



HEART
OF THE CITY™
AUCKLAND

YEAR IN HIGHLIGHTS
OCT 2017 / SEP 2018



MARTIN SNEDDEN
INDEPENDENT CHAIR

A MESSAGE FROM OUR CHAIR

Auckland's city centre continues to evolve rapidly, with employment and the resident population showing particularly strong growth and major public and private projects on track to be delivered before 2021 brings America's Cup and APEC to the city.

As you'll see in the pages following, our Chief Executive and staff continue to deliver commendable results on behalf of business and property owners.

This year, the executive committee has overseen Heart of the City's governance obligations, strategic direction and financial management, with another unqualified audit result testament to the standards applied.

I'd like to thank our directors and our staff for their work over the past year, with special acknowledgement to the service and valuable contribution of Sarah Hull, who has stepped down from the Executive Committee after many years.

Martin Snedden

Chair



VIV BECK
CHIEF EXECUTIVE

EXECUTIVE SUMMARY

Heart of the City's work championing a successful city centre economy has our members at its heart. It's a concentrated area that is rich with opportunities and we are passionate about our role to promote what's on and advocate on behalf of business to ensure the cumulative impact of the transformation underway is positive.

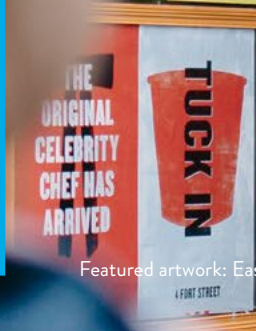
This year we've deepened our understanding of business and consumer views across the broad range of work that we do. We've employed these insights in our marketing and advocacy on key city issues as well as giving them voice through our website and social media.

This brief publication highlights some of our achievements over the past year and also gives an overview of our priorities ahead. We look forward to furthering the city centre's vitality and economic success around the clock, while continuing to advocate for an attractive and contemporary city centre.

As well as thanking our talented team, I'd like to acknowledge our partners and others we work with to collectively ensure our city has a vibrant heart.

Viv Beck

Chief Executive



Featured artwork: East Meets West (2015), Flox

PROMOTING THE CITY CENTRE OFFERING

Our 'Explore the Heart of the City' winter campaign showcased the city centre's unique neighbourhoods and experiences and our year-round marketing continued to reach an engaged Auckland audience.

Improving understanding and positive perceptions of the city centre with a successful Winter 2018 marketing campaign.

As a result of the campaign...

78% OF AUCKLANDERS AGREE
"THE CITY CENTRE SEEMS
MORE APPEALING"¹

88% OF AUCKLANDERS AGREE
"THE CITY CENTRE HAS A LOT
OF DIVERSE AND EXCITING
EXPERIENCES WAITING FOR ME"¹

76% OF AUCKLANDERS AGREE
"I KNOW A LOT MORE ABOUT
WHAT THE CITY CENTRE HAS
TO OFFER"¹

78% OF AUCKLANDERS AGREE
"I FEEL MOTIVATED TO VISIT
THE CITY CENTRE"¹

Growing awareness of what's on in the city centre through strong online channels

2.6M
SESSIONS
FOR HEARTOFTHECITY.CO.NZ

1.5M
USERS

544K
REACH
ON FACEBOOK

7M
ENGAGEMENTS

200K SOCIAL MEDIA FOLLOWERS ACROSS
FACEBOOK, INSTAGRAM AND TWITTER

ACTIVATING BUSINESS WITH SUCCESSFUL EVENTS

Events continue to be one of the main reasons people spend time in the city centre.

The events we deliver and support add vibrancy, help our businesses and encourage visitation and spending.

Delivering events that strengthen perceptions of a vibrant and successful city centre

79% OF AUCKLANDERS AGREE¹
“EVENTS LIKE RESTAURANT MONTH, ARTWEEK AND CHRISTMAS ARE IMPORTANT FOR A VIBRANT AND SUCCESSFUL CITY CENTRE”

Supporting the city centre restaurant community with American Express Restaurant Month

108 RESTAURANTS PARTICIPATED IN 2018 **+9.7%** PARTICIPANTS SPEND VS 2017¹

“I THINK IT’S FANTASTIC THAT SO MANY RESTAURANTS IN AUCKLAND PARTAKE AND YOU GET A REALLY UNIQUE OFFERING.”

