



NEW LYNN BUSINESS ASSOCIATION NEWSLETTER

JANUARY / MARCH 2015

COMMITTEE REPORT

OUR NEW LYNN

The New Year is a time when we get to reflect on the work that has taken place during the year. Last year was another busy year for the New Lynn Business Association with a new promotion 'Food Fiesta', more activity in the town centre and involvement in the establishment of the New Lynn Commercial Action Group. We had a positive and busy year. New Lynn was a location for more development and regeneration projects which is positive. We were pleased to hear of the announcement from Kiwi Income Property that the LynnMall redevelopment at \$36million is proceeding, works have started and by late November we hope to see the completion of the redevelopment. Plans for the development include an 8 plex Redding cinema with a dining precinct named "Brickworks" also the new Bunnings on Titirangi/Great North Road will open early this year, another good new business for New Lynn.



2014 WAS A GOOD YEAR TO DO BUSINESS IN NEW LYNN

The New Lynn Business Association continues to grow and, like any business the growth curve has its challenges. Our

organisation like many has limited funding; we have limited ways in which we can generate income to undertake the promotions, marketing and actions in New Lynn. I will provide you with a snapshot of what happened in 2014.

One major challenge that we faced last year was Auckland Council proposing to charge for Business Improvement District services! Services we do not request, therefore it was pleasing that a significant majority of Auckland Business Associations (BID's) objected and the vote went our way. However, Auckland Council staff are still looking at ways to charge BID's a service fee. We will continue to object to any fees from Auckland Council.

The New Lynn Business Association committee are a group of elected voluntary business people who dedicate time and energy to supporting our economic, social and cultural growth. I would like to acknowledge past and present members of the New Lynn executive and thank them for their time. This year the NLBA AGM saw 15 nominations for the executive committee. This is a show of support from the business community for our organisation. As a team we rolled out with much success the 2014 marketing and business plans, tried new activities, got involved in new projects and worked toward our goal of achieving a thriving metropolis in New Lynn. We developed the Food Fiesta promotion which was a success, shared more information on social media and had a fantastic Christmas event, New Lynn looked great with all the Christmas decorations; our thanks go to The Trust Community Foundation for their ongoing support and the \$21,350 towards our Christmas activities. We are involved in promotion development in the commercial, residential and retail sector through the New Lynn Commercial Action Group. The night time economy continues to thrive in New Lynn with some of our new restaurants gaining excellent publicity in the press. We enjoyed good networking events and continued to fulfil our objects. It pleases our committee that we are achieving much to enhance the New Lynn brand. It's our town centre, a great place to live, shop, play and work.

We wish you a successful 2015 and our team look forward to seeing you at the networking and other functions.

Phil Parker
Chairperson NLBA

Executive Committee
NLBA



Philip Parker
AutoCare New Lynn
CHAIRPERSON
827 1411



Kathy Jameson
United Travel New Lynn
COMMITTEE MEMBER
827 4917



Dinesh Mani
McDonald's New Lynn
COMMITTEE MEMBER
827 2248



Jo Kiro
Kiro Management
TREASURER
266 1419



Alex Watson
Lexon Financial Planning
COMMITTEE MEMBER
827 1060



Grant Williams
Westie's Café
COMMITTEE MEMBER
827 6528



Francene Picot
BNZ New Lynn
COMMITTEE MEMBER
827 9218



Jerome Swan
Translegal Services NZ
COMMITTEE MEMBER
827 0096



Nayana Masters
Nandos New Lynn
COMMITTEE MEMBER
827 6040











Tracy Mulholland
GENERAL MANAGER
021 287 2296

NEW LYNN MEANS BUSINESS

WHAT'S ON IN 2015

ACTION	TIMEFRAME	ACTION AND BRIEF DESCRIPTION	ALIGNMENT TO STRATEGIC PLAN AND THE BENEFIT	
Office outgoings and technology	Ongoing operations	Office rent, outgoings, associated office operations	Management and Governance Object 3.1, 4.2.1 and 4.2.2	Office: L1, 37 Totara Ave, New Lynn 0604 021 287 2296
Incorporated Society requirements, committee meetings, mentoring and training	3rd Wednesday of the month February to November inclusive	Committee development, training, development / governance, administration and reporting.	Constitutional rule Object 3.1 and 4.9 Meeting dates: 18 Feb, 18 March, 15 April, 20 May, 17 June, 15 July, 19 Aug, 16 Sept, 21 Oct, 18 Nov 2015	
Lobbying Participate in economic development and growth in New Lynn	Ongoing action as required	Align with New Lynn 2010-2030 Urban regeneration plan and, New Lynn Transformation projects	Betterment in Economic and Social development. To promote business and residential intensification Object 3.3 and 3.4	
Survey Monkey	Annual survey activity	Surveys, online feedback, links to social media for opinion	Object 3.3 and 3.4	
Chinese New Year activity March 2015	March	Entertainment – Major event Chinese New Year. CNY a Goat Year.	Promotional activity Object 3.3 and 3.4	
Social Media, information sharing, communications. Website, FaceBook	Weekly	Social media, Twitter, FaceBook, website updates – monthly, Web hosting fees, social media sharing and communications	Object 3.3, 3.4 and 3.6	
Newsletter /Tenant notices	February/May/September/November	Electronic and printed newsletter every 3 months: copy writing, artwork, stories and photography. Tenant/owner notices as required	Information sharing and communications with business and property owners Object 3.3, 3.4 and 3.6	
New Lynn After 5 Networking	March, July and November	New Lynn After 5 Networking events- proposed	Networking, information sharing and business communications Object 3.3, 3.4 and 3.6	

