

NEW LYNN BUSINESS ASSOCIATION



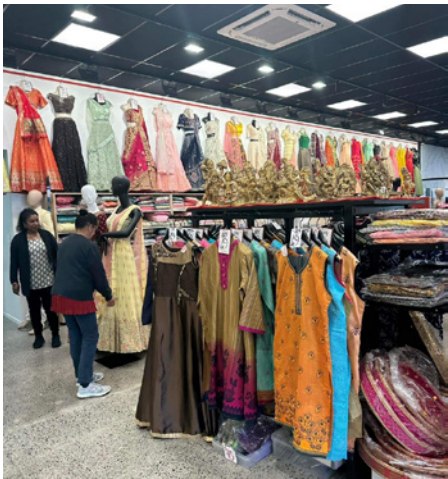
2024-2025 BUSINESS PLAN



Services | Retail | Hospitality | Community | Heritage

Notes

A series of horizontal dotted lines for taking notes.



Contents

What is the New Lynn Business Association?	4
Stakeholders	4
Business Plan 2024 – 2025	5
Membership by way of tenant mix and the associated percentage.	6
Alignment to the Strategic Plan 2023-2025	7
Teamwork.	7
Our Town Centre – New Lynn.	7
Relationship with the Whau Local Board Plan and Auckland Council.	8
The retail online shopping environment	8
New Lynn Business Association - BID Expansion Proposal	8
Some membership feedback; Survey August 2023.	8
Annual Plan Budget 2024 – 2025	9
Actions under the annual plan budget 2024 - 2025	10
Past promotions and marketing.	12
Promotional Plans – Timeline, actions, outcomes and allocated budget	13
Planner 2024 - 2025.	16
Online: Website and social media.	17

NEW LYNN TOWN CENTRE

Services | Retail | Hospitality | Community | Heritage

What is the New Lynn Business Association?

The New Lynn Business Association Inc is an incorporated society formed to support business in the town centre area, a Business Improvement District (BID) map is outlined below, this is the BID area. The primary objectives of the association are to provide a forum for business betterment, local economic development, urban regeneration, ongoing improvements in the tenant mix, to encourage great social wellbeing of people in the area, town centre cleanliness, safety, great community promotions, good communications with members and the public, to lobby Auckland Council and decision makers to improve transportation in the New Lynn town centre and to work alongside the membership to constantly offer “best practice” ways of working to promote New Lynn as a great place to work, live and to socialise.

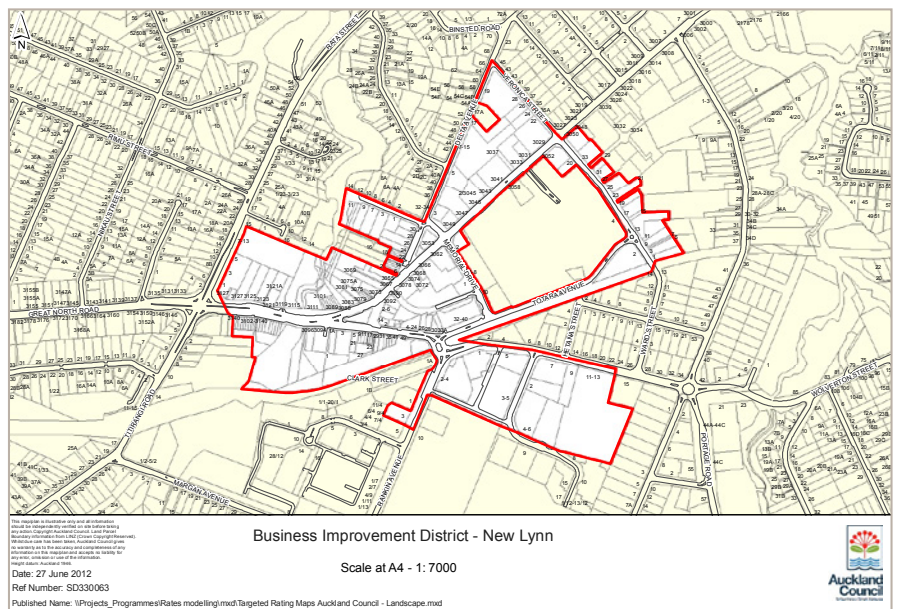
The New Lynn Business Association is funded through a targeted rating system under the Auckland Council Business Improvement District Policy as a partnership programme. The work undertaken by the executive committee and management are guided by the strategic plans, business plan and constitutional rules which are available on the website or by request. The elected voluntary executive committee oversees governance and meet a minimum of ten times per year. The Annual General Meeting is held in October each year and at the meeting, the members discuss and approve an annual budget and plan, review End of Year financials, audited accounts, appoint auditors and elect a voluntary executive committee for the following period.

Stakeholders

The key stakeholders are:

- Tenants and property owners in New Lynn
- Associate members
- Local government: The Whau Local Board and Auckland Council – the ratepayer
- Community and shoppers (consumers) in the New Lynn trade area

Business Improvement District - New Lynn



The Vision

*New Lynn town centre.
A metropolitan town
that is economically
and socially responsive
- a thriving place to
work, live and socialise.*



Business Plan 2024 – 2025

This business plan is guided by the constitutional rules and the business association Strategic Plan 2023 – 2025. The plan is developed by a team that includes executives, elected member representation and management. The focus of this business plan is to achieve good business outcomes for the membership and the New Lynn community and, to continually position New Lynn as town centre that has much to offer.

