

2026-2027 BUSINESS PLAN



NEW LYNN

BUSINESS ASSOCIATION



Services | Retail | Hospitality | Community | Heritage

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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 (excluding LynnMall). The primary objectives are to provide a forum for business betterment, encourage economic development in the New Lynn town centre business improvement district and promote the town centre to customers.

The NLBA is also interested in local economic development, urban regeneration and the social wellbeing of people in the area including town centre cleanliness, safety, accessible transportation, and good infrastructure. The Association lobbies for improved New Lynn town centre asset and infrastructure funding from Auckland Council and its council-controlled entities.

The Association is funded through an Auckland Council Business Improvement District as a programme targeted rating system. The Associations guidelines for business practices and governance is outlined in the NLBA constitution rules (available on the website) and as required by the Auckland Council Business Improvement District Policy (July 2025). The elected voluntary executive committee oversees governance. Executives meet 10 times per year, with other meetings as required. An AGM of the membership/affiliates is held annually.

The Association is governed by a voluntary executive committee elected at the AGM by its membership. Membership is provided surveys and feedback opportunities to share their views and opinions on the work plan and strategic approach taken by the organisation. The members can vote on the targeted rate and budgets at the AGM. The membership is made up of property owners, tenants, associate members (non-voting) and owner occupiers in the business targeted rated area (BID) in New Lynn.

The Vision

The New Lynn Business Association supports local business success. We are an organisation that reinforces membership first and “Shop Local”.

The NLBA BID is promoted as a local thriving town centre providing customers with a great town centre environment to shop, live and socialise.



ASSOCIATION ACTIVITIES

The management co-ordinates an annual calendar of activities, events and placemaking which are approved by the AGM and by the executive committee. The executive committee may make changes to meet the organisations goals as per the constitutional rules.

Activities of the Association include and are not limited to: Networking events, events, advocacy, CCTV and safety projects, two major events (Christmas and one other), placemaking, investment engagement, social media, fundraising, ambassador programme, communications and relationship building with the membership in New Lynn. The Association provides its members with an annual work plan and encourages participation in NLBA activities.

THE NEW LYNN BUSINESS ASSOCIATION ANNUAL BUSINESS PLAN

The Association is registered as an incorporated society, established by a council targeted rate funding in 2009. The Association has been active in some form for over four decades (Rules of the New Lynn Businessmen's Association (Inc.) 1964).

A business plan is a requirement of the Executive Committee and Auckland Council's Business Improvement District Policy. The plan is developed for the New Lynn Business Association membership and is a one-year business plan to give oversight, actions related to the annual period and guidance to govern, manage and implement an approved and interconnected plan relative to budget by the annual general meeting. The plan may change from time to time at the decision of the executive committee. The plan requires flexibility as the environment may change; for example of market forces and changes in the economy.

The New Lynn Business Association Executive Committee strongly supports this plan as it is reflective of the past two years membership feedback, customer engagement, management expertise and membership views. The recent Trade Area Analysis and customer surveys feedback are reflected in the plan. It is recommended that the Executive Committee review the plans over a six-month period (mid-year) so that the management can respond to customer and membership opinion, the economic environment and market forces.


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 2025 the targeted rate was \$231,983.08
- For the period ending June 2026 the targeted rate was \$238,942.57
- For the period ending June 2027 the proposed targeted rate is \$248,500.28

The management and contract team works with the 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 includes consideration of the findings of the May and June 2025 member questionnaire feedback.

It is all those factors which are considered when developing this business plan and the 3 year Strategic Plan. Both documents go hand-in-hand and form a short- and long-term vision and plan for the NLBA and its members. All business and budget plans are a reflection on the budget and what works well in the New Lynn Town centre BID area, safety projects, major events, past successful promotions, required administrative work such as the AGM and finance, reporting, administration and abiding by the constitutional rules.

