



# **BROWNS BAY** **BUSINESS ASSOCIATION** **BUSINESS PLAN 2026 – 2027**





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**This Business Plan sets out for Business Improvement District (BID) affiliate and full members the priorities of the Executive Committee for the year 1 July 2026 to 30 June 2027. It is a key document for The Browns Bay Business Association Incorporated which defines our focus and clearly sets objectives for achievement.**

## 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 visitor 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 MISSION

**To nurture a diverse and successful business community that serves locals, attracts visitors, and strengthens our economy.** We advocate for the infrastructure and initiatives that matter, influence plans and projects shaping our future, and deliver outcomes that benefit both businesses and the wider East Coast Bays community.

## TO DELIVER ON OUR VISION AND MISSION

**The Browns Bay Business Association will concentrate its efforts on five key areas.** These priorities reflect the needs of our business community today while preparing Browns Bay for a thriving, sustainable future. Together, they provide a clear framework for action, strengthening local businesses, enhancing the safety and appeal of our town centre, and ensuring Browns Bay continues to be a place where businesses prosper, locals connect, and visitors return.

### 1. Business Resilience

Build strong, adaptable businesses through support, resources, and initiatives that enhance profitability and ensure continuity in the face of economic shifts or natural challenges.

### 2. Crime Prevention & Security

Work collaboratively with police, community patrols, and industry partners to maintain a safe town centre, equipping businesses with effective crime prevention tools and information.

### 3. Retail & Town Centre Enhancement

Create a thriving coastal destination by making the town centre attractive to shoppers, visitors, and quality tenants, while reflecting Browns Bay's unique beachside character.

### 4. Advocacy & Influence

Champion the interests of local businesses by actively engaging with Auckland Council, Auckland Transport, and other agencies to shape policies, plans, and projects that benefit Browns Bay and the wider East Coast Bays.

### 5. Placemaking & Sustainability

Strengthen Browns Bay's identity and long-term appeal through community events, public space improvements, and sustainable practices that protect our coastal environment and support future generations.

## TO BRING OUR VISION AND MISSION TO LIFE

The Browns Bay Business Association Executive Committee has identified a set of key objectives for 2026 - 2027. These objectives provide a clear roadmap for action across our five focus areas, ensuring that we strengthen business resilience, enhance safety, foster a vibrant town centre, advocate effectively for our community, and champion placemaking and sustainability. Together, these priorities will guide our efforts to support local businesses, engage the community, and secure a prosperous and thriving future for Browns Bay.



### BUSINESS RESILIENCE

**STRONGER TOGETHER,  
READY FOR ANYTHING**

- Deliver workshops on business continuity, financial planning, and digital marketing.
- Establish a support network for businesses affected by economic or environmental challenges.
- Launch a regular communications channel sharing market trends, grants, and resilience tips.



### CRIME PREVENTION & SECURITY

**SAFE STREETS, SECURE SHOPS**

- Maintain and expand collaboration with police, North Harbour Community Patrol, and private security.
- Provide businesses with updated crime prevention resources and safety training.
- Support town-centre safety initiatives (CCTV, lighting, shop safety information).



### RETAIL & TOWN CENTRE ENHANCEMENT

**VIBRANT SPACES,  
WELCOMING FACES**

- Coordinate seasonal promotions, events, and marketing campaigns to attract shoppers and visitors.
- Support town beautification projects: signage, street furniture, landscaping, public art.
- Engage with property owners to attract and retain quality commercial tenants.



### ADVOCACY & INFLUENCE

**YOUR VOICE, OUR IMPACT**

- Monitor and respond to Auckland Council, Auckland Transport, and other agency plans.
- Prepare coordinated submissions or proposals on key local issues.
- Maintain regular engagement with elected representatives and decision-makers.



### PLACEMAKING & SUSTAINABILITY

**YOUR VOICE, OUR IMPACT**

- Organise community events that highlight Browns Bay's coastal identity.
- Promote environmentally sustainable business practices (waste reduction, energy efficiency, coastal protection).
- Identify and enhance public spaces to ensure functionality, attractiveness, and accessibility.

## EVENTS & PROMOTIONS – DRIVING COMMUNITY AND BUSINESS GROWTH

High-quality events and promotions are central to our 2026 - 2027 strategy, bringing the community together while boosting visibility and sales for local businesses. Backed by substantial budget allocation, our annual programme is based on the successful 2025 - 2026 Events & Promotions Snapshot. We will deliver a mix of signature celebrations, seasonal activations, and targeted campaigns that showcase Browns Bay as a vibrant, thriving destination.