

# Ellerslie Business Association Business Plan 2021 / 2022

Objective 1: Entrench our identity and grow		
What	How	Measurement
Branding, image and communication	Continue to leverage key message of Discover and Connect	Ensure all communications highlight key brand messages
Deepen what Ellerslie is known for	Consistently communicate our 'Ellerslie values' in our promotions and communications, seek activities that align with these values	Assessment
Grow our services for members	Survey members to determine key needs and determine what else can be offered with existing resource	Completion and report



## 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 community	E-news, magazine, Facebook and other communications
	Continue Ellerslie Goodsorts award– highlighting service, community relationship and great things happening	Completed
	Continue to run networking events and grow offerings to members of expertise and learning opportunities, encourage cross business 'pollination' and business collaboration.	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
Advocacy and Lobbying	Continue to advocate for Ellerslie on any impacting issues – transport, parking, amenities, business support.	Submissions, communications and meetings attended
	Work with OLB and Auckland Council to develop longer term plan for the area – streetscape upgrade	Ongoing – dependent on boundary changes
Assist with riding the Covid wave	Provide resources, marketing, support, advocacy and digital capability to navigate through the Covid climate. Be the conduit for clear, concise accurate information both inward and outgoing to customers and community.	E-News, emails, submissions, meetings, promotions, website, community communication



Objective 3: Be Bold, be Beautiful

What	How	Measurement
Be bold and encourage beautification of our streetscape	Continue to strive towards increasing greenery and plantings in Ellerslie	New greenery in place.
	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	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 eg pollinator paths, community placemaking	Meetings and activities
	Zero tolerance for graffiti	Calls to council and liason with graffiti team
Encourage business and property owners to upgrade	Offer initiatives and ideas for improving the visual amenity of buildings and store experiences.	Activities undertaken

Objective 4: Develop our Destination

What	How	Measurement
Encourage 'best in class' and promote a local offering to attract customers	Share and encourage businesses to continue to be the best. Share presentation and marketing ideas.	Communications and activities
	Identify key local offerings and develop plans for promoting and sharing them with the wider community.	Promotions and other communications and activities
	Drive promotional opportunities through all channels including the Ellerslie Magazine, Facebook and other social media options.	Promotions and other communications and activities
Make our events and activities iconic	Continue to embed and grow our iconic events and consider changes to keep current.	Events undertaken
Share and curate our destination highlights	Develop and maintain high quality visual imagery and video resources	Resource library
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 its residents and workers	Be the conduit between these organisations and build community linkages where possible.
	Lobby for community facilities and events	Advocate and submit 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 and working with OLB, Auckland Transport and NZTA as much as possible.
Find out what matters most, be engaged, make change	Be involved and respond to the communities' desire for change such as in 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
Ensure Ellerslie is safe with low crime	Continue to support the Ellerslie Community Patrol and work closely with Police where needed.	Ongoing
	Continue to monitor costs on the proposed plan security camera plan and further investigate a staged approach dependent on the need (at this stage crime at low level)	Investigate and pursue when possible
	Advocate and lobby for Ellerslie on issues of crime.	Actions undertaken.