



# store WATCH

## WHAT IS STOREWATCH?

**StoreWatch is a communication network between city centre retailers, NZ Police, and Heart of the City that is working to prevent retail theft in Auckland's city centre.**

Critical information is shared via email on issues such as theft, suspicious persons or behaviour, threatening or anti-social behaviour. It is an early warning tool, and has created a sense of community between members.

Theft has a significant impact on retailers every day. Being a member of StoreWatch could make a real difference to the success of your business, as well as the experience of your staff and customers.

“We have benefited a lot from being a part of StoreWatch. Since being a part of this program, we have made a close connection with the stores involved around us and also received heaps of support from the Police. We would 100% recommend StoreWatch to anyone.”  
Sam Shepherd – Rebel Sport Atrium

## JOIN OR FIND OUT MORE

If you are interested in joining StoreWatch or would like more information contact Heart of the City on **09 379 8000** or **info@hotcity.co.nz**



supported by  
New Zealand Police



## THE BENEFITS OF STOREWATCH

StoreWatch is **free** for all city centre retailers to participate in and the benefits include:

- A quick and easy way to share information about shoplifters, trespassers or other issues that could impact you and your retail business
- Proven results: a number of arrests, trespass orders and reduction in offending in the city centre can be directly attributed to the scheme
- Builds a sense of community between participating retailers
- Contributes to an improved reputation and perception of safety for the city centre, making it a better place to visit and do business

## TOO MUCH TO LOOSE

It is estimated that every day between \$1 million and \$2 million is lost in sales as a direct result of shoplifting and theft.\* A cost that retailers cannot afford.

\*NZ Retailers Association.