

Committee Update

As we move into the cooler months, we hope business is steady across the New Lynn town centre and that you're continuing to feel supported as part of the NLBA community. Your ongoing engagement and commitment to the association make a real difference to the strength and vibrancy of our local economy.

Over the past period, the Committee has been focused on progressing our CCTV Development Programme for Safety and Security, including CCTV. This work has now been completed, incorporating both member and public feedback. We've had an incredibly strong and thoughtful response, with clear support for advancing CCTV capability across the town centre. We are currently preparing a detailed report,

which will be shared with committee and members shortly, outlining findings and recommended next steps.

Looking ahead, we'll soon be entering an important planning phase. In the coming month, we will be seeking broader feedback from our membership to help shape our 2027-2028 Strategic Plan and Business Plan. Your input will be essential in guiding where we focus our efforts and investment, so we encourage you to take part when that engagement begins.

We also have some great activity coming up. In June, NLBA will once again be supporting the Grab a Deal campaign—an excellent opportunity to drive foot traffic and highlight what our local businesses have to offer.

A big thank you to everyone involved

in making the recent Flavours of New Lynn event such a success. It was fantastic to see the community come together, and we're pleased to share highlights and images from the Long Dinner in this edition.

Lastly, we'd like to acknowledge the continued positive impact of our Ambassador Programme, which is going from strength to strength. A special thanks to our Ambassador Cooper for his initiative, care, and the valuable work he does in supporting the safety and wellbeing of our town centre.

Thank you again for your ongoing support of the New Lynn Business Association. We look forward to continuing to work alongside you.

Dinesh Mani, Chairperson
NLBA Executive Committee

Flavours of NEW LYNN

Thank you to all members who have participated in the Food & Beverage promotion in New Lynn. As an organisation, we are proud to support membership with these promotions. Your support is important! Customers have given us positive feedback about the Flavours of New Lynn promotion. For more details check the NLBA website and Facebook page.

A special thank you to the supporters of the Flavours of New Lynn Long Dinner – Dynasty BBQ, The Wardroom and The Attic all great foodie businesses who worked closely with the team to ensure a successful Long Dinner in New Lynn.



Grab a Deal returns this June – get ready to participate

We're pleased to let members know that our much-loved Grab a Deal campaign is returning this June—and it's time to start thinking about your offer.

Now in its eighth year as part of our promotional programme, the Grab a Deal booklet continues to be a highly anticipated feature in the New Lynn community. Showcasing exclusive member offers, it's a fantastic way to attract new customers, reward loyal ones, and boost visibility for your business.

Participation is completely free for NLBA members, and we produce 30,000 booklets (with the potential to increase this year due to demand). These are widely distributed throughout the community and consistently generate strong interest and positive feedback.

Spaces in the booklet are limited, so we encourage you to get in early. Keep an eye out for upcoming emails with full details on how to be involved.

If you'd like to register your interest or find out more, please contact Sharon at the NLBA office via office@nlba.co.nz.

We'd love to see your business featured—don't miss the opportunity to be part of this proven and popular campaign.

Grab a Deal Survey summary and recommendations

Grab-a-Deal promotion 2025:

- Total number of booklets 30,000.
- Total cost of campaign \$31,035.
- Distribution 20,000 to households, 10,000 booklets to businesses.
- 68 participants 2025 - a target of 74 members participating in 2026.

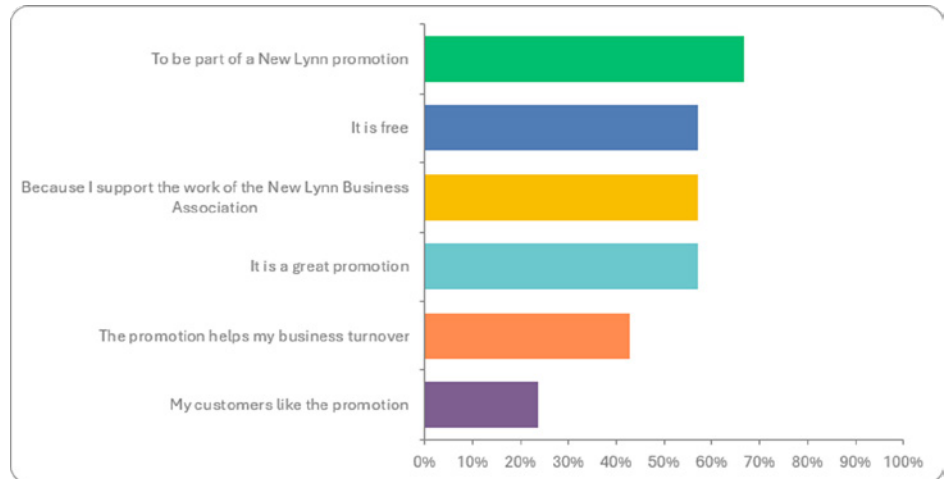
2026 - More online promotion

- 95.25% of participants rated the promotion as either excellent or good. This is a reflection on the popularity and credibility of the promotion. 71.43% rated the promotion as above average and 23.81% said average only 1 participant to respond was not favourable.
- The reason participants stated as Grab-a-Deal being a success for their business was that it was free - 35%, easy to use - 20%, and the limited time of offers to customers - 20%.
- Participation in Grab-a-Deal was rated with "to be part of a New Lynn promotion" at 66.67% with 57.14% stating it was free and 57.14% stating the reason for participation as "Because I support the work of the New Lynn Business Association." This is a great response and positive feedback for the NLBA committee and management.
- 85.7% of participants said the promotion was well organised and



14.29% said the organisation of the promotion was "acceptable"

- 71.43% said they would participate in Grab-a-Deal next year with 23.81% said they were likely to participate and 4% (1 respondent) unlikely to participate.



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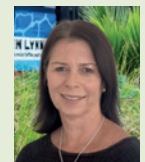
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