

Committee Update

Hello members,

As your chairperson of the NLBA and on behalf of our committee, we hope you have had a successful New Years trading. Now that School is back and, the Christmas/New Year holidays are at an end, it is timely that our management team share with you, plans for the first quarter of the year. You will see more about our plans for the first quarter in the newsletter and, I do highlight the upcoming new promotion - For the Love of Food, the CCTV project and the Trade Area Analysis report. These are a number of projects to be completed in the first quarter or, in the case of the new

“Foodie” promotion, the start of what we hope will be a very successful New Lynn Business Association Food promotion.

Looking back at last year, NLBA had one of the busiest years on record with a number of projects underway, new projects in the planning phase, a new 3-year strategic plan. Have a look at this plan if you haven't already, Amelda will send you a copy if you send a request to amelda@nlba.co.nz. An annual business plan was completed and consumer surveys as part of the Trade Area analysis took place. Thank you to the voluntary committee for their

commitment to the business area and thank you to you, our member for being part of the promotions we host.

Remember, we, as your committee are always here to talk with you to listen to your feedback and input and we welcome your comments about our annual plans, promotions and marketing activity.

Have a great first quarter, we will be in touch next month.

Vish Bhati Chairperson, Michele Gilmer and the NLBA Executive Committee

From the management team

This month, we are sharing with you, a communications update on what is on our schedule at the NLBA and highlight the opportunities for you as a member to participate in promotions (generally free unless stated otherwise). We also share with you some specific actions related to the promotion of Food & Beverage in New Lynn and ask your view on a couple of new marketing ideas that we will put to the committee.

Our team are working on the implementation of a new social media platform for NLBA. We are undertaking this a professional platform and in completing this project ready for launch in March, we

are having templates developed.

Instagram will be one of the social media tools that the NLBA use to promote our member offering. It will also be used to promote the new food promotion.

If you would like our team to come along to your business and take some photos to put onto the Instagram page, please get in touch. We will offer this service for free on a first in first served basis and keep a list of members who would like to participate. Some professional photography will be used and some will be via our iphone camera.

Let us know if you would like to participate at no cost by contacting Amelda at amelda@nlba.co.nz



First quarter activity

General marketing activity takes place at NLBA which includes membership communications, meetings, networking and general business in relation to member enquiries, social media, newsletters, council related work, and committee related work. In the months between February and April, we have a new food promotion as outlined in

the newsletter, a networking event, online business awards, CCTV (we hope to have installed by April but are working on this project, an analysis of vacancies and information related to this, the Trade Area Analysis and customer feedback surveys will be completed and report prepared for the members, a summary of our systems

and processes as per the strategic plan and finally, by the end of February, the Instagram in place with the project well underway.

This will be a very busy quarter. We look forward to working alongside the committee, membership and customers.

What do you think of these NLBA marketing ideas?

We are asking you for your feedback about these ideas. We appreciate your comments.

Promotion of services:

Last year, the management team were asked by a member to more actively promote services. We agree, whilst it is a difficult task to individually promote 250 businesses we do our best to be fair to all business categories by offering participation in promotions and activities (it's up to you to decide if you would like to participate). Given the feedback about promoting services, would you like to participate, or do you think the NLBA should offer a newsletter

type communication (printed) for customers on what services we have in the business association area, a story about the businesses and some images for social media to promote the services? Your thoughts can be emailed to both tracy@nlba.co.nz and amelda@nlba.co.nz

Whilst working through some promotions of the past in LynnMall, Tracy came across a fashion promotion and discussed with Amelda the possibility of holding a fashion event in New Lynn with our fashion and accessory businesses. Amelda indicated one of the larger fashion businesses had raised the idea in

the past. We would love to host a fashion event in New Lynn and to do something fun, different and exciting for you and your customers. An event as such would need support from the fashion and accessory businesses, but we believe, it would be a good promotional activity that could be incorporated into another event (to ensure budget is available). What do you think? Do you like this idea of an evening fashion and fashion accessory event in New Lynn? Please let us know your thoughts (but please be mindful that we do not have large budgets, so we do have some limitations).



For the Love of Food promotion

A promotion of Food & Beverage offerings in the New Lynn Business Assn. area

The objective

Over the past two years, membership feedback has been provided to the Executive Committee and management about adding a F&B promotion to the NLBA annual plans (there was an initial campaign a number of years back F&B related, this was the Food Fiesta booklet now Grab-A-Deal). The idea and internal communications regarding food promotion was that the food offering is growing in the BID area and there is a large proportion of food related members paying into the BID fund. Members support a food-oriented promotion.

When considering the benefits and the relationship of expenditure to the constitution, there is absolute agreement from the Executive Committee and management that a F&B promotion meets the rules of the organisation and supports 25% of the membership.