ASSOCIATION MEMBERSHIP BY WAY OF RETAIL/SERVICE MIX AND 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 targeted rate)	4%
 Automotive	4%
 Health and Wellbeing	19%



Services | Retail | Hospitality | Community | Heritage



EXECUTIVE SUMMARY

The executive committee are diligent in their approach to best practice in governance and planning. The committee and members have full engagement in processes and planning. All plans are presented to an annual general meeting and discussed from time to time at various networking events, details included in newsletters and via electronic communication.

The organisation remains transparent, competent, and able to stand by the actions and proposed plans. We are a "working together, collectively going in one direction" team. Our work together is planned (yet flexible when needed), considered and draws on experience, institutional knowledge and resourcing.

As indicated, in developing this plan, consideration was given to Executive Committee discussions, Strategic Plans in place, membership feedback, executive input and market dynamics.

The Association membership has approximately 244 tenants and approximately 125 owners. The annual income for 2025-2026 is \$238,942.57 and the proposed income from targeted rates in the 2026-2027 period is \$248,500.28. The membership retail/service mix is outlined in this document.

The overarching approach outlined in this annual business plan is that our organisational annual planning approach is:

- To continue to follow the guidelines and rules of the NLBA constitution.
- To lobby for betterment in the New Lynn area.
- For spending to be considered as good use of ratepayer's funds.
- To ensure our independence and not be controlled by Auckland Council officers or elected members.
- To ensure our town centre is seen by the consumer as a clean, safe centre offering a wide range of services, food, a night-time economy (dining and entertainment) and a retail/service offering.
- To support our membership where needed and to be responsive to market forces.
- To implement plans, policies and projects when needed and to ensure that there are no political or external influences which change the direction and goals of the organisation.
- To host one major activity in the town centre over and above Grab-a-Deal and Christmas activities.
- 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, infrastructure changes as well as other external factors affecting growth such as the economic climate, and the challenges that small to medium retail businesses face (compliance costs, competition and online or AI). The NLBA management undertook membership feedback in May and June 2025 on their opinion of business and their views about what they thought the NLBA should be doing for them as members. That feedback has been included in this plan.

The management, executives and members work as a team with the aim of supporting, growing, sustaining, and developing the services/ retail and commercial sectors. Together, we are a strong voice for advocacy and the betterment of business growth in New Lynn with the aim for increasing customer spending in the BID area.

ORGANISATIONAL BACKGROUND AND HISTORY

The New Lynn business association is a continually improving and growing organisation. Feedback indicates the organisation is dedicated to achieving organisational objectives. Every effort is made to achieve the objectives. The process of communicating is open and transparent. There have been no formal complaints regarding governance and management. The code of conduct has a place in the organisation and executive members who are voluntary and dedicated to the cause. The executive receives positive recognition from its members based on the feedback about communications and business activity.

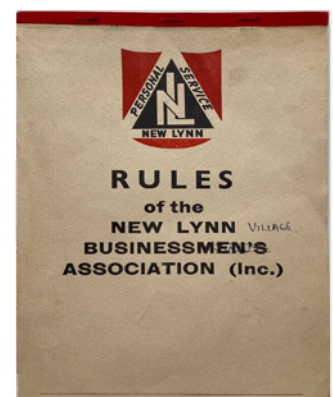
- NLBA became a formally funded business association in March 2010 (lodged with the Companies' office in 2009).

- The original New Lynn businessmen's association was set up in the early 1960s.
- Committee meets monthly covering reports and direction (constitutional rules apply).
- Initially funded in 2010 to the amount of \$100,000.
- Challenges – consumers increasing use of online shopping and social media competing with retail.
- Participation and enthusiasm by membership.
- Excellence in governance processes.
- Major Trade Area Research project proposed.
- High level planning and engagement.

