

THE
BR**WNS BAY**
BUSINESS ASSOCIATION INC.
STRATEGIC PLAN
2025 – 2029



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INTRODUCTION

The Browns Bay Business Association (BBBA) is proud to present its Strategic Plan for 2025 to 2029 - a forward-looking roadmap designed to strengthen our town centre, empower our business community, and build on the momentum of recent years.

Browns Bay is a quintessential seaside town with a dynamic town centre in extremely close proximity to the beach. The commercial hub includes three large supermarkets, a flourishing hospitality sector, a self-contained automotive industry, boutique retail shops, and services.

This strategic plan has been developed in consultation with local businesses, stakeholders and community representatives. We have identified our competitive advantages, challenges and opportunities, and have developed a focused action plan to create an environment where local businesses can thrive, where residents and visitors feel a sense of pride and belonging, and where Browns Bay is a stand out centre of business and community life on the North Shore of Auckland.

This Strategic Plan is a commitment to progress, partnership, and possibility. We invite you to explore its goals and actions, and to join us in shaping the future of Browns Bay.



OUR VISION

To make Browns Bay a vibrant, welcoming, safe and prosperous coastal town that balances growth with its unique beachside character and where businesses thrive, locals connect, and visitors return.

Our vision reflects the pride we take in our unique coastal identity and our commitment to creating a dynamic town centre that serves the needs of the entire community.

OUR VALUES



1. Collaboration

Operating with transparency, honesty, and accountability with our members, community partners, and stakeholders to achieve shared goals and enhanced community spirit through events and partnerships.



2. Inclusiveness

Valuing diversity and striving to create an environment where all businesses, residents, and visitors feel welcome and represented.



3. Innovation

Embracing creative ideas and forward-thinking approaches to meet the evolving needs of our business community and town centre.



4. Sustainability

Committing wholeheartedly to the promotion of environmentally and economically sustainable practices, and developing resilient strategies for the future.



OUR GOALS

In pursuing our vision, BBBA will focus on the following goals:

Goal 1

Enhancing Browns Bay's 'brand identity' and reputation within the Auckland region

Goal 2

Improving the customer offering for visitors and locals to secure and strengthen the town centre's economy

Goal 3

Developing BBBA's credibility through strong community cooperation and valuable initiatives

Goal 4

Fostering business innovation and resilience to ensure the long-term vibrancy and adaptability of the town centre.

Goal 5

Improving access, mobility and wayfinding by working with key stakeholders to make the town centre safe and friendly to move around

Goal 6

Leveraging data and measuring impact



OUR ROLE IN ACHIEVING OUR GOALS

BBBA plays a vital role in shaping and supporting the future of the Browns Bay town centre. As the voice of local businesses, BBBA works collaboratively with members, the community, and key stakeholders to ensure Browns Bay remains a vibrant, safe, and successful seaside hub.

Our core functions are as follows:

- **Advocating for Local Businesses**

BBBA represents the interests of its business members to Auckland Council, the Hibiscus and Bays Local Board, Auckland Transport, and other organisations, ensuring that the needs and perspectives of Browns Bay's business community are heard and considered in local decision-making.

- **Promoting the Town Centre**

BBBA drives campaigns, events, and initiatives that attract foot traffic, increase awareness, and position Browns Bay as a destination for shopping, dining, and recreation.

- **Fostering Business Success**

BBBA provides support, resources, and networking opportunities that help businesses grow, adapt, and innovate in a changing environment.

- **Enhancing Public Spaces**

BBBA collaborates on projects that improve the look, feel, safety, and functionality of the town centre, including beautification, placemaking, and accessibility improvements.

- **Building Community Connections**

BBBA strengthens the sense of community through partnerships with schools, clubs, residents, and event organisers bringing people together and creating shared value.

- **Supporting Economic Development**

Through strategic planning and partnerships, BBBA works to attract investment, encourage diversity in local offerings, and maintain the town centre's economic vitality.



OUR COMPETITIVE ADVANTAGES



- Beachfront location – safe and accessible beach with impressive beach reserve
- Child friendly and dog friendly playground and skatepark
- Connection between the beach and town centre
- Well-developed dining and café culture with over 65 establishments
- Good local amenities including the library, community centre, sports field and marine centre
- Services offerings - medical, dental, beauty and professional
- Three supermarkets
- Full-service automotive sector
- Diverse demographic with above average incomes
- Passionate, engaged business and local community



OUR CHALLENGES

- Competing with undercover malls – retail offerings and parking
- Landlord relationships – disengaged and absentee. Dated condition of buildings
- High rents in the town centre
- Fragmented opening hours of retail and services
- Extreme weather events - Beach Road is a flood-prone area
- Lack of police visibility in the town centre
- Lack of parking compounded by population growth
- Increasing crime - youth bad behaviour around alcohol and drugs
- Insufficient accommodation for visitors and tourists
- Diminished corporate sponsorship and grant funding



