



Te Atatū Peninsula Business Association

Strategic Plan/Implementation Plan 2027-2028

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.



An aerial photograph of a suburban town. In the foreground, there are several large commercial buildings with flat roofs and parking lots filled with cars. A road runs through the middle of the town. In the background, a large body of water, possibly a bay or lake, stretches across the horizon under a cloudy sky. The town is densely packed with houses and trees.

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.

The 2027/2028 TAPBA BID grant will be increased to \$144,003 This includes a proposed increase of \$6,003. This will be allocated over 2027/2028 as follows:

- *Strategic plan 2027-30 – begin developing the new plan for 2027 to 2030 .

- *Refreshed photography - billboards and website.

- *New art installation for Art History Trail.

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 – Sept 2026)

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-advocate for completion of stages and steps of Masterplan	- On going	TAPBA/HMLB/ Auckland Council	Stages successfully implemented

Goal 1 cntd

Priority Initiatives	Timeframe	Key relationship & Lead	Measurement
- Successfully mitigate effects of town centre trees on paving and drains.	On-going	TAPBA/ arborist/HMLB	Tripping hazards reduced; drains clear of leaves. Deputation to HMLB made.
- 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. Lease renewed.
– Embrace technological opportunities for members, such as AI	On-going	TAPBA/ Technological specialists	Members are given information- 2 x networking opportunities held; at least 2 x enews communications.
Provide networking & collaboration opportunities and forums held across the year; trial collaborative and online events to boost attendance; increase network of Associate members.	On-going	TAPBA	Three events per year.

Goal 1 cntd

Priority Initiatives	Timeframe	Key relationship & Lead	Measurement
* - Carry out a Strategic Planning exercise to form a new plan for 2027 - 2030	June 2027	TAPBA in consultation with members and business community	Feedback data. finished plan capturing feedback and priorities. New goals, fresh business plan.

*Indicates will be funded from 2027/2028 BID targeted rate grant increase

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			
- Second number plate camera installed.	July 2027	TAPBA/Police	Number of Police requests for footage
- 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.
- Advocate for more lighting in public areas	On Going	TAPBA / Auckland Council/ Auckland Transport/ HMLB	Number of lights installed and replaced. Public feedback. Deputation made to HMLB.

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.			
- Snap-shot of Te Atatu on film successfully established and featured in public space	On Going	TAPBA/Community hub	Film displayed; public feedback; number of plays.
* - Commission new art installation in keeping with Te Atatū culture and feedback.	April 2028	TAPBA/ Toi Te Atatū	Art work installed and added to Art & History Trail; public feedback.

*Indicates will be funded from 2027/2028 BID targeted rate grant increase

Goal 3 cntd

Priority Initiatives-	Timeframe	Key relationship & Lead	Measurement
- 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 and events on teatatupeninsula.co.nz and social media platforms.	On Going	TAPBA/ Community hub	Number of posts.
- Offer assistance to Parade committee to strengthen event and increase TAPBA's involvement on the day	On-going	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.
* - Utilise billboard marketing using professional images. & social media platforms.	On-going	TAPBA/Mediaworks	Number of billboard campaigns
- Stage family oriented music event in the town centre.	Feb 2028	TAPBA	Number attending; feedback
- Stage promotions for key dates such as Fathers Day, Mothers Day, Valentines Day	Feb, May, Sept 2027	TAPBA	Number of entries

* Indicates will be funded from 2027/2028 BID targeted rate grant increase