From mayoral debates to workshops about preventing retail loss, there are many ways we can work together to ensure that the city remains a great place to do business.



## GET INVOLVED

# WE PROMOTE THE CONCENTRATED DIVERSITY OF THE CITY CENTRE ACROSS DINING, SHOPPING, EVENTS, ARTS AND CULTURE, BARS 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.

#### WHAT HAPPENS

- Call for participation starts in October.
- Retailers & other businesses create in-store events over the event period.



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.

#### WHAT HAPPENS

- Call for participation starts in March/April.
- Restaurants create a special menu or unique in-store event for August.



JUNE / SEPTEMBER

### WINTER CAMPAIGN

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

#### WHAT HAPPENS

- We showcase the breadth and depth of experiences that can only be found in the heart of the city.
- The objective of this activity is to increase awareness, loyalty and motivations of Aucklanders to visit their city centre.



# GET INVOLVED



SEPTEMBER

## CITY DEALS

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

---

### WHAT HAPPENS

- Call for participation starts in June/July.
- Retailers and hospitality businesses are invited to create attractive deals exclusive to the campaign.



SEPTEMBER / OCTOBER

## ARTWEEK

We sponsor the NZ Contemporary Arts Trust to deliver ArtWeek. 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.

---

### WHAT HAPPENS

- Event planning with Auckland Art Gallery and private galleries starts February / March.
- Businesses adjacent to our proposed art activation sites are advised of our plans a month before ArtWeek.
- The marketing campaign starts in September, with the event live for 7 days mid-October.



NOVEMBER / DECEMBER

## CHRISTMAS IN THE CITY

We deliver a campaign that celebrates the central city as the 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 St and decorations on Durham Lane, Elliott St and High St.

---

### WHAT HAPPENS

- The marketing campaign starts late November and runs until end of December.
- Businesses let us know about any special Christmas events or deals that we can feature across our channels.
- Christmas decorations are installed from November.



# PROMOTE YOUR BUSINESS

## HEART OF THE CITY HAS AN ENGAGED DIGITAL FOLLOWING. WE ENCOURAGE RETAILERS, HOSPITALITY BUSINESSES AND ATTRACTIONS TO TAKE ADVANTAGE OF OUR WELL-ESTABLISHED CHANNELS ACROSS THE YEAR.

We keep people informed about what's going on in the central city, from event announcements to new openings, to reminding people about all the cool and curious things.



### WHERE NEXT™ APP

**TIMING:**  
EVERY DAY, YEAR ROUND

#### WHAT IT IS & AUDIENCE REACH

- The WHERE NEXT app has been very popular since it launched in June 2014. On average it has over 80k sessions per month from 7k unique monthly users.
- The app is a simple and free source of ideas and inspiration, suggests places to go and events to attend – or even just where to grab a coffee nearby.
- Download it for free today from the App Store (for IOS) or Google Play (for Android).



### HEARTOFTHECITY.CO.NZ

**TIMING:**  
EVERY DAY, YEAR ROUND

#### WHAT IT IS & AUDIENCE REACH

- Over 2.2m total visits across the 2016 calendar year, and over 1.3m unique visitors.
- The website is updated regularly to ensure content is current and reflects the latest in events, dining, shopping, arts and culture and nightlife.
- We can list your business on [heartofthecity.co.nz](http://heartofthecity.co.nz) if it is located within our boundary, email us at [info@heartofthecity.co.nz](mailto:info@heartofthecity.co.nz) with a description of your business, a minimum of 3 images, opening hours and contact details (address, email, website).



### CITY GUIDE WEEKLY EMAIL

**TIMING:**  
EVERY TUESDAY

#### WHAT IT IS & AUDIENCE REACH

- Over 42k Aucklanders subscribe to our weekly email to keep up to date on what's hot, what's new and all the latest happenings on offer in the city centre.
- **Tell us your news.** Are you holding a special event, have some exciting news about your business or something else relevant that may be newsworthy? Tell us! Email [info@heartofthecity.co.nz](mailto:info@heartofthecity.co.nz)



# PROMOTE YOUR BUSINESS



## HEART OF THE CITY'S FACEBOOK PAGE

**TIMING:**  
EVERY DAY, YEAR ROUND

### WHAT IT IS AND AUDIENCE REACH

- **150k Facebook page fans** have liked Heart of the City's page. That's about 10% of Auckland's population!
- We have a daily posting schedule of all the most relevant, up to the minute goings on in the city centre.



## HEART OF THE CITY'S INSTAGRAM

**TIMING:**  
EVERY DAY, YEAR ROUND

### WHAT IT IS AND AUDIENCE REACH

- With over 16k followers, Instagram allows us to curate the latest happenings in real time in our ever evolving city.



## YOUR GUIDE TO AUCKLAND CITY IN A DAY (CRUISE GUIDE)

**TIMING:** EVERY DAY, YEAR ROUND

### WHAT IT IS AND AUDIENCE REACH

- Summer is the peak season for international visitors and cruise ships come in almost daily. Over 230,000 guests are now visiting NZ each year with 104 ship visits expected in the 2017/18 season and an injection of over \$220m estimated for the Auckland economy.
- We produce these bespoke Cruise Guides to ensure these high value visitors have the best possible experience during their day in port, and to help maximise their time here.
- They are distributed via the kiosks on Queens Wharf, Karanga Plaza at Wynyard Quarter, the Princes Wharf i-Site and SkyCity.
- Cruise guest mix breakdown by source market:
  - Australians: 53% (112,500)
  - Americans: 17% (36,500)
  - Domestic NZ: 8% (17,400)
  - British/UK: 9% (16,800)

Email us at [info@heartofthecity.co.nz](mailto:info@heartofthecity.co.nz) if you need copies of the map, map pads and folded maps 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

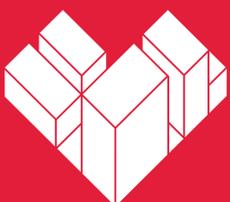
We undertake and publish a range of research to monitor trends in the city centre. For example, we measure perceptions of city centre visitors on topics such as the city's vibrancy, safety and accessibility. We track consumer spending and transactions in the city and evaluate the results alongside our 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](mailto:info@hotcity.co.nz) | [hotcity.co.nz](http://hotcity.co.nz)