



# 2023-2025 STRATEGIC PLAN



NEW LYNN  
BUSINESS  
ASSOCIATION

## Notes

---

# Contents

---

<b>What is the New Lynn Business Association?</b>	4
<b>Association Activities</b>	5
<b>The New Lynn Business Association and development of a three-year Strategic Plan</b>	5
Association membership by way of retail/service mix and %	6
<b>Executive Summary</b>	7
Strategic Plan Overview	7
Assumptions	9
Stakeholders	10
The purpose of a strategic document for NLBA	10
Strategic Objectives	10
The New Lynn “shopping” area	11
Organisational Background and History	12
Opportunities: Website and social media	13
The New Lynn town centre brand	14
New Lynn’s continuing town centre regeneration	15
Parking and traffic	15
NLBA Advocacy governance and management approach	15
The retail online shopping environment	16
Opportunities	16
Threats	16
New Lynn Business Association - BID Expansion Proposal	16
New Lynn Business Associations Strategic Objectives	17
Action Plan – Strategic approach and measurement	19



---

## 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 and promote the town centre to customers.

The New Lynn Business Association 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 funding from Auckland Council for these works.

The New Lynn Business Association is funded through a targeted rating system with the Auckland Council Business Improvement District as a partnership programme. The New Lynn Business Associations guidelines for business is via the incorporated societies NLBA constitution rules (available on the website). The elected voluntary executive committee oversees governance. Executives meet monthly and an AGM is held annually.

The association is governed by a voluntary executive committee elected at the AGM by its membership. Membership is made of up of property owners, tenants, associate members (non-voting) and owner occupiers in the business targeted rated area (BID) in New Lynn. It is funded via targeted rates and a Business Improvement District Policy.

### ***The Vision***

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





---

## Association Activities

---

The management co-ordinates an annual calendar of activities that are approved by the committee and at the annual general meeting. Activities include networking events, promotions, advocating safety and security, investment engagement, social media, communications and relationship building in New Lynn. The Business Association provides its members with an annual work plan and encourages participation in events and activities in the town centre.

---

## The New Lynn Business Association and development of a three-year Strategic 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 strategic plan is a requirement of Auckland Council's Business Improvement District Policy. The plan is developed for the New Lynn Business Association membership and is a three-year strategic plan to give oversight, direction of the business and guidance to govern and grow the organisation. The New Lynn Business Association Executive Committee strongly recommends a full review of this plan at the two-year mark, given the economic climate that our country is in. This plan considers the impact of the economic environment and focuses on the ability of the governors and management team to be able to quickly respond to 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 strategic plan period as:

- For the period ending June 2023, the targeted rate is \$199,800.00
- For the period ending June 2024 the targeted rate is \$216,800.00

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

The organisation contracts a manager and an advisor who work alongside the executive committee and members to identify opportunities, implement annual AGM approved work plans in the business improvement district area.

The management/contract team works with the business community/membership and stakeholders to implement annual plans. The philosophy of the governors is to work collaboratively with members and management to achieve best practice for its business and members. This strategic plan has considered the findings of the March 2022 report and survey findings. That report was in-part conducted due to the pandemic and the negative affect it had on the local business economy. It is important to note that this report was a significant piece of work and the findings have provided a guide for the 2023 and 2024 plans. A copy is available, upon request, from the management of the association.

This strategic plan considers timeframes, industry sector, location, market focus, the economic climate, trends, online shopping, competition, and the dynamics in the environment. This plan identifies activities that work well, identifies new ideas, outlines new ways of working, considers the effect of online shopping and reflects on feedback from membership. Strategically, ongoing goals are to continue building long-term alliances and to advocate for improved infrastructure. It is all those factors which are considered when implementing annual plans.

## Association membership by way of retail/service mix and %

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%





---

## Executive Summary

---

The executive has been diligent in their approach to best practice in governance. The organisation remains transparent, competent, and able to stand by the actions and plans implemented. 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.

In developing this plan, consideration was given to membership feedback, executive input and market dynamics.

The Association has approximately 241 tenant members and approximately 125 owners. The annual income is currently \$199,800.00. We refer to the summary of the retail/service mix for further details regarding the tenant members.

The overarching approach outlined in this plan is that our organisational strategic 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 Council officers.
- 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 offering.
- To support our membership where needed and to be responsive to market forces.
- To implement plans, policies and projects where needed and to ensure that there are no political or external influences which change the direction and goals of the organisation.
- To have a “members first” philosophy.

The NLBA executives acknowledge that a strategic 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 effecting growth such as the pandemic, the upcoming economic climate, online shopping and the loss of some retail businesses.

The management, executives and members work as a team with the aim of supporting, growing, sustaining, and developing the retail and commercial sector. Together, we are a strong voice for advocacy and the betterment of sound growth in New Lynn.

