



NEW LYNN BUSINESS ASSOCIATION NEWSLETTER

VOLUME 2 – 2015

COMMITTEE REPORT

New Lynn is unlike many other major mixed-use development areas in the wider Auckland region in that it is a prime city fringe location with a well established town centre, a sophisticated public transport network and has had recent substantial investment in infrastructure, commercial and residential spaces.

In the past few years we have seen substantial development in the town centre. LynnMall has started their shopping centre development with a proposed completion date of late 2015, the transit centre continues to attract public transport users, the new apartment building is full and other commercial and residential projects have started.

With this in mind, we have heard that Clinker Place has sold, this is a significant piece of mixed use land which offers development opportunities. The land is 5.68ha and is ready for development; a site that hosted Monier and Crown Lynn is a local landmark. The area is planned for shops, hospitality, entertainment and residential development. It's a great location and has a significant opportunity to enhance the town centre. With the neighbouring green space in Crown Lynn Park, there is real potential for a live, work and play environment in New Lynn. When we hear more about this development our team will share communications.

In thinking through the high growth of population and expansion of Auckland, our committee are reminded about how change rapidly occurs. This year the RSA celebrates the 100th year of the ANZAC spirit. Our thoughts are with the significant number of people involved with this occasion. Contact the New Lynn RSA for more information.

We are pleased to share in this newsletter, details of activities and events being hosted and supported by the New Lynn Business Association. Mother's Day is a significant retail time and to celebrate this occasion we will host a Random Act of Kindness in New Lynn, 200 lovely bouquets will be given away. One of our team may call into your business on Friday 8th or Saturday 9th of May with a bouquet of flowers for a customer – just to say Thank You for being a New Lynn Business shopper.

If you have not already provided us with a RSVP to the next networking event, please contact us soon as there are limited spaces. More details about the event are on page three (3) of this newsletter.

In conclusion, we have a busy year ahead. The Food Fiesta promotion will take place in June/July. If your business would like to be involved in this free promotion, please contact us. More information will be provided to the food/entertainment outlets in New Lynn. This event was very successful last year with over 92% of respondents saying the promotion was either excellent or very good and 67% said they were extremely likely and 32% of respondents said they were likely or very likely to participate again. Details of the promotion are on page four (4) of this newsletter.

We wish you a successful trading quarter, if you have any questions regarding the New Lynn Business Association please contact any of the committee members or our General Manager.

Regards,
Philip Parker (AutoCare) Chairperson
On behalf of the NLBA Executive Committee



On the 5th of August 1914 at 3:00pm, Lord Liverpool stood on the steps of Parliament and announced to a crowd of 12,000 people that the British Empire was now at war with Germany. It was the start of what became known as the Great War - the war to end all wars - and the response from New Zealand was massive and immediate. Even before the declaration, New Zealand had offered forces to Britain, and the news of the declaration was accompanied by countrywide displays of support with street parades and rallies.



Philip Parker
AutoCare New Lynn
CHAIRPERSON
827 1411



Kathy Jameson
United Travel New Lynn
DEPUTY CHAIRPERSON
827 4917



Jo Kiro
Kiro Management
TREASURER
266 1419



Dinesh Mani
McDonald's New Lynn
COMMITTEE MEMBER
827 2248



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

MOTHER'S DAY PROMOTION – RANDOM ACT OF KINDNESS

The promotion is aimed at encouraging shoppers to New Lynn and to thank people shopping in New Lynn. The promotion theme is – A Random Act of Kindness from **New Lynn Businesses*** on Friday 8th and Saturday 9th May, and you could win a beautiful Mother's Day floral Bouquet. 200 floral bouquets will be given away, shoppers will be greeted by one of the random act of kindness staff in the town centre or a NLBA store or business.

This is an opportunity to promote shopping in New Lynn and a chance to positively encourage people to shop in New Lynn. The NLBA propose this promotion should encourage increased pedestrian flow, awareness of New Lynn, improve opportunities for increased turnover and to positively brand New Lynn.

- Press adverts – Western Leader
- Social Media
- Hanging Mother's Day posters
- Posters in business windows
- Large Town centre signs
- 200 floral bouquets given away on Friday 8th and Saturday 9th May 2015
- Free entertainment
- Balloons for children

THE OBJECTIVES ARE:

- To promote New Lynn as being a shopping and service location
- To encourage business participation in a Mother's Day promotion
- To provide shoppers and businesses with free entertainment
- To promote New Lynn
- To encourage positive perceptions of New Lynn as a town centre

(*NLBA members only)

This promotion is supported by



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www.aucklandflowers.co.nz

I ♥ NEW LYNN

HAPPY MOTHER'S DAY

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NEW LYNN BUSINESS ASSOCIATION

SHOPPING IN NEW LYNN FOR MOTHER'S DAY?

WE HAVE 200 FLORAL BOUQUETS TO GIVE AWAY

Make a purchase at any *New Lynn Business Association member business and you could win a spot prize of a beautiful floral bouquet. 200 bouquets will be given away on Friday 8th and Saturday 9th May.