*Evidence based information is available to support the above statements

NLBA Inc. Objectives (Est. 5 Jan 2010)

- 3.1 For the purposes and objects stated in these rules, to administer in conjunction with the Council, the Town Centre Funding Grant.
- 3.2 To advocate for, and represent the interests of, the members, in relation to the targeted rating area, before the council, any central or local or local government or tribunal, or any court.
- 3.3 To promote the development and advancement of the commercial interests of business people and business in the New Lynn town centre through a co-ordinated and structured promotional programme.
- 3.4 To attract and retain businesses to drive employment growth and economic wellbeing.
- 3.5 To enhance the safety and security of the New Lynn town centre.
- 3.6 To foster the environmental, social and cultural sustainability of the New Lynn town centre.
- 3.7 To decide with the Government, the Council and/or other persons, corporations, associations or local authorities for the improvement of streets, reserves, playing areas and park areas, and for lighting, surfacing, and cleaning in the New Lynn town centre.
- 3.8 To do all things as are, or may be identical to, or conducive to, the attainment of these objectives.



1964 NLBA Inc. Businessmen's Association rules

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

OUR TOWN CENTRE – NEW LYNN

The New Lynn Business Association, alongside membership and stakeholders, can influence positive changes and improvements for a sustainable and thriving New Lynn town centre

NLBA ADVOCACY, GOVERNANCE AND MANAGEMENT APPROACH

The NLBA began in the 1960s, formed by a group of people who worked tirelessly to achieve redevelopment and growth but they did not have the access to the targeted rates funding that has been in place since 2010. During 2010 – 2020, much has been done to achieve a strong foundation and continued growth of the association and its membership. The organisation continues to grow, and a lot can be attributed to advocacy and relationship building by many people.

The management and governance teams strive to improve the area, to support business, development, and to address issues in the business community to best serve the consumer. The Executive Committee continually aim for the best practice in governance actions. There is a strong voluntary base of business people who genuinely care for business and community success. This is an important, and sometimes challenging, aspect of the work undertaken.

The management and executive achieve much by being connected, strong in our resolve to improve the area, and to develop 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 a Whau Local Board 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 collaborative 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 retail environment. The impact of the pandemic resulted in a surge of online shopping, habits that have now been established and which continues to grow.

DEVELOPING THE NLBA ANNUAL PLAN - FEEDBACK FROM MEMBERS TO THE ANNUAL PLANS

The elected executive committee of the NLBA contributed ideas and professional opinions as to the inclusion of information into the business plan. The executives approved a process for the management contractors' team to seek input by way of a membership survey and also by asking members to contribute ideas for annual plans.

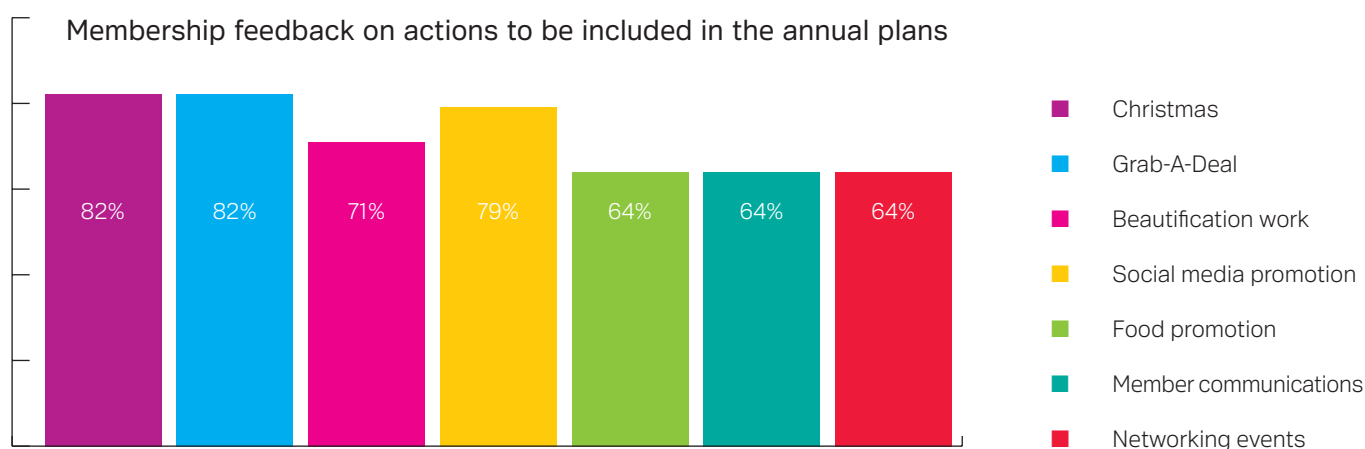
The process that took place to seek input from membership of the NLBA was by:

