



**NEW LYNN**  
BUSINESS ASSOCIATION

## 2025-2026 BUSINESS PLAN



Services | Retail | Hospitality | Community | Heritage





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# Contents

What is the New Lynn Business Association? .....	4
Stakeholders .....	4
Business Plan 2025 – 2026 .....	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
Membership Feedback Survey - July 2024 .....	8
Annual Plan Budget 2025 – 2026 .....	9
Actions under the annual plan budget 2025 - 2026 .....	10
Past promotions and marketing. ....	12
Promotional Plans – Timeline, actions, outcomes and allocated budget .....	13
Planner 2025 - 2026 .....	16
Online: Website and social media. ....	17

# 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.

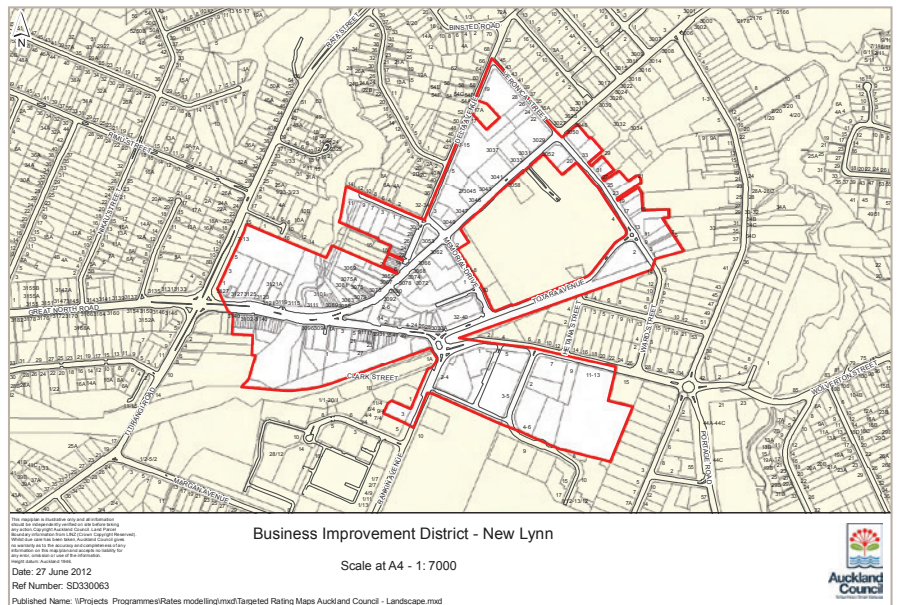
The New Lynn Business Association is funded through a targeted rating system under the Auckland Council Business Improvement District Policy. The work undertaken by the executive committee and management are guided by the strategic plans, business plan and constitutional rules which are available on 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

*The New Lynn Business Association supports local business success. We are an organisation that reinforces “Shop Local” for its membership and promotes New Lynn as a local thriving town centre providing customers with a great environment to shop, live and socialise.*





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## Business Plan 2025 – 2026

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 July 2024 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 2025 – 2026 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 or other environmental factors.

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 \$216,800.00
- For the period ending June 2025 the targeted rate is \$231,983.08
- The proposed budget increase is a 3% increase in targeted rates (2025-2026 financial period).

The capital value of the New Lynn BID properties is approximately \$453,998.000 (2024)

The management/contract team works with the business community/membership and stakeholders to implement annual business plans. The philosophy of the Executive Committee (governors) is to work collaboratively with the membership and management to achieve best practice for its business and members. This business plan as outlined above has considered the findings of the July 2024 member questionnaire and feedback.

It is all those factors which are considered when developing this business plan and the 3 year strategy. This plan is a reflection on the budget and what works well in the New Lynn Town centre BID area, past successful promotions, required administrative work such as the AGM and finance/committee reporting, administration and actions suggested by the membership and the implementation of the Strategic Plans.

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%



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## 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 that are to be completed by 30 June 2025 are;

- Objective 1** Completed.
- 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** Completed.
- 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 – completed.

### 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 further investigate an expansion plan in 2025.

## Some membership feedback; Survey July 2024

The NLBA received positive feedback from the membership in a face-to-face meet and greet (with survey questions). The results of the feedback are available to members upon request.





