

STRATEGIC OUTCOMES

 A place that is loved  More people  Safe, clean and accessible  Vibrant places

Our 2023/24 work programme is geared towards the four outcomes of our strategic plan. Within this, we have two key goals for the coming year:

GOAL 1:

RESTORE THE REPUTATION AND EXPERIENCE OF QUEEN STREET VALLEY

Safety Programme

- Co-ordination with Police, security, CityWatch, wardens & outreach
- Explore technology & systems to inform new approaches to safety
- Advocacy: More Police & downtown station; higher standards on the street

Marketing & PR

- Build positive narratives for Queen Street/city centre through PR & Always On content

Activation, Events & Placemaking

- Lead/collaborate on day & night-time activations & placemaking projects, including improved lighting, vacant tenancy initiatives & street trading
- Deliver and promote HOTC events including Fashion Friday, Changing Lanes & Late Night Art. Amplify third party events, including Matariki, Diwali, Auckland Art Festival & Writers Festival

Night-time Economy

- Liaise with late night operators to test ideas & support growth

GOAL 2:

BRING MORE PEOPLE INTO THE CITY CENTRE

Marketing & Communications

- Repositioning campaign to rebuild connection, motivation & value for the city centre
- Targeted Always On digital marketing to leverage the range of experiences, especially events, retail, hospitality, attractions, arts & culture
- Ongoing enhancement of communication and digital channels

HOTC Signature Events

- Restaurant Month, ArtWeek in the City & Christmas

Place Management & Growth

- Co-ordinated safety programme across city centre
- Street monitoring & issue resolution
- Influence planning & investment
- Influence improved access
- Performance tracking