

Ellerslie Business Association Incorporated (EBA)

DRAFT BUSINESS PLAN

1st July 2024 – 30th June 2025

Ellerslie Village continues to be a desirable place for businesses to operate and for customers to visit. There are several residential developments underway that will provide customer growth in the future. However, the increase in costs associated with doing business and the widely publicised cost of living crisis have meant it is harder to do business in New Zealand & many businesses have been unable to continue. Ellerslie Village has not been immune to this change. Therefore, it is crucial for the Ellerslie Business Association to continue to support businesses and adjust according to their changing needs. This business plan for 2024-2025 outlines the priorities required to achieve the goals of the EBA Strategic Plan (2023-2025) in line with the organisation's vision and purpose.

Our Vision - To be the heart of Ellerslie, by fostering a thriving town centre and community that attracts businesses, residents, workers and visitors. A vibrant village to live, relax, work, or visit.

Our Key Purpose - To support a healthy business community that provides connection, convenience and charm for those who live, work in and visit Ellerslie Village.

Indicative priorities for the 2024/25 Financial Year:

1. To support local businesses to survive/thrive

- Delivering real value & tailored support to members, and providing opportunities to create a stronger business community
 - *Advocacy & lobbying*
 - Continue to advocate and lobby for strong infrastructure and amenities for Ellerslie Village so businesses continue to succeed
 - Proactively seek to mitigate negative external impacts on Ellerslie businesses (changes/proposals) from Council, Council Controlled Organisations (such as AT); Orakei Local Board; and Central Government organisations
 - *Skills Growth*
 - Relevant training/coaching/mentoring
 - Effective information sharing/networking
- Gain greater knowledge of member businesses:
 - Continue to canvas members to understand their changing needs and challenges, in order to better support them, including adaptation in trying economic times

2. To deliver a vibrant and welcoming town centre

- The continuous improvement of the physical place of Ellerslie Village BID
 - Encourage high level of maintenance & improved beautification of our streetscape:
 - Lobby/Partner with Auckland Council & Orakei Local Board to maintain services & work on special projects
 - Work with business and property owners to maintain/upgrade their buildings/shops
 - Engage community groups to support beautification projects
 - Further Develop safety and security within Ellerslie Village:
 - Lighting and security camera upgrades
 - Community Patrol support
 - Graffiti removal
 - Partner/Lobby Auckland Council & Orakei Local Board to ensure Ellerslie Village has appropriate future functionality and beautification planned for key public spaces & pathways into the village. E.g. access from Fletcher Living development at Ellerslie Racecourse & upgrades of Ellerslie Town Square & War Memorial Hall.

3. To effectively communicate our story

- Be the champions of a revitalised identity that is consistent in look, feel and voice across all channels/touchpoints
 - Roll out revitalised brand through consistent templates, updating existing EBA touchpoints and integration into BAU going forward.
 - Share our stories to our target audiences:
 - Regular, relevant communication, that resonates
 - Ongoing improvement of feedback mechanisms to in turn enhance messaging/channels
- Continue to improve functionality and backend admin for website & database management to ensure communications are more effective
- Ongoing promotion of Ellerslie Village:
 - Improve the Ellerslie Village website user experience, especially the EBA member information (budget dependent)
 - Continue to proactively manage & enhance Ellerslie Village and member's social media accounts & presence
 - Create events/promotions to drive business to Ellerslie BID members & support the Ellerslie community

4. To build a resilient business association

- Future proofing the organisation, ensuring a high functioning BID that is well equipped to influence and support Ellerslie's future
 - Invest in backend capabilities/tools:
 - Deliver greater efficiency and prepare for the increasing needs of the future including cyber security and storage capacity – e.g. email/file storage
 - Focus on continuous improvement to ensure we are a transparent, accountable and well organised BID and Executive Board
 - Review documentation and procedures and update if necessary
 - Focus on ways to deliver greater financial sustainability, especially for events
 - Wider stakeholder management:
 - Develop relationships with stakeholders that have influence on the future of Ellerslie (outside BAU relationships), e.g. developers and policy makers
 - Develop and extend relationships and collaboration with other BIDs across NZ to leverage resources and ideas