# Annual Plan Budget 2025 – 2026

Income		
2024 - 2025	BID Targeted Rate Grant- Paid quarterly	\$231,983.08
2025 - 2026	2025 – 2026 Proposed 3% increase BID Targeted Rate Grant	\$6,959.49
2025 - 2026	BID Targeted Rate Grant- Paid quarterly	\$238,942.57
Other Income	Non-contestable Whau Local Board Christmas event funding (This funding is subject to Local Board approval in June 2024)	\$238,942.57

Description	Amount	Code	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Office rent, consumables, ph, internet, waste, storage	\$10,800.00	453 455 485 489	900	900	900	900	900	900	900	900	900	900	900	900	\$10,800.00
Insurances	\$2,500.00	440			2500										\$2,500.00
Training, Education, meeting costs	\$1,680.00	441			420			420			420			420	\$1,680.00
Auditing	\$4,200.00					4200									\$4,200.00
Finance & Accounting	\$2,812.00	412	250	150	250	150	250	150	250	150	250	150	250	150	\$2,812.00
Communications, Social Media & Online*	\$5,000.00	300.1 495 405	500	500	500	500	500			500	500	500	500	500	\$5,000.00
Formal reporting, policy requirements, Planning	\$4,500.00	300		500					2000					2000	\$4,500.00
Christmas	\$17,000.00	301					5000	6000	6000						\$17,000.00
Grab-A-Deal	\$18,000.00	300												18,000	\$18,000.00
In the Mood for Great Food	\$12,000.00	300.26										6000	6000		\$12,000.00
Networking x 5 events	\$7,000.00	300.11		1000			1500			1500		1500		1500	\$7,000.00
CCTV, safety projects, ambassadors*	\$12,250.00	417	1020.84	1020.84	1020.84	1020.84	1020.84	1020.84	1020.84	1020.84	1020.84	1020.84	1020.8	1020.8	\$12,250.00
Fairy Lights, decoration, beautification, signs, general promotion deco*	\$6,000.00	to code				3000			3000						\$6,000.00
Surveys and Feedback	\$3,500.00	300.13		3500											\$3,500.00
Business Awards	\$4,500.00	300.4			4500										\$4,500.00
Contracting, Advisors & professional advice	\$112,500.00	406 407 465	9375	9375	9375	9375	9375	9375	9375	9375	9375	9375	9375	9375	\$112,500.00
Merchandise & Giveaways	\$3,500.00	300.17			1500			500		1500					\$3,500.00
AGM & Legal	\$1,500.00	416				750	750								\$1,500.00
General advert/branding	\$3,932.65	300.17	103.08	400	400	400	400	300		400	400	400	400	329.57	\$3,932.65
Database management	\$1,200.00	300	200		200		200		200		200		200		\$1,200.00
Mother's Day	\$4,300.00	24.27											4300		\$4,300.00
Contingency	\$979.92	300.23			100	100	80	100	100	100	100	100	100	99.92	\$979.92
Totals	\$238,942.57		12298.92	17295.84	21915.84	20145.84	19925.84	18715.84	22795.84	15395.84	13115.84	19895.84	23195.8	34245.29	\$238,942.57

