



Business plan

1 December 2019 to 30 December 2020

Avondale Business Association – BID Inc

T: 027 4040 804 W: www.avondale.net.nz E: aba@xtra.co.nz

Who are we?

Avondale Business Association – BID Inc is a business association registered under the Incorporated Societies Act 1908 and acts as a representative body to engender co-operation amongst the various businesses located within the Avondale community. Avondale Business Association operates as a Business Improvement District (BID) programme under the Auckland Council BID policy (2016).

Each year members of the Business Association elect an Executive Committee which provides overall strategic governance. The BID Manager is responsible for the day to day operational management.

Avondale business and property owners pay a BID targeted rate. Although the BID targeted rate levy is collected by Auckland Council, the monies are passed in total to the Avondale Business Association (ABA committee) who are responsible for how the BID programme and BID income is spent.

In accordance with the Auckland Council BID policy (2016), the Executive Committee is required to prepare a Strategic Plan, Annual Business Plan and budget, and sign a BID Programme Agreement with Auckland Council.

What is a BID programme?

- A BID programme delivers activities that promote economic growth within a specified commercial or business area - town centre, industrial area, or a combination.
- A BID programme is implemented by a business association (independent entity)
- Through the BID programme, Auckland Council works with those business associations to improve the local business environment and grow the regional economy.

What are the key documents that support a BID programme?

- Auckland Council BID policy (2016) and Operating Standard documents – <https://bid.aucklandcouncil.govt.nz/bid-policy>
- Auckland Council 2016 BID Programme Agreement - <https://bid.aucklandcouncil.govt.nz/useful-documents>
- Avondale Business Association Constitution – as lodged with the Incorporated Societies Office - <http://www.societies.govt.nz/cms/incorporated-societies>
- Avondale Business Association policies and procedure manuals

2019 survey

Regular surveys are part of operating a BID programme and during August 2019 Auckland Council funded a survey to identify the issues and opportunities for doing businesses in Avondale. The survey was aimed at Avondale BID members and 85 businesses took part in the research providing feedback to assist with the future development of the Avondale BID programme and 2019-2021 business plan.

Some key survey finding:

Avondale Business Profile:

- Almost half of businesses have been in the area over 10 years
- Business mix is retail (32%), professional services (20%) and hospitality (19%)
- Two thirds of customers come from Avondale and the neighbouring suburbs (i.e. New Lynn, Mt Albert)

Perceptions of Avondale:

Of those surveyed, what makes Avondale attractive place to do business:

- Central location
- Friendly local community
- The changing/developing demographics in the area. More young families moving into the area.





Key challenges facing business owners/managers:

- Crime and safety
- Lack of foot traffic/customers
- Business mix or lack of variety of shops

What businesses would like to see to make Avondale a more desirable place to do business reflect the key challenges listed above.

A quarter of businesses surveyed are aware of the Avondale Business Improvement District (BID) programme

Key priorities for improvements in Avondale

	General improvements / maintenance / face-lift
	Promoting Avondale – including events to attract shoppers/customers to the area
	Improving security in the area – addressing crime and improving safety
	Business communication and networking – sharing information and keeping businesses informed

How we will deliver

Objective 1. Ensure Avondale has a best practice culture

Action	Stakeholder	Strategy	BID budget
Improving governance Monthly meetings Clear transparent decision making Ongoing governance training and support of executive committee, chair, treasurer and secretary. Good policy and procedure documentation Chair, Treasurer and Secretary – identify roles, duties and responsibilities	Avondale Executive Committee Chair Treasurer Secretary BID Manager Auckland Council	<p>To create a new future by developing a governance strategy to identify what is good practice, behaviors, processes and policies that supports good governance.</p> <p>Ensure the Executive Committee is effective. The committee members understand their roles, the parties involved in the Avondale BID programme and their contribution to having effective meetings to bring about good decision making.</p> <p>Ensure the executive committee demonstrates good financial management and oversight.</p>	\$3000 Auckland Council guidance and support
BID Manager Clear position description and measurements Good communication and project management skills. Identify: <ul style="list-style-type: none"> • Employment structure • Role and responsibilities • Reporting requirements 	Avondale Executive Committee Chair	<p>To undertake a transparent recruitment process for the BID Manager appointment.</p> <ul style="list-style-type: none"> • Develop a clear position description • Identify skills needed and reporting processes. • KPIs • Tools and resources • Additional support • Professional development 	\$ 40,000 p.a. service delivery/contract \$ 3,000 Laptop/external hard drive \$ 1.200 Mobile phone/data pack Auckland Council

