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Ellerslie Village
DISCOVER & CONNECT

Strategic Plan 2023 - 2025

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Introduction

Ellerslie Village is a town centre that has evolved in the last two decades as the suburb of Ellerslie has increased in popularity. It is now a great area to live, work, set up a business or even visit. The price of buying a house in Ellerslie has increased in correlation to this popularity. Access to good schools, transport links (including rail, buses & motorway) plus the convenience and friendly, vibrant feel of the businesses in the town centre, make this suburb a desirable place to be. Ellerslie Village offers a diverse range of food & beverage, grocery, retail & services all in one compact location.

In close proximity, there are two council halls, two large council carparks and the Ellerslie Eagles Rugby League Club. And within a short distance are the Ellerslie Football Club, the Ellerslie Racecourse and recreation areas such as Michael's Ave Reserve, Liston Park, Waiatarua Reserve & Maungarei/Mt Wellington.

The Ellerslie Business Association (EBA) and the businesses in Ellerslie Village, have a strong foundation to build on. The 2023 – 25 Strategic Plan is a high-level document (over and above normal business as usual activities), that outlines the key goals the Ellerslie Business Association will focus on in order to move the organisation and member businesses forward with confidence into a sustainable future. We must help our member businesses to adapt to the changing physical, technological, societal & economic environments that will face them over the next 3 plus years. Hence the additional focus on building a resilient business association in this plan. We anticipate there will be much change in the next 3 years which may necessitate modifications to our plan during that period.

The Ellerslie Business Association is excited to continue enhancing Ellerslie Village to be an even more attractive place for businesses and customers through the strategic projects that will flow into our annual plans and help fulfil our vision for Ellerslie.

Dave Donoghue
EBA Chair

Sarah Pluck
EBA Town Centre Manager



Considerations: 2023-2025

Over the next three years, there will be new challenges and opportunities for Ellerslie businesses to face. The Ellerslie Business Association will work for our members to help them navigate changes, leverage opportunities and keep Ellerslie top of mind on wider Auckland projects that will impact our area.

Challenges/Opportunities:

- Predictions of **New Zealand Economy downturn** (supply chain issues, staff shortages, high inflation etc)
- **Auckland Council infrastructure investment** (especially in light of adverse weather event impacts)
- **Auckland Council future planned budget cuts** for facilities – especially if reduced services to our Town Centre.
- **Technology based opportunities** (e.g. Uber Eats and whatever comes next for convenience apps)
- Auckland Transport's Auckland Transport Network Strategy (focus on public transport, rail rebuild, potential congestion charges), plus additional **focus on walking & biking**.
- Implementation of the 10-year **Auckland Transport Parking Strategy**
- **Property developments** in the surrounding area (3 currently underway/planned – see Appendices)

Our Vision

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



The 2023-2025 Strategic Plan outlines our goals, which are driven by this vision. These will be brought to life through the projects/initiatives we undertake in our annual business plans

Our Purpose

The key purpose of the Ellerslie Business Association (EBA) is:

To support a healthy business community that provides connection, convenience & charm for those who live, work in & visit Ellerslie Village.

EBA currently represents the business owners within the Ellerslie Town Centre and is funded by a targeted rate on local business ratepayers administered by Auckland Council as part of their Business Improvement District (BID) programme.

Through the BID programme, Auckland Council aims to work and collaborate with Auckland's businesses to achieve greater outcomes and the common goal of Auckland's economic prosperity.

Our Strategic Goals

- 1 To support local businesses to thrive**
Delivering real value to members and to provide opportunities to become a stronger business community
- 2 To deliver a vibrant & welcoming Town Centre**
The continuous improvement of the physical place of Ellerslie Village BID
- 3 To effectively communicate our story**
Be the champions of a revitalised identity that is consistent in look, feel & voice across all channels/touchpoints
- 4 To build a resilient Business Association**
Future proofing the organisation, ensuring a high functioning BID that is well equipped to influence & support Ellerslie's future

1. To support local businesses to thrive

Delivering real value to members & providing opportunities to become a stronger business community.

Advocacy and lobbying

- Continue to advocate and lobby for strong infrastructure and amenities for Ellerslie Village so businesses succeed into the future. Proactively seek to mitigate negative external impacts on Ellerslie businesses (e.g. Council changes/proposals)

Networking & Skills Growth

- Revitalise networking opportunities for member businesses.
- Provide beneficial and up-to-date information/tools/training to assist businesses in the Ellerslie BID to: realise their future business goals; leverage opportunities; navigate issues; and be flexible in the face of adversity.

