



Business Plan

July 2011 - June 2012



Dominion Rd Mt Eden Inc. Business Association

PO Box 10-195, Dominion Rd, Auckland 1446

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Who are we

Dominion Rd Mt Eden Inc. Business Association acts as a representative body to engender co-operation amongst the various businesses along Dominion Rd in the Eden Valley area focusing on common issues, and working towards common goals.

The Association is an incorporated society governed by the Incorporated Societies Act and the Association constitutional rules. The Association is governed by a constitution in partnership with Auckland Council under the Councils Business Improvement District Policy.

An Executive Committee representing business owners, building owners and an Albert/Eden Local Board member are elected annually to provide strategic governance. The committee meets monthly to review progress and determine future projects and strategies, including four quarterly financial meetings. The Association's part-time Manager is responsible for the day by day operational management.

Dominion Rd Mt Eden Inc Business Association meetings are held on the third Tuesday of every month at 5.45pm – 7pm at alternating venues. All meetings are open for all members to attend, please register your attendance with the Manager one-week prior so your topic can be added to the agenda and a copy of the agenda forwarded to you with the venue details.

Business & Property Owners pay a separate rate levied on all commercial properties in the designated area of benefit. The amount of that special levy for 2011/12 is \$107,500. Although the monies are collected by Council, they are in total passed to the committee who are responsible for how the BID monies are spent.

Our role and aim

The Dominion Rd Inc. Business Association is uniquely positioned to work with the local business community, Auckland Council, the and other key players to improve our iconic strip as a shopping centre and community focal point.

It can do this by;

- Building consensus and managing co-operation among all stakeholders
- Improving the physical and environmental appearance of Dominion Rd, assisting in developing amenities and conveying an image that reflects its uniqueness and heritage..
- Strengthening existing businesses, building partnerships and creating new opportunities for growth.
- Marketing and raising the profile of Dominion Rd to customers, potential investors, business, local communities and visitors.

Dominion Rd Business Association aims to build strong relationships with local businesses to ensure that an increasing number of customers will visit the town on an ongoing basis and also aims to work with Auckland Council to ensure that opportunities for investment in the area are maximised.

Business Plan & Budget: July 2011 – June 2012

The Dominion Rd Business Association proposes the following projects during the next financial year. For the financial year 2012/13 the committee proposes to increase the budget by \$10,000 to make the total amount collected \$117,500. This proposed budget will be ratified by the Executive Committee after the AGM and the final budget will be forwarded to Auckland Council early in 2012 for inclusion in the 2012/13 annual plan.

Key focus areas

| 1. Organisation and Management Building consensus and co-operation among key stakeholders | 2. Physical / Heritage Enhancement Improving the physical appearance of Dominion Rd, assisting in developing its amenities and conveying an image that reflects its heritage. | 3. Economic Development Stengthening existing businesses and creating new opportunities for growth | 4. Marketing and Promotion Marketing and raising the profile of Dominion Rd to custoimers, potential investors, business, local communities and visitors. |
|--|---|--|---|
| <ul style="list-style-type: none"> • Employ a manager to implement the programme formulated by the committee and to communicate activities to all stakeholders • Produce a quarterly newsletter which is distributed to all stakeholders. • To review and manage the Dominion Rd BID boundary and make the necessary recommendation to manager growth in our area. • To build and develop partnerships with like minded organisations to promote and facilitate Dominion Rd as a destination area • To manage and maintain a database of both business owners and property owners • To provide an annual review of the associations activities and provide an opportunity for feedback from members. | <ul style="list-style-type: none"> • To continue to maintain a high involvement in issues affecting our environment to ensure the area is a clean, safe and secure place to shop and do business. • To ensure the Business Assoc. is recognised as an effected party on Resource Consents affecting the area. • To work with Council and Auckland Transport (AT) to ensure proposed changes to Dominion Rd do not impede businesses and pedestrians and full consultation regarding proposed changes and designs • Work with AT and Eden Park in developing and implementing effective and efficient traffic management plans for major events held at Eden Park. • Ensure maintenance / replacement is undertaken by Council on street amenities. | <ul style="list-style-type: none"> • Develop base line market research statistics to provide ability to monitor and respond to the potential target market needs • To provide an annual survey to all businesses to gauge business tempo, communication plus capture key performance markers • To host and provide opportunities for members to meet and network together. • To facilitate joint ventures where possible to assist with the promotion of Dominion Rd. • To carry out a ballot to extend the BID targeted rate boundary south towards Balmoral Rd to increase the association's critical mass, promote cooperation and share issues and resources. | <ul style="list-style-type: none"> • Employ an event coordinator to develop and implement Dominion Rd promotions • To develop strategic alliances and assist with the promotion of Dominion Rd • To continue to develop and enhance the website as a portal to what's on and to promote promotions & events • To produce a local shopping guide to be distributed to our local catchment promoting local businesses. • To further capitalise on our proximity to major sporting events at Eden Park and maximise visitors to the area. • To continue to develop and build a presence along Dominion Rd at Christmas Time with Christmas decorations • Continue to use pole flags to promote Dominion Rd brand. |

