

CHAMPION A SUCCESSFUL CITY CENTRE ECONOMY

A UNIQUE 24/7 EXPERIENCE

STRATEGIC PRIORITIES

- Showcase physical, cultural and intangible points of difference to convey the unique city centre offer
- Build awareness, positive perceptions and motivation to visit, improving belief in the city's unique appeal
- Collaborate on a combined/holistic event and attraction programme

KEY PROGRAMMES

- Marketing and events to strengthen the city centre as a destination for all that it offers
- Explore ways to further unlock the 24/7 economy
- Develop assets and tools to enhance promotion, ensuring we are the go-to source of information

A PHYSICALLY DISTINCT CITY CENTRE & WATERFRONT

STRATEGIC PRIORITIES

- Influence successful city centre planning
- Communicate a compelling vision of the future and the city's transformation across all relevant parts of our work
- Celebrate the physical elements of the city centre - buildings, public spaces, streets and natural elements, Māori heritage

KEY PROGRAMMES

- Support city centre planning via ACCAB chair role and advocacy ensuring public planning works for business
- Transformation programme including physical works delivery and communications
- Minimise construction impact by identifying risks and programmes supporting businesses

EASY & AFFORDABLE TO GET IN, OUT & AROUND

STRATEGIC PRIORITIES

- Reduce perceptions that transport is a barrier to enjoying the city centre, through story-telling and advocacy
- Influence, participate in and support innovative thinking and solutions to transport issues
- Influence city centre connectivity and navigation, for both day to day and events/occasions

KEY PROGRAMMES

- Increase awareness of access options, linking transport with city centre activity and events
- Advocate for joined-up transport planning and funding
- Collaborate on innovative projects like travel demand planning and incentives

A STRONG, SAFE, WELCOMING COMMUNITY

STRATEGIC PRIORITIES

- Work with partners to grow a stronger city centre community
- Support a well-managed city centre by identifying and resolving operational issues
- Champion the city centre as an exemplar, known for innovation
- Support our street community through initiatives to end homelessness

KEY PROGRAMMES

- Prioritise safety via CityWatch and Storewatch
- Collaborations encouraging shared ownership, eg. Street Guardians, zero waste, social enterprise
- City management monitoring
- Governance and operational involvement with ending homelessness

Along with cross pillar support work including strong operational management, project planning and boundary assessment. Tools to enable delivery include robust insights, channel strategy, work towards a single website, member and audience acquisition campaign, PR, member communications, website and database management.

Auckland's City Centre is a Vibrant & Diverse World-Class Destination to Live, Work & Visit

♥ Authentic ♥ Dynamic ♥ Visionary



HEART
OF THE CITY™
AUCKLAND