Greater Knowledge of Members Businesses

- Gain better understanding of the needs of our members and greater knowledge of industry specific challenges, to ensure EBA can best support member businesses to adapt and endure the predicted trying economic times ahead

2. To deliver a vibrant & welcoming town centre

The continuous improvement of the physical place of the Ellerslie Village BID

Beautification

- Upgrades over time for lights/'greenification'/artwork
- Gain alternative funding for further enhancement of streetscape
- Encourage our member businesses to continue to improve their physical spaces

Lobbying

- Lobby to enhance & future proof infrastructure & pathways into Ellerslie Village – taking advantage of Auckland Council/AT/Developer's plans, improvements & technology that enhances the way Ellerslie Village looks & functions for our local community and businesses

Further Develop Safety & Security

- Add more security cameras
- Upgrade lighting in new areas of Ellerslie Village
- Gain alternative funding

Town Square Upgrade – future functionality & beautification

- Input to Local Board planning for the future of Ellerslie
- Lobbying with Auckland Council etc

3. To effectively communicate our story

Be the champions of a revitalised identity that is consistent in look, feel & voice across all channels/touchpoints

Brand Review and Revitalisation

- Ensure Ellerslie Village is consistent and relevant for our target audiences (Member Businesses/Landowners & their customers)
- Create templates/standard imagery/guidelines for efficiencies and consistency of brand identity
- Update other relevant EBA touchpoints
- Integrate these through into BAU going forward

Share our Stories to our Target Audiences

- Make sure communication and promotions to our member businesses & their customers reach them in a way that resonates (tone of voice and channel)
- Continue to improve ways to capture feedback which in turn can enhance messaging/channels

Seek Backend efficiencies to enhance future communication and promotions

- Establish better functionality and backend admin for website and database management (such as an integrated website & CRM)

4. To build a resilient business Association

Future proofing the organisation, ensuring a high functioning BID that is well equipped to influence & support Ellerslie's future

Invest in Backend Capabilities/Tools

- Deliver greater efficiency & prepare for the increasing needs of the future, including cyber security and storage capacity – e.g. email/file storage, database management

Transparent, accountable & well organised BID & Board

- Review documentation and procedures and update if necessary

Greater Financial Sustainability

- Move to more sustainable funding/sponsorship funding models for events

Wider Stakeholder Management

- Develop relationships with stakeholders that have influence on the future of Ellerslie (outside BAU relationships), e.g. Developers, policy makers
- Develop and extend relationships and collaboration with other BIDs across NZ to leverage resources and ideas

Ellerslie's Future

The Ellerslie Business Association is a small but strong organisation with a history of action. We look forward to the challenge of building and promoting an even better, more resilient Ellerslie Village for our member businesses and their customers and community for now and into the future.

Caramel Slice \$5.8
Apple Crumble \$5.8
Macaroon Slice \$5.8
Triple Lemon Tart \$5.8
CHERRY RIPE \$5.00 G.F

Ham & Cheese Croissant \$8.5
Salmon Quiche \$10.5
Chicken Tremazino \$10.5

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Appendices

Appendix 1-3

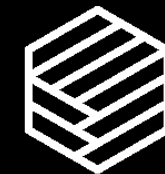
Residential/Hotel
Developments around Ellerslie

Although none are in Ellerslie BID area...

.....they will bring many new customers to our businesses in the coming years

Appendix 4

Strategic Plan Process



Ellerslie Village
DISCOVER & CONNECT

Appendix 1: The Residences, 660 Great South Road



Planned Construction Completion
Q3 2023

177 Apartments

- Studio, 1 or 2 bedroom

203 Hotel Units

- Studio, 1 or 2 bedroom

Appendix 2: The Hill, Ellerslie Racecourse



Construction from late 2023
until 2029 (5-6 years)

370 dwellings:

- 2 or 3 bedroom apartments
- Predominately 4 or 5 bedroom dwellings with 1 or 2 carparks
- Retirement living options
- Café on site

Appendix 3: Kainga Ora Apartments, Arthur Street



Planned Construction Completion
2nd half 2024

- 10 Apartments
 - 2 bedroom
 - 10 carparks

Appendix 4: Strategic Plan Process



We worked to refresh the plan for 2023-25 building on the work Elevate Capital completed for the previous Strategic Plan. We undertook significant desk research; ran brainstorm session and had conversations with the Executive Board and EBA Management team; had discussions with other BID teams; met with Elevate Capital; and took into account EBA member survey responses from the February 2023 survey and the April 2022 Survey.