Ellerslie Business Association

Draft Business Plan 2027-28

1 July 2027 - 30 June 2028

Introduction

Ellerslie is one of Auckland's rare village centres; a place defined by soul, hospitality and discovery. Home to a thriving business community, a strong local catchment, excellent transport connections and a distinctive village atmosphere, Ellerslie offers something that can't easily be replicated: authentic experiences, genuine human connection and a village people feel connected to.

Building on these strengths, the focus for 2027-28 will be on creating the conditions for local businesses to thrive, attracting new visitors, and giving people compelling reasons to return.

The village continues to benefit from a large and engaged residential community, strong community infrastructure including local schools, and excellent accessibility via rail, bus and motorway networks. Looking ahead, opportunities including the City Rail Link, residential intensification and developments such as The Hill have the potential to strengthen Ellerslie's role as a connected and vibrant urban village. Realising these opportunities will require continued advocacy to ensure growth is well connected to the town centre and delivers positive outcomes for local businesses.

At the same time, businesses continue to face challenges. Economic conditions remain uncertain, consumer confidence is still recovering, and concerns around safety and retail crime continue to impact some businesses. Supporting business resilience, confidence and performance therefore remains a key focus area for the EBA.

Consumers are increasingly seeking real places with character, personality and a sense of belonging. Ellerslie is well placed to respond to this shift. Through its people, businesses, events and stories, the village offers a genuine experience that cannot easily be replicated elsewhere.

The 2027-28 Business Plan outlines the priorities required to support the EBA's Vision and Purpose while continuing to strengthen Ellerslie's position as a thriving place to do business, visit and enjoy.

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 in, or visit.

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

Strategic Themes

Soul

Celebrating the character, authenticity and sense of community that make Ellerslie distinctive.

Hospitality

Creating a welcoming village where people feel connected, supported and part of something larger than themselves.

Discovery

Encouraging curiosity, exploration and reasons to return through unique businesses, experiences and stories.

Indicative Priorities for the 2027-28 Financial Year

1. Strong Businesses, Strong Village

The success of Ellerslie is ultimately measured by the success of its businesses. The EBA will focus on creating an environment where businesses are confident, connected and equipped for success.

Business Success & Resilience

- Connect businesses with practical support, information and opportunities that help them succeed.
- Continue to strengthen communication and engagement with members.
- Understand the changing needs and challenges of businesses through regular engagement and feedback.

- Encourage businesses to share ideas, support one another and work together where it makes sense.

Advocacy & Representation

- Advocate for outcomes that support business success and town centre vitality.
- Work proactively with Auckland Council, Auckland Transport, the Ōrākei Local Board and other stakeholders on matters affecting Ellerslie businesses.
- Support growth and intensification while advocating for practical measures that minimise disruption to businesses.
- Advocate for improved connections between new residential developments and Ellerslie Village.

Safety & Wellbeing

- Support initiatives that improve both the reality and perception of safety within the village.
- Ensure businesses have access to information, resources and support to respond appropriately to safety concerns.
- Continue to foster strong relationships with Police, Council and community partners.
- Advocate for balanced responses that address the causes of challenges where possible while supporting those affected by them.
- Promote practical, balanced responses that support both businesses and the wider community.

Success Will Look Like:

- Improved business confidence.
- Increased customer traffic and sales.
- Greater participation in EBA initiatives.
- More collaboration between businesses.
- A village that is perceived as safe, welcoming and well supported.

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2. Giving People Reasons to Choose Ellerslie

In an increasingly disconnected world, Ellerslie retains the character, soul and genuine sense of community that have long defined the village. The EBA will continue to build awareness of Ellerslie as a place people actively choose to visit, explore and spend time in.

Destination Marketing & Storytelling

- Share genuine stories that celebrate the people, businesses and experiences that make Ellerslie unique.
- Continue to evolve communications channels to better connect with residents, visitors and businesses.
- Build on storytelling initiatives that encourage curiosity, discovery and deeper engagement with the village.
- Promote a sense of fun, vitality and wonder that reflects Ellerslie's character and encourages people to explore, connect and return.

Building a Distinctive Village Identity

- Continue developing a unique and ownable identity that differentiates Ellerslie from competing centres.
- Build upon the village's long-standing heritage of imagination, wonder, community and creativity.
- Explore opportunities to express themes of wonder, connection and discovery in ways that create value for businesses and visitors.

Place Activation & Experience

- Promote the diversity of businesses, services and experiences available within Ellerslie.
- Support placemaking initiatives that enhance the attractiveness and enjoyment of the village.
- Encourage visitors to engage with Ellerslie beyond individual businesses or events.