- Email request to all members for information
- Providing a survey form for members by hand delivery to all businesses
- Notification of information request in two newsletters provided to all members
- Face-to-face requests for feedback on annual plans and ideas
- A consultation at a membership networking event where all members present were provided with information about annual planning processes and asked to complete a feedback form (which was collected at the event)

The results of the feedback were:

- 90% of members responding agreed with the NLBA undertaking planning and work in business investment, advocacy to local government, promotions and networking.
- 10% did not comment on the question

In the survey, members were asked what actions and activities should the NLBA include in the planning process. Of 100% for each of the categories of work, the following applied percentage feedback was provided. This was a multi choice questionnaire.



The membership was asked to provide feedback regarding what services the NLBA or a supplier could undertake to support the membership. There were suggestions from the NLBA with a multichoice option to select all or one of the following:

NLBA promotions	50%
Business Networking	57%
Mentoring	21%
Financial advice	21%
Business events with guest speakers	43%
Improved infrastructure – Auckland Council	57%
Improved security and safety	79%
Free events and promotions	54%
General marketing	54%

Members who responded to the request for input into the annual plans provided the following long answer comments. Below are some examples of feedback. Where members have suggested an activity or action this is listed only once as a category of activity.

- Grab-a-Deal is great
- Safety
- Any promotions where people record their purchases and perhaps go into a draw to win a prize
- Make New Lynn BIDA more inviting to shoppers
- Needs to be safer (the area)
- Generating interest in the area, safe and affordable location to work, live and socialise
- Keep up the already good work being done in this space
- Frequent communications and keep the BID [membership] engaged
- TV or Radio
- Business growth programs and workshops
- Get more of the community together
- Modern advertising that engages younger people to want to come out and be involved in the community
- Events and promotions
- Seminars
- More CCTV
- More police and security presence
- Keep up with the networking meetings
- Revitalize public spaces
- Keep doing "Shop Local" promotions
- Branding and events that are currently held
- Local celebrations for business
- Encourage art and cultural initiatives
- Social media
- Improve parking and driveway options to make business easier to access
- Enhance cleanliness
- Consider more engagement with young people
- Refurbishment of public spaces
- Colourful landscaping
- Working with council to "link" the public spaces somehow
- Lighting
- Large Christmas tree to come back
- Carpark at the back of Delta Avenue to be free
- Parking signs
- Markets
- Advocate for pedestrian-friendly upgrades
- Centralized online directory (Author comments: currently on the website)
- More community events
- Festival
- Chinese New Year
- Matariki promotion
- Introduce an associate membership model for businesses outside the formal BID area allowing them participation
- Street party
- Consider a monthly or quarterly Grab-a-Deal local shopping day
- More lighting in the town centre
- Work with property owners to improve buildings by painting, cleaning or signage
- Encourage more investment from Auckland Council in the area
- Apprentice and intern programme (out of scope)
- Loyalty programme for the town centre

ANNUAL PLAN BUDGET 2026 – 2027

Income		
2025 - 2026	BID Targeted Rate Grant- Paid quarterly	\$238,942.57
2026 - 2027	Approved 4% BID Targeted Rate Increase	\$9,557.71
2026 - 2027	BID Targeted Rate Grant- Paid quarterly	\$248,500.28
Advice of Christmas Grant WLB	For Christmas December 2026	\$10,000.00