KYLE STREET,
CULPRIT AND LOWBROW, ON
AMERICAN EXPRESS RESTAURANT MONTH

Showcasing the city centre’s arts and culture with Artweek

72% OF PEOPLE SURVEYED CALL LATE NIGHT ART AN ARTWEEK HIGHLIGHT¹ **350+** UNLOCKED COLLECTIONS GIVING PEOPLE ACCESS TO CORPORATE AND INSTITUTIONAL ART
PEOPLE
14 TOURS

INFLUENCING CHANGE

This year, we've highlighted the importance and value of the city centre through our advocacy and communications, and worked to ensure transformation projects deliver tangible outcomes.

Expanding communication about business and city topics

+129% SESSIONS
+133% USERS

FOR [HOTCITY.CO.NZ](https://hotcity.co.nz)
VS 2017

+500k IMPRESSIONS ON
LINKEDIN AND TWITTER

Advocating for positive city centre transformation, prioritising key projects

NEW PROJECT ASSESSMENT CRITERIA

For City Centre Targeted Rate projects, developed by our CEO serving as Chair and working with members of Auckland City Centre Advisory Board

IMPROVED MANAGEMENT OF CONSTRUCTION IMPACT

Through lobbying and engagement

Supporting solutions and growing business awareness for ending homelessness in Auckland

GOVERNANCE GROUP MEMBER

For Housing First, which houses rough sleepers.

A FINANCIAL CONTRIBUTION

To Auckland City Mission's Home Ground development

Influencing outcomes on behalf of business

SUBMISSIONS

on RLTP & Auckland Council 10 year budget, Regional Fuel Tax, America's Cup & Federal Street Stage 2

COMMUNITY LIAISON GROUP MEMBER

For America's Cup and City Rail Link



IMPROVING THE BUSINESS ENVIRONMENT

“HEART OF THE CITY AND THE STOREWATCH TEAM ARE TRUE CHAMPIONS WITH THE TIME AND EFFORT THAT GOES INTO FINDING WAYS TO MAKE OUR LIVES RUNNING BUSINESS LESS CHALLENGING.”

**PRAKASH HIRA,
MCDONALDS QUEEN STREET**

Addressing begging in the city centre

STREET GUARDIANS PILOT
Launched October 2018 with support from businesses

Elevating the importance of access for servicing and loading to support businesses through construction and change

LOADING INNOVATIONS
Working with Auckland Transport and businesses on opportunities

RETAINING LOADING AND SERVICING
A focus on access through submissions and corridor access requests

Supporting a safe and well-managed city centre environment in collaboration with key stakeholders

FUNDING CITYWATCH
For expanded summer programme and better street issues engagement

EXPANDING STOREWATCH
To include relevant hospitality providers; 150 businesses now participating

REDUCING IMPACT OF RUBBISH
Working with businesses and Auckland Council to improve compliance



WHAT'S AHEAD: OUR STRATEGIC PRIORITIES 2018-2021

Our aspiration is that the city centre continues to be the thriving commercial centre of the region, that it is rich in culture and heritage, that Aucklanders are proud of it and visitors regard it as a must see destination.

Our priorities for the coming three years focus on areas we can contribute to along with our partners in the lead up to 2021.

A unique 24/7 experience.

There is always something on across the retail, services and hospitality mix, and tangible growth in the night time economy. The profile of Auckland increases as a destination.

A physically distinct Auckland city centre and waterfront.

Designed and developed to suit the needs of people, both now and for future generations, with a unique Auckland flavour.

Easy and affordable to get in, out & around.

Business success is supported by more foot traffic and improved productivity from efficient transport.

A strong community that is welcoming, safe and clean.

The city centre is a memorable place, where people and their needs are looked after and they enjoy spending time.



THE CITY CENTRE IN NUMBERS

14.98M

PEDESTRIANS ON
LOWER QUEEN STREET¹

4%

SHIFT FROM PRIVATE TO
PUBLIC TRANSPORT INTO CITY
CENTRE IN MORNING PEAK⁴

JULY 2018

+1.1%

TOTAL HEART OF
THE CITY SPEND²

90%

AWARENESS OF
HEART OF THE CITY
AMONG AUCKLANDERS⁵

JULY 2018

2.5%

RETAIL

3.5%

PRIME OFFICE

VACANCY RATE ³
JUNE 2018

+4%

119,956 WORKERS⁶
2017

Photos throughout by Sacha Stejko

1 Heart of the City real time pedestrian counts - Oct 17 - Sep 18
totals for 45 and 30 Queen Street

2 Marketview Ltd - compared to same period in 2016 - 2017.

3 Colliers

4 Auckland Transport City Centre Network Operations Monthly
Report - July 2018 - compared to July 2017

5 Buzz Channel 'Your Thoughts' online panel

6 Infometrics - compared to 2016