



A message from the chairperson

Hello members and associate members of the NLBA.

As your Chairperson and member, I am very proud and pleased to share with you that as we approach the AGM on the 30th October (see attached details), we will be sharing with you some exciting news! The NLBA Executive and management team undertook to update and rebrand NLBA. A logo has been decided, as has a new tag line. You will see and read more about this in the newsletter. Some more new and exciting news is that we have undertaken two of the 5 Strategic Projects already and are ahead of the objective output planning schedule, the logo was one action proposed and the Trade Area Analysis/Survey work another – those results will be with you in November. We are very

supportive of the upcoming 2024-25 business plan and have approved this from a committee perspective, that plan and draft budget now goes to you as a member to be voted on at the AGM.

I would like to take this opportunity to acknowledge all of the work that has been undertaken by your voluntary committee this financial year, we have been incredibly busy and have taken on additional projects as a result of some funds that were "rolled-over", some deferrals on projects to align with the implementation of the new logo took place and that work is now taking place. My committee are a dedicated group of people, our team has been supported by management and our thanks go to Amelda and Tracy for their work. Tracy said I have to say in this notice to you

that my workload was one of the largest undertaken by a Chair and is thankful for the time dedicated to make the NLBA a great organisation that it is.

In this newsletter, we share with you AGM details, all members have been notified early however, this is a gentle reminder about our AGM. We also share a thanks to those people who give their time freely to be part of the committee and it's sometimes time consuming but worth it to contribute back to the business community, we also share with you the process and actions of the sub-committee for the logo/rebrand work.

**Thank you all
Vish Bhati**

The NLBA 2024-2025 Business Plan

This document has been developed for the upcoming AGM, it covers the future proposed plans and budgets. Attend the AGM for your say and vote (members only) or email us if you have any comments.

NOTICE OF THE NEW LYNN BUSINESS ASSOCIATION INCORPORATED 2023 ANNUAL GENERAL MEETING

CERTIFICATE NUMBER 2384814

NEW LYNN
BUSINESS
ASSOCIATION



Thursday 5 October 2023

Dear Member,

This is notice of the New Lynn Business Association 2023 Annual General Meeting

Date Monday 30th October 2023

Location Little Treats Café,
25 Veronica Street,
New Lynn

Time 5:30pm to 7:45pm

Nominations for the Executive Committee are open until 4.00pm 20th October 2023, addressed to the Secretary, New Lynn Business Association office at 25 Veronica Street, New Lynn (above Little Treats Café) or PO Box 15456, New Lynn 0600.

Agenda

- Confirm minutes of the AGM held 31 October 2022
- Confirm minutes of the SGM held 15 June 2023
- Executive Report, Chairperson Report and Manager Report.
- Approve the Annual Financial Statements. Audited financial statements are available on request by contacting amelda@nlba.co.nz.
- Elect members of the Executive Committee
- Appoint auditors for the next annual period.
- Adopt the 2024-2025 New Lynn Business Association Budget and Plan.
- Proposed 7% increase of the NLBA targeted rate.

This notice is provided by the executive of the NLBA in accordance with the constitutional rules.

Any questions or if you would like to discuss any matters, please forward in writing to the Chairperson or the secretary of the NLBA at PO Box 15456 New Lynn or direct correspondence to the Secretary, New Lynn Business Association office at 25 Veronica Street, New Lynn (above Little Treats Café) or PO Box 15456, New Lynn 0600.


NLBA Executive Committee

**Chairperson – Vish Bhati | Deputy Chairperson – Michele Gilmer | Treasurer – Norah Ding
Kaloni Moli | Beryl Jurelich | Jonny Zhu | Secretary – Amelda Jeffery**

Phone correspondence – 021 264 3188 | PO Box 15456 New Lynn | 25 Veronica Street, New Lynn 0600



WANT TO KNOW MORE

 facebook.com/
newlynnbusinessassociation

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www.newlynnbusinessassociation.net.nz

NEW LYNN MEANS BUSINESS

The New Lynn Business Association rebrand – logo redesign project

From here...



...to here

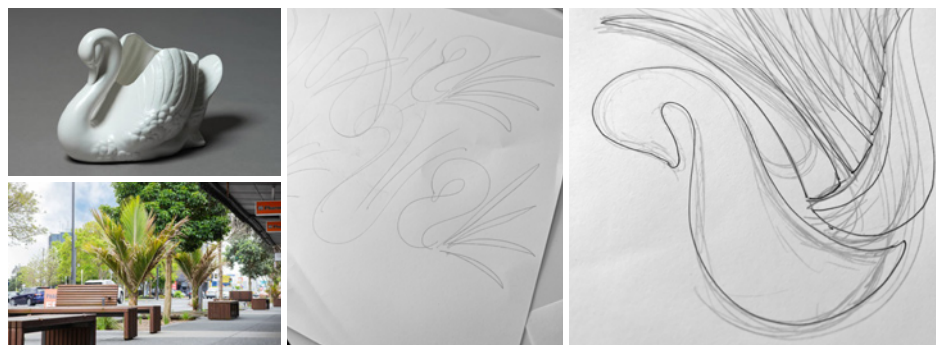


Why and the project outline

- > 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.

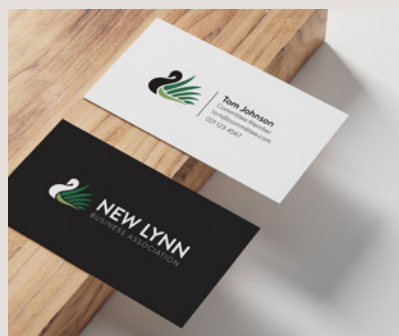
Throughout New Lynn our beloved Nikau palms can be seen lining the streets. This eye-catching palm evokes strength and balance.

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



Your NLBA Executive Committee

This is the wonderful team of voluntary committee members for 2022-2023 who have given so much time and energy to work for you. The management team are also highlighted

as they have to do all the work set by the committee and AGM. Thank you to all. Our special thanks go to Nicola who has been on the committee for many years and although she resigned earlier

this year, she has been an amazing advocate for New Lynn as a place to shop, live and play. Please support their businesses and thank them for all they do for you.



Vish Bhati
Chairperson
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