The organisation remains open and transparent with membership and management practices, given the August / September 2023 customer and membership survey results that indicated New Lynn is a great town centre that has it all, that it is safe, clean and has a great range of hospitality, business services. The executive focus on working in a collaborate way with members and have a philosophy of *working together, collectively we achieve more and are all going in one direction to achieve our goals*. The business plan is based on collective thinking, institutional knowledge, experience and resources.

The plan is a one-year business plan to give oversight, actions, activities and, promotions related to the annual period 2024 – 2025 with outlines as to governance, management and the implementation of approved actions. The plan may change from time to time at the decision of the executive committee or given environmental factors therefore, the plan requires some flexibility to take into consideration any market forces i.e. the recent pandemic, inflation and sub-tropical cyclone .

The income stream for the organisation is based on the targeted rate funding, while some income comes from associate membership and sponsorship. Those, however, are limited income sources. We outline the income over the business plan period as:

- For the period ending June 2023, the targeted rate was \$209,475.00
- For the period ending June 2024 the targeted rate was \$216,806.62
- The proposed budget and targeted rate for the period ending June 2025 is \$231,983.08
- The proposed budget increase is a 7% increase in targeted rates.

The capital value of the New Lynn BID properties is approximately \$454,345,000.00 (2023)

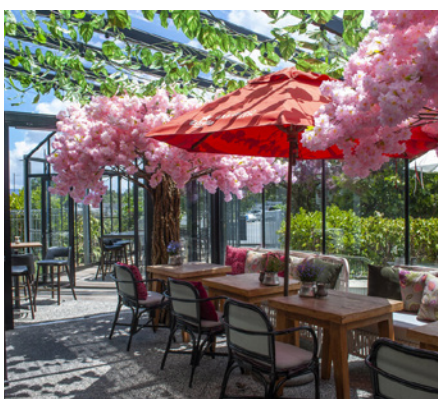
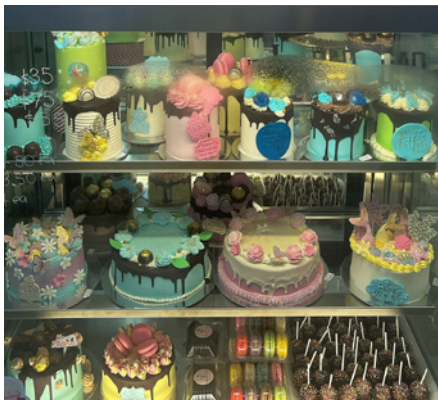
In preparing this business plan, consideration was given to the tenant and membership mix, there are approximately 241 tenants and 125 owners in the BID with new associate members joining each year. Outlined below are approaches taken by the executive and management to achieve a sound, strong plan that meets the constitutional and council policy aims:

- To continue to follow the guidelines and rules of the NLBA constitution.
- To lobby for improved transportation and other infrastructure in the New Lynn town centre area.
- For Targeted Rates spending to be considered as good use of ratepayer's funds.
- To ensure NLBA's independence and not have controlling elements via Auckland Council officers or elected members.
- To have developed and continue to have sound best practices policies in place.
- To ensure our town centre is seen by the consumer as a clean, safe centre offering a wide range of services, hospitality, and a specialist retail offering.
- To support our membership and associates where needed
- To responsive to market forces.
- To implement plans, policies and projects in a professional and transparent way.
- To maintain sound management and governance practices.
- To have a "members first" philosophy.

The NLBA executives acknowledge that a business plan means little without review: checking in and aligning to environmental factors such as the increase in online shopping, market and, other external factors effecting growth and opportunities for growth in the area.

Membership by way of tenant mix and the associated percentage

Category	% member by tenant
All general retail	17%
Services (including accounting, legal, real estate, admin services, technology)	26%
Government	5%
Food (all - including bakery/takeaway)	25%
Worship (note - not all places of worship pay a T/R)	4%
Automotive	4%
Health and Wellbeing	19%



Alignment to the Strategic Plan 2023-2025

This business plan is interconnected to the NLBA Strategic Plans, as long-term planning has an impact on the associations activities and aims. Therefore, in support of best practice in developing a sound business plan, the inclusion of actions in the NLBA strategic plan 2023-2025 that influence actions in the annual business plan and goals are;

Objective 1 Trade area analysis – research.

Objective 2 Continue to promote New Lynn as an attractive place to visit, work, live and play via events, activities and town centre promotions.

Objective 3 To establish true economic benefits of the income model and the funding level required in 2025 to achieve goals.

Objective 4 The organisation is now in its 12th year of operation as a BID, and as such it is timely to review (as a result of research) how well we have done, what needs to be improved and how we are or are not meeting the needs of members. This includes financial considerations and the consideration of the output to consumers..

