

Who we are

New Lynn Business Association Inc is an incorporated society; our primary objectives are to provide a forum for business betterment whilst marketing the town centre to our customers. We are interested in local economic development, urban regeneration, social integration with people in the town centre and to promote New Lynn as a

place to work, live and shop.
The New Lynn Business Association is funded through a targeted rating system with the Auckland Council Business Improvement District as a partnership program. The New Lynn Business Association has a constitution which can be downloaded via this website. The members of the board are an elected

voluntary executive committee. The executive business or building owners in New Lynn oversee the governance of the organisation. All executive members and the centre manager are available to talk with you about the organisation and our objectives.

What we do

The executive board is committed to the betterment of the New Lynn community. Our members (businesses and associates) are an integral part of our annual planning process with an

AGM held in October of each year. At each AGM we present the Business Association members as part of principles of the Business Improvement District Partnership program that has a

holistic approach, bringing together all stakeholders to improve the physical, economic and social environment in New Lynn.

Annual General Meeting – 30th October 2023

At the AGM, a new committee is appointed. Congratulations to the members appointed to the NLBA committee. They are:



Vish Bhati
Chairperson



Michele Gilmer
Committee Member



Norah Ding
Treasurer



Dinesh Mani
Committee Member



Kaloni Moli
Committee Member



Francene Picot
Committee Member



Philip Parker
Committee Member



The New Lynn Business Association rebrand – logo redesign project

From here...



...to here

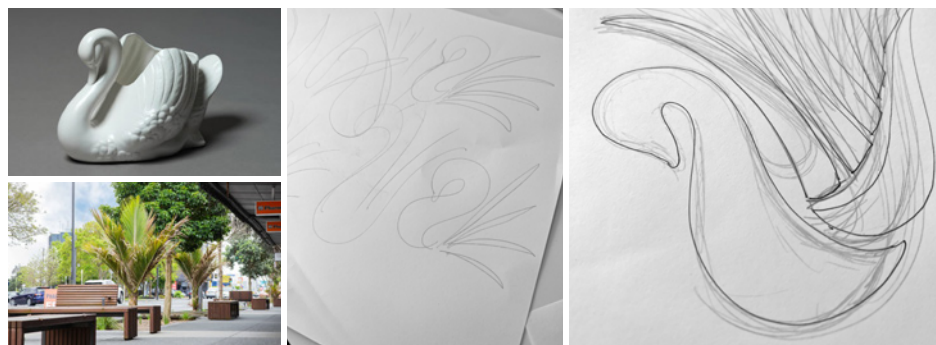


Why and the project outline

- > A new image for the NLBA
- > Promote the town centre brand – New Lynn
- > Take into consideration the views and opinions of customers

As outlined to the membership at the recent networking event, the NLBA committee undertook to have the NLBA logo redeveloped. The aim was about lifting the New Lynn brand, our image and relating to something that customers and members could associate with from the area. We asked for feedback and input. The process included an allocated sub-committee, design element and opinion/feedback from customers and members, the development with a team of an Agency Brief, following this, two companies designed four new logos based on the brief and included tag lines for the NLBA. Following the design pitch of a proposed new logo, the new logo was selected and additional graphic work was done to ensure all aspects of the logo design were considered. A final design was selected and now the NLBA have this wonderful new logo.

You will see the logo being rolled out now, it is an exciting new development for the team and the feedback to date on the design has been very positive.



Why the swan and what are the design elements?

Heritage + Nature

Crown Lynn ceramics are still recognised nationwide, and being able to reference this heritage of the local area has been the jumping-off point to create an appealing, thought-provoking design.

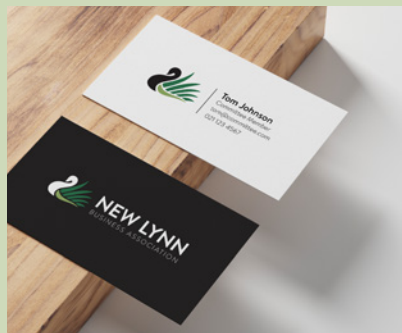
Throughout New Lynn our beloved Nikau palms can be seen lining the streets. This eye-catching palm evokes strength and balance.

Flowing lines, soft edges and a natural colour palette.

A strong reference to nature comes through with the use of light and dark green, representing the native Nikau palm. The leaves have been shaped to reflect the flowing movement of the swan's wing. This hand-crafted symbol is paired with a modern and professional font to portray the idea of a welcoming authority. The design aspires to create a sense of involvement and an uplifting association for the community.

Merchandise

Expect to see the logo used on new collateral and merchandise



Christmas in New Lynn

**COME AND
SPIN THE
WHEEL FOR
YOUR CHANCE
TO WIN!**

To enter spend \$20 at
any participating NLBA
member business
1st - 22nd December 2023

Spin The Wheel
10:00am - 1:00pm December
Dec 7th, 8th, 9th, 14th, 15th,
16th, 20th, 21st, 22nd 2023

Find our Christmas Wheel
location online
newlynnbusinessassociation.net.nz



Christmas in New Lynn

FREE FAMILY EVENT

Thursday 30th Nov 2023 | 5:00pm to 8:00pm

Todd Triangle, Totara Avenue, New Lynn

Free Entertainment • Performers • Santa
Stilt Walker • Balloon Art • Face Painting
Music • Spot Prizes ... And More!

**Plus 10 x \$50 NEW LYNN DINING
VOUCHERS TO BE GIVEN AWAY!**

See our flyer in-store



Plus

A tenant xmas window
dressing competition!

Details to be confirmed

Thank you to past committee members

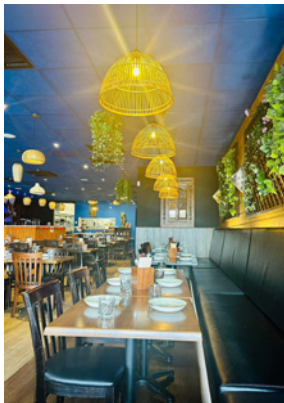
The NLBA acknowledges past members of the NLBA committee and would especially like to thank Beryl Juretech from Covers for her many years of service. Here are some photos from Beryls business Covers Decoration Hire.



3061 Great North Road, New Lynn
09 826 0004
www.covers.co.nz

Mix Moon

A great local restaurant with new owners. Congratulations to the team – Mix Moon, always a favourite with customers.



The best of South East Asian Cuisine made with love with the freshest of ingredients. Dine in or take away.

29 Totara Avenue, New Lynn
09 827 3313
mixmoon.co.nz



NLBA COMMITTEE EXECUTIVE



Vish Bhati
Barfoot & Thompson
CHAIRPERSON
022 600 2600



Michele Gilmer
Car-Tech Automotive
COMMITTEE MEMBER
09 826 0595



Norah Ding
Little Treats Café
TREASURER
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Dinesh Mani
Mani Investment Limited
COMMITTEE MEMBER
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Kaloni Moli
McDonalds New Lynn
COMMITTEE MEMBER
09 827 3879



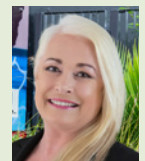
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