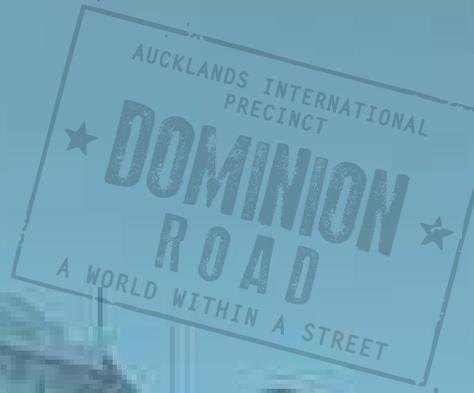


DOMINION RD

BUSINESS ASSOCIATION



JOIN US
IN BUILDING
AUCKLAND'S
INTERNATIONAL
PRECINCT

Vision Statement:

Dominion Road is Auckland's International Precinct and is renowned for being a world within a street and for being a feast for all the senses - a place that people can explore and discover new experiences. It is renowned for being an iconic part of Auckland that our local community - business and residential - can truly be proud of and our unifying feature is our international diversity.

OUR DOMINION RD

We all love Dominion Road - the diversity, the characters. We can be eating the best dumplings outside of China one minute, shopping at some of Auckland's best boutique stores the next and then going on a fantastic gastronomic journey only a few doors away.

Dominion Road however needs to be positioned in a way that is distinct from other destinations and that captures its very heart and soul, both now and sets the path for where we want to be in the future.

Dominion Road is New Zealand's iconic international street. Renowned for being able to experience many corners of the world within 4km, a feast for all the senses - a place that people can explore and discover new experiences. It's an iconic part of Auckland that our local community - business & residential - can truly be proud of.

The Dominion Road Business Association believes that there is a significant opportunity to position Dominion Road as Auckland's International Precinct, capturing the

hearts and minds of Aucklanders making it a place they are both proud of and excited about visiting.

The job now is to own the concept of Auckland's International Precinct at every opportunity.

Heritage - Iconic street within New Zealand. Forever changing and evolving - the old and the new.

Location - Longest stretch of road in Auckland, emerging from the heart of the city.

International diversity - This is a place that celebrates diversity, New Zealand being a wide mix of cultures. The uniquely vast range of ethnic flavours and shopping offered on Dominion Road.

Neighbourhoods - A series of neighbourhoods along Dominion Road, each with its own mix of interesting dining and shopping experiences.

Sensory experience - From art installations, to parks, to flavours and aromas, to events.

ONE UNITED VOICE FOR ALL OF DOMINION RD



Achieving our vision of Dominion Road as Auckland's International Precinct can only happen with a co-ordinated approach to planning and implementation and with the buy-in and involvement of every business.

The Dominion Road Business Association (DRBA) is well placed to work with the local business community, Auckland Council, Albert-Eden Local Board, local residents and other key stakeholders to improve our iconic strip as a shopping centre and community focal point.

We operate what is known as a Business Improvement District (BID) programme. BIDs have been used throughout the world to promote local economic development since the first one started in Toronto in 1970.

There are 50 currently across Auckland, providing partnerships between local government, the business community and those organisations important to your future success. The Dominion Road Business

Association is an independent, non-profit organisation funded by a targeted rate collected by Auckland Council. We apply these funds to implement the business plan for Dominion Road which focuses on developing your local business area.

We're keen to talk with businesses in the wider Dominion Road catchment and seek support to extend our boundaries to include businesses on Dominion Road between Balmoral Road and Landscape Road to help us secure greater promotion of our precinct.

Dominion Road faces major challenges over the coming months and years, not least the planned Light Rail project. It is imperative now, more than ever, that we have a unified voice to ensure that Dominion Road continues to thrive as a local shopping destination and special place for visitors from both around New Zealand and around the world.



BENEFITS FOR YOUR BUSINESS

The following explains how the DRBA is currently influencing the key components to achieving our vision – we now wish to include the wider Dominion Road business community in both our existing and proposed activities.

Economic Development

- **Networking Opportunities:** We will host and provide opportunities for members to meet and network together. We will produce a quarterly newsletter which is distributed to all stakeholders.
- **Chinese Liaison:** We will introduce a part-time Chinese-speaking ambassador who will play a specific role in liaising with Chinese-owned businesses and both the Business Association and Auckland Council as a point of contact. They will offer migrant programmes such as food handling, employment issues and business advice.
- **Auckland's International Precinct:** We will develop the Dominion Road brand identity and promote the area as a cultural and community destination.