OUR OPPORTUNITIES

- Tap into people working from home
- Appeal to our diverse community of different nationalities
- Appeal to an increasing population under the Unitary plan
- Implement sustainable business practices
- Enhance eMarketing – customer database, website and social media
- Increase collaboration with community groups and neighbouring BIDs
- Promote our large and diverse hospitality sector
- Use Marketview statistics to emphasise Browns Bay growth and spend
- Engage with commercial REAs to attract businesses coming to Browns Bay
- Develop relationships with Coastguard, Browns Bay market and Bays Club
- Encourage third party event organisers to use Browns Bay event spaces

ACTION PLAN

GOAL 1: Enhancing Browns Bay's 'brand identity' and reputation within the Auckland region

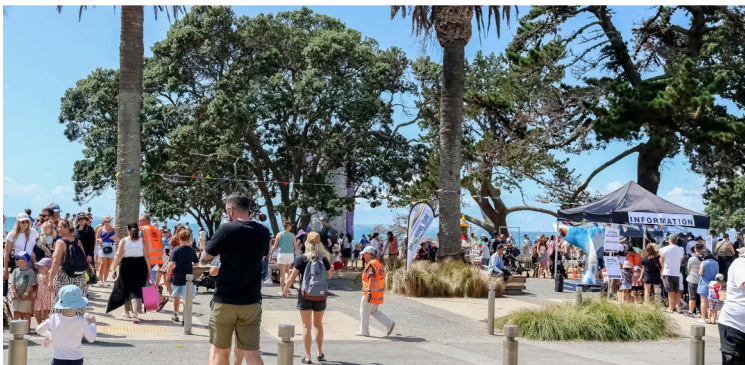
Objective: Establish Browns Bay as a safe, accessible and vibrant seaside destination that resonates with locals and visitors alike

Action	Relationships	Completion
Build relationships		
Collaborate with key community organisations and stakeholders to strengthen community ties and brand presence	<ul style="list-style-type: none"> Heart of the Bays Sunday Market / Coastguard Police & NH Community Patrol Bays Club Auckland Council / Local Board East Coast Bays Library 	December 2026 Ongoing
Improve events and promotions		
Review and enhance existing event calendar and 'Shop Local' campaigns to maximise local business participation and benefits	<ul style="list-style-type: none"> Auckland Council / Local Board Potential Event Partners Corporate Sponsors Prize Sponsors Grant Funders 	June 2026
Identify and integrate new events		
Assess new event concepts that align with Browns Bay's identity and offer value to the community and businesses	<ul style="list-style-type: none"> Local Businesses Grant Funders Corporate Sponsors Potential Event Partners 	June 2026 Ongoing
Strengthen digital marketing		
Employ a part-time social media professional to build brand consistency and visibility, and promote local businesses and events	<ul style="list-style-type: none"> Social Media Professional Local Businesses 	December 2025
Town centre theme development		
Advocate for developments and investments that align with a coherent, future-focused theme supporting Browns Bay's brand	<ul style="list-style-type: none"> Auckland Council Auckland Transport Landlords Stakeholders 	Ongoing as opportunities arise

GOAL 2: Improving the customer offering for visitors and locals to secure and strengthen the town centre's economy

Objective: Enhance the visitor and shopping experience to support a sustainable, vibrant local economy

Action	Relationships	Completion
Conduct market research		
Engage businesses and stakeholders to identify priorities for improvements in safety, amenities, and retail environment	<ul style="list-style-type: none"> Local Businesses Stakeholders 	March 2026
Install outdoor LCD screen		
Acquire and install a digital display in the town centre to promote events and business offerings. Seek sponsorship to support the initiative	<ul style="list-style-type: none"> Local Businesses Local Community Organisations Stakeholders Grant Funders 	December 2026
Influence investment decisions		
Advocate for developments that enhance customer experience, accessibility, and infrastructure	<ul style="list-style-type: none"> Landlords Auckland Council Local Businesses 	Ongoing
Develop a business mix strategy		
Proactively identify and attract desired businesses; collaborate with landlords to support tenant suitability	<ul style="list-style-type: none"> Local Businesses Targeted Businesses Landlords Real Estate Agents 	Ongoing



GOAL 3: Developing BBBA's credibility through strong community cooperation and valuable initiatives

Objective: Strengthen the business association's capacity and reputation by delivering meaningful support and advocacy for members