ACTION	TIMEFRAME	ACTION AND BRIEF DESCRIPTION	ALIGNMENT TO STRATEGIC PLAN AND THE BENEFIT	
Town Centre business directories	May or June	Electronic and printed	Updated database and directory listing of businesses in New Lynn Object 3.3	
Food Fiesta	June and July	Food Fiesta – Night Time Economy	Object 3.3	
Campaign/planning assistance and Operations person (with Akl Council)	Upon MoU / agreement	With Council to supply a team member to manage New Lynn operations – cleaning, security, tenant assistance, check planting management, rubbish and general operations	Betterment in town centre safety, security, cleaning and general town centre operations. Object 3.3 and 3.4 <i>Dependent on funding</i>	
Fairy Lighting R&M new lights	Bi-monthly check	Repairs, maintenance, new stock and replacements	Object 3.3 and 3.6	
Annual General Meeting	27 October	As required by the Companies Office	Object 3.1 and Chapter V	
New Lynn Branding / Business and Investment Mktg/ CAG	Quarterly from February	General marketing, branding, advertising, associated to Commercial Action Group commercial/retail investment	Object 3.3, 3.4 and 3.6	
Auditing Accounting and Insurance Fees	August and September	Required by Auckland Council-Policy / constitution – Audit: July/August ready for AGM October/November	Chapter V	
Signature Christmas event (November 2015 – Jan 2016)	November and December	Christmas Campaign –Light up New Lynn Dismantle in January 2016 Budget is fundraising dependent	Promotional activity to promote New Lynn and sales in New Lynn businesses. Object 3.3 and 3.4	

The joy of Christmas

The Christmas decorations were a hit this Christmas, New Lynn had a great range of outdoor decorations and a large Christmas tree. Two major Christmas activities took place. The Joy of Christmas supported by TTCFL was a great evening for local families, taking place on a Thursday evening was the decision of the committee to maximise the Night Market and combine both events for customers. The NLBA was pleased to receive positive publicity from The Western Leader about the event. Two weeks after The Joy of Christmas, the Lions Christmas Festival took place in Totara Ave/Todd Triangle, this was a very successful event with many people visiting and enjoying the free activities. The NLBA were pleased to support the Lions event and are discussing the potential of a small parade next year.



OUR THANKS TO TTCFL
FOR THEIR SUPPORT



NEW LYNN FRIENDSHIP GARDEN A LITTLE GARDEN WITH A BIG HEART

A group of Chinese elders who have settled in West Auckland found themselves owing this country a debt of gratitude, while enjoying the peace and beauty here. In July 2012, they decided to collect litter from street side in and around New Lynn and Henderson to help the urban environment look more beautiful, so did they.

Derek Battersby, the former chair person of Whau Local Board noticed their activities and connected them with Karen Summerhays, Auckland Council Environmental Programmes Advisor, and Huw Hill-Male, coordinator from council Local and Sports Parks West. Since then, the group formed into Auckland Environmental Protection Association (AEPA).

In late 2012, AEPA was granted \$7000 from Whau Local Board for their proposal on turning this small vacant corner of the of New Lynn Community Centre car park into a community garden. With facilitation and technical advices from Gardens4Health team of Diabetes Projects Trust, the project was started in March 2013, garden up and growing since September 2013. Over the past year, the garden was thriving, featured out a beautiful and productive space that attracted and amused many of community members and visitors.



With a strong will to acknowledge the council's support, and to appreciate the friendship between the group and council stakeholders, local businesses, numbers of kiwi artists and so on, AEPA takes a name expressing the meaning inside of it. They are going to have an opening day celebration on Wednesday, 26 November at the garden starting at 9.30am. They are cordially inviting you, the New Lynn Business Association member to come along and share the joy together. Hopefully, you will start a friendship with these wonderful eco-elders there.

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.



WANT TO KNOW MORE

facebook.com/
newlynnbusinessassociation

PO BOX 15456, New Lynn, Auckland 0640 • newlynnbid@gmail.com

www.newlynnbusinessassociation.net.nz

NEW LYNN MEANS BUSINESS

WE HAVE MOVED

We have now relocated the office to 37 Totara Avenue. Telephone 021 287 2296. Email newlynnbid@gmail.com