## Strategic Plan Overview

In the past three years, Auckland and the local economy have faced a significant difficult economic situation where disposable income is less than in years past. It is worth noting that the sub-tropical cyclone Gabrielle's impact on the West Auckland economy is high. Also, given the COVID-19 pandemic has already impacted the community, the result for the New Lynn Business Association organisation, given these scenarios, is that we must all be extra vigilant in our processes when implementing plans and projects.

The main purpose of moving forward for the first two years of this plan, as approved by the Annual General Meeting (AGM), is to remain stead-fast in the decision-making processes to ensure that existing tenants, owners, associates, and members are served in a member-first centric way.

The Executive Committee with management advice, are taking an approach to managing and implementing the approved existing plan 2022 – June 2024. At an annual planning level, the 2024-2025 period will follow the strategic plan and guide decisions to be put to the AGM.

For the period covering 2023-2024, the additional work undertaken over and above the annual plans are the inclusion of campaigns for Mother's Day, Valentines Day and the re-brand. We refer to the consideration of the executive's decision to implement a re-branding campaign. The organisation has not re-branded for approximately 10 years, therefore, the matter was discussed at committee meeting to proceed. However, there is much work to be completed to undertake this work plan (decision of the executive committee meeting February, 2023).

In preparing this plan, feedback over the past few months has led our team to believe that whilst every effort is made to develop a well-considered strategic approach to achieve the organisational objectives, consideration has to be given to the effect of the sub-tropical cyclone Gabrielle (February) while the full economic impact of the pandemic has not been fully felt by the retail and commercial sector. This may alter plans in the future.

At the time of drafting this plan, the housing market has changed, interest rates are increasing and the price of housing has dropped somewhat. The ability to secure funding is not an easy task and the international marketplace (retail goods) can be challenging given shipping and international monetary costs. This all means that it is a somewhat "tight" market in which to do business and that local spending and families' disposable income is less than in the positive financial situations of the past.

With bank interest rates low, the "fall-out" of the end of the wages subsidy, the reduction of some regional funding and council events, the bank housing loan relaxation period and the impact of the drought indicates that it will take some time for recovery. Given this scenario, the strategic plan is developed on the basis that there may be a need to quickly respond to the market forces.

Given the unknown environment as outlined above, the strategic plan is developed to be flexible. Budgets that have been allocated, as noted, may require change to meet the environmental needs.

The availability of surplus funds, which may have been available to the Association in the form of available grants in the past through fundraising income or sponsorship of NLBA events, may not be easily accessible.

The main focus of our plans in achieving our strategic approach moving forward are outlined in the section "New Lynn Business Associations Strategic Objectives". See page 17.

Those core strategic objectives for the three-year period 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.



The objectives for the period are over and above the work undertaken by the association included in the annual plans and those actions are related to our overall strategic approach to achieving our goals. The work program on an annual basis includes but are not limited to:

- Requirements under the Auckland Council BID policy and legal requirements under the constitution and Incorporated Societies Act including the AGM.
- Administration and management – including insurance, accounting, training and reporting
- Communications and newsletters, including photography and videography.
- Social Media and media management.
- Networking.
- Shop Local (this includes Emergency Response budgets – market forces i.e Covid 19).
- CCTV, Safety and Security.
- Business Awards.
- General promotions – Mother's Day, Grab-A-Deal, Christmas, Valentines e.t.c

The projects, plans, this strategy, and actions of the New Lynn Business Association, reflect input by members, the executive committee and management. There is confidence that the plan will deliver the organisational objectives outlined in the constitution.

## Assumptions

To provide context, this strategic plan is based on the following assumptions:

1. **Timeframe** - January 2023 - November 2025 (background work started Feb 2023 final approval of objectives April and confirmed with budgets May)
2. **Industry** - Service and Retail/ Business Associations
3. **Location** - New Lynn, Auckland. Primary trade area approximately 45,000 plus people.
4. **Life cycle position** – Mature.
5. **Market focus and direction** - Association formed to promote New Lynn as a town centre to live, shop and work. Governance is by a voluntary executive committee.
6. **Marketplace dynamics** - Political and social. Income source is funding through local council targeted rates, public transport links (TOD), parking, town centre regeneration, move to improving quality retailing in strip area and a strong night-time economy (restaurants/night life). The main shopping centre in the town centre is LynnMall (refurbished in 2015).
7. **Competition** - The main competition comes from LynnMall, the surrounding suburbs/shopping area of St Lukes and Avondale.
8. **Economic** - Sustainable long-term with BID funding. Some limitations on grant accessibility given COVID-19 / sub-tropical cyclone Gabrielle. The main source of funding is the businesses improvement targeted rates. There are some additional funds raised via associate membership and sponsorships.

