

BUSINESS PLAN 2023 – 2024



The Browns Bay Business Association Inc.

BUSINESS PLAN 2023 – 2024

SUPPORT BUSINESS RECOVERY, STABILITY AND RESILIENCE

1. Hold one business development/education meeting or workshop per quarter
2. Regular collaboration with Mairangi Bay and Torbay BIDs with a view to strengthening East Coast Bays commercial centres
3. Provide Marketview monthly retail spending reports to Members
4. Facilitate an annual Marketview information meeting for members
5. Introduce a stakeholder or local professional service provider to one business member per quarter

Due Date: 30 June 2024

CRIME PREVENTION AND SECURITY

1. Attend a minimum of 75% of business members who report security-related incidents to the Business Association
2. Refer a minimum of 75% of business members who experience security-related incidents to Community Police for crime prevention guidance
3. Provide regular updates and access to online resources on crime prevention and keeping staff safe in the workplace
4. Review daily security patrols of the business centre with our security provider quarterly
5. Ensure that all graffiti/tagging is removed/painted over within 60 hours of identification/notification

Due Date: 30 June 2024

MEMBER SERVICES

1. Assist a minimum of 80% of business members to list their businesses on the online business directory at www.brownsbay.org.nz and printed in every second copy of *ShoreLines* magazine
2. Keep member database up-to-date to ensure that no more than 10 bounces occur per EDM
3. Profile three businesses per week on social media by sharing posts or creating new posts
4. Post three community posts per week
5. Maintenance, repairs and general upkeep of the town centre by working with Hibiscus and Bays Local Board, Auckland Council and Auckland Transport

Due Date: 30 June 2024

STRATEGIC GOALS

1. Position East Coast Bays as a strong destination to attract people to shop, work, live and play in.
2. Work closely with members and key stakeholders to enhance our brand identity. Reinforce in interactions, media and public relations.

Due Date: 30 June 2024

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EVENTS AND PROMOTIONS

Deliver free community events that appeal to the local community, attract visitors from further afield, and benefit the local economy. The events and promotions plan will be based on the event schedule as below for the year to 30 June 2023 with possible adjustments after post-event assessments have been conducted.



BROWNS BAY
BUSINESS ASSOCIATION
LIVE | LAUGH | ENJOY

EVENTS and PROMOTIONS

25 July - 31 August 2022
Shop Local Winter Promotion
Win 1 of 4 x \$1,000 shopping sprees in Browns Bay

Tuesday 30 August 2022
Business Networking
6pm – 8pm. Seeing through your customers' eyes, and talking their language

Sunday 4 September
Stihl Shop Browns Bay BOYS TOYS
10am – 2pm. Heaps of impressive 2- and 4-wheel 'toys' in Phoenix Plaza on Father's Day

Monday 7 November 2022
Annual General Meeting
6pm – 8pm. All BID businesses, landlords and stakeholders are invited

Friday 18 November 2022
Light Up the Plaza
5pm – 8pm. Celebrations to light up the giant Christmas Tree and mark the arrival of the festive season

Saturday 3 December 2022
Christmas Parade
5pm – 6.30pm. Christmas Parade with a new, enlarged route starting on Beach Front Lane

Monday 7 December 2022
Christmas Window Displays (deadline)
Who will win the grand prize this year? Decorate your shop windows/frontage by 5 December. Judging on 7 December. Challenge on!

Saturday 11 February 2023
Movie Night
5pm – 9pm. Double bill - kids' animated movie followed by a family favourite on the big screen at the beach reserve

Saturday 4 March 2023
Summer Spectacular
10am – 2pm. Fun on the beach reserve. Giant inflatables, kids' rides, pony rides, face painting, games and more.

3 April – 10 May 2023
Shop Local Mother's Day Promotion
Shop in Browns Bay to show your mum the love on Mother's Day

Sunday 2 April 2023
Art Street Fair
Exhibition in Phoenix Plaza of works in different media by an assortment of local artists

Saturday 29 April 2023
Dog Day Out
A fun family day out to fuss over our 4-legged friends – tricks & training, grooming, nutrition, yoga and more.

Tuesday 23 May 2023
Business Networking
6pm – 8pm. Topic to be confirmed

Dates may be subject to change. Further details of events and promotions will be published once they have been finalised.

Like and follow our social media pages: [Facebook](#) @LivedInBrownsBay [Instagram](#) @brownsbay [Website](#) www.brownsbay.org.nz