Description	Budget	Code	July	August	September	October	November	December	January	February	March	April	May	June	Total
Accounting/Audit/Finance	\$8,500.00	26 01	100	200	2000	4800	100	250	100	250	100	250	100	250	\$8,500.00
Ambassador Programme	\$10,800.00	26 02	900	900	900	900	900	900	900	900	900	900	900	900	\$10,800.00
AGM/Committee Meetings/All Meetings	\$5,700.00	26 03	100	300	300	1600	900	900	100	300	300	300	300	300	\$5,700.00
*CCTV	\$7,558.00	26 04								7,558					\$7,558.00
Christmas (doesn't include WLB Grant/ Fundraising)	\$12,000.00	26 05				6000	6000								\$12,000.00
Communication/Social Media/Newsletters x 8	\$9,000.00	26 06		1500		1500		1500		1500		1500		1500	\$9,000.00
Contingency	\$1,150.28	26 07	100	100	100	100	100	100	100	100	100	100	100	50.28	\$1,150.28
Contracting, Advisors & Professional advice	\$113,174.00	26 08	9834	9834	9834	9834	9834	5000	9834	9834	9834	9834	9834	9834	\$113,174.00
*Major event/festival - Food focus	\$18,000.00	26 09								9000	9000				\$18,000.00
Grab-A-Deal	\$26,000.00	26 10											26000		\$26,000.00
Insurances	\$2,500.00	26 11		2500											\$2,500.00
IT - Computer & Tech	\$3,118.00	28 12								3118					\$3,118.00
Legal	\$3,000.00	29 13			1000				1000			1000			\$3,000.00
Merchandise/Giveaways & Branding	\$2,000.00	30 14			1000					1000					\$2,000.00
Mothers Day	\$1,800.00	31 15										1800			\$1,800.00
Networking x 4 events/Membership Projects/ Surveys	\$8,600.00	32 16		1300		3000	1300	200		1300	200		1300		\$8,600.00
Office rent, consumables, stationery, phones & storage	\$12,600.00	33 17	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	\$12,600.00
Training/Policy Req/Formal Rep/Bus.Plan	\$3,000.00	34 18					1500		1500						\$3,000.00
Total	\$248,500.28		12084	17684	16184	28784	21684	9900	14584	35909.7	21484	16734	39584	13884	\$ 248,500.28

*4% increase proposed for Safety / Security and CCTV in the town centre and a new major event.

ACTIONS UNDER THE ANNUAL PLAN DRAFT BUDGET 2026 - 2027

Month	Action	Plan Brief summary
July 2026	Networking event	Newsletters are a form of communication. The newsletter is either consumer or tenant directed given what messaging needs to be shared. 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).
	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. This is a very popular promotion with members.
August 2026	Newsletter	Newsletter See above.
	Update photography	Update Photography: NLBA management update images as required to promote the area on social media and in printed publications.
	Council, constitutional BIDA reporting preparation (AGM)	Auckland Council reporting: Any council reporting requires administration and resourcing. Preparation for the AGM requires significant time and resources. The Council BID policy also requires the NLBA to report on plans and expenditure.
September 2026	Newsletter	Newsletter See above.
	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, management and, business owners and other times, NLBA hosts a guest speaker.
	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 - review and update the material available to potential investors. New photography and online information to be developed to promote investment by local government and business into New Lynn.
October 2026	Newsletter	Newsletter see above.
	AGM	AGM to undertake the annual general meeting following constitutional rules and Auckland Council Business Improvement District policy requirements.
November 2026	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.
December 2026	Newsletter	Newsletter see above.
	Christmas promotion	Christmas promotion see above.

January 2027	Prepare giveaways and promotional material	Merchandise An annual budget is allocated to giveaways which include T-shirts, 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.
	Major event New activity	Major event: To follow the Grab-a-Deal promotion. Members shared interest in the NLBA holding an annual major event over and above Christmas and Grab-a-Deal. The proposal is for food-oriented promotion such as a long-dinner or long-summer lunch that could grow and be sponsored. Membership would gain a benefit as they would provide services to the activity. Over time it is recommended that the entertainment aspect becomes more significant at the event.
February 2027	In the mood for great 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 an event that is part of the strategy to brand New Lynn town centre as a place where there is great food on offer. It is an opportunity for the hospitality sector to offer something special to customers via the free NLBA flyer and social media.
	Update photography	Update Photography: see above.
March 2027	Newsletter	Newsletter see above.
	For the Love of Food	For the Love of Food see above.
April 2027	Newsletter	Newsletter see above.
	Networking event	Networking event.
May 2027	Newsletter	Newsletter see above.
	Mother's Day event	Mother's Day is a time when the NLBA celebrates Mother's and caregivers. 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" event 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 vibes of giving back to the community while the New Lynn businesses show they care about Mums and caregivers.
June 2027	Newsletter	Newsletter see above.
	Grab-A-Deal	Grab-A-Deal see July 2026