Objective 5 Rebrand – logo redevelopment, develop new tag lines to align to new brand, implementation of the new brand into the current association physical and online materials. As part of the re-brand, a new investment pack – “Invest New Lynn” - is to be developed. This would take place in the 2023-2024 annual period. This will be fully implemented and operational in the 2024-2025 period and avail the management and executive new and exciting branding opportunities.

Teamwork

Together, the New Lynn Business Association alongside supporters, can influence **positive changes** and improvements to a **sustainable and thriving** town centre.

Members, associates, partners - a collective

Viable, enduring and long-term success, active and evolving.

Having a voice, business people or owners know the area. Positive growth through knowledge and capacity

Our Town Centre – New Lynn

Together, the New Lynn Business Association alongside membership and stakeholders, can influence positive changes and improvements to a sustainable and thriving New Lynn town centre.

The management and executive achieve much by being connected, strong in our resolve to improve the area, and we are developing effective relationships as a group. As a united team, we can collectively:

- foster a coordinated approach to addressing issues in the business community.
- help business and local people and the community to be commercially successful.
- work together with stakeholders to improve the environment in New Lynn.
- promote New Lynn via promotions and networking to develop relationships.
- be a stakeholder in actions for improved social and local economic development.

Relationship with the Whau Local Board Plan and Auckland Council

The association has an appointed local representative on the committee. This process works when the elected member can share information and where they listen and act on the needs of the association. Whilst it is not always possible for an elected member to support all the needs associated with the council, a collaborate working relationship continues to be important as does a positive approach to management of the BID.

The retail online shopping environment

Online shopping, consumer demands for a wide variety of goods and services, specialist products, better pricing and door-to-door delivery all have an impact on the traditional retailing environment. The impact of the pandemic resulted in a surge of online shopping, habits that have now been established and this continues to grow.

New Lynn Business Association - BID Expansion Proposal

Work has been done in the past to establish the interest of the BID expansion. This work was undertaken by an outside contractor. The results found there was limited interest by associate members and surrounding businesses to participate in the program.

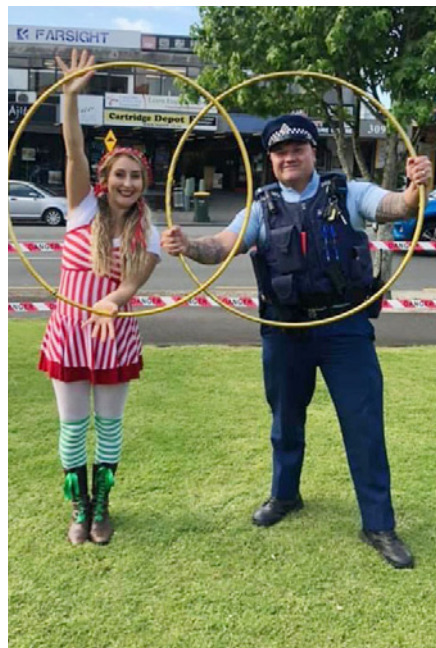
This does not deter the NLBA interest in establishing a wider BID area in the future but, this will take planning and resourcing. The proposal is to investigate an expansion plan in 2024. It is noted that there is a cost to undertake this project. A proposal will be put forward once membership and interest is gathered. This may mean a change to the late 2025 planning process by including an expansion.

Some membership feedback; Survey August 2023

'I find New Lynn to be a very vibrant place.'

*'The transport hub – easy to travel and park in New Lynn.
A good range of stores and restaurants/cafes.'*

*'I like the people in the area; all friendly and great to do business with.
Working together with ideas to improve business.'*



Annual Plan Budget 2024 – 2025

Income														
2023 – 2024	BID Target Rate Grant – Paid quarterly Proposed 7% increase BID Target Rate Grant BID Target Rate Grant – Paid quarterly Non-contestable Whau Local Board Christmas event funding (This funding is subject to Local Board approval in June 2024)											\$216,806.62		
2024 – 2025												\$15,176.46		
2024 – 2025												\$231,983.08		
Other Income												\$3,500.00		
Description	Amount	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Office Rent	6,960	580	580	580	580	580	580	580	580	580	580	580	580	6,960
Office Consumables & Stationery	2,040	170	170	170	170	170	170	170	170	170	170	170	170	2,040
Insurances	2,200			2,200										2,200
Training & Education	2,600			650			650			650			650	2,600
Telephone & Data	2,400	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Auditing	4,000				4,000									4,000
Accounting	3,000	200		2,000		200		200		200		200		3,000
Website, Updates, Management	3,600	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Christmas	16,903.08					8,448	8,448							16,896
Facebook & Instagram*	3,600	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Newsletter & Notices	9,000	900	900	900	900	900	900	900	900	900	900	900	900	9,000
Networking Events x 5	7,500	1,500		1,500		1,500			1,500		1,500			7,500
Database Management	1,080		180		180		180		180		180		180	1,080
Member Surveys & Feedback	2,500			2,500										2,500
Promo & Marketing Assistance	3,000		500		500		500		500		500		500	3,000
AGM	1,500				1,500									1,500
CCTV & Security	3,000	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Formal Reporting / Management	62,000	5,166	5,166	5,166	5,166	5,166	5,166	5,166	5,166	5,166	5,166	5,166	5,166	62,000
Management Contracting, Assistance & Advice	45,000	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	45,000
Invest New Lynn*	5,000	2,500		2,500										5,000
Grab-A-Deal	18,000												18,000	18,000
Mother's Day Promotion	4,000									2,000		2,000		4,000
For The Love Of Food*	6,500								3,250	3,250				6,500
Information, Promos to Members	900	150		150		150		150		150		150		900
Photography & Videography	2,000		500			500			500			500		2,000
NLBA Business Awards	8,000			4,000		4,000								8,000
Merchandise & Giveaways	2,800		1,400			1,400								2,800
Legal Fees	2,500				1,250						1,250			2,500
Contingency	400	400												400
Totals	231,983.08													231,976

