

CHAIRPERSON'S UPDATE

Hello members, our executive committee and management team have been very busy in the past month. Here is an update on what activity and planning has been underway. One of the work programmes we have is the Strategic Planning process, as part of this work and requirements by Auckland Council policy the NLBA team have been working on the consultation process for input to the plan. The draft has now been approved by the executive committee and once the plan is live, we will provide you a copy (online request). The strategic plan is the basis for the next two years actions and growth strategy.

If you have been in and around the New Lynn Business area you will have noticed some demolition taking place in the Totara Avenue area, this is a Merchant Quarter project that has been underway for many years now. This has been a well-planned and consulted process. It is good to see the progress and improvements underway.

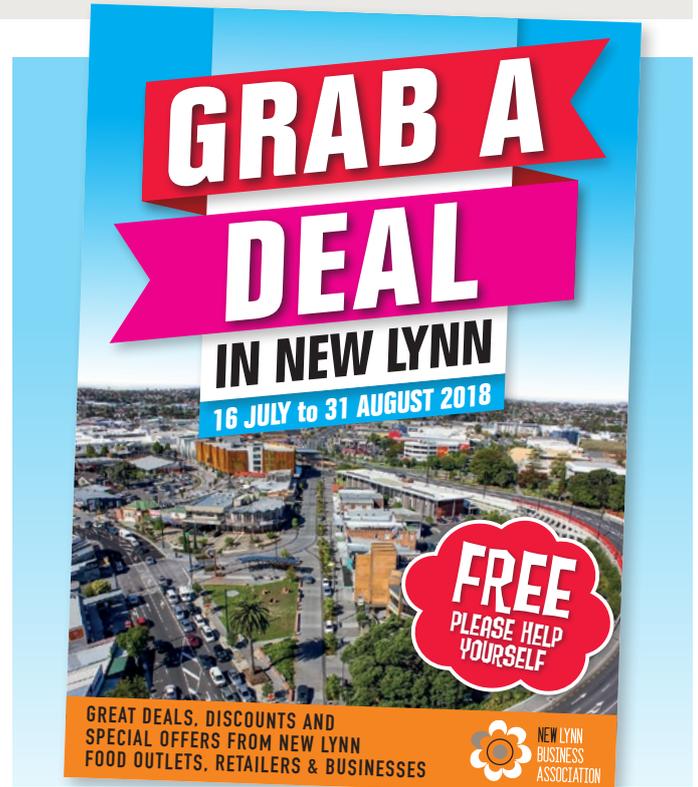
A new CCTV has been approved by the executive committee following consultation with members and the New Lynn Policing team. The new camera is to be installed in the area behind the Totara Ave shops (behind Mix Moon) as there have been issues with the carpark area and criminal activity. Our aim is to improve the New Lynn town centre area for consumers and business people and to have passive surveillance in place. The proposed timeline for this is to be completed within 6 weeks.

Another year has flown by and we are preparing for the AGM with a decision on the date of 30 October 2018 at 5.30pm, please see the advert in this newsletter and book the details into your diaries.

Last year in March we had the weather incident and resulting collapse of the New Lynn culvert on Great North Road near Bike Barn; the work is now near completion with the new walkway being installed by the end of August 2018. The official opening of the area will be mid September, details will be sent to you via Auckland Council and the Whau Local Board.

To end, a related Business Association project is underway with the Whau Local Board, that is the Local Economic Development plan, an important piece of work for the Whau area. The executives also had the opportunity for consultation alongside members with the parking study being undertaken by Auckland Transport. Details of these projects will be shared with you or please contact the Whau Local Board (our representative is Derek Battersby - derek.battersby@aucklandcouncil.govt.nz)

Chairperson, Warren Piper

GRAB A DEAL
IN NEW LYNN
16 JULY to 31 AUGUST 2018

FREE PLEASE HELP YOURSELF

GREAT DEALS, DISCOUNTS AND SPECIAL OFFERS FROM NEW LYNN FOOD OUTLETS, RETAILERS & BUSINESSES

NEW LYNN BUSINESS ASSOCIATION

The NLBA Grab-a-Deal promotion runs until 31st August. Please hand out the booklets to your customers and let us know if you need any more!