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

## Actions under the annual plan budget 2025 - 2026

Month	Action	Plan Brief summary
July 2025	Newsletter	<b>Newsletters</b> are a form of communication to members and customers. 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	<b>Networking</b> 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 update*	<b>Invest in New Lynn</b> 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 update collateral as required – 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	<b>Grab-A-Deal</b> 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 2025	Newsletter	<b>Newsletter</b> See above.
	Update photography	<b>Photography update:</b> 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)	<b>Auckland Council reporting:</b> Any council reporting requires administration and resourcing, the AGM another other times, the BID Policy requires NLBA to report on actions, plans and expenditure.
	Ambassador Programme*	<p><b>Ambassador Programme</b> The NLBA is implementing an Ambassador program. The ambassador (1 person part-time) will be involved in tasks such as but not limited to: Community patrols, Crowd control, assisting with event co-ordination, distribution of communications, logging jobs through to Auckland Council and it's CCO's, assisting customers, walking the town centre, picking up rubbish, cleaning an area if needed, promoting New Lynn town centre as a great place to eat, meet and socialise.</p> <p>An ambassador will, through the guidance of the manager and contractor be the eyes and ears on the ground, our town centre representation and an important link to supporting the NLBA/town centre manager and the objectives of the NLBA. The Ambassador will be in the New Lynn town centre to help in any way possible to make our experience a great one in New Lynn.</p>
September 2025	Newsletter	<b>Newsletter</b> See above.
	Networking event	<b>Networking</b> see above.
	Member Survey	<b>Survey</b> 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*	<b>Invest New Lynn</b> - 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).
	Audited Accounts	<b>Accounts and auditing</b> takes place in September – a BID council policy requirement
<b>October 2025</b>	Newsletter	<b>Newsletter</b> see above.
	AGM	<b>AGM</b> The NLBA will hold the annual AGM in October – plans are undertaken in September for the AGM
<b>November 2025</b>	Newsletter	<b>Newsletter</b> see above.
	Christmas event	<b>Christmas</b> 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	<b>Networking</b> see above.
	Update photography	<b>Photography</b> see above.
<b>December 2025</b>	Newsletter	<b>Newsletter</b> see above.
	Christmas promo.	<b>Christmas</b> promotion see above.
<b>January 2026</b>	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.
<b>February 2026</b>	Newsletter	<b>Newsletter</b> see above.
		<b>Update photography</b> see above.
	Networking event	<b>Networking</b> see above.
	Photography	<b>Update Photography:</b> see above.
	Business Awards	<b>Business Awards</b> 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.
	In the Mood for Great Food	<b>In the Mood for Great Food</b> 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.
<b>March 2026</b>	Newsletter	<b>Newsletter</b> see above.
	In the Mood for Great Food	<b>For the Love of Food</b> see above.
	Further investigate the opportunity of the BID expansion*	<b>BID expansion</b> possibles 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.
<b>April 2026</b>	Newsletter	<b>Newsletter</b> see above.
	Networking event	<b>Networking</b> event.
	Beautification*	Beautification A review of the BID environment with a potential placement of beautification projects including fairy lights.

<b>May 2026</b>	Newsletter	<b>Newsletter</b> see above.
	Mother's Day event	<b>Mother's Day</b> 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 you 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.
<b>June 2026</b>	Newsletter	<b>Newsletter</b> see above.
	Grab-A-Deal	<b>Grab-A-Deal</b> see above
<b>Monthly*</b>		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.
<b>February – November</b>		<b>Executive Committee meetings</b>
		All agendas, minutes, committee meeting organisation, finance reports, special reports, managers report and other decision making.
<b>Annual</b>		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





# 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)
<b>Business Awards Fabulous New Lynn</b> Constitution rules 3.3/3.4/3.6	February 2026 \$4,500	<p><b>Purpose:</b></p> <ul style="list-style-type: none"><li>- To encourage businesses in the BID to participate in an annual award event.</li><li>- To promote businesses to shoppers via a public voting process, that of which is to showcase business and encourage public participation.</li><li>- To acknowledgement of outstanding businesspeople and business offering in New Lynn.</li><li>- The Business Awards are now an annual feature in the NLBA marketing calendar.</li><li>- 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.</li></ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"><li>- To highlight successful New Lynn business</li><li>- To relationship build within the membership</li><li>- To connect members and support them</li><li>- To promote to the community winning and placement business</li><li>- For membership to acknowledge their connection to the NLBA</li><li>- To acknowledge good business practices therefore encouraging others to improve</li></ul>
	<b>Grab-A-Deal</b> Constitution rules 3.3/3.4/3.6	<p><b>Purpose:</b></p> <ul style="list-style-type: none"><li>- 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.</li><li>- To generate additional turnover during the winter months.</li><li>- Bring people into New Lynn</li><li>- Branding New Lynn as a great destination to shop.</li></ul> <p><b>Action plan:</b></p> <ul style="list-style-type: none"><li>- To work alongside members and associate members to develop a booklet of giveaways and promotions.</li><li>- Up to 46 businesses participating (25% of members) or more if there is demand.</li><li>- The promotion is to be available to customers for 8 weeks.</li><li>- 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.</li><li>- Free inclusion in the publication for membership.</li><li>- Produce 25,000 booklets and distribute them in the primary trade area via tenants, mailbox drop and at community outlets.</li><li>- Ensure the offer is worthwhile and work with members to highlight the need for an offer to be “good” to make the promotion successful.</li><li>- Brand Promoting the New Lynn offering and show casing the centre.</li></ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"><li>- To achieve increased turnover in each of the participating businesses</li><li>- To offer free participation in advertising and promotional activity</li><li>- To offer the shopper a special deal when shopping in New Lynn therefore, improving the value of the town centre to the shopper</li><li>- To continue to make the offers worthwhile (this prometon is a favourite with shoppers as they do receive very good deals from businesses)</li></ul>
	<b>Ambassador Programme</b>	<p><b>Preplan and implement following Executice Committee approval:</b> NLBA is implementing an Ambassador program. The ambassador (1 person part-time) will be involved in tasks such as but not limited to: Community patrols, Crowd control, assisting with event co-ordination, distribution of communications, logging jobs through to Auckland Council and it's CCO's, assisting customers, walking the town centre, picking up rubbish, cleaning an area if needed, promoting New Lynn town centre as a great place to eat, meet and socialise. An ambassador will, through the guidance of the manager and contractor be the eyes and ears on the ground, our town centre representation and an important link to supporting the NLBA/town centre manager and the objectives of the NLBA. The Ambassador will be in the New Lynn town centre to help in any way possible to make our experience a great one in New Lynn.</p>

