

CHAIRPERSON'S UPDATE

Hello NLBA members and associates,

We hope you have had a successful Christmas and New Year trading period. 2018 was a very positive year for our organisation, the NLBA hosted a number of successful campaigns, we achieved good outcomes in town centre regeneration work and are in a good financial and strategic position moving forward.

The Christmas campaign in New Lynn closed in December and our winners were notified before Christmas day. Thank you to those people that supported the campaign and congratulations to the prize winners! Thanks for shopping in the New Lynn Business area. Photos of the winners are included in this newsletter.

2019 brings a number of exciting challenges, a couple of the important pieces of work that we will undertake is advocacy and communications to improve our NLBA associate membership. You will see more of Amelda in the community promoting the benefits of being an NLBA member. At last year's AGM we agreed on a full calendar of events, these actions and activities are outlined in the newsletter.

The executive committee encourage you to participate in the projects undertaken by the NLBA. In March we will host a networking event which we encourage participation by attendance. Our role is to implement promotions for our membership therefore we ask you to consider participation in the events and promotions. The Grab A Deal was highly successful last year, you will see this promotion again in 2019 alongside other great promotions in the town centre.

Advocacy for town centre regeneration continues with our views being shared on projects being undertaken by Auckland Council, the Whau Local Board and Auckland Transport. One of the significant projects in our immediate vicinity is the Wolverton Rd culverts upgrade, this will be a big project in the area – keep an eye out for more information. You are always welcome to contact us to ask questions about projects and activities in the area.

In the past two months we have seen some new businesses in the NLBA Business Improvement District area: A warm welcome to New Lynn to Theia, Accounting & IT Consultants and Dezhuang Hot Pot. See their contact details below.

Finally, we are pleased to announce that Sitendra Singh had been appointed NLBA Deputy Chairperson.

Thank you all,
Warren Piper – Chairperson, and the
NLBA executive committee/management team

CHRISTMAS SHOPPER PROMOTION

NLBA congratulates the winners of our Shopper Passport competition. The promotion gave two lucky shoppers the chance to have a great holiday.



Grace Zhang
09 222 22888 or 0800 161 626
25 Veronica Street, New Lynn, Auckland
www.theia.co.nz grace@theia.co.nz

Theia is an 8-year full-service digital design agency based in Auckland, servicing small to medium businesses locally. Our one stop service includes Brand & Graphic Design, Website & Software Development, Visual Solution and Promotion. We have rich real-world experience in identifying your needs and creating effective branding design will connect with your customers.

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Accounting & IT Consultants

Fareed Khan CPA, BCom

Ph: 022 408 8933 | Level 1, 2/25 Veronica St, New Lynn
www.accountingitconsultants.com | www.linkedin.com/in/fareedkhan2/

CHECK OUT THE NEW RESTAURANT IN TOWN

Dezhuang Hot Pot

42-50 Totara Avenue (next to the train station)
Phone 09 827 9977





What is the New Lynn Business Association Inc (NLBA or New Lynn Business Improvement District - BID)

The New Lynn Business Association Inc is an incorporated society, formed to support business in the New Lynn town centre area (it excludes the mall). The primary objectives are to provide a forum for business betterment, economic development in the town centre and promote the town centre to customers. The NLBA as an organisation is interested in local economic development, urban regeneration as part of the Transit Oriented Development (TOD - Rail, Bus and housing, business development), social integration with people in the area, cleanliness, safety, good infrastructure 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 within the Auckland Council Business Improvement District Partnership Program. The New Lynn Business Association's guidelines are via the constitutional rules (can be downloaded via the NLBA website). The members of the executive committee are your elected representatives who are volunteers. The executive oversees the governance and of the NLBA. Executive members meet monthly, communicate regularly together and with the contracted manager. They are available to talk with you about the organisation and the objectives.