## 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

## The purpose of a strategic document for NLBA



## Strategic Objectives

To always work within the guidelines of the NLBA rules and use the strategic objects as themes for best practice.

**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**

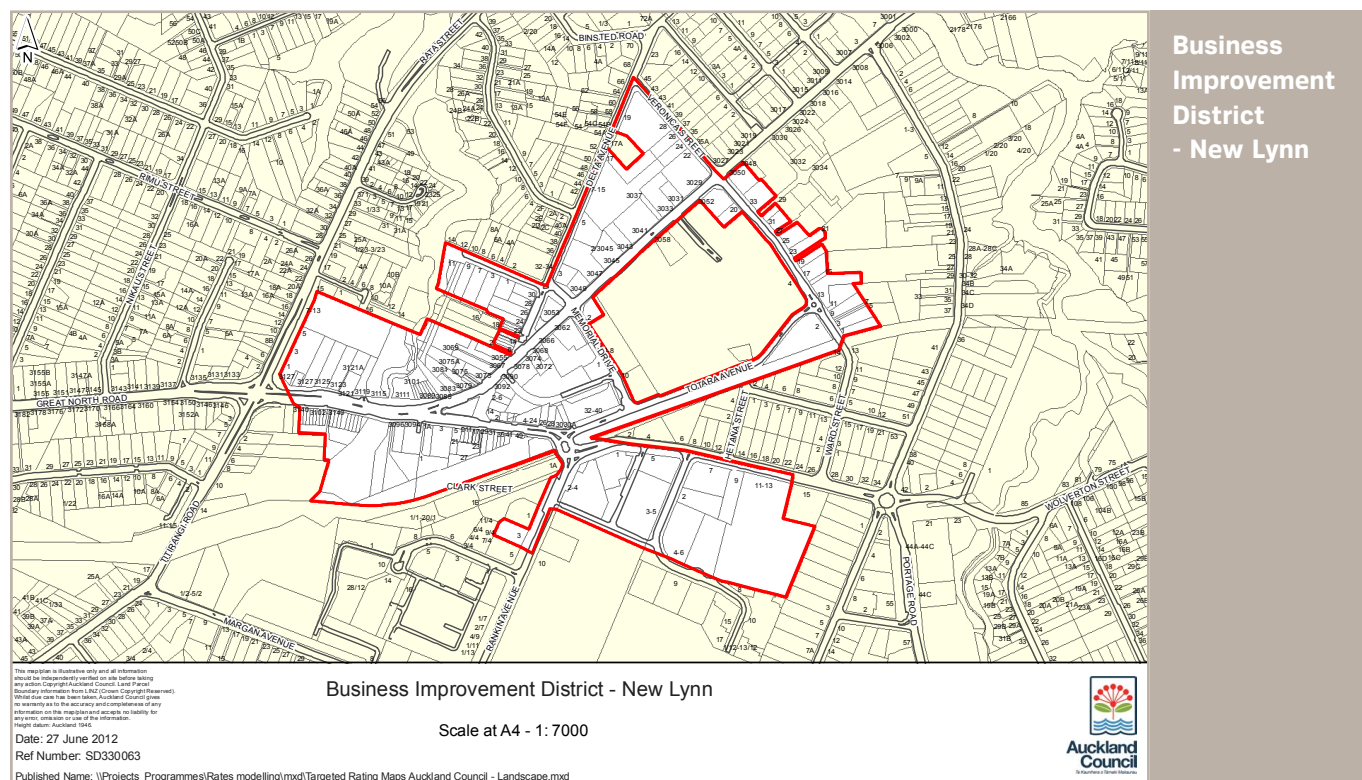


## The New Lynn “shopping” area

To establish a sound understanding of the demographics of New Lynn and the Whau area, refer to <http://ecoprofile.infometrics.co.nz/Whau/PDFProfile>



The Profile of New Lynn as outlined in Government statistics is: New Lynn: Electoral Profile General Notes 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. Boundary changes in 2007 saw Lynfield and New Windsor transferred to Mt. Roskill, while Avondale, Kelston, and Konini.