Goals & Actions – Timeline

| Key focus areas & Actions | Timeline | Implementation | Measurement |
|--|--|---|--|
| Organisation and Management | | | |
| Employ a manager to implement the programme formulated by the committee | Full time | Executive Committee | Monthly reports |
| Produce a quarterly written newsletter and monthly email newsletter | Quarterly in August, December, March, June | Delivered to all stakeholders | 4 per year (printed) 11 per year (email) |
| To review and manage the BID boundary and make the necessary recommendation to manager growth in our area. | | Manager Executive Committee | Successful BID Ballot |
| To build and develop partnerships with like minded organisations to promote and facilitate Dominion Rd as a destination area | Ongoing | Executive Committee Manager | Annual Review |
| To manage and maintain a database of both business owners and property owners | Ongoing | Rolling review | Annual Review |
| To provide an annual review of the associations activities | September at AGM | Executive Committee Manager | Annual Review |
| Physical / Heritage Enhancement | | | |
| To continue to maintain a high involvement in issues affecting our environment to ensure the area is a clean, safe and secure place to shop and do business. | Ongoing – implement Security Assessment Review recommendations | Business Association Local Board NZ Police Council | Report to Executive Committee and Local Board |
| To ensure that Dominion Rd BA is recognised as an effected party on Resource Consents affecting the area. | Ongoing | Business Association Auckland Council Local Board | Submissions to Resource Consents |
| To work with Council and Auckland Transport (AT) on proposed changes and designs to Dominion Rd | Late 2011 and then ongoing | Business Association Auckland Transport Other | Monthly Reports to Executive Committee Submissions to Council |
| Work with AT and Eden Park in developing and implementing effective and efficient traffic management plans for major events held at Eden Park. | Ongoing | Business Association Auckland Transport Eden Park Auckland Council | Monthly Reports |
| Ensure a reasonable maintenance / replacement schedule is undertaken by Council on street amenities. | Ongoing | Business Association Local Board Auckland Council | Monthly Reports |

| Key focus areas & Actions | Timeline | Implementation | Measurement |
|---|------------|--|-----------------|
| Economic Development | | | |
| Develop base line market research statistics to provide ability to monitor and respond to the potential target market needs | | Business Association Auckland Council | |
| To provide an annual survey to all businesses to gauge business tempo, communication plus capture key performance markers | April | Business Association Members | Annual Survey |
| To host and provide opportunities for members to meet and network together. | Bi-monthly | Business Association Members | AGM |
| To facilitate joint ventures where possible to assist with the promotion of Dominion Rd. | Ongoing | Business Association Other | |
| To carry out a ballot to extend the BID targeted rate boundary south towards Balmoral Rd | March 2012 | Business Association Local Board Independent Election Services | |
| Marketing and Promotion | | | |
| Employ an event coordinator to develop and implement Dominion Rd promotions | Monthly | Manager Cherry Events | Monthly Reports |
| To develop strategic alliances and assist with the promotion of Dominion Rd | Ongoing | Business Association Other | |
| To continue to develop and enhance the website as a portal to what's on and to promote promotions & events | Ongoing | Business Association | Monthly Reports |
| To produce a local shopping guide to be distributed to our local catchment promoting local businesses. | September | Business Association Cherry Events | |
| To continue to develop and build a presence along Dominion Rd at Christmas Time with Christmas decorations | December | Manager Display Artz | |
| To continue to use pole flags to promote the Dominion Rd brand. | Annually | | |