What are the objectives of the NLBA (constitutional rules)

The objectives of the New Lynn Business Association are:

1. For the purposes and objects stated in the rules, to administer in conjunction with the Council, the Town Centre Funding Grant
2. To advocate for, and represent the interests of, the Members, in relation to the Targeted Rating Area, before the council, any central or local government body or tribunal, or any court
3. To promote the development and advancement of the commercial interests of business people and businesses in the New Lynn town centre through a co-ordinated and structured promotional programme;
4. To attract and retain businesses in an effort to drive employment growth and economic wellbeing;
5. To enhance the safety and security of the New Lynn town centre;
6. To foster the environmental, social, and cultural sustainability of the New Lynn town centre;
7. To make arrangements with the Government, the Council and/or other persons, corporations, associations or local authorities for the improvement of streets, reserves, playing areas and park areas, and for lighting, surfacing, and cleaning in New Lynn town centre;
8. To do all things that are, or may be incidental to, or conducive to, the attainment of these objectives.

Who are the NLBA stakeholders?

KEY STAKEHOLDERS

The New Lynn Business Association has a number of key stakeholders, who all play an important role within the organisations structure.

The key stakeholders are:

- Business owners in New Lynn
- Property owners in New Lynn
- Local government, the Whau Local Board and agencies
- Community in the New Lynn area
- Customers (shoppers in New Lynn)

As the town centre and environs continues to see growth, and businesses, owners, managers and staff change, our aim is to keep members informed and aware of activity in the town centre area. The brand of the NLBA is important, as is communication with our members. As a member, we encourage you to be involved, to participate in activities and be part of our promotions.

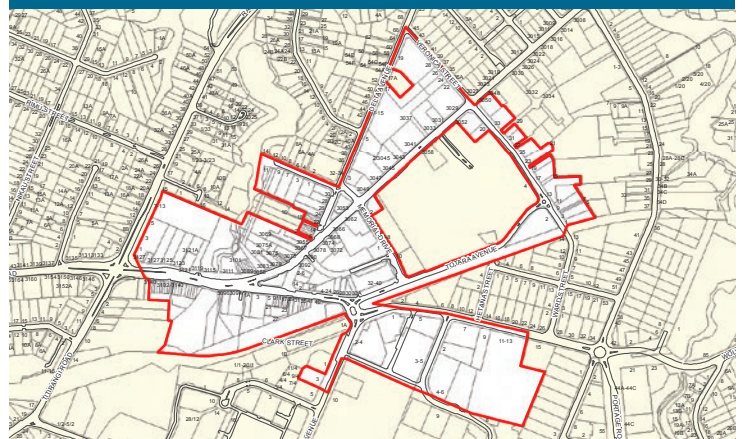
Who are the members of NLBA?

Members of the NLBA are the business owners and the property owners in the area of the Business Association BID boundary (see map). The members are entitled to vote and to have a say in the NLBA work programme through the executive committee and the annual planning, budgets at the AGM. You are entitled to receive the benefits of any full member of the NLBA. Please see the website or rules for any further information and attend networking and AGM meetings.

The role of the executive committee

The NLBA Executive Committee have an important role in the governance and advice to management of the NLBA. It is the duty and obligation of the executives to fully understand the constitutional rules, to apply these rules and to adhere to the rules whilst being strategic, forward thinking and objective on matters pertaining to the association's betterment. The executive committee members have the skills and ability to undertake their role. All executive committee members are unpaid volunteers who are committed to the betterment of the business association area and to making long-term strategic decisions for the area's future plans.