## Organisational Background and History

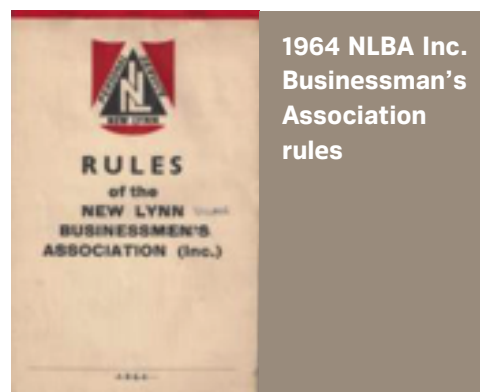
The New Lynn business association is a continually improving and growing organisation. Feedback indicates the organisation is dedicated to achieving organisational objectives. Every effort is made to achieve the objects; there have been no formal complaints regarding governance and management. The process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

- NLBA became a formally funded business association in March 2010 (lodged with the Companies' office in 2009).
- The original New Lynn businessman's association was set up in the early 1960's.
- Serves over 20 small to medium businesses in New Lynn town centre trading area.
- Committee meets monthly covering reports and direction (constitutional rules apply).
- Initially funded in 2010 to the amount of \$100,000 the current budget is \$205,800.
- Challenges - continued development in the economic climate.
- Participation and enthusiasm by membership.
- Excellence in governance processes.
- Brand re-design.
- Major Trade Area Research project proposed.
- High level planning and engagement.

\*Evidence based information is available to support the above statements

### NLBA Inc. Objects (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 businesspeople 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.



## Opportunities: Website and social media

Social media and web information is a platform that brings awareness of activities of the organisation. Social Media is a dominant advertising and communications stream that is used to connect with the 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 a majority of campaigns and is a tool that is utilised to communicate with a large audience.

We will continue to grow the use of social media. There is an opportunity to develop and host an Instagram page. This use of social media does take resourcing and is proposed for the early 2024 period if approved by the committee through this document.

The screenshot shows the New Lynn Business Association website. At the top is the logo, which consists of a stylized orange flower icon next to the text "NEW LYNN BUSINESS ASSOCIATION". Below the logo is a navigation menu with links: "About NLBA", "About New Lynn", "Events and Promotions", "Newsletters", "Gallery", "Resources", "Member News and Offers", "Business Directory", and "Contact Us". The main content area features a Mother's Day promotion with the text "SHOPPING IN NEW LYNN FOR Mother's Day?" and "We have 300 Random Acts of Kindness to give away!". To the right of the text is a photograph of a red rose, lit candles, and chocolate. Below this is a banner for the "NEW LYNN BUSINESS ASSOCIATION SUPERB BUSINESS AWARDS 2023" with the tagline "Excellent business practices, passion and respect".

The poster has a pink background with a pattern of small hearts. The text "Always LOVE you" is written in a large, stylized font, with "LOVE" in red and "you" in pink. Below this is the text "Words of love to a special person". At the bottom, it says "Display words of love and be in to WIN one of ten fabulous gift baskets\*". A small asterisk at the bottom left indicates the terms of the promotion.

The poster features a cartoon rabbit holding a large Easter egg. The text "NEW LYNN BUSINESS ASSOCIATION" is at the top. Below it is a QR code and the text "FREE PHOTO!". The main text reads "EASTER COLOURING COMPETITION" and "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". At the bottom, it says "Go to [www.newlynnbusinessassociation.net.nz](http://www.newlynnbusinessassociation.net.nz) for entry forms and terms and conditions or email [ameldaginba.co.nz](mailto:ameldaginba.co.nz) for more information".

The poster has a pink background with a pattern of small hearts. The text "SHOPPING IN NEW LYNN FOR Mother's Day?" is written in a large, stylized font, with "Mother's Day?" in red and "SHOPPING IN NEW LYNN FOR" in pink. Below this is the text "We have 300 Random Acts of Kindness to give away!". To the right of the text is a photograph of a red rose, lit candles, and chocolate. At the bottom, it says "NEW LYNN BUSINESS ASSOCIATION" and "NEW LYNN BUSINESS ASSOCIATION".



## The New Lynn town centre brand

The organisation over the period of the last 12 and a half years has been developing a reputation as a thriving, positive, membership-oriented organisation, one that has a high level of pride, Shop Local has been a strong platform as has New Lynn being a great place to live, shop and play. The management continue to grow the brand and to develop a strong sense of identity, to build on the existing position and to gain and improve the value of the town centre to shoppers, business owners and property owners.

The executive and management alongside comments from some members, have decided that the time is right to start a process of rebranding – logo and tag lines. This work is part of our strategic approach related to how we are “seen and viewed” by consumers and members. The review is proposed to take place in 2023 with a potential lead into early 2024.