Local Promotion

- **In-store promotions:** Building an international precinct means ensuring that local residents support their local shopping district. We will run regular in-store promotions to encourage both locals and visitors to the area to buy locally and provide them with the chance to win some great prizes.
- **Dominion Road Shopping Guide:** Each year we produce a local shopping guide which is distributed to 15,000+ local homes and through our retail shops. Each business is listed in this directory.



- **Moon Festival:** We will continue to develop and run this hugely popular three day festival which was introduced in 2019 and brought tens of thousands of visitors to Dominion Rd.
- We are also looking to establish gateway signage and a cross-street banner to help raise awareness of the Dominion Road brand. We will also explore extending our successful verandah lighting project further down Dominion Rd.

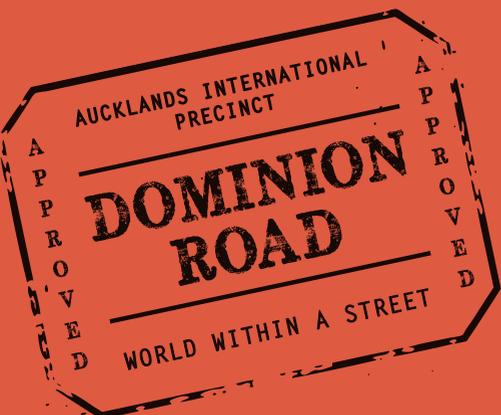
Advocacy

- **Road corridor improvements:** We will continue to advocate at the highest levels with Auckland Council, the Albert-Eden Local Board and Auckland Transport, to seek a commitment to improving the road corridor and street environment, including appropriate public transport programmes, whether that be bus lanes or light rail.
- **Maximising our proximity to Eden Park:** The Business Association is part of the Eden Park Community Liaison Group which meets regularly to monitor activities at Eden Park and minimise traffic disrupting local businesses.
- **A united voice:** We will continue to make submissions to appropriate agencies such as Council and Auckland Transport on behalf of all businesses in our area to ensure we get the level of service we deserve and that our voice is heard.

Safeguarding our Environment

- **Security Patrol:** We will expand the area covered by our ambassador Vaakore Enosa who works with our retailers and businesses to minimize incidents of crime and ensure that suspicious or unwanted characters are removed from the street.
- **Graffiti Removal:** We have an arrangement with Auckland Council to remove all graffiti reported within 24 hours and restore any damaged paintwork to its original condition. This service will be available free of charge to all businesses in the BID area.
- **Street Cleanliness:** We will continue to address issues to ensure our district is a safe, clean and secure place to shop and do business.

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What is the proposed BID expansion area?

The proposed boundaries will take in all business-zoned properties along Dominion Road from Balmoral Road to Landscape Road (refer map below). This area captures more than 100 businesses and commercial organisations.



JOIN US TO MAKE IT HAPPEN

Please look out for your ballot papers which will be delivered to you by the beginning of March and vote Yes for Dominion Road to ensure the entire business community will benefit from the initiatives and services the Dominion Road Business Association delivers.

How does the ballot work?

All property owners, business owners and tenants operating within the proposed expanded BID area are eligible to vote. The vote is being overseen by Independent Election Services and you'll receive a ballot paper by Wednesday 3rd March which must be returned to Independent Election Services by midday Wednesday 31st March. The ballot papers will have all the information required.

How much will I pay?

The targeted rate to be collected over the whole of the Dominion Road BID area will be \$255,000. Each commercial property will be levied at a rate of 0.00053121 applied against the capital value of the property.

The following provides a guide to the expected amount you would pay based on the capital value of the property you lease or own:

CAPITAL VALUE	TARGETED RATE
\$500,000	\$266 + GST
\$750,000	\$398 + GST
\$1,000,000	\$531 + GST

The final amount will depend on the arrangements you have with your landlord about out-goings. Remember that this targeted rate can only be used to fund services and activities for businesses in the BID area, based on a Business Plan agreed by members at the AGM each year.





WHY I'M SUPPORTING THE BID

"We have been part of the Balmoral Chinese Business Association for the past six years and as a local Balmoral business have always felt left out by not being part of the Dominion Road BID. We feel that we have been missing out on a lot of resources and general business support, including financial support as we have not been able to participate in any of the promotional activities organised under the Dominion Road BID programme and in the general improvement of the area.

I believe the more support and financial resources the Association has, the more marketing and other improvements and initiatives can be undertaken for the benefit of all businesses around Balmoral. We are here for the long haul and would like to see Dominion Road being promoted as a must-visit attraction in New Zealand and also as part of multiple cultural places to visit."

Gavin Zhang

Owner of My Kitchen - 543 Dominion Road, Balmoral

Secretary General of Balmoral Chinese Business Association



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