

Ellerslie Village remains a well-positioned, convenient option for customers and businesses. The addition of multiple new businesses (such as Bianca Pasta and Guitar City) has been very positive for our unique little town centre. The mix of locals, and visitors to the village from across Auckland, remains similar, however, the post covid shift to more people working from home, continues to impact on lunchtime & after work trade for some of our member businesses. The move to greater use of delivery services (e.g. Uber Eats) has seen the need for many Ellerslie Village businesses to adjust their operating model to leverage this consumer behaviour change. 2024 has been quieter for businesses in Ellerslie Village as it has for other areas across Auckland, particularly for retail and hospitality. Cost pressure continued for all businesses.

Much of last year's business plan remains a priority for Ellerslie Village in the 2025-26 financial year, after diverting more resource than expected to base level support for businesses due to challenging economic conditions, and to security due to increased crime in 2024. Additionally, many activities within this business plan will be continued and extended from the 2024-25 plan, as organisational knowledge increases and resource is made available. EBA must continue to carefully balance the changing needs of our members & our limited resources.

The 2025-26 business plan outlines the priorities required to achieve the goals of the EBA Strategic Plan (2023-2025) and is 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

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 2025/26 Financial Year:

1. To support local businesses to survive/thrive

- Delivering 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
 - Adapt to changing environments & where appropriate, provide considered submissions to external bodies, on behalf of EBA members
 - *Skills Growth*
 - Effective information sharing/networking
 - Relevant training/coaching/mentoring

- Gain greater knowledge of member businesses:
 - Continue to canvas members to understand their changing needs and challenges, 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/property owners to maintain/upgrade their buildings/shops
 - Employ repairs & maintenance suppliers directly, to find solutions, where no action is forthcoming from Auckland Council or business/property owners
 - Engage community groups to support beautification projects
 - Further develop safety and security within Ellerslie Village:
 - Lighting and security camera upgrades
 - Community Patrol support
 - Continue to work with/lobby Auckland Council & Orakei Local Board to ensure Ellerslie Village has appropriate future functionally and beautification planned for key public spaces & pathways into the village

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
 - Continue to roll out revitalised brand through consistent templates, updating remaining EBA touchpoints.
 - 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 more effective communications
- Ongoing promotion of Ellerslie Village:
 - Continue to proactively manage & enhance Ellerslie Village & EBA member's social media
 - Create events/targeted promotions to drive business to Ellerslie BID members & support the Ellerslie community (with one key physical hero event per year: Ellerslie Fairy Festival & Pirate Party, and greater focus on social media promotion)
 - Leverage 3rd party events within Ellerslie Village & area to provide more cost-effective promotion to encourage customers for member businesses (e.g. Art & Craft Markets, events in War Memorial Hall)
 - Improve the Ellerslie Village website user experience, especially the EBA member information (budget dependent)

4. To build a resilient business association

- Create a new Strategic Plan in 2025 for the Ellerslie Business Association, that aligns with the organisation's key purpose.
- Continue to future proof 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 (budget dependent)
 - 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 & promotions
 - Further develop wider stakeholder relationships (developers, policy makers & other BIDs) to positively influence Ellerslie's future and promote greater collaboration.