*Means additional activity due to the proposed increase of the BID Targeted Rate Grant.

Actions under the annual plan budget 2024 - 2025

Month	Action	Plan Brief summary
July 2024	Newsletter	Newsletters are a form of communication. The NLBA newsletter format changed in July 2023 to be more focused on tenant offers. The intent is for tenants to advertise for free, for communications about New Lynn to be shared with the public and to share the great New Lynn finds (products or services).
	Networking event	Networking is an opportunity to connect with the membership, to share business stories and to support the membership by providing updates and information about NLBA promotions. From time to time, the networking is a presentation by executive and management and, business and other times, NLBA hosts a guest speaker.
	Invest in New Lynn project*	Invest in New Lynn Owners in the New Lynn area have shared with the NLBA management and executive that they would like to see another Invest New Lynn plan be implemented. The plan is to produce collateral – electronic and printed about New Lynn the BID and the opportunities for businesspeople, property investors to invest in New Lynn. It is a showcase of New Lynn as a sound area to develop in or invest in existing property.
	Grab-A-Deal	Grab-A-Deal is a very popular discount booklet that is produced by the NLBA, free to the membership. It is known in the community as a time (winter) when customers can get some additional benefit in the town centre by using the booklet. Approximately 25,000 booklets are produced and distributed. We have had customers say they wait for the booklet to come out and look forward to getting the booklet.
August 2024	Newsletter	Newsletter See above.
	Update photography	Photography update: On a monthly basis the New Lynn management team are implementing actions in the annual planner, as part of the communications, information sharing or documentation production, there is a need for photography to tell a story about New Lynn and the offering. These photos do need to be current, professional and share a strong positive message in the image. With the NLBA Executive deciding to progress Instagram as part of the marketing, current and professional photography is important.
	Council BID reporting (AGM)	Auckland Council reporting: Any council reporting requires administration and resourcing, the AGM another other times, the BID Policy requires NLBA to report on actions, plans and expenditure.
September 2024	Newsletter	Newsletter See above.
	Networking event	Networking see above.
	Member Survey	Survey Members are surveyed on an annual basis by questionnaire, online and face to face. The NLBA executive seeks to gather input from the membership about how the organisation is going, what suggestions or ideas are held by members and an opportunity for members to feedback to the executive prior to the next AGM.
	Invest New Lynn project*	Invest New Lynn - this project continues and is proposed to go live in September following the work project start in July (time to have videography, printing and other materials completed for distribution).
October 2024	Newsletter	Newsletter see above.
November 2024	Newsletter	Newsletter see above.

	Christmas promotion	Christmas is a time of strong trading in a competitive market. New Lynn celebrates Christmas; the joy of the holiday season, families, community and implements free community Christmas events as there is an acknowledgement that not all can “afford” this time of year. The town centre is going to be decorated to celebrate Christmas – this is a two-month long promotion.
	Networking event	Networking see above.
	Update photography	Photography see above.
December 2024	Newsletter	Newsletter see above.
	Christmas promo.	Christmas promotion see above.
January 2025	Prepare giveaways and promotional material	An annual budget is allocated to giveaways which include T-shirts, caps, pads, pens and other appropriate giveaways to promote New Lynn town centre and the Business Association. Pads, pens and other materials are also provided at networking and other NLBA member events.
February 2025	Newsletter	Newsletter see above. Update photography see above.
	Networking event	Networking see above.
	Update photography	Update Photography: see above.
	Business Awards	Business Awards are now an annual feature in the NLBA marketing calendar. The awards are an acknowledgement of outstanding businesspeople and business offering in New Lynn. The NLBA executive receives very positive feedback about the awards as an additional opportunity for businesses who contribute to a fund, to be celebrated, to connect and to have an evening of socializing and connecting.
	For the Love of Food*	For the Love of Food is a promotion that started in 2024 with a focus on sharing the hospitality offering in New Lynn. It is also part of the strategy to brand New Lynn town centre as a place where there is great food offering. It is an opportunity for the hospitality sector to offer something special to customers via the free NLBA flyer and social media.
March 2025	Newsletter	Newsletter see above.
	For the Love of Food*	For the Love of Food see above.
	Investigate BID expansion possibilities	BID expansion possibilities to further investigate the opportunity of expansion. As part of the work, an analysis of the way the BID is financed which is currently on capital value and would there be an opportunity to move to a “Flat Rate” system plus %. It is proposed that an expansion be completed in two stages.
April 2025	Newsletter	Newsletter see above.
	Networking event	Networking event.
May 2025	Newsletter	Newsletter see above.
	Mother’s Day event	Mother’s Day is a time when the NLBA celebrates Mother’s and caregivers are celebrated. New Lynn is very much a community and family-oriented area (surveys tell us this) and NLBA thank shoppers for being in New Lynn and spending by hosting a two-day “Random Act of Kindness” where a BID purchase receipt is shown and a small thank ou for shopping New Lynn gift is given. A popular promotion with people. This campaign focuses on the good values of giving back to the community and the New Lynn businesses caring about Mums and caregivers. A new component of the Mother’s Day promotion will be an online Photo competition – mums/caregivers and whanau/family.

