



HEART
OF THE CITY™
AUCKLAND

YEAR IN HIGHLIGHTS
OCT 2018 / SEP 2019





MARTIN SNEDDEN
INDEPENDENT CHAIR

A MESSAGE FROM OUR CHAIR

It is an exciting time for the city centre, with more than \$16 billion worth of public and private developments happening here. Downtown will have new public spaces by late 2020 as the city centre gets ready to host the America's Cup and APEC the following year, while the City Rail Link is moving towards completion in 2024.

What's more, we are also seeing growth in population and employment in the city centre – it is clear that this is where people want to be.

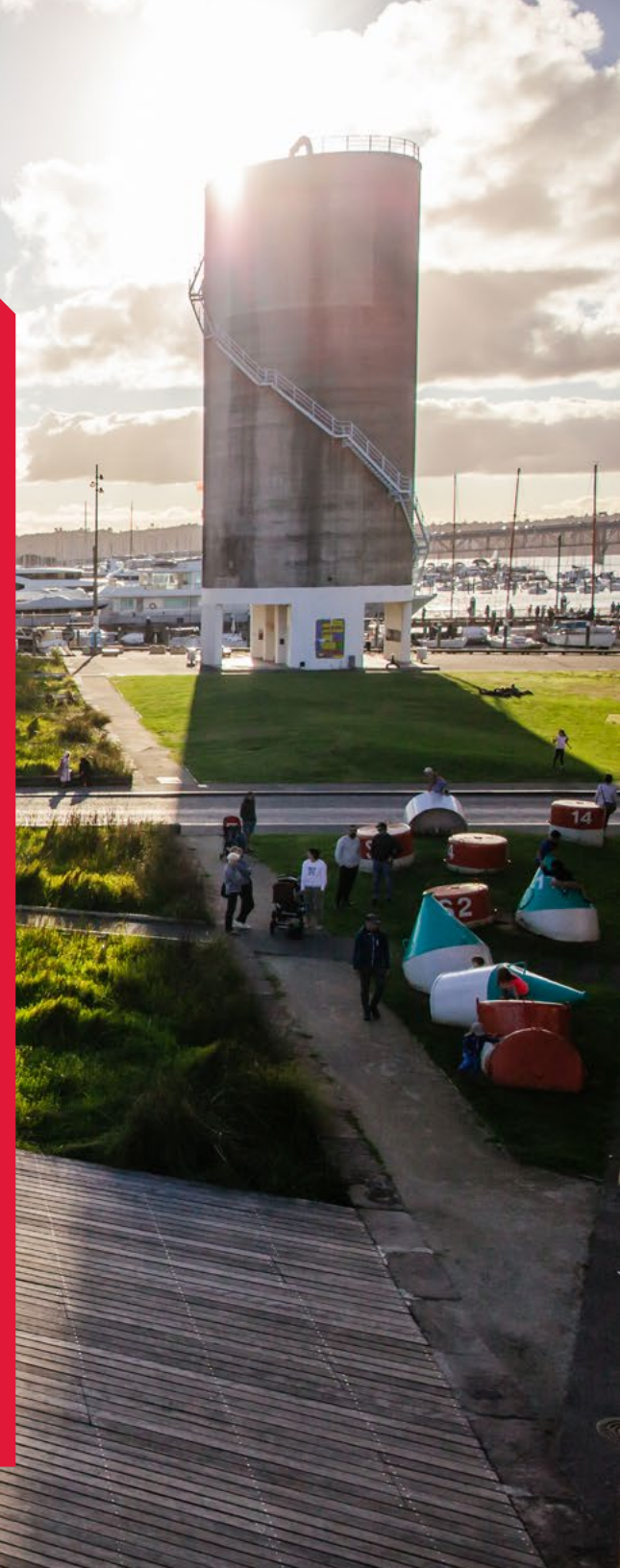
Championing the city centre and the interests of business throughout this pivotal phase of transformation is our Chief Executive and staff, who continue to deliver strong results on behalf of businesses and property owners.

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 particular acknowledgement for the valuable contribution of Shale Chambers who is stepping down after many years.

Martin Snedden

Chair





VIV BECK
CHIEF EXECUTIVE

EXECUTIVE SUMMARY

This has been another stimulating year as we manoeuvre between promoting the constantly evolving city centre offer and the challenges that come with major concurrent development.

Key city performance measures remain positive overall and our destination marketing and events continue to attract people to the city centre. This year we focused on growing our night time economy, adding a successful new event to our Christmas offering.

Our waterfront is a significant city asset and we have advocated strongly to ensure there is aspirational and aligned planning to guide investment.

