



BROWNS BAY **BUSINESS ASSOCIATION** **BUSINESS PLAN 2027-2028**



BROWNS BAY BUSINESS ASSOCIATION BUSINESS PLAN 2027-2028



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 2027 to 30 June 2028. 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 2027-2028. 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.

The Association aims for its BID programme to be more economically protected and less reliant on speculative income in an environment of shrinking grants funding. As such, a proposed increase to the BID Targeted Rate Grant from \$187,902 to \$229,240 (22%) will be presented to members for approval at the AGM. The increase will enable the Association to continue delivering its existing programme and services at a sustainable level in 2027 - 2028.



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.
- Manage and maintain communications channels sharing market trends, grants, and resilience tips.



CRIME PREVENTION & SECURITY

SAFE STREETS, SECURE SHOPS

- Build relationships with Local Police, North Harbour Community Patrol, Police Ethnic Team 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

BEAUTIFUL, SUSTAINABLE,
CONNECTED

- Organise community events that highlight Browns Bay's coastal identity and as a destination.
- 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 2027 - 2028 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 2026 - 2027 Events & Promotions Snapshot (see following page). We will deliver a mix of signature celebrations, seasonal activations, and targeted campaigns that showcase Browns Bay as a vibrant, thriving destination.

EVENTS & PROMOTIONS SNAPSHOT 2026 – 2027

JULY 2026	AUGUST 2026	SEPTEMBER 2026
01/07: Shop Local Winter Begins 07/07: Winter Workshop I 17/07: ShoreLines Update	15/08: Shop Local Winter Ends 18/08: Winter Workshop II	02/09: Father's Day Giveaway (socials) 13/09: Boys Toys 17/09: ShoreLines Directory + Update 06/09: <i>Father's Day</i>
OCTOBER 2026	NOVEMBER 2026	DECEMBER 2026
10/10: Craft Market (3pm-7pm) 20/10: AGM 25/10: <i>Labour Day</i>	10-12/11: Xmas Garlands Install 10/11: Giant Xmas Tree Install 13/11: Guess the Baubles Comp 17/11: ShoreLines Update 24/11: Winter Workshop III 13/11: Xmas Lights On & Craft Market (4pm-8pm)	1-31/12: Guess the Baubles 08/12: Best Dressed Windows Judged 05/12: Xmas Parade (5pm) & Craft Market (3pm-7pm) 25-26/12 <i>Xmas Day & Boxing Day</i>
JANUARY 2027	FEBRUARY 2027	MARCH 2027
04/01: Guess the Baubles Ends 04/01: Xmas Tree Pack Away 09/01: Craft Market (3pm-7pm) 17/01: ShoreLines Directory + Update 04/02: <i>Day After N's Day Observed</i> 06/02: <i>Chinese New Year Begins</i>	27/02: Summer Spectacular & Craft Market (3pm-7pm) 06/02: <i>Chinese New Year Begins</i> 08/02: <i>Waitangi Day Observed</i> 14/02: <i>Valentine's Day</i>	13/03: Craft Market?? (3pm-7pm) 24/03: Easter Street Entertainers 17/03: ShoreLines Update 26-29/03: <i>Easter Weekend</i>
APRIL 2027	MAY 2027	JUNE 2027
04/04: Dog Day Out 26/04: <i>ANZAC Day Observed</i>	02/05: Mother's Day Giveaway (socials) 17/05: ShoreLines Directory + Update 09/05: <i>Mother's Day</i>	22/06: Networking evening 07/06: <i>King's Birthday</i>

Promotions

Events

Holidays