New Lynn Business Association - Business Improvement District



NEW LYNN BUSINESS ASSOCIATION INCORPORATED **PLANNER 2018 - 2019**

OBJECTIVE	NLBA RULE	1.7.18 – 30.6.19	DESCRIPTION
General office costs, outgoings, technology	3.1 / 4.2.1 / 4.2.2 / 3.8	Annual	Office rent, outgoings, associated office costs
Insurances	Chapter V 3.1 / 3.8	Annual	Cost to insure stock, office equipment, liabilities
Incorporated Society requirements, committee meetings, accounts management general meetings and training	3.1 / 4.9 / 3.8 Chapter V	Annual	Training, business development/governance, meetings, manage monthly accounts processes, reporting to Companies Office.
Auditing and Accounting	3.1 / 4.9 / 3.8	Annual	Required by Auckland Council – Policy
Signature Christmas event	3.3 / 3.4 / 3.8	weeks	Christmas Campaign – Light up New Lynn. Week from November 2018
Social Media, web hosting, technology and Communications	3.3 / 3.4 / 3.6 / 3.8	Annual	Social media, Facebook, website updates, web hosting fees, social media and communications
Newsletter /Tenant notices Including delivery	3.3 / 3.4 / 3.6 / 3.8	As reqd	Electronic and printed newsletter Communications, deliveries, copy writing and photography
After 5 networking and tenant meetings	3.3 / 3.4 / 3.6 / 3.8	Quarter	New Lynn After 5 Networking events and tenant meetings with guest speakers
Town Centre directories	3.3 / 3.4 / 3.8	Annual	Electronic and printed
Survey Monkey	3.3 / 3.6 / 3.8	Annual	Surveys and analysis (as required)
Promotional and event assistance, Membership database updates, NLBA assistant contractor	3.3 / 3.4 / 3.2 / 3.8	Annual	Assist with NLBA projects: Deliveries, set up, dismantle, hand outs, promotional material
Annual General Meeting	Chapter V and 3.1 / 3.8	2017	As required by the Companies Office. Proposed dates: October 2018
Town Centre Fairy Lighting	3.3 / 3.6 / 3.8	Annual	Repairs and maintenance, replacements and new stock
Formal Reporting and Communications	Rule 4.8 3.1 / 3.2 / 3.8	Monthly	Monthly management reporting in contract
Administration, Management, Contracting	Rule 4.8 3.1 / 3.2 / 3.8	Annual	Contractor / Manager and provision for basic office
Branding / Business Investment / DVD	3.3 / 3.4 / 3.6 / 3.8 / 3.7	Annual	General marketing, photography, brand management and advertising
New Lynn Grab-a-Deal Promotion 2018	3.3/3.8	June - August	Night Time Economy promotion of food and entertainment, and general New Lynn promotional booklet
Mother's Day – Random Act of Kindness	3.3 / 3.8	May	Random Act of Kindness giveaways and Mother's Day promotion
Town Centre Entertainment	3.3 / 3.4 / 3.6		New Lynn Local musical entertainment
Safety, Security and CCTV	3.3 / 3.5 / 3.8 / 3.4	Annual	CCTV, safety and security management, purchase of stock and equipment
Miscellaneous/roll over funds in bank			Budget for miscellaneous expenses

NLBA AT WORK IN THE COMMUNITY



Christmas 2018 fun in New Lynn thank you to the New Lynn community centre for your venue assistance.



Christmas 2018 in New Lynn. A fabulous community event.



New Lynn Business Association supports Sirens and Sounds



Children's Dress Up - another New Lynn Business Association supported community event



Thank you to Clay for the NLBA Christmas Shopper Promotion Prize draw.



New Lynn Business Association supporting New Lynn Library events



Supporting your local RSA.



The New Lynn RSA Veterans event December 2018.

UPCOMING PROMOTION

COLOUR & WIN



The next NLBA promotion will be a Colouring Competition in the lead up to Easter. Look for more information on how you can be part of the campaign in the next newsletter.



LITERACY WAITAKERE

Literacy Waitakere, a business in our community that supports learning to positively change lives, have some great new branding. They hold FREE* courses and invest in community. As one of our New Lynn businesses we encourage participation and support of good businesses such as Literacy Waitakere.

NLBA EXECUTIVE COMMITTEE



Warren Piper
Piper Commercial Properties
CHAIRPERSON
021 0261 5021



Sitendra Singh
McDonalds
DEPUTY CHAIRPERSON
021 757 288



Dale Mays
New Lynn RSA
TREASURER
827 3411



Nicola Donald
The Wardroom
COMMITTEE MEMBER
827 6528



Alex Watson
Lexon Financial Planning
COMMITTEE MEMBER
827 1060



Frances Liang
ANZ Bank
COMMITTEE MEMBER



Chintan Patel
Hell Pizza
COMMITTEE MEMBER



Clay Polamalu
NZ Police
827 4803



Tracy Mulholland
CONTRACT MANAGER
021 287 2296



Amelda Tasila
CONTRACT SECRETARY/
ASSISTANT
021 264 3188

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

We are located at 37 Totara Avenue, New Lynn, Waitakere
Phone 021 287 2296 or 021 264 3188



WANT TO KNOW MORE



facebook.com/
[newlynnbusinessassociation](https://www.facebook.com/newlynnbusinessassociation)

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NEW LYNN MEANS BUSINESS