We provided input on a concept that aims to transform access to the city centre, and ensured that Auckland Transport parking buildings are retained as we transition to a more pedestrian friendly place.

The severe impact City Rail Link construction is having on some businesses is a key concern, and we have been active in seeking hardship support.

We took a step into new territory this year in getting a programme off the ground to provide a meaningful alternative to begging.

Our team is passionate about our work and I thank them for their ongoing commitment. I'd also like to thank our partners and others we work with to collectively develop our vibrant city heart.

Viv Beck

Chief Executive





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 next two 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.

This publication outlines how our work has aligned with these priorities over the past year.



PROMOTING A UNIQUE 24/7 EXPERIENCE

BUILDING AWARENESS OF THE CITY CENTRE'S OFFER, BOOSTING PERCEPTIONS AND DRIVING VISITS

Through our winter 2019 campaign and year-round marketing activity we showcased the city centre's unique experiences, neighbourhoods and precincts to an engaged audience.

Social media continues to be an effective way of engaging consumers and growing the number of people that see our content.

Improving understanding and perceptions of the city centre through a successful winter 2019 marketing campaign¹

87% OF AUCKLAND RESPONDENTS AGREE
"THESE PROMOTIONS (WINTER AND RESTAURANT MONTH) MOTIVATED ME TO VISIT THE CITY CENTRE"

71% OF AUCKLAND RESPONDENTS AGREE
"AS A RESULT OF THE CAMPAIGN, I KNOW A LOT MORE ABOUT WHAT THE CITY CENTRE HAS TO OFFER"

88% OF AUCKLAND RESPONDENTS AGREE
"THE CAMPAIGN MAKES ME FEEL THE CITY CENTRE HAS A LOT OF DIVERSE AND EXCITING EXPERIENCES WAITING FOR ME"

75% OF AUCKLAND RESPONDENTS AGREE
"THE PROMOTIONS MAKE YOU FEEL THE CITY CENTRE IS PACKED FULL OF THINGS TO DO, GREAT EVENTS AND EXPERIENCES"

Growing awareness of the city centre through strong online channels²

2.8M
SESSIONS

+5% year on year

1.6M
USERS

+7% year on year

5M+
PAGE VIEWS

FOR HEARTOFTHECITY.CO.NZ

225K SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN

18.4M MILLION REACH AND 1 MILLION ENGAGEMENTS ON FACEBOOK³

¹ Buzz Channel Research October 2019

² In the last 12 months, ending 30 September 2019

³ Fuse reporting

PROMOTING A UNIQUE 24/7 EXPERIENCE

DELIVERING SUCCESSFUL EVENTS THAT DRIVE BUSINESS

Events are one of the main drivers of visits and spending in the city centre. We add to the city centre's vibrant event calendar with Heart of the City events, including American Express Restaurant Month and Artweek in the City Centre along with Late Night Art. We also add extra vibrancy with decorations for key occasions like Christmas.

In 2018, we added a new event to the calendar – Late Night Christmas – a late night shopping event in the city supported with live entertainment, music and street performances. It was also designed to draw attention to our growing night time economy – a strategic focus for us this year.

Supporting retail and the night time economy with our Late Night Christmas event, 20 December 2018

+34%

SPEND FOR THE PARTICIPATING RETAILERS BETWEEN 5-9PM
COMPARED WITH THE SAME TIME FRAME IN 2017¹

Supporting the city centre restaurant community with American Express Restaurant Month 2019

112

RESTAURANTS PARTICIPATED
IN 2019

+5.5%

AUCKLANDERS SPENDING AT PARTICIPANTS
2019 VS 2018²

“RESTAURANT MONTH DEFINITELY HAS A POSITIVE IMPACT ON THE NUMBER OF DINERS VISITING THE BISTRO IN AUGUST & GIVES US THE OPPORTUNITY TO PROMOTE THE RESTAURANT TO SOME DINERS WHO WOULD NOT NORMALLY VISIT US.”

CHRIS UPTON,
O'CONNELL STREET BISTRO

¹ Marketview report Late Night Christmas 2018

² Marketview report Restaurant Month 2019



SUPPORTING A PHYSICALLY DISTINCT CITY CENTRE AND WATERFRONT

ADVOCATING FOR POSITIVE CITY CENTRE TRANSFORMATION AND HOLISTIC, INTEGRATED CITY CENTRE PLANNING

A holistic City Centre Masterplan

Through our role in the Auckland City Centre Advisory Board we advocated for the City Centre Masterplan to be integrated with the Waterfront Plan and include the land occupied by the port.

This will ensure we have an aspirational vision for the city centre that connects closely with the waterfront, and a holistic masterplan that can guide investment and progress towards achieving the vision.

