

BUSINESS PLAN 2024 – 2025



The Browns Bay Business Association Incorporated

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The business plan sets out for Business Improvement District (BID) members the priorities of the Executive Committee for the year 1 July 2024 to 30 June 2025. It is also a key document for The Browns Bay Business Association Inc as it defines our focus and clearly sets objectives for achievement in a specified timeframe.

Our Vision for Browns Bay is to be a vibrant, safe and community-orientated town centre that celebrates its beachside connection whilst providing for the needs and wants of residents, visitors and surrounding areas.

Our Mission is to strive to nurture a diversity of successful businesses that cater to the needs of locals, attract visitors from further afield, and contribute positively to a strong and healthy local economy. We are committed to advocating for our local infrastructure, exerting influence over plans and projects and delivering outcomes that impact our business community and the wider East Coast Bays positively.

Our focus will be on four key areas:

1. BUSINESS RESILIENCE

Render support and deliver activities that lead to robust business operations in terms of both profitability and survival during times of economic hardship and natural disasters.

2. CRIME PREVENTION AND SECURITY

Collaborate with agencies such as the police, North Harbour Community Patrol, and private patrol and industry organisations to make the town centre safe, including furnishing business owners and key personnel with crime prevention resources.

3. RETAIL ENHANCEMENT

Make the town centre an attractive place for shoppers and visitors to come to, and a place that attracts and retains quality commercial tenants.

4. ADVOCACY

Orchestrate a coordinated strategy to influence and shape decisions of Auckland Council, Auckland Transport and other government bodies for the benefit of Browns Bay and the wider area.

1. BUSINESS RESILIENCE

- Arrange at least one business development/education workshop for members per quarter
- Continue to foster collaborations with neighbouring BIDs for mutual learning and savings
- Make Marketview statistics on consumer spending behaviour available online to BID members, with the ability to request drilldowns
- Introduce a stakeholder or local professional service provider to one business member per quarter
- Engage in community events that foster business opportunities, unity and information sharing
- Nurture lasting relationships with businesses and B2B to foster loyalty and connectedness
- Ensure businesses have access to government and Council support
- Raise awareness around keeping staff and businesses safe in the event of natural disasters

2. CRIME PREVENTION AND SECURITY

- Attend a minimum of 75% of business members who report security-related incidents
- Refer a minimum of 75% of business members who experience security-related incidents to Community Police for crime prevention guidance
- Provide regular updates and access to online resources on crime prevention and keeping staff safe in the workplace
- Collaborate with security agencies to implement and review crime prevention strategies
- Ensure graffiti or tagging is removed/painted over within 60 hours of identification

3. RETAIL ENHANCEMENT

- Promote Browns Bay's appeal as the main business centre in East Coast Bays through digital marketing campaigns
- Profile a minimum of 20 town centre businesses throughout the year on social media platforms
- Elevate the town's aesthetic appeal through two strategic beautification projects
- Promote the area's business benefits to potential investors and commercial tenants
- Maintain and enhance the website, including the online business directory, as a pivotal communication platform
- Ensure the business association's branding stays relevant to members
- Encourage businesses to take pride in their business premises including inside, outside and signage

4. ADVOCACY

- Promote infrastructure enhancements by maintaining open, effective channels of communication with Council, Auckland Transport and other government bodies
- Continue to contribute to the planning change processes for Browns Bay's growing population through infill housing, apartment developments, and the increasing number of commercial tenancies
- Collaborate with local experts who donate their time and skills towards achieving improved infrastructure

In addition to the four key areas identified above, member services, and events/promotions will be rolled out as follows:

5. MEMBER SERVICES

- 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 issue of **ShoreLines** magazine
- Keep member database up-to-date to ensure that no more than 10 bounces occur per EDM
- Post three community posts per week
- Profile sponsors on our website
- Monthly communications to stakeholders and residents through EDMs and social media posts
- Maintain up-to-date member records and comply with the business association's Constitution and BID Policy 2022
- Report monthly updates to the Executive Committee

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6. EVENTS AND PROMOTIONS

Engage and deliver and/or support community events that foster unity and business opportunities to strengthen the local community and economy.

The events and promotions plan will be based on the event schedule below with possible adjustments as a result of post-event/promotion reviews.

BROWNS BAY
BUSINESS ASSOCIATION
LIVE | LAUGH | ENJOY

EVENTS and PROMOTIONS

15 August - 30 September 2023
Shop Local Winter Promotion
Win 1 of 4 x \$1,000 shopping sprees in Browns Bay

Tuesday 15 August 2023
Business Networking
6pm - 8pm. Mindfulness

Sunday 3 September 2023
Stihl Shop Browns Bay BOYS TOYS
10am - 2pm. Heaps of impressive 'toys' in Phoenix Plaza on Father's Day

Tuesday 17 October 2023
Annual General Meeting
6pm - 8pm. All BID members and affiliates are invited

Friday 17 November 2023
Light Up the Plaza
4pm - 9pm. Celebrations to light up the giant Christmas Tree. Arts & Crafts market

Saturday 2 December 2023
Christmas Parade
3pm - 7pm Arts & Crafts market. Christmas Parade starts at 5pm

Wednesday 6 December 2023
Christmas Window Displays (judging)
Who will win the grand prize this year? Decorate your shop windows/frontage by 5 December

Saturday 2 March 2024
Summer Spectacular
10am - 2pm. Fun on the beach reserve. Giant inflatables, kids' rides, pony rides, face painting, games and more

Tuesday 19 March 2024
Business Networking
6pm - 8pm Topic to be advised

1 April - 7 May 2024
Shop Local Mother's Day Promotion
Shop in Browns Bay to show your mum the love on Mother's Day

Sunday 21 April 2024
Dog Day Out
Fun family day out to fuss over our 4-legged friends - tricks & training, grooming, nutrition, yoga and more

Tuesday 11 June 2024
Business Networking
6pm - 8pm. Topic to be advised

Arts & Crafts Markets in Phoenix Plaza 3pm - 7pm
14 October 2023, 13 January 2024, 10 February 2024, 9 March 2024,
In conjunction with Auckland Mama Market

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