

8 September 2021

Businesses urged to review protection of crowded places

Businesses around New Zealand that host crowds of people are being encouraged to review their protection measures following the recent terrorist attack in Auckland.

The Crowded Places Business Advisory Group has met to discuss the event and what businesses can do to keep people safe from attack.

Crowded Places are locations that numbers of people access easily and predictably, such as sporting arenas, transport hubs, shopping centres, restaurants, hotels, theatres and other entertainment venues, tourist attractions, event and conference centres.

The Business Advisory Group is recommending that all businesses that host crowds – whether large or small – familiarise themselves with the New Zealand Government’s [Protecting Our Crowded Places from Attack: New Zealand’s Strategy](#). The Strategy has been developed to help owners and operators of crowded places protect the lives of people working in, using and visiting their crowded place.

It includes useful resources, including a [self-assessment tool](#) to help businesses and event organisers assess the level of threat they may face.

Chair Mat Hellyer says New Zealand businesses cannot be complacent about protecting their staff and the public.

“The attack in Auckland shows that threats can appear at any time. Everyone has a role to play in keeping crowded places safe,” he says.

The message to people at crowded places that New Zealand Police wants everyone to know, understand and remember is [Escape, Hide Tell](#).

About the Crowded Places Business Advisory Group

The Crowded Places Business Advisory Group is a collaborative working group comprising representatives from selected national and/or sector groups that represent organisations that own, manage or create crowded places.

The objective of the Business Advisory Group is to combine the resources and goodwill of members to increase the capability across New Zealand businesses to Deter, Detect, Delay and Respond to an attack or similar incident.

It was set up with the support of New Zealand Police in March 2021 to support the [Crowded Places Strategy](#).

For more information, contact:

Mat Hellyer
crowdedplacesbagnz@gmail.com