



Te Atatū Peninsula Business Association

2024 - 2027

Vision

Te Atatū Peninsula town centre is attractive, safe, and convenient. It is a drawcard for our community and visitors, who experience a sense of belonging and well-being.



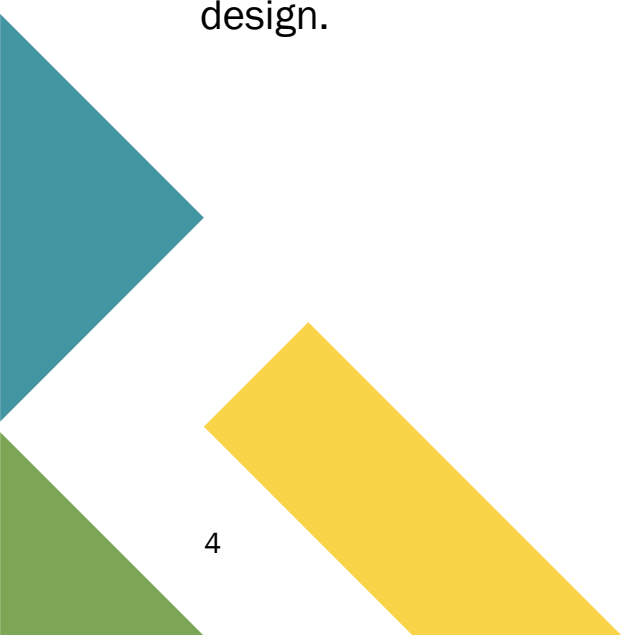
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An aerial photograph of a suburban town. In the foreground, there are residential houses and a large parking lot. A road runs through the middle of the town. In the background, a large body of water (a lake or bay) is visible under a cloudy sky. The text 'Mission' is overlaid on the right side of the image, with a green horizontal line underneath it.

Mission

TAPBA ensures our
welcoming town centre
prioritises well-being, safety
and convenience.

Goals



01. Successful advocacy & planning

TAPBA successfully advocates, collaborates and plans, to mitigate challenges around congestion, infrastructure and town centre design.

02. Safety & well-being for all

TAPBA takes a comprehensive approach to discourage and prevent crime, ensuring a sense of safety and well-being for customers, residents and visitors.

03. Enhanced Peninsula lifestyle

TAPBA initiates activities, projects and events, and collaborates with others. Enjoyment of the Peninsula's natural attractions is enabled.

Implementation Plan 2026 – 27 (Date of review – Aug 2025)

Goal 1 – Successful advocacy & planning

Priority Initiatives	Timeframe	Key relationship & Lead	Measurement
Advocate, collaborate and plan, to mitigate challenges around congestion, infrastructure and town centre design.			
- Collaborate with Henderson Massey Local Board and agencies to move forward with Te Atatū Community Planning Project. Ensure the right agencies take part; work toward solutions to mitigate effects of intensification and congestion; communicate progress & updates with community.	On Going On going	HMLB/Agencies HMLB/ TAPBA	Hold 4 quarterly meetings. Initiatives identified; number of communications; number of agencies regularly meeting; public feedback Number of communications
- Continue to advocate for a traffic/transport review	- On going	TAPBA/HMLB	Successfully initiate review
Te Atatū Peninsula Masterplan project. Fundraise for and carry out Stage Two of the Masterplan.	- July 2026	TAPBA/HMLB	Fundraise required funding needed for Stage Two (at least \$95,000). Engage specialists. Successfully complete plan by June 2027.