**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](mailto:newlynnbid@gmail.com)  
Entries close 10.00pm Sunday 14th February 2021. Drawn at 10.00pm Monday 15th February 2021. See [newlynbusinessassociation.net.nz](http://newlynbusinessassociation.net.nz) for terms and conditions.  
**SHOP LOCAL - EAT LOCAL - SPEND LOCAL - ENJOY LOCAL - IT'S YOUR COMMUNITY**  
Office: 25 Veronica St, New Lynn, Auckland (above Little Treats Cafe) | Phone: 021 264 3188  
PO Box 15456, New Lynn, Auckland 0640 | Email: [newlynbid@gmail.com](mailto:newlynbid@gmail.com)

**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 Lynnmall offering support to business settlement. 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.  
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 voucher.  
**SHOP LOCAL AND SUPPORT LOCALS!**  
Office: 25 Veronica St, New Lynn, Auckland (above Little Treats Cafe)  
Phone: 021 264 3188  
PO Box 15456, New Lynn, Auckland 0640  
Email: [newlynbid@gmail.com](mailto:newlynbid@gmail.com)  
[www.newlynbusinessassociation.net.nz](http://www.newlynbusinessassociation.net.nz)  
facebook.com/newlynbusinessassociation

**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 providing New Lynn town centre as a great place to Live - Shop - Work - Play.  
We invite members of the public to nominate a business they feel deserves an award within the New Lynn Business Association Business Improvement District, or any associate members. We encourage New Lynn Business Association members, or any associate members, to nominate for the awards.  
Nominations for the awards should be completed on an official entry form. Entry forms can be found on the New Lynn Business Association website at [www.newlynbusinessassociation.net.nz](http://www.newlynbusinessassociation.net.nz) or are also available from the New Lynn Business Association office, Wai Foa Road Co., McDonald's New Lynn, Health New Lynn 7 Day Pharmacy, New Lynn New Lynn, 800 New Lynn, Little Treats Cafe, Kitchies, or The Warehouse Coffee & Kitchen. Entries should be submitted to the Health office at 25 Veronica Street (above Little Treats Cafe) (linked to New Lynn Business Association, PO BOX 15456, New Lynn, Auckland 0640, or emailed to [awards@newlynbusinessassociation.net.nz](mailto:awards@newlynbusinessassociation.net.nz)).  
Award categories:  
BEST PROFESSIONAL SERVICES: Businesses that offer a range of professional services that enable, medical and financial services.  
BEST RESTAURANT OR BAR: Businesses such as cafes, bar, food outlets, businesses which have a full bar.  
BEST CAFE OR BAKERY: Businesses such as cafes, bar, food outlets, businesses which have a full bar.  
PUBLIC CHOICE AWARD: All categories are eligible, voted by members of the public.  
SPECIAL AWARD: All categories are eligible for the Supreme Award.

**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 [newlynbusinessassociation.net.nz](http://newlynbusinessassociation.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 • Stilt Walker • Balloon Art • Face Paint • Music • Spot Prizes ... And More!  
**Plus 15 x \$50 NEW LYNN DINING VOUCHERS TO BE GIVEN AWAY**  
See our flyer in-store

**NEW LYNN BUSINESS ASSOCIATION**  
WANT TO KNOW MORE  
[www.newlynbusinessassociation.net.nz](http://www.newlynbusinessassociation.net.nz)  
facebook.com/newlynbusinessassociation

**NEW LYNN BUSINESS ASSOCIATION**  
**Love your local business**  
Meet the people who make your community a better place to live, shop, work and play  
**SHOP NEW LYNN**

**NEW LYNN BUSINESS ASSOCIATION**  
A report for the New Lynn Business Association on: NLBA membership findings on the impact of Covid19/Omicron and views/feedback on strategic and annual planning  
March 2022

## New Lynn's continuing town centre regeneration

Continued advocacy of local government to acknowledge the importance of New Lynn as an area, one that has great growth potential and existing plans for infrastructure and housing growth. Our group will continue to take a long-term strategic approach to ensure the area continues the urban growth plan (developed by Waitakere City Council 2010). We support and encourage local government and developers to improve the area by way of housing, infrastructure, lighting and betterment of public spaces.

## Parking and traffic

New Lynn is a growing town centre and the centre has its parking challenges. Auckland Transport are focused on public transport as a means of people movement. New Lynn is serviced by good public transport, however, there still remains a real need for a park and ride and ease of access into the town centre. We note that Auckland Transport and Auckland Council are not in a current financial position to implement this objective. However, it is important for the future community.

## NLBA Advocacy governance and management approach

The 1960s was the beginning of the NLBA. This was formed by a group of people who worked tirelessly to achieve redevelopment and growth but 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 contributed 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 aim for the best practice in governance. There is a strong voluntary base of business people, 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 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 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.

Association members and executives recognise that these actions and support of action plans is required so that implementation can occur. Our aim is to work pro-actively and to work with our members to grow, develop and to be apart of the regenerating New Lynn. This is achieved including and not limited to:

1. Auckland Council's Long Term Plan and the BID Policy
2. New Lynn Urban Plan 2010-2030
3. Government's Special Housing areas
4. Local Economic Development Plans
5. Our internal annual plans and this strategic approach

## 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 action the needs of the association. Whilst it is not always possible for an elected member to support all the needs associated to 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 continue to grow.