June 2025	Newsletter	Newsletter see above.
	Grab-A-Deal	Grab-A-Deal see above
Monthly*		Photography, events posted online, images of food/service and member offers, local stories. Updates on Instagram, Facebook and web. Administration, rent and office/operating expenses as per budgets, accounting, database - and updates of database, promotional marketing assistance as required, CCTV and or security measures monitor monthly.
February – November		Executive Committee meetings All agendas, minutes, committee meeting organisation, finance reports, special reports, managers report and other decision making.
Annual		Insurance, AGM, Legal fees, contingency, an allowance for training and education, auditing (September), merchandise and promo. giveaways.

*Means activity will receive expenditure allocation from the proposed increase of the BID Targeted Rate Grant, providing additional benefit to the BID.

Past promotions and marketing

NEW LYNN BUSINESS ASSOCIATION
MEMBER INFORMATION

NEW LYNN BUSINESS ASSOCIATION
It's Valentine's Competition
We ❤️ New Lynn
...so say what you love about New Lynn and be into **WIN** one of three \$100 vouchers from New Lynn Business Association member businesses.
Post on line here, share or email details to newlynnbid@gmail.com
Entry closes 10:00pm Sunday 14th February 2021. Draw at 10:00pm Monday 15th February 2021. See newlynnbusinessassociation.net.nz for terms and conditions.
Office: 25 Veronica St, New Lynn, Auckland
PO Box 15456, New Lynn, Auckland

THE NEW LYNN BUSINESS COMMUNITY IS ASKING FOR YOUR SUPPORT!
Have you been thinking about the effect the COVID lockdowns have had on you and your family, others in our area, the places we shop and the local businesses we love?
It has been a challenging and stressful time for all of us and we are reminded of the relationships that we have with our local retailers, hospitality businesses and service providers. Locals do support local and have a favourite restaurant, cafe, gift shop or a local place to enjoy - supporting local means a better space for you, your family and for New Lynn.
The New Lynn Business Association is a collective of local New Lynn businesses (including Lynnhill) offering support to business members. It is vital that we support the small to medium size local businesses that are so important to the New Lynn business community. They are locals, often employing locals, and are committed to a great atmosphere that supports and is part of the fabric of a positive local retail and services environment.
During our upcoming Mother's Day campaign we will be giving away 250 \$10 Random Act of Kindness vouchers. If you shop in the New Lynn Business Association area during the weekend of Mother's Day you may be the recipient of a voucher. It's our way of thanking you and to encourage you to come back and shop local. There is a minimum spend of \$30 and vouchers are valid for 14 days.
So please shop local and look out for the New Lynn Business Association Mother's Day promotion where you could be the lucky recipient of a \$10 Random Act of Kindness Shop Local vouchers.
SHOP LOCAL AND SUPPORT LOCALS!
Office: 25 Veronica St, New Lynn, Auckland (above Little Treats Cafe)
Phone: 021 234 3108
PO Box 15456, New Lynn, Auckland 0540
Email: newlynnbid@gmail.com
www.newlynnbusinessassociation.net.nz
facebook.com/newlynnbusinessassociation

NEW LYNN BUSINESS ASSOCIATION
MEANS BUSINESS
NEW LYNN BUSINESS ASSOCIATION
SUPERB BUSINESS AWARDS 2023
Making a positive difference in the New Lynn business community
Excellent business practices, passion and respect
These values are at the heart of who we are as a community. The New Lynn Business Association 2023 Superb Business Awards aim to recognise and celebrate organisations who share these values and play an important role in promoting the New Lynn town centre as a great place to Live • Shop • Work • Play.
We invite members of the public to nominate businesses they feel deserving of an award under the New Lynn Business Association Business Investment District, or any associate members, we encourage New Lynn Business Association members, or any associate members to self-nominate for the awards.
Awards will be presented for Best Retail Business, Best Professional Services, Best Restaurant or Best Cafe or Eatery/Bistro/Cafe and a Supreme Member Entry is free for members and associate members and close at 4pm on Thursday 10th March 2023. Winners will be announced at 7:00pm on Monday 20th March 2023. Nominations for the awards must be completed on an official entry form which can be found on the New Lynn Business Association website at newlynnbusinessassociation.net.nz or via email to awards@newlynnbusinessassociation.net.nz.
Winning Form Call, McDonald's New Lynn, Health New Lynn 7 Day Pharmacy, New Lynn Coffee & Kitchen, Remy's about to be submitted by 18:00 on 10th March 2023.
Awards will be presented for Best Retail Business, Best Professional Services, Best Restaurant or Best Cafe or Eatery/Bistro/Cafe.
Award categories