EXCLUSIVE OFFER!

Specials on coffee, food and drinks exclusive to New Lynn Business Association members and their staff at Esquires Café New Lynn*



To qualify for these offers just let us know that you are a New Lynn Business Association member when placing your order.

See our food and drink menu if you would like to place a phone order.

*Offers exclusive to NLBA members and their staff at Esquires Café New Lynn. May not be used in conjunction with any other offer. Promotion runs from 1st September to 1st November 2018.

NEW LYNN BUSINESS ASSOCIATION STRATEGIC PLAN

The NLBA executive committee have approved the NLBA two year strategic plan. The plan has been developed with members and the executive committee. The management team would like to thank all members who participated in the process of developing the plan via feedback and input. The main objectives that have been developed are:

Objective 1 - Continued advocacy for the regeneration of New Lynn and town centre growth; the Merchant Quarter, West Edge and other developments that incorporate good housing, social environment, green space and connected business; Encourage investment and development:

- Commercial and retail city wide awareness of investment opportunities
- Local Board and Council relationships/ advocacy
- Proactive collaboration and relationship building to further growth of the area
- Support the Merchant Quarter development and regeneration of the area
- Investment collateral developed with key stakeholders and interested commercial parties

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
- Improve creative arts in the town centre - art that generates a point of difference
- Improved public amenities and safety
- Advocacy for increased housing in New Lynn
- Well run and professional events (i.e. Christmas in New Lynn, Grab-A-Deal)

Objective 3 - To strengthen the New Lynn business association by increasing its profile and the reputation

- Improved branding in the area
- Strengthen the brand via brand evolution
- Increase membership via associate members
- An annual plan of actions and events to strengthen the brand and our organisational values

Objective 4 - Funding level of \$200,000 by 2020. Between 5% - 10% in the period to June 2020:

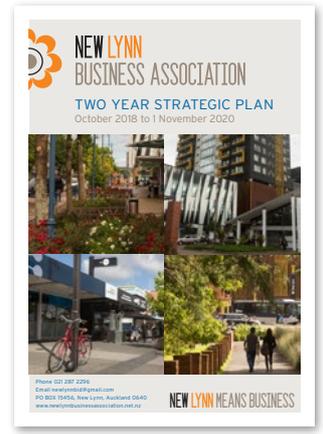
- Increase targeted rates
- Increase funding via associate membership
- Increase funding via grants and sponsorship
- Local Board or Auckland Council and other funders supporting promotions and activities

Conclusion

NLBA members and associated stakeholders work collaboratively and positively for the betterment of business and the community in New Lynn. There are

further significant changes to take place in New Lynn, those include (Private Public Partnerships) PPP's, new businesses, green spaces, improved night time and service economies. Change is constantly occurring albeit those changes can from be disruptive and environmental elements such as the culvert collapse in March 2017.

The NLBA as an organisation, continues to grow and be a strong and successful organisation. We, through good relationships and best practice planning are equipped to achieve the strategic goals outlined in this plan.



WHITE ROSE OSTEOPATHY

NLBA welcomes White Rose Osteopathy to New Lynn
13 Totara Avenue, New Lynn | Ph 09 222 0345
www.whiterose.nz

NOTICE OF THE 2018 ANNUAL GENERAL MEETING OF THE NEW LYNN BUSINESS ASSOCIATION INCORPORATED

CERTIFICATE NUMBER 2384814

This is notice of the New Lynn Business Association
2018 Annual General Meeting.

Date Tuesday 30th October 2018. Time 5:30pm to 7:30pm.

Location To be confirmed.

Members will be notified when nominations for the Executive Committee open.

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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