## Opportunities

- Night-time economy
- Re-brand
- The good relationships that are held between management, executives and the members are an opportunity to bring about betterment through communications.
- Political environment - Advocacy for additional investment in New Lynn.
- Flexible and positive governance/management team.
- Positive opinion of the organisation via surveys and feedback.
- Auckland Council and Whau Local Board advocacy and relationship building.
- Continually improve communications and events.

## Threats

- High expectations based on revenue and resource limitations.
- Higher living costs in Auckland.
- Other BIDs who lobby for membership in the area.
- Maintenance of the town centre via Auckland Council.
- Crime/safety issues.
- The COVID-19 pandemic and sub-tropical cyclone Gabrielle's effect on the economy.

## 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 our interest from establishing a wider BID area in the future but, for the next two years, we do not see a sustainable and or economic outcome that would be achievable. It is noted, there is a significant cost to expand an area and, it must be considered that council and political interference should not determine the organisations objectives.



# New Lynn Business Associations Strategic Objectives

## Objective 1 - Trade area analysis - research:

- Establish information and research findings that indicate the trade area.
- Establish the income and patterns of spending.
- Undertake a component of work to establish the psychographic model that is best used to connect with community – by way of street mapping and area.
- Gain a perspective of the views and opinions of New Lynn town centre and being mindful in the work to ensure the respondent doesn't refer to LynnMall.
- Why do customers come to New Lynn?
- What do customers want to see in terms of the food/retail and service offering in New Lynn – what is missing for the consumer?
- Why would a customer attend an event. What events would they attend and why?
- A provision of the results to our members.

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

- Proactive in our approach to promote public transportation links, improved traffic management and improved parking.
- Well managed events - responding to customer needs.
- Improved public amenities and safety.
- Advocacy for better government fiscal policies.
- Being innovative in our promotions and strategies.
- Being consistent in our communication (tag line, branding).
- Customer loyalty and increased online support by the consumer.
- Well run and professional events. (i.e Christmas in New Lynn, Grab-A-Deal)

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

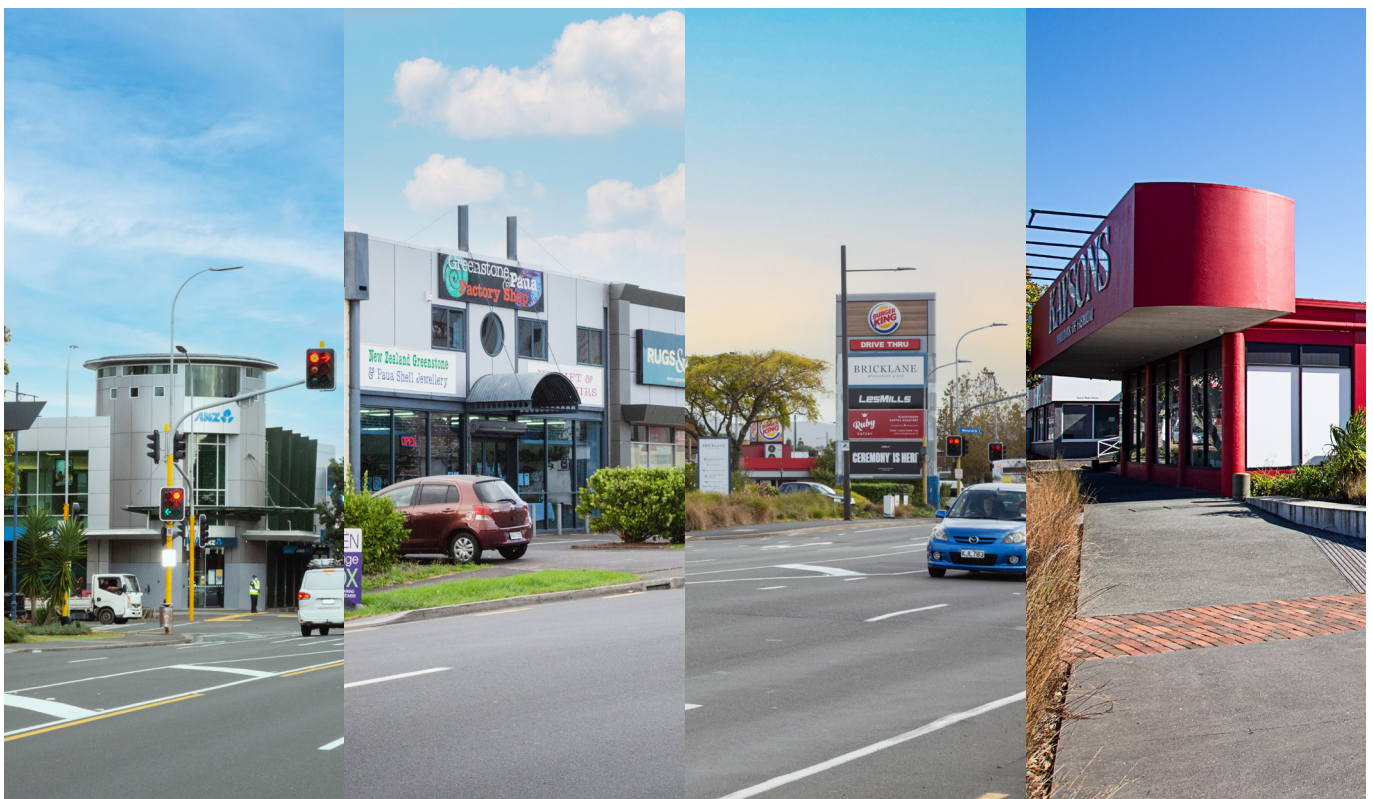
- A review of the income streams.
- The real benefits of associate memberships.
- Review of the financial implication of an expansion program.
- How much is required to meet the association needs.
- What more needs to be done in terms of spend on business sector (sectors) promotion.
- How are we financially able to respond to the current financial situation – our role.
- What is the impact of the government's decision to increase minimum wage - the effect on businesses and in turn consumers.
- Do our values and our vision meet the current income stream and if not, why not?

