

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

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

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

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 initiatives to address issues on the street

KEY PROGRAMMES

PRECINCTS AND PLACE

Retain and expand on city centre positioning, play a strong role in place-making, keep up our work in transformation and city management and incorporate new support of areas such as Queen and High Street trials.

EXPERIENCES

Continue to evolve our key events like Restaurant Month and Artweek, grow our late night events and constantly look at what we can develop and/or be a part of to enhance the city centre experience.

RETAIL

Profile the city centre retail offer, celebrating new launches and highlighting what makes the city centre special, both new and longstanding.

ACCESSIBILITY

Work with partners on innovative approaches to accessibility for business, workers and all who use the city centre.

NIGHT TIME ECONOMY

Create a programme to leverage and celebrate the Night Time Economy.

QUEEN STREET PLAN

Explore ways to reinvigorate Queen Street, including lighting, security and cleaning, to ensure it is a celebrated landmark.

BUSINESS ENVIROMENT

Keep vigilant with development response, continue our work in advocacy, safety, city management, consolidate the Street Guardian programme and explore projects like zero waste and a boundary realignment.

Along with strong operational management, robust insights and project planning, we constantly evolve our delivery tools, and create a year round programme of content to communicate via our various member and consumer channels.