Regular Activities

Monthly		Monthly: Photography, events posted online, images of food/service and member offers, local stories. Updates on Instagram, Facebook and web.
Monthly		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 monitored 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, CCTV management and promotional giveaways.
Ambassador programme	Ongoing through end of Jan – beginning of December	The ambassador programme has now been implemented and continues to be part of the work that is undertaken by the BIDA to improve the town centre communications with membership, cleanliness, assistance to members and customers, managing the feedback and asset actions required to be lodged to Auckland Council. The role is also a support role when activities and promotions are taking place.

INDIVIDUAL PROMOTIONAL CAMPAIGNS – AN OUTLINE

This action plan does not cover the monthly activities such as networking events (networking may include a special guest speaker) newsletters, communications and other monthly activity outlined in the table above.

Major Event or Promotion name	Date of event or promotion and budget	Action plan
Grab-A-Deal	July 2026	Purpose
Constitution rules 3.3/3.4/3.6	Following June 2026 \$26,000	<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. - Bring people into New Lynn as this promotion has been requested to continue by a large number of members. It rates as a popular and high interest promotion for the members and the public. - Branding New Lynn as a great destination to shop.
		Action plan
		<ul style="list-style-type: none"> - To work alongside members and associate members to develop a booklet of giveaways and promotions. - Up to 60 businesses participating (25% of members) or more if there is demand. - The promotion is to be available to customers for 8 - 9 weeks. - Contracts between tenants and the NLBA to ensure good governance around the project and NLBA documentation processes. - Free inclusion in the publication for membership. - Produce up to 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 showcasing the centre.
Invest in New Lynn	September 2026	Purpose
Constitution rules 3.3/3.4/3.6	\$1,000 (part of branding budget)	<ul style="list-style-type: none"> - 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. - Brand: It is intended that by developing an "Invest in New Lynn" brand we are showcasing New Lynn as a great destination and standing by the organisational values. - The "Invest in New Lynn" video will be published online in social media and on the New Lynn BID website. - Audience: To encourage new property owners, developers and potential tenants.
Update photography	August 2026	Purpose
Constitution rules 3.3/3.6	\$1,000 (part of branding budget)	<ul style="list-style-type: none"> - To update images that will be required for production of printed and promotional material. The images will also be used on Instagram.
		Action Plan
		<ul style="list-style-type: none"> - 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. To update images for social media, branding and publications. - 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.

Membership survey Constitution rules 3.3/3.4/3.6	September 2026 \$3,500	Purpose and action <ul style="list-style-type: none"> - To have evidence as to how the BID is performing for members, including what the members want to participate in. - 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.
Networking with our membership Constitution rules 3.3/3.4/3.6	Throughout the year \$4,500	Purpose <ul style="list-style-type: none"> - To encourage businesses in the BID to participate in networking with one another and to take part in a training, education or guest speaker event to assist businesses. - Host 4 events per year. - Membership have provided feedback to the executive and management to indicate they would like to have networking events to participate in and engage with one another.
Christmas The Joy of Christmas Constitution rules 3.3/3.4/3.6	November and December with removal of decorations first week of January \$12,000 (excludes grants or fund raising)	Purpose <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. Actions <ul style="list-style-type: none"> - To host a free family Christmas event. - Implement a promotion that focuses on sales and giveaways - A focus on families and community. - Feedback from members and the public: For the NLBA to have one large Christmas tree and theme the Todd Triangle with Christmas decorations (not multiple trees).
Promotional Giveaways Constitution rules 3.3/3.4/3.6	January 2027 \$2,000	Action <ul style="list-style-type: none"> - Merchandise for giveaways and promotion - T-shirts, pads, pens and other giveaway material that is used in promotions and at member events. Update of giveaways and promotional items for promotions and members.
In the Mood for Great Food A food promotion Constitution rules 3.3/3.4/3.6 Major new event – use of additional funding	February 2027 \$18,000 (Date dependent upon suppliers and membership)	Action <ul style="list-style-type: none"> - To implement a new promotion that highlights the hospitality offered in New Lynn. The "night time" economy to be promoted. - The New Lynn BID has many hospitality outlets alongside many great cafes and food outlets. - For the Love of Food is a promotion developed in 2023 to bring about awareness of the great food offering in New Lynn. It is now time to enhance and develop this into an event that generates more membership sales and community engagement. - Media: social media, posters, flyers. - Offer: propose a long dinner or a long lunch activity and to promote food during the two-week period. - Branding: This campaign is about showcasing New Lynn as having a substantial international food and beverage offering. An activity that raises the perception of New Lynn in the eye of the consumer.

