



Dominion Road becomes first destination in Southern Hemisphere to be awarded Purple Flag

Delight as Area joins the Global Accreditation that Recognises Excellence in Managing the Night Time Economy

The Dominion Road Business District is celebrating after confirmation that it becomes the first destination in the Southern Hemisphere to achieve Purple Flag status. The iconic commercial strip in Auckland, has been given the thumbs up to their proactive partnership approach to their management of night life in the area.

Purple Flag was developed in 2003, when research undertaken by the Civic Trust in the UK showed that a holistic view of the management of the night-time economy was lacking despite the challenges caused safety concerns and the missed opportunities of economic growth.

It allows members of the public to quickly identify neighbourhoods and city centres that offer an entertaining, diverse, safe and enjoyable night out.

Purple Flag was launched in the UK in 2009 as a robust accreditation with annual assessments. Today, over 100 destinations have been awarded Purple Flag across Europe with London's West End being the longest accredited destination.

No different to other accredited destinations, the path of Dominion Road has been a long and challenging one with planning taking place for a year prior to a visit by the Purple Flag Programme Manager, Sarah Walker, and lead assessor, Jon Shipp, in October 2019. Sarah and Jon met with partners, carried out workshops and undertook assessor training.

Dominion Road had their overnight assessment in November last year and their submission and the report went before the Purple Flag panel in January this year with all other applications for Round 29 for the final decisions.

Dominion Road Business Association Manager Gary Holmes says he is thrilled with the outcome and says that having Purple Flag accreditation will help Dominion Road achieve its vision of being a “World within a street”

Mr Holmes said “We are looking forward to working collaboratively to continue to improve our night time economy, increase safety in the town centre at night and help put more money into the back pocket of our local businesses”.

“We want to thank everyone who helped us achieve this outcome, including neighbours, Eden Park, New Zealand Police, Albert-Eden Local Board and local businesses who supported the Dominion Road Business Association on this bid.

Sarah Walker, Purple Flag Programme Manager said

“It is really fantastic to have Dominion Road as part of the Purple Flag family. The assessors and panel were really impressed with the buy in from the community which shows a real commitment to the accreditation. We really look forward to growing the accreditation in New Zealand and through that process make a visible/real/ change in this town centre”.

Ojay McDonald, CEO of UK based Association of Town and City Management stated:

“It is an extremely exciting time for Purple Flag. Its success has been built on partnership work and ensuring that each location has the tools and teamwork to ensure a safe, diverse, and vibrant evening and night-time offer. We are very proud that Auckland has its first Purple Flag. We look forward to promoting and growing the accreditation across New Zealand.”

The announcement comes as interest in Purple Flag in the Southern Hemisphere grows following the publication of the new 24 Hour economy strategy for Sydney that recognises Purple Flag as a key tool in the development of night time economies in the UK and Ireland.

Other town centres and cities in New Zealand that are interested in improving their night time economy should contact the Dominion Road Business Association for more information.

Ends

For more information please call Dominion Road Business Association Manager Gary Holmes on 0274 966283