




Business Plan 2023-2024 (DRAFT)

1st July 2023 – 30th June 2024

After several years of disruption & uncertainty, Ellerslie Business Association plans to reinstate several proven promotional activities & member support initiatives whilst also considering the changing needs of our business members to implement new initiatives. All activities will be conducted in a fiscally responsible manner to provide the greatest value to our member businesses. Community relationships and events are still an important component of creating a desirable town centre for people to work, live & visit. Activities planned for 2023 – 2024 are outlined below.

Objective 1: Entrench our identity and grow		
What	How	Measurement
Branding, image and communication 	Continue to leverage key message of Discover and Connect – ensuring consistency & relevance, as a sub brand of 'Ellerslie Village'. Also utilise other sub brands as appropriate (Eat and Shop)	Ensure all communications highlight key brand messages & relevant brand imagery
Deepen what Ellerslie is known for	Consistently communicate our 'Ellerslie values' in our promotions and communications whilst pursuing activities & events that align with these values	Assessment
Grow our services for members	Survey & engage members to determine key needs and what else can be offered with existing resource. Tailor communications/data collection to member preferences to provide better engagement	Completion and report. Implementation on recommendations where viable

Objective 2: Build better businesses		
What	How	Measurement
Focus on our business members and celebrate success	Share and collate successes from members and share with others including Ellerslie & wider community	E-news, magazine, Facebook, Instagram and other communications
	Reinstate Ellerslie Good Sorts Award – highlighting service, community relationship and great initiatives happening in our area	Completed
	Continue to run networking events and grow offerings to members for expertise and learning opportunities, encourage cross business ‘pollination’ and business collaboration. Ensure multi-pronged approach to cater for the various business types within Ellerslie	Number of events, relationships developed
	Continue with E-news format – with sections including being a better business, sharing success, links to useful websites, R+M updates. Implement occasional printed information sheets	Completed Member engagement
	Support member businesses with social media post creation and/or sharing to promote their business and/or their product offering/specials from Ellerslie Village social media platforms & FB groups	Number of posts created/posted/shared
Advocacy and Lobbying	Continue to advocate for Ellerslie member businesses on any impacting issues – transport, parking, amenities, business support. Foster relevant relationships with key stakeholders to enable Ellerslie member businesses’ views are well represented	Submissions, communication, and meetings attended
	Work with OLB and Auckland Council to develop longer term plan for the area – streetscape upgrade	Ongoing – dependent on boundary changes. Relationships developed

Objective 3: Be an appealing place to visit, shop, work & play		
What	How	Measurement
Encourage beautification of our streetscape	Continue to strive towards increasing greenery and plantings in Ellerslie (where practical)	New greenery in place/upgrades to existing greenery
	Ensure greening plans are at the heart of initiatives such as signage, artworks and other beautification such as lighting	New Signage, artworks and new activities
	Seek areas / methods for new artwork beautification (where possible)	New artworks in place
	Maintain existing beautification activities including Norfolk pine lights, under veranda lights	Lights in place and operational
Partner with Council to improve and maintain services	Work alongside council to increase green initiatives that fit with council plans e.g. pollinator paths, community placemaking	Meetings and activities
	Zero tolerance for graffiti & public property damage Reporting of rubbish & dumping activities	Calls/communication to council and liaison with graffiti team. Continued follow up
Encourage business and property owners to maintain/upgrade	Offer initiatives and ideas for improving the visual appeal of buildings and store experiences	Ideas provided. Activities undertaken
Work with our community ensure more can be achieved	Engage community groups & collaborate on beautification projects, supporting with relevant promotions.	Activities undertaken & promoted to Ellerslie community & surrounding suburbs

Objective 4: Develop our destination		
What	How	Measurement
Encourage "best practice" and promote a local offering to attract customers	Encourage member businesses to continuously improve, including sharing business and marketing ideas – relevant to their business type/industry	Communication and activities
	Identify key local offerings and develop plans for promoting and sharing them with the wider community e.g. seasonal promotions/category advertising	Promotions, other communication and activities
	Drive promotional opportunities through all channels including the Ellerslie Magazine, Facebook and other social media options	Promotions, other communication and activities

Objective 4: Develop our destination..... <i>continued</i>		
What	How	Measurement
Make our larger events and activities iconic	Continue to embed and grow our iconic events (such as Ellerslie Fairy Festival & Pirate Party and Ellerslie Christmas Parade) and consider changes to keep them current e.g. Fairy Festival & Pirate Party; & Santa Parade. Support member business leverage of the events	Events successfully delivered, bringing joy to Ellerslie
Share & curate our destination highlights	Develop and maintain high quality visual imagery and resources for use in promotional material	Resource library. Represent brand values
Connect our history and affiliations to new major drawcard events	Consider and develop new events that bring Ellerslie's history to life – especially around racing and flower / gardens. Evaluate current events against new possibilities	Discussion and strategy developed around events.