GRAB A DEAL
SHOP LOCAL AND SAVE GREAT DEALS, DISCOUNTS & SPECIAL OFFERS
SAVE \$\$\$!
FREE VOUCHER BOOKLET PLEASE HELP YOURSELF
28TH JUNE TO 20TH AUGUST 2023
SHOP LOCAL • SUPPORT LOCAL • SHOP NEW LYNN

NEW LYNN BUSINESS ASSOCIATION
COME AND SPIN THE WHEEL FOR YOUR CHANCE TO WIN!
To enter spend \$20 at any participating NLBA member 1st – 23rd December 2022
Spin The Wheel 10:00am – 1:00pm December 8th, 9th, 10th, 15th, 16th, 17th, 21st, 22nd, 23rd, 2022
Find our Christmas Wheel location online newlynnbusinessassociation.net.nz



Christmas in New Lynn
FREE FAMILY EVENT
Saturday 10th Dec 2022 | 10:00am to 1:00pm
Todd Triangle, Totara Avenue, New Lynn
Free Entertainment • Cultural Show • Santa Stilt Walker • Balloon Art • Face Painting
Music • Spot Prizes ... And More!
Plus **15 x \$50 NEW LYNN DINING VOUCHERS TO BE GIVEN AWAY!**
See our flyer in-store

Love your local business
Meet the people who make your community a better place to live, shop, work and play
A report for the New Lynn Business Association on: The NLBA membership findings on the effect of Covid19/Omicron and views/opinions on strategic and annual planning
March 2022

NEW LYNN BUSINESS ASSOCIATION
WANT TO KNOW MORE
www.newlynnbusinessassociation.net.nz
facebook.com/newlynnbusinessassociation

NEW LYNN BUSINESS ASSOCIATION
SHOP NEW LYNN

Promotional Plans – Timeline, actions, outcomes and allocated budget (excluding GST)

Event or Marketing Activity	Date of event or promotion and budget	Action plan and graphics (Graphics and design will be de at the time of the event)
<p>Business Awards Fabulous New Lynn Constitution rules 3.3/3.4/3.6</p> 	<p>February 2024 \$8,500</p>	<p>Purpose:</p> <ul style="list-style-type: none"> - To encourage businesses in the BID to participate in an annual award event. - To promote businesses to shoppers via a public voting process, that of which is to showcase business and encourage public participation. - To acknowledgement of outstanding businesspeople and business offering in New Lynn. - The Business Awards are now an annual feature in the NLBA marketing calendar. - The awards are an The NLBA executive receives very positive feedback about the awards as an additional opportunity for businesses who contribute to a fund, to be celebrated, to connect and to have an evening of socialising and connecting. <p>Outcomes:</p> <ul style="list-style-type: none"> - To highlight successful New Lynn business - To relationship build within the membership - To connect members and support them - To promote to the community winning and placement business - For membership to acknowledge their connection to the NLBA - To acknowledge good business practices therefore encouraging others to improve
<p>Grab-A-Deal Constitution rules 3.3/3.4/3.6</p> 	<p>July 2024 Follow on from June 2024. \$18,000</p>	<p>Purpose:</p> <ul style="list-style-type: none"> - To develop and produce 25,000 free to customer and members Grab-A-Deal booklets offering specials available at New Lynn BID member and associate member businesses. - To generate additional turnover during the winter months. - Bring people into New Lynn - Branding New Lynn as a great destination to shop. <p>Action plan:</p> <ul style="list-style-type: none"> - To work alongside members and associate members to develop a booklet of giveaways and promotions. - Up to 46 businesses participating (25% of members) or more if there is demand. - The promotion is to be available to customers for 8 weeks. - There is a need to have signed contracts between tenants and the NLBA to have sound management and approval processes to support the booklet entries and offers. - Free inclusion in the publication for membership. - Produce 25,000 booklets and distribute them in the primary trade area via tenants, mailbox drop and at community outlets. - Ensure the offer is worthwhile and work with members to highlight the need for an offer to be “good” to make the promotion successful. - Brand Promoting the New Lynn offering and show casing the centre. <p>Outcomes:</p> <ul style="list-style-type: none"> - To achieve increased turnover in each of the participating businesses - To offer free participation in advertising and promotional activity - To offer the shopper a special deal when shopping in New Lynn therefore, improving the value of the town centre to the shopper - To continue to make the offers worthwhile (this prometon is a favourite with shoppers as they do receive very good deals from businesses)



Invest in New Lynn
 Constitution rules 3.3/3.4/3.6
 July and September 2024
 \$5,000



Purpose: To showcase New Lynn as a destination for investment and property development. To provide information to decision makers on the trade area, customer base and opportunities.

Action Plan:

- To develop a video about New Lynn town centre. To develop and produce A4 fact sheets (printed and soft copy).
- By sharing information about New Lynn with interested parties or those who may ask questions about New Lynn town centre with the aim of showcasing opportunities.