Action	Relationships	Completion
Recruit new committee members		
Attract skilled, motivated individuals who can contribute to strategic outcomes	<ul style="list-style-type: none"> Local Businesses Landlords 	First offering: AGM 2025. Ongoing
Expand the CCTV network		
Grow and maintain the town centre's CCTV network in line with an implementation plan to enhance security	<ul style="list-style-type: none"> Police Landlords Security Provider 	Stage 1 – July 2026 Stage 2 – July 2028
Facilitate networking and business development		
Host regular networking and upskilling opportunities; identify issues and develop business-led responses	<ul style="list-style-type: none"> Local Businesses Landlords Professional Speakers 	Min. 3 meetings p.a. Ongoing
Build member and landlord relationships		
Maintain regular engagement through site visits, conversations, and a monthly e-newsletter. Monitor newsletter effectiveness	<ul style="list-style-type: none"> Local Businesses Landlords 	Immediate then Ongoing
Advocate on major projects		
Represent business interests in large-scale public projects such as the wharf, Phoenix Plaza and shared spaces, ensuring unified and proactive input	<ul style="list-style-type: none"> Auckland Council Auckland Transport Local Board Local Businesses Landlords 	Ongoing as opportunities arise

GOAL 4: Fostering business innovation and resilience to ensure the long-term vibrancy and adaptability of the town centre

Objective: In a changing economic landscape (rising costs, digital disruption, climate change), local businesses need support to adapt and thrive

Action	Relationships	Completion
Support entrepreneurship, diversification and digital capability		
Provide workshops or access to support for e-commerce and digital marketing	<ul style="list-style-type: none"> Local Businesses Auckland Unlimited Chamber of Commerce NGOs 	March 2027
Encourage sustainability initiatives		
Promote and support environmentally sustainable practices such as waste reduction, energy efficiency and reusable packaging	<ul style="list-style-type: none"> Local Businesses Local Community Organisations 	December 2027
Enhance business continuity and disaster preparedness		
Develop a business continuity plan or support material for dealing with emergencies such as storms, power outages and pandemics	<ul style="list-style-type: none"> Local Businesses Local Board Auckland Emergency Management Neighbourhood Support Police / NHCP 	December 2027
Provide support for start-ups and home-based businesses		
Create pathways for small-scale or home-based operators to grow and join the town centre offering	<ul style="list-style-type: none"> Neighbouring Businesses 	Ongoing

GOAL 5: Improving access, mobility and wayfinding by working with stakeholders to make the town centre safe and friendly to move around

Objective: Making it easy and attractive to get to and around the town centre to increase foot traffic and economic activity

Action	Relationships	Completion
Parking and transport advocacy		
Strive to improve parking signage, accessibility, and public transport links	<ul style="list-style-type: none"> Auckland Transport Auckland Council 	Ongoing
Develop the pedestrian and cycle-friendly infrastructure		
Support enhancements that make the town centre more walkable and safe	<ul style="list-style-type: none"> Auckland Transport Auckland Council Local community 	June 2027
Wayfinding and signage		
Improve signage from main roads and within Browns Bay to highlight key amenities, attractions, and car parks	<ul style="list-style-type: none"> Auckland Transport Auckland Council 	December 2026
Improve mobility for all in the town centre		
Advocate for age-friendly and accessible pathways, seating, and crossings to accommodate all demographics	<ul style="list-style-type: none"> Auckland Transport Auckland Council Local Businesses Disability Organisations 	December 2028



GOAL 6: Leveraging data and measuring impact

Reason: Tracking progress ensures transparency, supports funding applications, and allows strategic adjustment

Action	Relationships	Completion
Business sentiment surveys		
Regularly survey members to monitor satisfaction, priorities, and feedback	<ul style="list-style-type: none"> Local Businesses Landlords 	December 2025 Annually
Foot traffic monitoring		
Work with Auckland Council or private providers to access or install people counters to track visitor volumes	<ul style="list-style-type: none"> Auckland Council Research Agencies 	July 2027
Campaign and event return on investment tracking		
Establish clear KPIs for every event, promotion and campaign, and report on outcomes	<ul style="list-style-type: none"> Marketview Local Businesses Community Event Suppliers 	June 2026 Ongoing

APPENDIX 1

Members of the BBBA Executive Committee as at July 2025

Lara Kamionka (<i>Chairperson</i>)	The Meat Room
Bruce Taylor (<i>Vice Chair</i>)	Pages Design & Print
Philippa Munro	Robinson & Running
Grant O'Donoghue	Safe Drive Vehicle Testing
Niki Leishman	Stihl Shop Browns Bay
Katherine Young	Young & Caulfield Lawyers
John Graham	Paper Plus Browns Bay
Malcolm McDonald	Staycold
Sean Brandon	RDM Roof Design & Management
Greg Bolek	Iron Wall Solutions
Sharon Running (<i>Treasurer</i>) (<i>non-voting</i>)	Robinson & Running
Gregg Walden Hibiscus and Bays Local Board (<i>non-voting</i>)	

