



# Te Atatu Peninsula Business Association

**STRATEGIC PLAN 2016 - 2019**



# Te Atatu Peninsula Business Association



Updated for Te Atatu Peninsula Business  
Association by **Business Lab**

September 2016

business **lab** 

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# Vision

Te Atatu Peninsula town centre has a strong brand identity. It continues to embrace growth and change, but at the same time is proud to honour and retain its unique character.

***Te Atatu Peninsula is the place to be.***

We celebrate our strong sense of community, village atmosphere, stunning coastal location and proximity to the CBD.

We are a self-sufficient sanctuary for locals and a special destination for visitors; offering a unique blend of thriving speciality stores, great businesses and a full range of services.

# Strategy

## Goal 1

A strong and well-supported business association

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- Support member connection and networking
- Ensure transparent, clear communication and accountability
- Embrace new and migrant business owners

## Goal 2

A clear and recognised brand for Te Atatu Peninsula

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- Strengthen the brand identity of Te Atatu Peninsula Village
- Raise regional awareness about the town and create local pride in the brand identity
- Build on and continue to develop Te Atatu Views magazine

## Goal 3

A town centre that always looks its best

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- Incentivise business owners to improve their signage
- Pursue council investment for upgrades and beautification
- Connect with businesses and investors with development plans



## Challenges

### Appearance

Many business premises are looking tired and could be better presented; whilst the high street could do with some upgrade work to bring it back to its best.

Many landlords are not actively engaged and have been reluctant to invest in their properties which makes them less appealing to higher quality tenants.

### Retail mix

Attracting the right new businesses to the high street would encourage more locals and visitors into town and lift the village vibrancy.

This is a complex challenge involving both landlords and business investors, and one that the business association cannot easily influence until good relationships have been built with willing landlords.

### Brand identity

Te Atatu Peninsula has not yet built a clear and recognised brand identity. T

Despite its character and unique surrounding environment, the town isn't widely known for anything in particular which makes it difficult to attract visitors and people from surrounding areas.

### Accessibility

With just one road in and one road out, traffic congestion can be an issue at certain times. A busway and ferry connection have been talked about, but remain some way off.

The spread-out nature of the town, with a long high street, means that some businesses are isolated from the more active hubs of the village.

# Opportunities

## Sense of community

Te Atatu Peninsula has a strong village feel and a healthy sense of community. Most residents are passionate about where they live for the location and lifestyle.

Tapping into this strong local spirit and encouraging locals to support local businesses will help lift vibrancy and attract new investment in the retail and hospitality sectors.

## Walking and cycleways

The network of walkways and cycleways around the peninsula are a stand out and unique asset. They attract many people from outside the area as well as adding to the quality of life for local residents.

Promoting these amenities as a feature to attract more people can boost the number of customers for local hospitality and retail businesses.

## Unitary plan

The Unitary Plan has opened up opportunities for mixed use development and densification along the high street. Up to four stories are now permitted.

Identifying property owners who are interested in developing their sites, and supporting them can unlock opportunities to create more vibrancy and new buildings in the village.

## Destination

Proximity to the city, good road connections, and the potential to leverage its unique environment and growing hospitality sector, means that Te Atatu Peninsula could become a destination town.

Developing and promoting a clear brand identity for the town will be important to capture this opportunity.



# IMPLEMENTATION PLAN 2016 / 2017

## GOAL 1

### A STRONG AND WELL SUPPORTED BUSINESS ASSOCIATION

Priority initiatives	Timeframe	Key relationships	Measurement
<p><b>Review the Plan</b></p> <p>Review the Association’s Strategic Implementation Plan each year at the first meeting of the new committee elected at the AGM. The review should include reporting achievements, updating outstanding actions and assessing readiness for “Future initiatives”.</p>	September 2018	<ul style="list-style-type: none"> <li>New committee</li> </ul>	<ul style="list-style-type: none"> <li>Plan reviewed, updated and approved for implementation</li> </ul>
<p><b>Membership satisfaction survey</b></p> <p>Carryout a membership satisfaction survey annually to gain feedback from members on TAPBA initiatives and performance. Share feedback openly at the AGM and feed into the Implementation Plan review.</p>	July 2017	<ul style="list-style-type: none"> <li>All members</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> </ul>
<p><b>Enhance communication with members</b></p> <ul style="list-style-type: none"> <li>Distribute minutes of meetings to TAPBA members after committee approval</li> <li>Continue to circulate previous minutes and financial report in good time prior to the AGM</li> <li>Maintain the current website directory to improve connectedness of the local business community</li> <li>Continue to arrange quarterly members event with a format that offers practical value and an opportunity for social networking</li> <li>Continue <i>Coffee Clinics</i> – a regular drop-in time and place for members to discuss any issues with the TCM.</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>All members</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> </ul>
<p><b>Business training and support</b></p> <p>Offer a selection of practical training, mentoring and coaching programmes to support skills and business growth. Continue with <i>Business Breakfast Forum</i> events and identify topics with most support and interest.</p>	Ongoing	<ul style="list-style-type: none"> <li>Training providers</li> <li>All members</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> </ul>