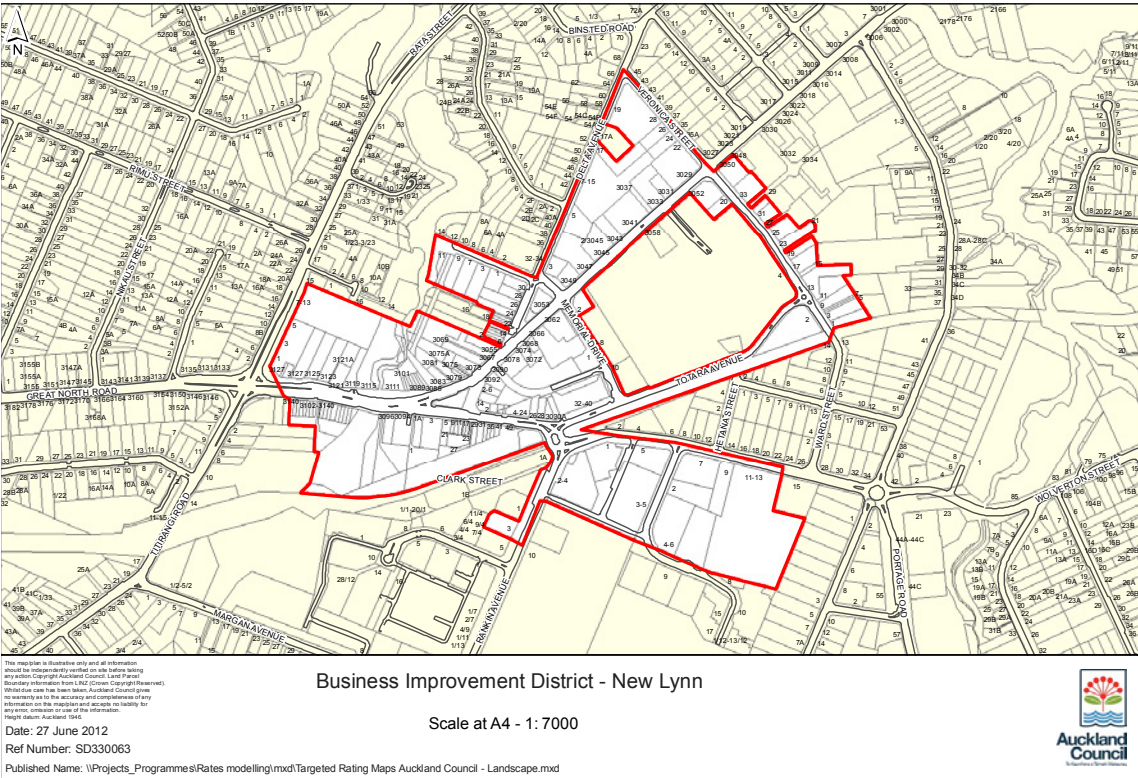
Mother's Day Love your Mum Constitution rules 3.3/3.4/3.6	May 2027 \$1,800	Action <ul style="list-style-type: none"> - Celebrated every second Sunday in May, Mother's Day is a retail and hospitality event. A time when people acknowledge and show appreciation of Mums and caregivers. This is a well-known time for retail and hospitality spending. New Lynn businesses have an opportunity to see additional turnover. - The NLBA will host one activity: A Random Act of Kindness.
Grab-A-Deal Constitution rules 3.3/3.4/3.6	June 2027 \$26,000	Action <ul style="list-style-type: none"> - Grab-A-Deal is a very popular discount booklet that is produced by the NLBA. It is free participation for membership. The Grab-A-Deal booklet is known in the community as a time (winter) when customers can get some additional discounts and/or benefits by shopping in New Lynn and using the booklet. Approximately 25,000 booklets are produced and distributed. Customer feedback says that customers look forward to and wait for the booklet to come out and use the booklet. This is a popular promotion with tenants and the community. - Plan: Invite tenant participation, prepare the booklet and distribute 25,000 copies into the local trade area. - Promote the booklet on social media.
Safety, Security and CCTV	\$7,558.00	CCTV project <ul style="list-style-type: none"> - To improve safety and security in the town centre. - The membership has indicated they would like to see more CCTV and safety projects. - The NLBA will also fundraise to support this project with the aim of additional cameras and monitoring – the funding will be unknown until confirmed or declined through application.

