

# Cracking down on crime

When asked what the top priorities should be for the new Mayor of Auckland, CEOs were resoundingly clear: 55 per cent of survey respondents say the next mayor must reduce crime in the city.

“Crime has become a major issue since the extended Auckland lockdown,” says one independent director. The CEO of an entertainment business recommends the mayor should “put police back on the streets in Auckland.”

Other top issues included improving public transport (46 per cent) and introducing public-private partnerships and city bonds to fund large infrastructure projects (38 per cent).

Respondents were particularly vocal about the need to clean up the city centre, and to provide the city with a vision and a sense of purpose.

“The mayor must provide an aligned and inclusive vision for Tāmaki Makaurau’s future that brings a sense of purpose and belonging,” says Beca Executive Chair David Carter.

RedShield CEO Fabian Partigiani says a top priority should be to “stimulate tourism, in particular to re-energise the city centre.” This is echoed by Cordis managing director Franz Mascarenhas, who says the city needs a clear strategy to boost tourism – “especially given its impact on GST receipts and contribution to the economy.”

Auckland Business Chamber chief executive Simon Bridges, suggests a laundry list of challenges for the city to overcome.

“Infrastructure needs renewed vigour, the city centre needs attention, and business does too,” he says.

“At a superficial level, someone from branding needs to come in with some events and marketing budget and give Auckland as a place to live and as a top international destination a boost. At a deeper level there is a sense of malaise that can only be solved by leadership.”