

Ellerslie Business Association Incorporated (EBA)

Ellerslie is desirable suburb to live, work, locate a business or visit - with convenient access to the city centre for commuting (via rail and bus links) and close access to the Motorway. The Town Centre and corresponding Business Improvement District (BID) area, is a good mix of services, eateries, takeaways, shops and a thriving eating out scene (lunchtime & evenings). Although we would welcome more retail shops to the village, the tenancy decision is at the discretion of the landowners. Fortunately, business occupancy remains high in the village despite obvious economic pressures across Tāmaki Makaurau.

With several well-regarded primary schools and many early childhood education options, Ellerslie caters well for the large number of families who reside here (9,480 people, 2,286 families, median age: 36 years – 2023 Census), plus those who work in the area. There is strong sense of community within the local area. The large number of businesses located near Ellerslie Village in local business parks means the village services weekday workers. Additionally, the central location means Ellerslie is an appealing meeting point for evening and weekend catch ups for visitors from across the region.

As the Fletcher Living development houses and apartments come onto the market in the next year, Ellerslie must continue to lobby the Local Board & Auckland Transport to ensure adequate infrastructure is in place so Ellerslie Village is well positioned and will benefit from, the increased intensification of housing.

Crime overall has decreased in 2025 although shoplifting from grocery stores, liquor stores and thrift stores Has continued to be an issue. CCTV within the Village has helped provide information to the Police and we will look to increase coverage in the coming years. It is crucial that Ellerslie Village is seen as a safe and welcoming environment.

Creating co-ordinated, cost effective and measurable promotions and activations for the businesses of Ellerslie Village remains a key role of the Ellerslie Business Association. However, we must adapt as best practices change in this area, particularly with the onset of AI use.

Many elements of the 2025-26 business plan will continue to be a priority for 2026-27 and several will be extended, as resource allows. The increasing burden of planning and running the Ellerslie Fairy Festival & Pirate Party event is diverting resource from core member activities and therefore evaluation of the event's future, is a priority for the Executive Board. Balancing the changing needs of our members & our limited resources continues to be critical to our success.

The 2026-27 business plan outlines the priorities required to continue 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 in, 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 2026/27 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 can 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. This will become a greater priority in the 2026-27 year as Healthy Waters roll out a major project.
 - Adapt to changing environments & where appropriate, provide considered submissions to external bodies, on behalf of EBA members
 - *Skills Growth*
 - Effective information sharing/promotion/networking
 - Relevant training/coaching/mentoring (as required)
- Gain greater knowledge of member businesses:
 - Continue to canvas members to understand their changing needs and challenges, to better support them, including adaptation in the current more testing economic climate.

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/managers 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 including working with the Ellerslie Community Arts Trust and further mural programme within Ellerslie Village.
 - Further develop safety and security within Ellerslie Village:
 - Lighting and security camera upgrades
 - Community Patrol support
 - Expansion of the business Security Alert group
 - 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 (especially as Fletcher Living housing comes to market).

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 on new & old EBA touchpoints (e.g. signage)
 - 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 (long term project due to cost). Adapt by utilising new innovations.
- 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. Review the best approach for physical events and continue to leverage best practice social media promotion & measurement.
 - Leverage 3rd party events within Ellerslie Village & area to provide more cost-effective promotion to encourage customers for member businesses (e.g. Dust Palace events in Ellerslie War Memorial Hall)
 - Improve the Ellerslie Village website user experience with more user-friendly functionality, especially the EBA member information (budget dependent)

4. To build a resilient business association

- Rollout a new Strategic Plan for the Ellerslie Business Association, that aligns with the organisation's key purpose (2026-30).
- 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:
 - Focus on continuous improvement to ensure we are a transparent, accountable and well organised BID and Executive Board
 - Deliver greater efficiency and prepare for the increasing needs of the future including cyber security and storage capacity (budget dependent)
 - 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.