There are a number of relevant objectives identified in developing a food-oriented promotion into the NLBA annual calendar. Following an initial piece of work, of the identification of the

“foodie consumer” in the target market, the objectives are:

- Identify the offering and promote F&B to the target market.
- Offer a point of difference to the consumer whilst highlighting the excellent quality and standard of the cuisine offered.
- Bring attention to the consumer as to the F&B offering by using professional images, qualified and professional food experts (chefs, suppliers) clever marketing, consumer related promotional activity and good oversight.
- Allocate sufficient resources over time to the F&B campaign. This is not a one off planned event. The outcomes and objectives will take time to be achieved and it is through multiple levels of participation and engagement that the plan can be achieved. The plan needs management, EC and membership support to be successful. The actions must be a well-considered, cohesive,

and well executed as there is dependency on multiple parties. This will be resource heavy and there will be learnings.

- Initial planning and concepts will be socialised with the sub-committee and, potential other membership feedback if time allows.
- Increased turnover across the NLBA F&B membership. The membership target is all related food and beverage businesses including specialist supermarkets, supermarket, and food offerings.
- Member value – a member gains value through the NLBA as the NLBA contributes and contributes to food samples, tours, coupons, promotional plans and the campaign is managed by the NLBA at no cost to member participation (unless otherwise stated).

Why have a Food & Beverage action plan (promotion) for New Lynn BID area?

Over a several years; 6 plus, New Lynn has

seen an increase in food (restaurant and café) businesses which have successfully established in the area, there are also a number of long-term businesses that have always offered great food. Whilst there has been a gradual increase in high quality, cuisine and dining options available in New Lynn there is also a high demand from consumers who eat-out to meet the demands.

The public are increasingly interested in and do dine in New Lynn. We need to be the destination of choice for the primary and secondary trade area. People are identifying New Lynn as an area for dining out, cafes – good quality food, service, and a great atmosphere. A promotion of F&B will increase public interest and therefore, an opportunity for the members to access more customers.

The NLBA EC and management have discussed the F&B offering, the management have recommended that a focus is placed on food promotion with the desired outcome to not only to increase patronage and awareness but to potentially attract other property and business owners in the food & beverage sector to “set-up” in the New Lynn town centre.

Dining out, be it in a café, restaurant or casual lunch bar are all at a cost to the consumer. People have high expectations

of food quality and experiences. Given the cost to dine out, we want New Lynn “top of mind” as a food destination. To fulfill an all round good dining experience we, as a group, are dependent on multiple factors (the café or restaurant, service, price, travel, atmosphere and value), NLBA does not control all of the factors of a good dining experience but we can support members.

What are the activities planned?

Year 1 proposed plans

- Offer a food sample evening – showcasing dishes at a small portion sample size.
- Showcase food offering on all social media platforms.
- Host cooking demonstrations activity.
- Highlight a “Dish of the week” on social media.
- Booklet or Coupon offering – create a passport-style booklet that offers discounts and special deals at participating restaurants, bars, and cafes. Customers can collect stamps for each visit, encouraging them to explore multiple.
- Hosting events at eateries.
- Taste tour (starts at 6pm and finishes at 8.15pm, visit 3 eateries – starter, main and dessert) group of up to 14 people (discounted).

- Restaurant Week – every year NLBA host a Restaurant and Café week during which participating restaurants offer special meals, NLBA discounts and benefits.
- Celebrity endorsement – secure a celebrity to assist with the promotion (if possible and within budget).
- Discounts at participating eateries (Eateries covers their costs).

Our team will be sending you more information about the food promotion.



Your invitation to a New Lynn Business Association **After 5 Networking Event**

Thursday 22nd February - 5:45pm to 7:15pm

Hosted by Resonate Studio New Lynn
Unit Q/1 McCrae Way, New Lynn

Join us for
Thirty Seconds of Fame
Connecting Business People

Followed by a presentation by
resonate.

Guest speaker: Pebble Varela

To RSVP or for more information contact Amelda:
amelda@nlba.co.nz or txt 021 264 3188

NLBA MEMBERS FREE

The New Lynn Business Association is proud to host this business event.



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Christmas window/business dressing competition

Congratulations to the winners of the tenant Christmas window/business dressing competition:

- Kaysons
- Woottons Auto Accessories
- Lumino The Dentists New Lynn

Every one of the 41 participating business went into the draw to win one of three Christmas hampers. All members had the opportunity to request a free \$30.00 pack of Christmas decorations, supplied by the NLBA. Winners were drawn on Wednesday 20th December by Warren Strand from the New Lynn Police Station. Thanks to all the participants and great work by everyone.



NLBA EXECUTIVE COMMITTEE



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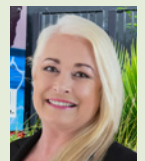
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**WOULD YOU LIKE TO SHARE
SOMETHING IN OUR NEWSLETTER?**

If you would like to have an advert in the newsletter or share some information please send your submission to the NLBA Newsletter team via newlynnbid@gmail.com