**Objective 4 -** The organisation is now 12 years of operation as a BID. 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.

- A performance review of the past 12 years.
- Where we have been, how far we have come and what needs to be done?
- Is there a need to expand the BID?
- Is there a need to increase funding over a 2-3% threshold?
- Are we meeting the criteria outlined in the constitution?

**Objective 5 – Re brand –** logo redevelopment, develop new tag lines to align to new brand, implementation of the new brand into the current association physical and online materials.

- Develop a plan and establish a budget.
- Minor customer and membership research to ensure we are asking the right people what they would like to see and how we are represented?
- Future printing and logistics in the development of a brand.
- Working on the basis of “one team one direction”.
- Costing of the change to a new brand and develop a budget.
- Final Implementation by last quarter 2024 (if budgets allow).
- Instagram page (consider in an earlier project).



## Action Plan – Strategic approach and measurement

All objectives and budget estimates approved by the Executive committee April and May 2023

**Objective 1 - Trade area analysis** - An estimated survey sample of between 2,000- 2,5000 (online and Face to Face)

Action	NLBA role	Timeline	Relationships	Anticipated outcome	Measurement	Budget gst excl
Planning and development of a process and budget  Questions developed and tested	Management  Survey work - external	Complete plan by November 2023	NLBA members  Customers  Associate members  Property owners	Development of a clear and concise plan on how to move forward	Date of plan and question development concluded by November 2023	Estimate \$1,600 - \$1,700
Research conducted - 2,000 to 2,500 people	Management and contractors	2024 Feb-April	Customers and NLBA	Process work to establish input by customer	Surveys completed by end of April 2024	\$11,500 (minimum)
Results developed		April 2024	Management and contractor	Final results enabling decisions	Final document  Presentations	\$1,600

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

Action	NLBA role	Timeline	Relationships	Anticipated outcome	Measurement
Increased housing in the town centre	Advocacy		Developers  Housing providers	More consumers	Number of new homes increasing  Avanda progress development  Merchant Quarter development
Improved streetscapes via cleaning and consistency	Advocacy		Auckland Council  Whau Local board	Encourage cleanliness and consistency	Improved walkways
Improved public amenities and safety	Advocacy  Safety – A collective stakeholder role with NLBA/AC/ police		Police  Auckland Council  Whau Local Board  Parks – Council	Better public toilets  Better use of the green spaces  Covered walkways	Lower crime statistics  Less complaints of crime  Toilets built  Public green spaces improved

*continued over page >*

Improved parking and public transport links	Advocacy		Auckland Transport  Auckland Council	Improved parking and traffic management via proven ease of use	Consumer feedback  Evidence of change
Well managed and professional promotional events	Lead		Auckland Council  Whau Local board  Business  Community	Feedback that indicates success  Additional funding	Attendance  Budget management

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

Action	NLBA role	Timeline	Anticipated outcome	Measurement	Budget
Background report and investigation paper	Lead	By June 2024	Recognition by members of the benefits and income needs of the organisation	Prepared document and committee approval. Share with members	internal
Investigate the true cost of expansion	Lead	First quarter 2025	Income analysis to inform this	Analysis completed	To be budgeted
Investigation into income opportunities and the benefits.	Lead	By June 2024	Strong executive through diversity, cultural knowledge and appropriate skills	Committee approval of findings.	To be budgeted



**Objective 4** - The organisation is now in its 12th year of operation as a BID. 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.