Brand:

- It is intended that developing an Invest in New Lynn we are showcasing New Lynn as a great destination and standing by the organisational values.
- The Invest New Lynn video will be published online in social media and on the New Lynn BID website.

Audience: New property owners, developers and potential tenants.

Outcomes:

- For potential property owners to decide to invest in New Lynn
- To offer a marketing pack that is easily accessible for real estate agents and those promoting sale of buildings or approaches to new businesses to relocate or have a business in New Lynn
- To provide a level of professional collateral that is developed in a way that fits the NLBA marketing model
- To provide factual information based on customer opinion of the town centre

Update photography
 Constitution rules 3.3/3.6
 August and November 2024
 \$2,000



Purpose: To update images that will be required for production of printed and promotional material. The images will also be used on Instagram.

Action Plan: To provide a brief for a professional photographer to take photos of certain buildings, community spaces, green spaces, tenant offering (food or goods) that can be used in all forms of online and printed material.

Use of images: Marketing material (collateral) plans, documents, presentations all require images.

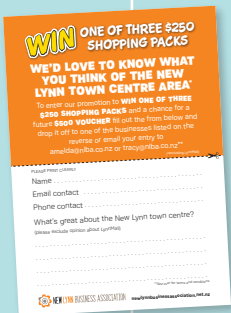
Brand:

- To be seen as current, professional and with a good offering, images need to be refreshed and updated.
- How the town centre is "seen and perceived" by the public is important to the executive and membership, strong images that are professional will tell a story about who we are and what the NLBA values are.

Outcomes:

- Clean, current and fresh images
- Improve the image on social media
- Professional images of the town centre
- To "story-tell" about New Lynn
- To be inclusive – include businesses and locals in images

Membership survey
 Constitution rules 3.3/3.4/3.6
 September 2024
 \$2,500



Purpose and action:

- To have evidence as to how the BID is performing for members, what the members want to participate.
- Online and face to face questionnaire to survey members and associate members as to their views and opinions of NLBA actions and plans. Results published for members. Use information for future planning.

Value: This provides great evidence-based value to the executive and AGM as to how well the organisation is doing. Alongside auditing, a full transparent picture is given as to the operating and functions of the BID.

Outcomes:

- To respond to the constitution
- To be open and transparent about the views and opinions of the membership
- To respond to opinions and constantly improve our business practices
- To share with membership the opinion of others
- When interviewing customers as part of a survey (if required) to share with the membership what customers views and opinions are
- Evidence based information which alleviates any question or anecdotal opinions



<p>Christmas The Joy of Christmas Constitution rules 3.3/3.4/3.6</p> 	<p>November and December 2024 with removal of decorations first week of January</p>	<p>Purpose:</p> <ul style="list-style-type: none"> - To encourage shoppers to visit and shop in New Lynn at one of the most active trading times in retail/ services. - To encourage people to participate in New Lynn's great hospitality offering. - To showcase New Lynn as a town centre that is welcoming to whanau/families by hosting a free family event. <p>Actions:</p> <ul style="list-style-type: none"> - To host a free family Christmas event. - Implement a promotion that focuses on sales and giveaways – completion for shoppers. - A Santa event for Children (to be confirmed) photo with Santa. <p>Additional information: The 2022-2023 period a decision was made to allocate \$10,000 of extra budget funding to Christmas 2024 which is to be spent on decorations for the town centre.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> - To bring joy to the community at a free event - To highlight New Lynn as a great place to shop during Christmas given there is a budget to purchase new decorations - To encourage sales and turnover - To connect a feeling of community spirit and joy with the NLBA businesses - To promote New Lynn as a place of community, business and an area to shop - Thank and acknowledge shoppers and in turn continue to generate long-term loyalty
<p>Promotional Giveaways Constitution rules 3.3/3.4/3.6</p>	<p>January 2025 \$2,800</p>	<p>Action: Tee shirts, pads, pens and other giveaway material that is used in promotions and at member events.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> - Publicity via branded giveaways - Thank customers with a giveaway - Promote the NLBA and New Lynn town centre brand
<p>For the Love of Food Constitution rules 3.3/3.4/3.6</p> 	<p>February 2025 March 2025 \$6,500</p>	<p>Action:</p> <ul style="list-style-type: none"> - To implement a new promotion that highlights the hospitality offered in New Lynn. - The New Lynn BID has many hospitality outlets alongside many great cafes and food outlets (Asian supermarket). - For the Love of Food is a newly developed promotion to bring about awareness of the great food offering in New Lynn. <p>Media: Social media, posters, flyers.</p> <p>Offer: The plan is to develop a offer booklet or similar and to seek input from the hospitality sector who will sign a contract to have free advertising and promotional activity and offer customers a discount on food/beverage for a limited period of time.</p> <p>Branding: This campaign is about show casing New Lynn as having a substantial international food and beverage offering.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> - To promote New Lynn as an International cuisine destination - To share with the public, that New Lynn has a substantial amount of successful and award winning restaurants - To promote the hospitality offering - To improve Night Time Economy in New Lynn - An opportunity to promote food offering on Instagram - To support the hospitality sector by way of participation in a free promotion - To increase turnover in the hospitality sector in New Lynn
<p>Mother's Day Love your Mum Constitution rules 3.3/3.4/3.6</p> 	<p>May 2025 \$4,000</p>	<p>Action:</p> <ul style="list-style-type: none"> - Celebrated every second Sunday in May, Mother's Day is a retail and hospitality event. A time when people acknowledge and show appreciation of Mums and caregivers. This is a well-known time for retail and hospitality spending. New Lynn businesses have an opportunity to see additional turnover. - The NLBA will host two activities: The Random Act of Kindness – Friday, Saturday and Sunday 12 May 2024 - Shop and Win dinner for two as part of the Random Act of Kindness (entry handed out to shoppers) <p>Additional new element: An online photo competition for Mothers/Care Givers and whanau/family- Love your Mum (or caregiver)</p> <p>Outcomes:</p> <ul style="list-style-type: none"> - Brand improvement and "feel good" factors in the community - Thank and acknowledge shoppers and in turn continue to generate long-term loyalty