THE NEW LYNN “SHOPPING” AREA – THE TRADE AREA

New Lynn area map:



The Profile of New Lynn as outlined in Government statistics is: New Lynn: Electoral Profile, situated on the north western side of the Manukau Harbour, New Lynn was created as a new electorate in 2002. The electorate comprises the communities of New Lynn, Blockhouse Bay, Green Bay, Titirangi, Huia and out to Whatipu.



OPPORTUNITIES: INSTAGRAM AND SOCIAL MEDIA USE – PRODUCT AND MEMBERSHIP PROMOTION

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 with the inclusion of Instagram and additional posting of business membership stories (which are popular). NLBA management are mindful our members have also changed their formulas 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.

Social media is an important part of the NLBA promotional toolkit to share information to communicate with members and customers.

AMBASSADOR PROGRAMME

The NLBA are implementing an Ambassador program. The ambassador (1 person part-time) will be involved in tasks such as but not limited to: community patrols, crown 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 be the eyes and ears on the ground, our town centre representation and an important link to supporting the NLBA/ town centre objectives. 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.

The reason that the New Lynn Business Association has an Ambassador programme is to enhance the vibrancy and appeal of the New Lynn BID area by providing a welcoming and informative presence, fostering positive community interactions, and promoting local businesses. Ambassadors act as the "eyes and ears" of the town centre, helping to improve safety, offer assistance to visitors, and build a stronger sense of community.

THE NEW LYNN BUSINESS ASSOCIATION OBJECTS

1. OBJECTS

The objects of the Association are:

- 1.1 For the purposes and objects stated in these Rules, to administer and manage the targeted rate, New Lynn Business Association funding grant, and the New Lynn Business Association Town Centre Funding Grant.
- 1.2 to advocate for, and represent the interests of, the Members, in relation to the Targeted Rating Area before the Council, any central or local government body or tribunal, or any court.
- 1.3 to promote the development and advancement of the commercial interests of business people and businesses in the New Lynn town centre through a co-ordinated and structured business and strategic plans;
- 1.4 to attract and retain businesses in an effort to drive employment growth and economic wellbeing;
- 1.5 Work with stakeholders supporting identified improvements in town centre safety and security;
- 1.6 To foster the environmental, social, and cultural sustainability of the New Lynn town centre;
- 1.7 to make arrangements with the Government, the Council and/or other persons, corporations, associations or local authorities for the improvement of streets, reserves, playing areas and park areas, and for lighting, surfacing, and cleaning in the New Lynn town centre;
- 1.8 To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.

NLBA 2024-2025 EXECUTIVE COMMITTEE



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Mani Investment
Limited
Chairperson
027 527 6009



Vish Bhati
Ray White
Deputy Chairperson
02 2600 2600



Norah Ding
Little Treats Café
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NOTES



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