Priority initiatives	Timeframe	Key relationships	Measurement
<p><b>Business attraction</b> Distribute and promote the current ‘<i>Building Our Best Business Mix</i>’ brochure and marketing videos through real estate agents, property owners, business investors.</p>	Ongoing	<ul style="list-style-type: none"> <li>• Real estate agents</li> <li>• Property owners</li> <li>• Business investors</li> </ul>	<ul style="list-style-type: none"> <li>• Number of new businesses</li> <li>• Amount of new investment</li> </ul>
<p><b>Buy Local campaign</b> Investigate and validate a programme that will encourage more local residents and business operators to support their local businesses</p>	By March 2017	<ul style="list-style-type: none"> <li>• Local businesses</li> <li>• Local residents</li> </ul>	<ul style="list-style-type: none"> <li>• Market View data</li> </ul>
<p><b>Retail promotions</b> Continue to build on successful, well-supported promotions and events: Winter Warmer, Fathers’ Day, Mothers’ Day, Christmas and Easter celebrations.</p>	Ongoing	<ul style="list-style-type: none"> <li>• Local businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Membership satisfaction survey results</li> </ul>
<p><b>New business welcome</b> Develop a welcome pack and induction programme for new businesses opening or locating in Te Atatu Peninsula, including introduction to current business operators.</p>	In place by February 2017	<ul style="list-style-type: none"> <li>• Local businesses</li> <li>• New business operators</li> </ul>	<ul style="list-style-type: none"> <li>• Membership satisfaction survey results</li> </ul>
<p><b>Engage migrant business owners</b> Proactively build relationships with migrant business owners to make them feel welcome at TAPBA events.</p>	In place by February 2017	<ul style="list-style-type: none"> <li>• Peter Chan</li> <li>• Migrant business operators</li> </ul>	<ul style="list-style-type: none"> <li>• Membership satisfaction survey results</li> </ul>

## GOAL 2

### A CLEAR AND RECOGNISED BRAND FOR TE ATATU PENINSULA

Priority initiatives	Timeframe	Key relationships	Measurement
<p><b>Brand identity</b></p> <p>Create a clear visual identity and logo for the village. Engage interested business and property owners in the process to foster unity and pride.</p>	December 2017	<ul style="list-style-type: none"> <li>Interested members</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> <li>Market View data</li> </ul>
<p><b>Promote brand identity</b></p> <p>Use the new visual identity to raise awareness and build pride amongst the local community – e.g. stickers for shop windows, social media, promotions, branding on products.</p>	From December 2017	<ul style="list-style-type: none"> <li>All members</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> <li>Market View data</li> </ul>
<p><b>Te Atatu Views magazine and online promotion</b></p> <p>Build on the success of Te Atatu Views and continue to improve engagement and awareness about Te Atatu Peninsula through online channels including social media. Integrate the brand into the refresh and development of the Te Atatu Views newsletter.</p>	December 2017	<ul style="list-style-type: none"> <li>All members</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> <li>Market View data</li> </ul>

# GOAL 3

## A TOWN CENTRE THAT ALWAYS LOOKS ITS BEST

Priority initiatives	Timeframe	Key relationships	Measurement
<p><b>Village design concept</b></p> <p>Develop a design concept for the village (working with relevantly qualified local professionals) that builds on the previous Waitakere City Council urban design plan for Te Atatu Peninsula. Engage with Local Board and Council to ensure their support for the final work.</p>	July 2017	<ul style="list-style-type: none"> <li>Interested members</li> <li>Local Board</li> <li>Auckland Council</li> <li>Local planning expert</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> <li>Design concept complete</li> </ul>
<p><b>Pavement maintenance</b></p> <p>Investigate possible solutions for pavement maintenance and improvement where footpath is owned by adjacent property.</p>	July 2017	<ul style="list-style-type: none"> <li>Property owners</li> <li>Auckland Transport</li> <li>Auckland Council</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> </ul>
<p><b>Shop-front improvement</b></p> <p>Develop incentive programme (reward / competition) for businesses that demonstrate a commitment to lifting the quality of their shop presentation (might include prizes, branded materials, financial rebate for signage, and promotion in Te Atatu Views).</p>	By December 2017	<ul style="list-style-type: none"> <li>Business owners</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> </ul>
<p><b>New development</b></p> <p>Actively build relationships with strategic landowners to understand their plans for future development in the village.</p>	October 2017 and then ongoing	<ul style="list-style-type: none"> <li>Countdown</li> <li>Waitakere Licensing Trust</li> <li>Interested members</li> </ul>	<ul style="list-style-type: none"> <li>Strong relationships in place</li> </ul>
<p><b>Homelessness in the town centre</b></p> <p>Work with local stakeholders to address the homeless issue in the town centre.</p>	Ongoing	<ul style="list-style-type: none"> <li>Police</li> <li>Local church</li> <li>Business operators</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> </ul>

Priority initiatives	Timeframe	Key relationships	Measurement
<p><b>Advocacy</b> Continue to support members by solving ad hoc issues with targeted advocacy to the council and other agencies.</p>	Ongoing	<ul style="list-style-type: none"> <li>Local Board</li> <li>Auckland Council</li> <li>Auckland Transport</li> <li>Waitakere Licensing Trust</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> </ul>
Future initiatives	Timeframe	Key relationships	Measurement
<p><b>2018 LTP submission</b> Present a persuasive collective submission to the 2018 LTP process seeking incorporation of design concept and budget for town centre upgrade.</p>	2017 / 2018	<ul style="list-style-type: none"> <li>All members</li> </ul>	<ul style="list-style-type: none"> <li>Membership satisfaction survey results</li> <li>Market View data</li> </ul>

# Appendix 1

## Association committee members

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As at September 2016 the Association committee members are:

### **Chairperson**

Stephen Enger – Te Atatu Memorial R.S.A

### **Treasurer**

Warren Brumby – Patten Brumby (Associate Member)

### **Board Members**

Sue Kirkby – CareVets

Malcolm Buscomb – Te Atatu Menswear

Leonie Higgins – Barfoot and Thompson

Robert Stewart – Te Atatu Chiropractic

Danielle Gordon – ASB Bank

Michelle Nuttall – West Auckland Counselling

Troy Cassidy – Cassidy Eyecare

Varun Chowdary – Countdown Te Atatu

## Te Atatu Peninsula Town Centre Manager:

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