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SHOPPING IN NEW LYNN FOR MOTHER'S DAY?

WE HAVE 200 FLORAL BOUQUETS TO GIVE AWAY

Make a purchase at any *New Lynn Business Association member business and you could win a spot prize of a beautiful floral bouquet.

200 bouquets to give away for Mum! Bouquets will be given away on Friday 8th and Saturday 9th May.

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NEW LYNN BUSINESS AFTER 5 NETWORKING EVENT

NEW LYNN
BUSINESS
ASSOCIATION



The New Lynn Business Association invites you to attend an After 5 networking function to meet other New Lynn Business people and to hear about NLBA activities for the next three months. There will also be a presentation from BNZ Small Business and the New Zealand Police on community patrols.

Bring your business card for the NLBA member Door Prize draw.

NEW LYNN OUR FUTURE
Connecting Business

LOCATION

BNZ, 3029 GREAT NORTH ROAD
NEW LYNN

DATE TUESDAY APRIL 21st

TIME 6PM – 7:30PM

RSVP TRACY MULHOLLAND
newlynnbid@gmail.com
or txt 021 287 2296

GUEST SPEAKERS

Philip Parker
Chairperson NLBA

Mike Whitehead
BNZ SME Acquisition & Business Network - Northern Region


Clay Polamalu
NZ Police

SUPPORTED BY
BNZ and NLBA

Want more information?
Please contact the
NLBA General Manager
Tracy Mulholland
021 287 2296



WANT TO KNOW MORE

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NEW LYNN MEANS BUSINESS

NLBA EXECUTIVE COMMITTEE

The NLBA Executive Committee are a team of professional and voluntary business people, voted in by members of the NLBA. The executive meet every month for 10 months of the year and have oversight of the NLBA activities.

For any information about the NLBA and our role, please do not hesitate to contact the General Manger or a committee member.



Left to right: **Tracy Mulholland** (Secretary NLBA) General Manager, **Philip Parker** (Autocare) Chairperson, **Francene Picot** (BNZ New Lynn Branch Manager) committee member, **Kathryn Jameson** (United Travel New Lynn) Deputy Chairperson, **Dinesh Mani** (McDonalds) committee member, **Alex Watson** (Lexon Financial Planning Services Limited) committee member, **Nayana Masters** (Nandos New Lynn) committee member, **Jerome Swan** (Translegal Services Limited) committee member and **Grant Williams** (Westie's Café) committee member. Absent: **Jo Kiro** (Kiro Management) Treasurer

FOOD FIESTA A FREE NEW LYNN NIGHT TIME ECONOMY PROMOTION

The inaugural New Lynn Food Fiesta Promotion took place last year. Following positive support and feedback from you the New Lynn Business Association will hold another Food Fiesta promotion in June and July this year. Feedback shows that an overwhelming 92% of respondents rated the promotion as excellent or very good. Overall responses from businesses were positive with 58% of respondents saying the promotion was a great deal or a lot of value and 33% saying it was of moderate value. 83% of participants said that the Food Fiesta should take place again.

Thank you to those businesses who provided feedback and suggestions which will be included in this year's event.

The Food Fiesta promotion is a booklet/special offer/voucher incentive promotion. The premise is to promote New Lynn's night time food and entertainment economy. The NLBA will market, advertise, promote and pay for the promotion, manage the process and provide a full service to NLBA businesses in the food and beverage and night time economy sector.

Your role as a business is to provide a special offer that is valid for up to 8 weeks through June and July. The offer must be genuine and worthwhile to encourage customers to New Lynn, and the offer must be valid when the voucher is presented.

Provide with your business name, contact and we will include your business in this free New Lynn promotion. **This is a FREE promotion, you simply provide the offer and consent our team to do the rest of the work for you.**

25% DISCOUNT all evening meal up to maximum value of \$30.00 per table (excluding drinks)

MEXICALI *Always Fresh!* **TWO FOR ONE TACO**

HELL Free Dessert Pizza With the Purchase of any Double Pizza

New Lynn Food Fiesta WIN ONE OF 20 \$50 NEW LYNN FOOD VOUCHERS

Free PLEASE TAKE ME see inside for special offers and discounts

\$7 2x BIG MAC® ON MCKENZIE

2 for 1 DESSERT

10% DISCOUNT OFF TOTAL BILL (excl. drinks)

15 SPECIAL regular size butter chicken and rice

10% off total bill (excl. drinks)

2 for 1 COFFEE with Almond or Oat Milk

10% off total bill (excl. drinks)

Spent \$19 or more and receive a free hot drink with any main meal!

2 for 1 DESSERT You and your guests are invited to enjoy 25% OFF the total bill when dining 10

LIMITED SPACES REGISTER NOW!
 Contact us now on
 021 287 2296
 or via email
 newlynnbid@gmail.com

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



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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