**Invest in New Lynn**  
Constitution  
rules 3.3/3.4/3.6

July 2025  
\$1,500



**Purpose:** Update the Investment Plans -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:**

- Update images and data.
- 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 2025  
\$1,000



**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 2025  
\$3,500



**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><b>Christmas Spirit</b> Constitution rules 3.3/3.4/3.6</p>	<p>November and December 2025 with removal of decorations first week of January \$17,000</p>	<p><b>Purpose:</b></p> <ul style="list-style-type: none"> <li>- To encourage shoppers to visit and shop in New Lynn at one of the most active trading times in retail/ services.</li> <li>- To encourage people to participate in New Lynn's great hospitality offering.</li> <li>- To showcase New Lynn as a town centre that is welcoming to whanau/families by hosting a free family event.</li> </ul> <p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>- To host a free family Christmas event.</li> <li>- Implement a promotion that focuses on sales and giveaways – completion for shoppers.</li> <li>- A Santa event for Children (to be confirmed) photo with Santa.</li> </ul> <p><b>Additional information:</b> It is proposed to continue to keep the Snowy Christmas theme.</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- To bring joy to the community at a free event</li> <li>- To highlight New Lynn as a great place to shop during Christmas given there is a budget to purchase new decorations</li> <li>- To encourage sales and turnover</li> <li>- To connect a feeling of community spirit and joy with the NLBA businesses</li> <li>- To promote New Lynn as a place of community, business and an area to shop</li> <li>- Thank and acknowledge shoppers and in turn continue to generate long-term loyalty</li> </ul>
<p><b>Promotional Giveaways</b> Constitution rules 3.3/3.4/3.6</p>	<p>January 2026 \$1,500</p>	<p><b>Action:</b> Update as required any tee shirts, pads, pens and other giveaway material that is used in promotions and at member events.</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Publicity via branded giveaways</li> <li>- Thank customers with a giveaway</li> <li>- Promote the NLBA and New Lynn town centre brand</li> </ul>
<p><b>In the Mood for Great Food</b> Constitution rules 3.3/3.4/3.6</p>	<p>February - March 2026 \$12,000</p>	<p><b>Action:</b></p> <ul style="list-style-type: none"> <li>- To implement a new promotion that highlights the hospitality offered in New Lynn.</li> <li>- The New Lynn BID has many hospitality outlets alongside many great cafes and food outlets (Asian supermarket).</li> <li>- The In the Mood for Great Food promotion has been developed to increase awareness of the great food offering in New Lynn.</li> </ul> <p><b>Media:</b> Social media, posters, flyers.</p> <p><b>Offer:</b> Following on from 2024 and 2025. Changes to printed documents will be incorporated in 2026.</p> <p><b>Branding:</b> This campaign is about show casing New Lynn as having a substantial international food and beverage offering.</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- To promote New Lynn as an International cuisine destination</li> <li>- To share with the public, that New Lynn has a substantial amount of successful and award winning restaurants</li> <li>- To promote the hospitality offering</li> <li>- To improve Night Time Economy in New Lynn</li> <li>- An opportunity to promote food offering on Instagram</li> <li>- To support the hospitality sector by way of participation in a free promotion</li> <li>- To increase turnover in the hospitality sector in New Lynn</li> </ul>
<p><b>Mother's Day Love your Mum</b> Constitution rules 3.3/3.4/3.6</p>	<p>May 2026 \$4,300</p>	<p><b>Action:</b></p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- The NLBA will host two activities: The Random Act of Kindness – Friday 8 to Sunday 10 May 2026 - Shop and Win dinner for two as part of the Random Act of Kindness (entry handed out to shoppers)</li> </ul> <p><b>Additional new element:</b> An online photo competition for Mothers/Care Givers and whanau/family- Love your Mum (or caregiver)</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Brand improvement and "feel good" factors in the community</li> <li>- Thank and acknowledge shoppers and in turn continue to generate long-term loyalty</li> </ul>