Goal 1 cntd

Priority Initiatives	Timeframe	Key relationship & Lead	Measurement
- Successfully mitigate effects of town centre trees on paving and drains.	Aug 2026	TAPBA/ arborist	Tripping hazards reduced; drains clear of leaves
- Achieve identified community outcomes as per lease agreement, Brick House, Kaumatua Reserve: • Belonging and Participation • Māori Identity and Wellbeing • Environment and Cultural Heritage	On-going	TAPBA/HMLB/Auckland Council	Organisational well-being; agreement with Henderson Massey Local Board upheld.
TAPBA website upgrade project. Refresh existing TAPBA website, updating with a new theme.	Sept 2026	Website developer/TAPBA	Roll out by Feb 2027
- Provide networking & collaboration with at least four events and forums held across the year	On-going	TAPBA	Average attendance 15. Aim to engage at least two new members to participate. Range of relevant topics.

Goal 2 - Safety & well-being for all

Priority Initiatives	Timeframe	Key relationship & Lead	Measurement
Take a comprehensive approach to discourage and prevent crime, ensure a sense of safety and well-being for customers, residents and visitors			
- Install CCTV cameras in problem areas, filling gaps in existing coverage, to discourage crime and illegal dumping and to assist Police. Grow the network as required.	On Going	TAPBA/ funders	Two cameras currently – increase to three.
- Investigate adoption of collaborative crime prevention tools e,g, Auror	On Going	TAPBA/Police	Initial aim to engage 50% of businesses.
- Advocate for more lighting in public areas	On Going	TAPBA / Auckland Council/ Auckland Transport	Public feedback

Goal 2 cntd

Priority Initiatives	Timeframe	Key relationship & Lead	Measurement
- Welcome pack for new businesses & members including information on safety and well-being.	On-going	TAPBA	Number of packs distributed and number of new member sign-ups.

Goal 3 - Enhanced Peninsula lifestyle

Priority Initiatives-	Timeframe	Key relationship & Lead	Measurement
TAPBA initiates activities, projects and events, and collaborates with others. Enjoyment of the Peninsula's natural attractions is enabled.			
- New residents website successfully established via collaboration with relevant agencies. Including features such as history, volunteering opportunities, local schools, clubs and classes.	On Going	TAPBA/ Kāinga Ora/ real estate agencies	Number of site visits and download. Aim for site to be accessed by all new residents and visitors to the Peninsula.
- Continue advocating for art installations; art and history trail successfully established	On Going	TAPBA/Te Atatu Walls/artists	Mural(s) in place; Art and History Trail established
- Snap-shot of Te Atatu on film successfully established and featured in public space	On Going	TAPBA/Community hub	Film displayed

Goal 3 cntd

Priority Initiatives-	Timeframe	Key relationship & Lead	Measurement
Continue to run and strengthen Te Atatū Car-boot and Farmers Market.	On Going	TAPBA	Eleven monthly markets planned (no market in Jan) Markets held successfully, Number of stall holders increasing from average of 12; Number of attendees; sales
- Advocate to see completion of Peninsula walkway	On going	TAPBA/HMLB	Funds allocated; plans drawn
- Continue to support the library and community centre with free publicity/community notices in Views on T.A.P.	On Going	TAPBA/ Community hub	Quarterly publication of classes.
- Offer assistance to Parade committee to strengthen event and increase TAPBA's involvement on the day	April 2024	TAPBA Manager/ Parade Committee	Increase number of business floats taking part, from 3 to 6.
- Advocate for more meeting and relaxation spaces in the town centre	On Going	TAPBA/Auckland Council	Plans in place; funding allocated

Goal 3 cntd

Priority Initiatives-	Timeframe	Key relationship & Lead	Measurement
- Continue to provide a community Christmas display within the town centre	On-going	TAPBA/ Te Atatū Union Church/Property owners/Tasti Foods/ Network Visuals	Display of six metre tree, 12 garlands and 10 wreaths successfully installed and dismantled. Aim to add another layer to decorations e.g. lighting.
- Continue to produce quarterly Views on T.A.P publications; Continue to utilise marketing videos and Explore on T.A.P. map; Utilise billboard marketing.	On-going	TAPBA/Media agencies	Magazines of 16 or 20 pages produced in print at least 10,000 copies per issue.Quarterly billboard marketing. Marketview utilised to gauge sales trends.