Objective 5: Curate our home and place		
What	How	Measurement
Build Ellerslie for our customers	Take a bigger picture view of Ellerslie as a whole and advocate for the needs of residents and workers	Be the conduit between community organisations & member businesses and build beneficial linkages where possible
	Lobby for community facilities and events	Advocate and submit to Auckland Council & relevant parties, and encourage others to do the same
	Ensure car parking, traffic and other transport amenities are fit for customers	Advocacy and lobbying. Working with Ellerslie Residents Association. Input into council plans. Working with OLB, Auckland Transport and Waka Kotahi as much as possible
Find out what matters most, be engaged, make change	Be involved and respond to the communities' desire for change e.g. environmental and community initiatives	Community relationships, communications and feedback
	Continue to support the Ellerslie Residents Association and other community groups in the area – schools, churches, sports clubs etc	Ellerslie magazine, relationships developed, community feedback

Objective 5: Curate our home and place.....continued		
What	How	Measurement
Ensure Ellerslie is safe	Continue to support the Ellerslie Community Patrol and work closely with Police where needed	Ongoing. Provide learning opportunities for members
	Manage Ellerslie security camera network. Further investigate a staged rollout of additional cameras to capture greater area (if needed going forward)	Support NZ Police & member businesses. Investigate and pursue expansion if needed & funding allows
	Advocate and lobby for Ellerslie on issues of crime	Actions undertaken.
	Work with community groups and local schools to solve issues impacting member businesses such as youth intimidation & rubbish dumping	Reduction in issues reported from member businesses

Objective 6: Maintain membership services to support our businesses to prosper		
What	How	Measurement
Membership events	Deliver relevant networking & knowledge sessions for member businesses	Sessions delivered Positive member feedback
Membership database	Ensure database is regularly updated	Communication reaches intended audience
Ellerslie Village website, directory & social media management	Regularly update website & manage social media to so our businesses benefit from content	Website & social media is current & relevant
Investigate preferred methods of communication & support for member businesses (taking into account cultural considerations)	Survey & discuss options with members & adjust communications & initiatives accordingly (or segmentation by preference)	Ongoing. More member engagement

NB: The Ellerslie Business Association Executive Committee may need to amend or update this draft business plan to respond to changing circumstances, prior to the commencement of the relevant business plan period (1 July 2023).

2023/24 Indicative budget

ELLERSLIE BUSINESS ASSOCIATION INC BUDGETED STATEMENT OF PROFIT OR LOSS

	Budget Year Ended 30 June 2022	Budget Year Ended 30 June 2023	Budget Year Ended 30 June 2024
Income			
Total BID Rate#	162,000	172,000	182,000
Orakei Board Funding^	20,000	20,000	20,000
Dividend Income	1,900	1,400	1,500
Interest Income	400	1,600	1,000
Subscriptions Received	1,000	1,000	1,100
Total Income	185,300	196,000	205,600
Less Costs			
Accident Compensation Levy	400	400	300
Accountancy	5,800	6,000	6,300
Advertising (Admin)	2,000	2,000	1,000
Audit	4,000	4,200	3,600
Computer Expenses	1,500	2,000	3,000
Conference & Education	800	800	800
Donations	500	500	500
Ellerslie Magazine	12,000	12,000	12,000
Orakei Board Projects *	20,000	20,000	20,000
Employee Expenses	500	500	500
General Expenses	600	500	500
Heritage Development (Net)	500	500	500
Hire Plants	8,000	8,000	7,200
Insurance	4,400	4,600	6,000
Legal	500	500	500
Lighting & Power	6,000	6,000	7,200
Motor Vehicle Mileage	200	200	200
Printing Stationery & Postage	2,000	1,000	1,080
Promotion of Ellerslie	10,000	10,000	15,120
Rent & Rates (Net)	12,000	12,000	12,000
Repairs & Maintenance	2,700	2,000	1,800
Strategic Planning & Branding	1,000	1,000	1,000
Telephone & Internet	2,000	2,200	2,400
Salaries	94,000	90,000	96,000
Security		1,000	4,800
Website Costs	1,000	1,000	1,000
Depreciation	5,000	5,000	6,000
Total Costs	97,400	193,900	211,300
NET PROFIT(LOSS)	(\$12,100)	\$2,100	(\$5,700)
Equity	\$80,566	\$82,666	\$76,966
Capital Expenditure			
Office Equipment	\$3,000	\$3,000	\$3,000

Requested increase amount - potentially \$10,000
less if not approved by Auckland Council

^ Subject to OLB approval

* For Fairy Festival & Christmas Parade Costs