



### Committee Update

The days and months this year are moving very quickly, we have been at pace as there have been so many things on and happening in the community. As June approached, the business association were busy working I would like to take this chance to thank our membership and our community for their ongoing support of the New Lynn town centre and shopping area. It has been a very challenging financial period and, with the weather conditions as they have been, we as a Business Association committee are always thankful for our community to "pull together" we do acknowledge that our elected members, community leaders and the Councillor did what was possible to support our communities and the neighbouring areas have had a very difficult time with the adverse weather and our thoughts go out to our neighbours. It is important to acknowledge that without the significant infrastructure upgrades that took place following the 2016 storm, our town

centre may well have been in a very different position.

In this newsletter, we share with you, some photos of the New Lynn Business Association Mother's Day Random Act of Kindness promotion. We believe that giving back with thanks for shopping in our area and to acknowledge Mums, caregivers as "mums", our community who are a Mum to someone and, to do this we offer a Random Act of Kindness gift to say "thank you for all you do". This year, we gave away hand-made candles (85% in recycled glass) and boxes of chocolates.

At each of the New Lynn Business Association executive committee meetings, a Whau Local Board representative is present as an allocated elected representative to share and update the committee on issues facing council and to listen to the needs of our business group, thank you to Warren Piper who attends these meetings.

Finally, our executive would like to acknowledge our contractors who worked tirelessly on the update of the constitution for NLBA following the changes that Auckland Council made to their Business Improvement District Policy, thank you to Amelda Jeffery and Tracy Mulholland for their work on this. We also acknowledge our legal representation Dr Grant Hewison for his work to assist the NLBA. As a result of the Council Policy changes we have proposed the updated constitution to meet the policy requirements and made some other changes for the Special General Meeting of the paid membership of the NLBA. The SGM will be held in June with paid members (members only, not a public meeting) invited to attend and to share their views on the proposed required changes to meet the Auckland Councils updated BID policy.

**Vish Bhati and the New Lynn Business Association Executive Committee**



Deputy Mayor Desley Simpson

#### **This is small article on politicians listening and caring and standing true to election promises – Deputy Mayor Desley Simpson did just that!**

Our team acknowledge the recent support of the Deputy Mayors office, Desley took the time to listen to our contract team and, to assist the New Lynn Business Association with some policy matters affecting our organisation. It is great when an elected member assists and helps out a group of people and business owners as they do pay a high level of rates and do contribute back to our community so a bouquet for Desley from us.

### The General Election NZ

Did you know that the General Election is only a matter of a few months away? In October, NZ goes to the polls to choose a political party to represent us. As an organisation, we always encourage you to read about the elected members, go and meet candidates and to participate in the election. Details of the General Election can be found at

### Thanks to the community

Thank you to the team of people in the community that helped out during the recent flooding. There were so many people who took the time to help out others. Our thanks go to support from our local New Lynn Community centre team, Whau Local Board Representative Warren Piper and Councillor Kerrin Leoni for her support in the area. We acknowledge the past few months of inclement weather has challenged our communities. Together we are stronger.

# It's Grab-A-Deal time again!

We're almost ready to go to print with more great deals, discounts and special offers from all the regulars and a number of new businesses. Look out for your copy later this month and get out and support local businesses.



















## NEW LYNN BUSINESS ASSOCIATION

# GRAB A DEAL

### SHOP LOCAL AND SAVE GREAT DEALS, DISCOUNTS & SPECIAL OFFERS

## SAVE \$\$\$!

## FREE

### VOUCHER BOOKLET

PLEASE HELP YOURSELF

28TH JUNE TO 20TH AUGUST 2023

SHOP LOCAL · SUPPORT LOCAL · SHOP NEW LYNN

SHOPPING IN NEW LYNN FOR

## Mother's Day?

*We have 300 Random Acts of Kindness to give away!*

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










# The NLBA Strategic Plan

Last month, the New Lynn Business Association submitted the final strategic plan that has been developed for the business organisation. Our team are looking forward to implementing the 5 strategies that are outlined in the plan, our actions are clear for the future as we move into the stage of implementation! Thank you to all who have input in the past few months to this project. The first projects that we are taking on board and implementing are the Branding Update and the Survey Project.



## Objective 1

### Trade area analysis - survey of customers:

- 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 a New Lynn promotion. What events would customers attend and why?



## 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 funding is required to meet the association needs.
- What more needs to be done in terms of spend on business sector (sectors) promotion.
- Do our values and our vision meet the current income stream and if not, why not?



