

## STRATEGIC OUTCOMES

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

Our 2024/25 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:

#### IMPROVE PERCEPTIONS TO BRING MORE PEOPLE INTO THE CITY CENTRE

##### Marketing, Communications & PR

- Champion the city centre to attract visitation
- Campaign to reposition the city centre
- Targeted 'Always On' marketing to leverage the range of experiences and offer

##### Activation, Events & Placemaking

- Implement new Christmas initiative, and secure the city centre as Auckland's 'Home of Christmas'
- Deliver and promote signature HOTC events Restaurant Month and ArtWeek
- Amplify third-party events including Matariki ki te Manawa and Lunar New Year
- Activation and placemaking: align with Council Group/CCTR initiatives, including Vacant Spaces programme

##### Economic Development

- Encourage and influence investment in the city centre offer
- Grow Night-Time Economy (NTE)

##### HOTC Operations

- Membership database and growth
- Business/Stakeholder communications and engagement
- Data monitoring to see change in perceptions and support other HOTC activity

### GOAL 2:

#### REDUCE BARRIERS TO VISITATION

##### Safety

- HOTC Safety Team provides quality support to businesses
- Reporting to police via StoreWatch and Auror trial to build evidence and support reduction in crime
- Coordination with key agencies including Police, CityWatch, community patrols and others to improve safety
- Advocacy to central government for increased police resources to complement local safety initiatives, and legislative change to improve safety outcomes

##### City Operations

- Influence improved public realm maintenance and cleaning
- Event and public works assessments

##### Access

- Promote all transport options
- Facilitate affordable and more consistent pricing of parking
- Advocate for improved access outcomes through key projects

##### City Centre Planning and Development

- Ensure that business needs are factored into public projects and that there is support for businesses impacted by construction