

# HIGH LEVEL PICTURE OF SUCCESS

Maximise revenue ♥ Retain & attract business, investment & customers ♥ Maintain vibrancy & safety ♥

## WORKSTREAM 1:

### RECOVERY AND REBUILD

Drive Auckland visitation and spend, and offset loss of international customers from domestic markets. Support impacted businesses and ensure a vibrant environment that stimulates recovery and rebuild.

- **Portfolio & partnerships event strategy:** collaborative programme, encouraging people to spend time in our diverse city centre - supporting a variety of sectors.
- **Vibrancy & community spirit:** showcase the variety of activity in the city centre and public space activation.
- **Business recovery:** support businesses with activation and advocacy.

## WORKSTREAM 2:

### TRANSFORMATION

With significant ongoing public and private sector development planned or underway, we want to see positive outcomes from this investment and ensure that risks and impacts are managed.

- **Place:** ensure that major transformation programmes deliver good outcomes for business. Lead discussion on retail investment & attraction for Queen Street.
- **Access:** advance access into and around the city centre. Continued focus on integrated, affordable and equitable access, and innovation in areas such as loading and servicing.

## WORKSTREAM 3:

### FOUNDATIONS

Ensure a well-functioning, clean and safe city centre, and effective support for our members. Have robust data and insight to inform our work and ensure that HOTC functions well as an organisation.

- **Crime and anti-social behaviour:** utilise partnerships and build on our programmes, Storewatch and Citywatch, to create positive outcomes for business
- **Welcoming city centre environment:** work with delivery partners to ensure the city is clean and well maintained and expand the Street Guardians programme.
- **HOTC operations:** ensure strong member database, knowledge base and business practice.