Action	NLBA role/ Timeline	Relationships	Anticipated outcome	Measurement
A full internal review to establish the findings of the objective.	Lead by NLBA  Timeline: June- August 2024	Committee  Potential funders  Supporters	Evidence based information related to planning and outputs.	Completed document
This report needs to consider all of the objectives outlined and, taking into account, annual plans.	Lead	The Association and members	Best practice	Evidence based findings about our practices and future planning

**Objective 5** – Re brand – logo redevelopment, develop new tag lines to align to new brand, implementation of the new brand into the current association physical and online materials. This work is to be budgeted.

Action	NLBA role	Timeline	Anticipated outcome	Measurement	Budget
Rebranding process paper completed. Action plans to be included alongside a timeline	Lead	Conversation started Feb. 2023	Best practice	Rebrand investigation document completed by last quarter 2023  Pitch Paper measurement section (investigation component) to read to be completed by July 2023	\$1,500
Work alongside the existing re-brand team (sub committee)	NLBA	ongoing	Collaboration between parties	Work through processes developed in initial process plan paper.  Ensure all work collaboratively to select an organisation to develop the new brand	In admin cost
Development of new logo and tag	NLBA and agency	By mid 2024	New Brand approved	Our plans for designers to quote will need to be very specific and a briefing to agencies very clear.	Estimate \$2,000 to \$3,000
Introduction of new brand throughout existing material	Lead	Completed by last quarter 2025.  New marketing material in place by this period.	Project implemented.	Use of new brand by the third quarter of 2025.	Estimate \$5,000 for all materials to be reprinted and rebranded  Including promotional material (budgeted \$3,500)

Purpose	Together, the New Lynn Business Association alongside supporters, can influence positive changes and improvements to a sustainable and thriving town centre			
Values	Governance and Management	Being authentic and positive	Leadership/Advice	Membership
Goals	<p>Our leadership champions and aligns to best practice.</p> <p>Excellence in Governance</p> <p>Expert management with leadership that takes positive and bold steps, thinks “outside the box”, listens and implements sound, impactful constitutional regarded planning.</p>	<p>The organisation is transparent, open and works in a authentic and positive way with our members to always be identified as an influential, positive and competent organisation.</p> <p>Relationships are an important and do provide for betterment in the area.</p>	<p>We positively guide, lead and source good advice to implement plans, best practice, and consider relationships.</p>	<p>We inform, provide value, consider, and develop beneficial relationships that achieve constitutional values and goals.</p>
2023/24 priorities	<ol style="list-style-type: none"> <li>1. Economic recovery (NZ wide)</li> <li>2. Lead and collaborate to further grow business relationships thereby supporting future plans and processes</li> <li>3. That we champion best practice through a review of the income stream</li> <li>4. Significant Trade Area Analysis to better serve and be better equipped to respond to promotional planning</li> </ol>	<ol style="list-style-type: none"> <li>5. Additional networking and engagement of membership</li> <li>6. Free participation in activities and events for members</li> <li>7. Listen and be positive in the way we engage with members</li> </ol>	<ol style="list-style-type: none"> <li>8. Training, learning and connect so that the leadership has the skills needed to effectively implement plans</li> <li>9. Lead and collaborate, champion NLBA</li> </ol>	<ol style="list-style-type: none"> <li>11. Engage with the membership by way of continued relationship building</li> <li>12. More one-on-one engagement with membership</li> </ol>





## A huge thank you to our 2022-2023 executive committee volunteers



**Vish Bhati**  
Barfoot & Thompson  
CHAIRPERSON



**Nicola Donald**  
The Wardroom  
DEPUTY CHAIRPERSON



**Norah Ding**  
Little Treats Café  
TREASURER



**Michelle Gilmer**  
Car Tech Automotive  
COMMITTEE MEMBER



**Beryl Juretech**  
Covers Hire  
COMMITTEE MEMBER



**Flora Lu**  
Theia  
COMMITTEE MEMBER



**Kaloni Moli**  
McDonalds New Lynn  
COMMITTEE MEMBER



# NEW LYNN MEANS BUSINESS



**NEW LYNN**  
BUSINESS ASSOCIATION

Office: 25 Veronica St, New Lynn, Auckland  
(above Little Treats Cafe)  
Phone: 021 264 3188  
PO Box 15456, New Lynn, Auckland 0640  
Email: [amelda@nlba.co.nz](mailto:amelda@nlba.co.nz)  
[www.newlynnbusinessassociation.net.nz](http://www.newlynnbusinessassociation.net.nz)  
[facebook.com/newlynnbusinessassociation](https://facebook.com/newlynnbusinessassociation)