## 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 survey to ensure we are asking the right people what they would like to see and how we are represented? (Seek to connect the survey work with this strategy)
- 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.
- Website considerations, Instagram and other social media as part of “connecting with customers” approach.



We're a bunch of online experts who provide affordable and professional digital services and support for small businesses. We do this while ensuring that we have a positive impact socially, environmentally and within our communities. We're excited about sharing our knowledge with you and to help you succeed, not just within your business but within your own community.

One of our recent exciting projects was to work with the Whau Ace team to revamp their digital footprint to help their organisation better serve their on-line audience.

Here is the new website with simpler clearer navigation, showcasing important messaging and content and one of their course pages. All designed to help the user quickly find what they are looking for:

You can see the site here [www.whauace.co.nz](http://www.whauace.co.nz)

We are excited at becoming member so the local Business Association and helping anyone that needs a digital lift!

**CONTACT TRIGGER DIGITAL**

**Tom** tom@trigger.co.nz or 021 772 001

**Brian** brian@trigger.co.nz or 021 455 449

[www.trigger.co.nz](http://www.trigger.co.nz)



## Eat out in New Lynn Take a pick from our great lineup of cafés and restaurants in New Lynn

**BBQ Spicy Hot Pot**

26-40 Totara Ave Phone 09 200 1188

**Black Salt Bar & Eatery**

Cnr Great North Rd & Totara Ave Phone 09 826 0060

**Bricklane Restaurant & Bar**

5 Clark St Phone 09 826 3654

**Bunga Raya Malaysian Cuisine**

2A 3062 Great North Rd Phone 09 827 8666

**Canton Restaurant**

3097 Great North Road Phone 09 218 9712

**Couple Spicy Cuisine**

3079 Great North Road Phone 09 827 1307

**Dezhuang Hot Pot**

42-50 Totara Avenue Phone 09 827 9977

**Elegance Chinese Restaurant**

26-28 Totara Ave Phone 09 827 8883

**Gojo Ethiopian Eatery**

15 Totara Ave Phone 022 676 5798

**Halong Vietnamese Restaurant**

26C Delta Ave Phone 09 826 0809

**Himalayan Fusion Restaurant and Bar**

3055 Great North Road Phone 09 825 0705

**Lai Thai Bistro**

3076 Great North Road Phone 09 827 8266

**Little Treats Cafe**

25 Veronica Street Phone 09 222 1166

**Mae Nam Khong**

4 Todd Ave Phone 09 826 4002

**Mix Moon**

29 Totara Ave Phone 09 827 3313

**Mushashi Japanese**

3073 Great North Rd Phone 09 826 0622

**Nando's New Lynn**

3041 Great North Rd Phone 09 827 6040

**Olive Indo Nepali Eatery**

3088 Great North Road Phone 09 826 0095

**Ramen Station**

42 Totara Ave Phone 09 827 5977

**Ruby Eatery**

2 Rankin Ave Phone 09 827 7300

**Sal's Authentic NY Pizza**

3086 Great North Road Phone 09 820 7257

**Settebello Pizzeria Napoletana**

9 Totara Avenue Phone 09 826 0777

**The Attic Bar & Restaurant**

3 Totara Ave Phone 09 521 0000

**The Wardroom Coffee & Kitchen**

7 Totara Ave Phone 09 827 6528

**Wise Fox Food Co**

43 Totara Ave Phone 09 825 0240

**Wucha**

26 Totara Ave Phone 09 836 6666

### NLBA Executive Committee



**Vish Bhati**  
Barfoot & Thompson  
CHAIRPERSON  
022 600 2600



**Nicola Donald**  
The Wardroom  
DEPUTY CHAIRPERSON  
09 827 6528



**Norah Ding**  
Little Treats Cafe  
TREASURER  
09 222 1166



**Michelle Gilmer**  
Car Tech Automotive  
COMMITTEE MEMBER  
09 826 0595



**Beryl Juretick**  
Covers Hire  
COMMITTEE MEMBER  
09 826 0004



**Flora Lu**  
Theia  
COMMITTEE MEMBER  
022 678 2658



**Kaloni Moli**  
McDonalds New Lynn  
COMMITTEE MEMBER  
09 827 3879



**Amelda Jeffery**  
CONTRACT MANAGER  
021 264 3188



**Tracy Mulholland**  
CONTRACTOR  
021 267 2236



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)

NEW LYNN  
MEANS BUSINESS



**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](mailto:newlynnbid@gmail.com)