Planner 2024-2025

Month	Action
July 2024	Newsletter
	Networking event
	Invest in New Lynn project
	Grab-A-Deal promotion
August 2024	Newsletter
	Grab-A-Deal promotion
	Council BID reporting (AGM)
September 2024	Newsletter
	Networking event
	Member Survey
	Invest New Lynn project
October 2024	Newsletter
November 2024	Newsletter
	Christmas promotion
	Networking event
December 2024	Newsletter
	Christmas promotion
February 2025	Newsletter
	Networking event
	For the Love of Food promotion
	Valentine's Day promotion
	NLBA Business Awards
March 2025	Newsletter
	For the Love of Food promotion
	NLBA Business Awards
April 2025	Newsletter
	Networking event
	Easter promotion
May 2025	Newsletter
	Mother's Day promotion
June 2025	Newsletter
	Grab-A-Deal promotion



Online: Website and social media.

Social media and web information is a platform that brings awareness of activities of the organisation. Social Media is a popular advertising and communications stream that is used to connect businesses and consumers.

The use of social media has increased during the past two years as there are more people working from home. We are mindful our members have also changed their formulars for online awareness and the move to online shopping/ food consumption.

The organisation uses social media in most campaigns and is a tool that is utilised to communicate with a large audience.

The use of social media will continue to grow and this includes a professional Instagram account. The executive committee decided this should progress in early 2024 and be professional, not an ad-hoc post and hope style.

Always LOVE you
Words of love to a special person

Display words of love and be in to WIN one of ten fabulous gift baskets*
*Make a purchase from a participating NLBA business, and display words of love to a special person and enter the draw to win one of ten gift baskets.
To display your words of love see our locations listed below, submit to the NLBA office at 25 Veronica Street or email amelidaginlba.co.nz
*Prizes Open 5:00pm 14 February 2023. Draw before 2:00pm 15 February. Full entry details and conditions on entry form.

NEW LYNN BUSINESS ASSOCIATION
EASTER COLOURING COMPETITION

FREE PHOTO!
COME AND HAVE YOUR PHOTO TAKEN WITH EASTER BUNNY AT MEMORIAL SQUARE (NEXT TO McDONALD'S) BETWEEN 3:00-5:00PM THURSDAY 6TH APRIL 2023

Go to www.newlynnbusinessassociation.net.nz for entry forms and terms and conditions or email amelidaginlba.co.nz for more information

SHOPPING IN NEW LYNN FOR Mother's Day?
We have 300 Random Acts of Kindness to give away!

Make a purchase at any New Lynn Business Association member business on Friday 12th, Saturday 13th and Sunday 14th of May 2023 and you could win a spot prize of a beautiful scented soy wax candle or a box of chocolates.

NEW LYNN BUSINESS ASSOCIATION



NLBA Management team



Amelda Jeffery
Contract Manager
021 264 3188
ameld@nlba.co.nz



Tracy Mulholland
Contractor
021 287 2296
tracy@nlba.co.nz

**Would you like to know more?
Would you like to contribute to the
newsletter or to our online presence?**

Contact Amelda for more information,
to host a networking event or
to discuss ideas.

*We appreciate your participation in
the New Lynn Business Association
promotions. Thank you.*

Thank you to our 2022-2023 executive committee volunteers



Vish Bhati
Barfoot & Thompson
CHAIRPERSON



Michele Gilmer
Car Tech Automotive
DEPUTY CHAIRPERSON



Norah Ding
Little Treats Café
TREASURER



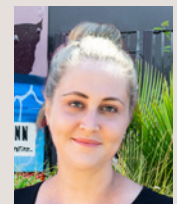
Beryl Jurelich
Covers Hire
COMMITTEE MEMBER



Kaloni Moli
McDonalds New Lynn
COMMITTEE MEMBER



Jonny Zhu
Theia
COMMITTEE MEMBER



Nicola Donald
The Wardroom
COMMITTEE MEMBER
(resigned)



NEW LYNN TOWN CENTRE

Services | Retail | Hospitality | Community | Heritage

NEW LYNN BUSINESS ASSOCIATION

Office: 25 Veronica St, New Lynn, Auckland (above Little Treats Cafe)

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