# Planner 2025-2026

Month	Action
<b>July 2025</b>	Newsletter Networking event Invest in New Lynn project Grab-A-Deal promotion
<b>August 2025</b>	Newsletter Grab-A-Deal promotion Council BID reporting (AGM) AGM planning Ambassador Programme
<b>September 2025</b>	Newsletter Networking event Member Survey Invest New Lynn project
<b>October 2025</b>	Newsletter AGM
<b>November 2025</b>	Newsletter Christmas promotion Networking event
<b>December 2025</b>	Newsletter Christmas promotion
<b>February 2026</b>	Newsletter Networking event In the Mood for Great Food promotion NLBA Business Awards
<b>March 2026</b>	Newsletter In the Mood for Great Food promotion NLBA Business Awards
<b>April 2026</b>	Newsletter Networking event Beautification
<b>May 2026</b>	Newsletter Mother's Day promotion
<b>June 2026</b>	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 over the last few years as there are more people working from home, more online shopping and ordering goods and services from home. NLBA are mindful our members have also changed their formualars 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 which was developed in 2024.



[About NLBA](#) [About New Lynn](#) [Newsletters](#) [Gallery](#) [Resources](#) [Member News and Offers](#) [Business Directory](#) [Contact Us](#)

# In the mood for Amazing Food



A huge thank you to everyone involved in another very successful NLBA event



## 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 [amelida@nlba.co.nz](mailto:amelida@nlba.co.nz)

\*Prizes Close 5:00pm 14 February 2023. Drawn 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 2:00-5:00PM, THURSDAY 6TH APRIL 2023

Go to [www.newlynnbusinessassociation.net.nz](http://www.newlynnbusinessassociation.net.nz) for entry forms and terms and conditions or email [amelida@nlba.co.nz](mailto:amelida@nlba.co.nz) for more information

### SHOPPING IN NEW LYNN FOR Mother's Day?

We have 300 Random Acts of Kindness to give away!

Prize is 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 2024-2025 executive committee volunteers



**Vish Bhati**

Barfoot & Thompson  
CHAIRPERSON



**Michele Gilmer**

Car Tech Automotive  
DEPUTY CHAIRPERSON



**Norah Ding**

Little Treats Café  
TREASURER



**Dinesh Mani**

Mani Investment Limited  
COMMITTEE MEMBER



**Kaloni Moli**

McDonalds New Lynn  
COMMITTEE MEMBER



**Philip Parker**

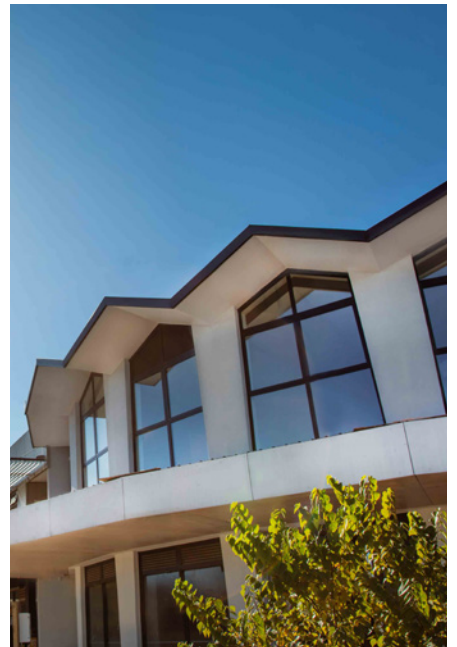
Auto Care representing  
Woottons Auto  
Accessories  
COMMITTEE MEMBER



**Francene Picot**

BNZ New Lynn  
representing  
RSA New Lynn  
COMMITTEE MEMBER







# NEW LYNN

BUSINESS ASSOCIATION

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

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[instagram.com/newlynnbusiness](https://instagram.com/newlynnbusiness)



**Services | Retail | Hospitality | Community | Heritage**