

Committee Update

As we move into winter, the Executive Committee would like to wish all our members a successful trading season and thank you for your continued support of the New Lynn Business Association.

One of the key areas of focus for the NLBA recently has been the development of our Safety and Security CCTV Project. We are pleased to report that the recent consultation process generated an excellent response, with more than 150 submissions received from businesses and stakeholders. The feedback clearly indicates strong support for the NLBA to continue investing in and advancing CCTV safety and security initiatives within the New Lynn town centre.

We are also delighted to acknowledge the support of the Whau Local Board, which has approved a grant of \$15,000 towards this important project. We

sincerely thank the Local Board for its commitment to improving safety and security in our town centre. The NLBA will also be seeking additional funding through Trusts Community Foundation to assist with the ongoing upgrade and expansion of the CCTV network. Further information on the project is included elsewhere in this newsletter.

The Executive Committee would also like to thank members who recently participated in our planning survey for the 2027-2028 business plan.

We received approximately 70 survey responses, providing valuable insights and feedback that will help shape our future priorities and activities. This information will assist us in finalising the draft plan before it is presented to the Executive Committee and subsequently to members at the Annual General Meeting later this year.

Our annual Grab a Deal promotion is

fast approaching, and we are excited to report a record 80 participating businesses. A special thank you goes to our Administration Manager, Sharon, for her hard work coordinating this successful initiative.

We are also pleased with the ongoing success of our Ambassador Programme. Our ambassador continues to make a positive contribution by supporting businesses, visitors and the wider community throughout the town centre.

Thank you once again for your engagement, feedback and support. We look forward to continuing to work alongside our members to strengthen and promote New Lynn as a vibrant place to do business.

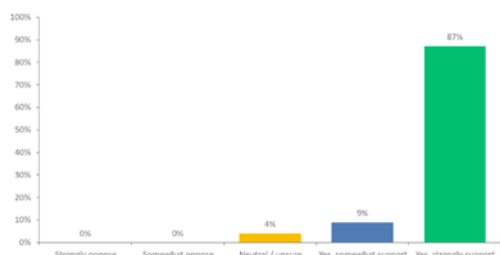
Dinesh Mani, Chairperson
NLBA Executive Committee

Safety and Security in the NLBA BIDA area

Question 6 Feedback – 137 responses

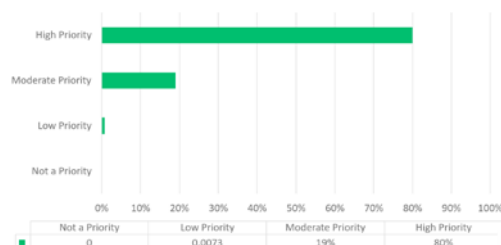
NLBA is working through further investment in Safety and Security measures via CCTV and other safety measures in the town centre.

Q 6 - Do you support the NLBA investing in CCTV to improve safety in the New Lynn town centre?

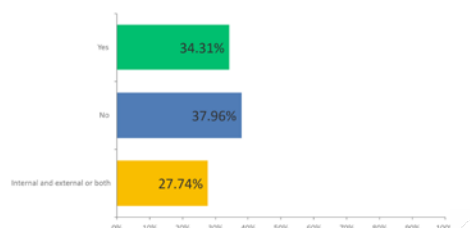


Question 5 – The response of 137 Business Assn members indicates a high priority for improving Safety and Security.

Question 5 - How much of a priority should improving safety and security be for the NLBA?



Q 10 - Does your business have CCTV operating? If yes, inside and outside?



Business Plan Feedback

Recently we asked for membership feedback on the NLBA future Business Plans. We will have a lot more to share with you in the near future when the report is completed but here is a brief summary.

The survey provided respondents with a range of business plan options for the New Lynn Business Association (NLBA) to consider for future planning and budgeting. Specifically, participants were asked to select activities they believe should be included in the NLBA budget and plans. The most supported options were: - Safety & Security including CCTV (93.33% support) - Grab A Deal promotions (90.0%) - Networking for members (78.33%) - Newsletter and communications (78.33%) - Flyers, brochures, and booklets for members (76.67%) - Christmas event in the town centre (73.33%) - Food Promotion (71.67%) - Free training for members (61.67%) - Mothers Day / Fathers Day events (53.33%) These results highlight a strong preference for safety initiatives, promotional activities, networking, and communication efforts as key components for NLBA's future business plans.

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Awareness and Support: All respondents (100%) are aware of the NLBA, and nearly all (98.33%) support its work. The vast majority (93.33%) believe the NLBA does a good job for members. - Priority Activities: Respondents strongly favor including Safety & Security (93.33%), Grab A Deal promotions (90%), Networking for members (78.33%), and enhanced communications (78.33%) in future plans. Other popular activities include flyers/booklets, Christmas events, food promotions, and free training. - Promotions and Events: There is overwhelming support (96.67%) for NLBA's free promotional events such as Grab A Deal, Christmas, and Food promotions. - Open-Ended Feedback: Thematic analysis of open-ended responses highlights interest in security measures, member networking, local business support, and community engagement events as areas for further development. - Recommendation: The NLBA enjoys a strong Net Promoter Score (NPS) of 43.33, with 55% of respondents being promoters. These findings suggest that future business planning should prioritize safety, member networking, promotional activities, and clear communication. The high level of support and positive sentiment indicate a strong foundation for continued engagement and growth.

Thanks!

Thank you to the New Lynn Business Association membership for providing feedback on the matter of future business planning ideas! 2 membership winners have been drawn and prizes ready to go. The lucky winners are Lumino the Dentists and Piper Properties.



Grab-a-Deal 2026

Our popular annual Grab-a-Deal promotion launches on 6 July and runs through until 26 August. This year it's bigger and better than ever with 80 vouchers offering deals, discounts and special offers from a wide range of NLBA member businesses. Production is well underway and it will be approved and off to the printers in the next week or so. 30,000 copies will be available for distribution in the New Lynn area to encourage people to eat and drink local, shop local and to support local services and professionals. A huge thank-you to all the participating businesses who help make it a success.

NEW LYNN
BUSINESS ASSOCIATION

Grab-a-Deal

FREE BOOKLET SAVE \$\$\$

6 July to 26 August 2026

SHOP LOCAL AND SAVE
Great deals, discounts and special offers
SHOP LOCAL | SUPPORT LOCAL | SHOP NEW LYNN

NLBA EXECUTIVE COMMITTEE

							
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