Success Will Look Like:

- Increased awareness of Ellerslie across Auckland.
- Growth in visitation.
- A stronger reputation for character, authenticity and discovery.
- Greater recognition of Ellerslie as a distinctive village destination.

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3. Giving People Reasons to Return

Long-term success relies not only on attracting visitors, but on encouraging them to come back.

The EBA will focus on creating a year-round rhythm of activity, experiences and discoveries that strengthen people's connection to the village and encourage repeat visitation.

A Layered Programme of Activity

Signature Events

- Deliver major destination events that celebrate Ellerslie's unique identity and attract visitors from across Auckland.

Regular Activations

- Support recurring activities that create a consistent village heartbeat and provide regular reasons to visit.

Leveraged Opportunities

- Work with businesses, community groups and event organisers to maximise the benefits of activities taking place in and around Ellerslie.

Encouraging Discovery

- Promote opportunities for visitors to experience different parts of the village and discover businesses they may not have visited before.
- Support initiatives that encourage exploration, curiosity and repeat visits.

Success Will Look Like:

- Increased repeat visitation.
- Growing engagement with village events and initiatives.
- More people choosing Ellerslie as a place to meet, connect and spend time.
- Stronger emotional connection to the village and its businesses.

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4. Building a Strong and Sustainable EBA

To effectively support Ellerslie's future, the EBA must remain well governed, financially sustainable and capable of responding to future opportunities and challenges.

Strategic Leadership

- Develop and implement a new EBA Strategic Plan that reflects the aspirations of businesses and the wider community.
- Maintain strong relationships with key stakeholders and partners.

Membership & Sustainability

- Review and restructure the Associate Membership Programme.
- Increase membership participation, value and revenue opportunities.
- Continue exploring additional funding opportunities and partnerships.

Governance Development

- Increase Board membership and strengthen capability across the Board.

- Broaden opportunities for Board members to contribute their skills, experience and networks through working groups, project leadership and strategic initiatives.
- Strengthen opportunities for Board members to connect with businesses and stakeholders, helping ensure the Board remains visible, approachable and informed by the experiences of the business community.

Organisational Capability

- Continue improving systems, processes and practices to support a high-performing and accountable organisation.
- Be open to new ideas, technologies and opportunities where they provide genuine value.
- Create space for creativity, experimentation and fresh thinking while maintaining strong operational and financial discipline.

Success Will Look Like:

- Successful implementation of the new Strategic Plan.
- A growing and engaged membership base.
- Increased Board capability and participation.
- A strong, sustainable EBA that is well positioned to support the future success of Ellerslie.

Appendix A: Measuring Progress

The Ellerslie Business Association will use a combination of business feedback, participation data, marketing performance, event outcomes and organisational measures to assess progress against the priorities set out in this Business Plan. These measures are intended to provide practical indicators of progress rather than prescriptive performance targets.

Strong Businesses, Strong Village

We will measure progress through:

- Annual business satisfaction survey.
- Business participation in EBA events, promotions and initiatives.
- Number of businesses engaged through communications, meetings and networking opportunities.
- Business feedback regarding customer activity, confidence and trading conditions.
- Perceptions of safety, cleanliness and village presentation.

Giving People Reasons to Choose Ellerslie

We will measure progress through:

- Website traffic and user engagement.
- Social media reach, engagement and audience growth.
- Attendance at EBA-delivered events and activations.
- Participation in destination marketing campaigns and promotions.
- Media coverage and third-party promotion of Ellerslie Village.

Giving People Reasons to Return

We will measure progress through:

- Repeat delivery of successful events and initiatives.
- Visitor attendance and participation across the annual programme.
- Engagement with seasonal campaigns, activations and community initiatives.
- Business feedback on visitor activity and customer return behaviour.
- Community participation in village events and activities.

Building a Strong and Sustainable EBA

We will measure progress through:

- Delivery of the initiatives outlined in this Business Plan.
- Financial performance against budget.
- Membership engagement and AGM participation.
- Successful governance processes, including Board recruitment and succession planning.
- External funding secured to support EBA programmes and projects.
- Regular review of organisational effectiveness and strategic priorities.

Use of the Proposed BID Targeted Rate Increase

The proposed BID targeted rate increase of **$8,413 (4.0064%)** will support delivery of this Business Plan by helping the Association respond to increasing operating costs while continuing to invest in destination marketing, village activation, business engagement and organisational capability.

Additional funding will contribute towards:

- Increased promotion of Ellerslie Village.
- Village activations and placemaking initiatives.
- Staffing and employment-related costs.
- Increased utility, compliance and operational costs.
- Storage and infrastructure requirements supporting EBA programmes and events.