Exploring new ways of delivering improvements

We have begun a pilot project to improve High Street in collaboration with Council and the High Street District community. The trial-based, co-designed approach has been received favourably by businesses in the area.

Supporting businesses through city transformation projects

Ongoing advocacy to ensure that major public projects mitigate the impact of construction by having effective development response programmes in place.

Influencing positive outcomes

We made submissions on the Downtown Programme and the Queen's Wharf mooring dolphin – and presented our position on the latter at a consent hearing. We want to see an integrated approach to how the waterfront is developed, not sub optimal short-term solutions.

Lobbying Auckland Council and the Government to establish a hardship fund to help businesses seriously affected by CRL construction.



ENSURING IT'S EASY & AFFORDABLE TO GET IN, OUT AND AROUND THE CITY CENTRE

A key priority for us has been making sure our streets are well-managed, pedestrian-friendly and accessible for business, workers and all who use the city centre.

Elevating the importance of access to support businesses

This year has seen a Loading and Servicing Reference Group established in collaboration with Auckland Transport, and with business representatives, to test ideas and ensure this is top of mind for projects and policy changes.

We have had input into the development of Auckland Council's Access for Everyone concept, to ensure that access to support a successful business environment is front and centre of the idea.

Influencing positive outcomes

We made a submission on the Safer Speeds Bylaw indicating that, while there are different views, within the city centre the average speed is already less than 30 km/h and this supports the changing needs of a rapidly growing area, with some provisos. Auckland Transport voted to implement the bylaw reducing speed limits on most city centre streets to 30km/h, apart from Hobson, Fanshawe and Nelson Streets which will be 40km/h.

When Council announced an intention to divest Auckland Transport carpark buildings, we successfully advocated for the retention of these carparks. They are important to support the move to a pedestrian-friendly city centre and to facilitate other uses of these buildings to support growth, such as innovative options for servicing and loading.



FOSTERING A STRONG COMMUNITY THAT IS WELCOMING, SAFE AND CLEAN

This year we have continued our focus on social issues, antisocial behaviour, cleaning and building our urban community.

Supporting a safe and well-managed city centre environment in collaboration with key stakeholders including NZ Police and Auckland Council

We doubled our contribution to the CityWatch programme, allowing for greater coverage.

We grew the StoreWatch network, and facilitated safety forums and meetings for businesses with NZ Police to provide additional support with positive feedback from businesses involved.

Influencing positive outcomes

We have made submissions on topics including the Public Nuisance and Safety Bylaw, cleaning and the Waste Minimisation Bylaw. New cleaning contracts with higher standards came into effect from 1 July 2019.



MAKING A DIFFERENCE WITH STREET GUARDIANS

In October 2018 we started a pilot programme, called Street Guardians, along with Auckland City Mission to provide a meaningful alternative to begging in the city centre.

More than 200 people have taken part, doing activities that help the community – and some have gone on to find full time employment.

Our Street Guardians programme has seen beaches cleaned, planter boxes built, bikes fixed and trees planted. The pilot was successful and a full-year programme began on 1 July 2019 with support from the Ministry of Social Development.

THE CITY CENTRE IN NUMBERS

15.79M

PEDESTRIANS ON
QUEEN STREET¹

\$16B

WORTH OF PUBLIC AND
PRIVATE INVESTMENT
HAPPENING⁵

\$1.62B

TOTAL HEART OF
THE CITY SPEND²

63,000m²

OF OFFICE SPACE CURRENTLY
UNDER CONSTRUCTION IN THE
CITY CENTRE⁶ (+ 8,000m² UNDER
REFURBISHMENT)

0.9%

CBD STRIP RETAIL³

2.8%

PRIME OFFICE⁴

VACANCY RATE

55,000

RESIDENTS⁷ - THE CITY CENTRE
POPULATION IS GROWING 6
TIMES FASTER THAN THE CITY'S
AS A WHOLE

136,000

WORKERS⁸ - WORKING FOR
12,729 BUSINESSES OF ALL TYPES
AND SIZES

Photos throughout by Sacha Stejko

¹ Heart of the City pedestrian count data for October 2018 to
September 2019, for 30 and 45 Queen Street

² Marketview spend results for 1 October 2018 to 30 September 2019

³ Colliers Essentials - Auckland Retail report 2H 2019

⁴ Colliers Essentials - Auckland CBD Office Report for 2H 2019

⁵ Auckland Council

⁶ Colliers Essentials - Auckland CBD Office Report for 1H 2019

⁷ Infometrics Auckland CBD Economic Profile

⁸ Infometrics Auckland CBD Economic Profile