			guidance and support
Policies and Procedures Ensuring ABA develops, maintains and implements good policies and procedure documents for the governance and management of the association, examples include: <ul style="list-style-type: none"> • Health and Safety policy • Financial Management Procedures policy • Avondale BID programme agreement • Avondale Board/Committee charter, including conflicts of interest and code of conduct/behavior • Cash handling policy • Any other policy as directed by the auditor 	Avondale Executive Committee Avondale BID manager	Develop, approve and implement policies and procedures that support and direct the governance and operation of the business association.	\$ 1,000 Accounting software Auckland Council guidance and support
Database management Ensuring ABA maintains an update to date database of all Avondale businesses	Avondale Businesses Avondale secretary/BID manager	Review and update annually the BID member and ABA membership databases.	\$ 1,500 additional admin support
Member communication and networking Develop regular communication schedule to ensure all businesses are kept up to date and the opportunity to share ideas and opportunities	Chair Avondale secretary/BID manager	To develop and implement for BID/ABA members a communications plan that includes regular information updates, newsletters and opportunities for member meet and network.	\$ 5,000 Member engagement
Avondale Strategic Plan 2020 – 2025 To develop a future focus strategic plan for Avondale Business Association that sets out the direction and purpose of the association for the next 3-5 years.	Avondale Business and property owners Avondale Executive committee BID manager	Develop and implement a 3-5 year strategic plan based on BID/ABA member, stakeholder and community engagement. The plan will identify future opportunities and will include: <ul style="list-style-type: none"> • Business/property owner engagement • Stakeholder/community engagement • Workshops • Presentations • BID/ABA member feedback 	\$ 5,000 Project delivery 2020/2021

		<ul style="list-style-type: none"> 2020 AGM approval 	
--	--	---------------------------------------------------------------------	--

Objective 2. Strengthen the Avondale Business Association by raising its profile and position within the Auckland region

Action	Stakeholder/partner	Strategy	BID budget
Avondale communication plan - focus on supporting local businesses and creating more reasons for people to visit and shop. Themes: <ul style="list-style-type: none"> Avondale businesses – products and services Avondale promotions and events Community news Avondale competitions 	Avondale businesses Local communities Facebook Avondale website	A focus on developing social media and digital marketing presence to maximize budget, Improve engagement across all stakeholders and raise the profile of Avondale. Telling the Avondale story of the people, businesses, communities and history.	BID Manager time
Avondale website, Facebook and community newsletter Delivery of the communication plan to maximize opportunities to support the growth and reach of the Avondale website and community newsletter. Develop an Avondale Facebook page, with regular posts featuring local businesses, promotions, updates to build 'Likes'.	Avondale website Facebook Avondale community groups	Improve the Avondale communication to reach our local communities, provide regular updates creating more reasons for people to visit and shop. Avondale calendar of events.	\$ 15,000 Social media/digital marketing programme
Avondale promotions and events Develop a range of promotions, events and activities through the year for our changing demographics and	Avondale businesses Facebook	Developing a calendar of events that has a variety of activities and offers opportunities for our community to share, engage and be a part of.	\$ 40,000 Promotion, event and activity

local families, creating more reasons for people to visit and shop.	Avondale website Community events Whau Local Board		management and delivery
---------------------------------------------------------------------	----------------------------------------------------------	--	-------------------------

Objective 3. Improve Avondale's attractiveness for users and visitors

Action	Stakeholder/partner	Strategy	BID budget
Avondale Crime and Safety Develop and implement a tailored crime and safety programme to address issues and improve the town centre safety.	Avondale businesses NZ Police Whau Local Board Other parties	Research crime states. Investigate options to deliver a business crime prevention service for Avondale businesses including, patrols, CCTV, cyber-crime prevention and other services.	\$ 8,000 Crime prevention programme
Avondale streetscape: <ul style="list-style-type: none"> Report areas needing repair and maintenance. Work alongside Panuku, Whau Local Board and Council family to ensure Avondale's voice is heard. Engage and have a representation in future plans and developments of Avondale. Develop a 'street pride' programme working with businesses, property owners, council and council family to improve the appearance of Avondale. 	Whau Local Board Auckland Transport Auckland Council Panuku	Develop a regular street audit to identify areas needing improvement/repair. Attend and engage on a regular basis with Panuku, council and council family. Street Pride Avondale – a programme supported by Avondale businesses, property owners local community and other parties to implement general improvements, maintenance and tidy up.	\$ 5,000 Street pride programme plus \$14,000 as agreed BID targeted rate grant increase 2019/2020.
Auckland Transport Road and footpath maintenance.	Whau Local Board Auckland Transport	Engage and work with Auckland Transport to ensure traffic and parking issues are addressed,	Avondale business

<p>Traffic management and public transport.</p> <p>Mitigate disruption to Avondale businesses</p>		<p>improvements identified and where possible changes made.</p> <p>Monitor and advise businesses of works that may have an impact on business.</p> <p>Develop support programme to mitigate business distribution</p>	<p>mitigation programme</p> <p>\$ part of promotions/events/activities budget</p>
---------------------------------------------------------------------------------------------------	--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------

Avondale Map

Business Improvement District (BID) boundary map

For more information contact

Avondale Business Association - BID Inc

T: xxxxx W: xxxxxxxx E: xxxxxxxx

