

GLEN EDEN BUSINESS ASSOCIATION



Adopted 2024/25 BUSINESS PLAN

Our Vision

Glen Eden is a thriving town center celebrated for its diverse businesses, vibrant community, and welcoming atmosphere. We are a hub for innovation, creativity, and cultural exchange, where people live, work, and play with pride.

Our Mission

The Glen Eden Business Association empowers local businesses and fosters a thriving community. We collaborate to ensure a safe, clean, and attractive environment that draws in businesses, residents, and visitors alike.

Objectives

- **Boost Revenue:** Drive increased revenue for our member businesses.
- **Grow & Attract:** Foster a dynamic business environment that attracts and retains diverse enterprises.
- **Enhance Appeal:** Elevate Glen Eden as a premier destination for businesses, organizations, and their customers.

Business Development & Member Services

Networking events

Action: Encouraging Glen Eden businesses to use one another, share ideas and opportunities, increases our district's economic activity.

KPI: Minimum of four networking sessions (including AGM) held and number of businesses attending.

Annual General Meeting – October 2025

Action: This provides an opportunity for an annual review of the Association's activities and provides an opportunity for feedback from members.

KPI: AGM held and Annual Report, audited financial accounts, and draft budget for the following fiscal year are adopted; new Committee elected.

Newsletters

Action: We will produce quarterly newsletters which will be distributed both electronically and as a hand-delivered printed copy to all businesses to update them on happenings in the centre.

KPI: Quarterly business newsletter produced and emailed / delivered to all businesses.

Website & Facebook page

Action: The Glen Eden Business Association will upgrade its website and maintain its Facebook page. This includes website hosting fees and Facebook post boosting.

KPI: Website and Facebook pages maintained.

BID Expansion

Action: We will investigate whether there is support from businesses to expand our boundary to include commercial properties in West Coast Rd and Waikaukau Road to begin 1 July 2025

KPI: Successful ballot held March 2025 and expansion approved.

Town Centre Upgrade & Clean-up

Action: Continue to work with Waitakere Ranges Local Board on planning for upgrades in and around the town centre.

KPI: Feedback is provided on plans and GEBA is seen as a key voice in the process.

Operation & Administration

GEBA Meetings

Action: The Glen Eden Business Association committee will hold monthly meetings to receive updates from the Management team on progress against the Business Plan and to provide feedback and guidance.

KPI: GEBA monthly meetings (except December) held. Progress against business plan and budgets reviewed.

Financial Reporting

Action: This covers the services of an accounting firm to complete monthly and yearly financial audited accounts as required by the Auckland Council BID policy. Note there has been an increase in audit fees and part of the increase in the BID targeted rate allows for this as it is a requirement of the BID policy.

KPI: Association and Council BID reporting requirements met. Annual financial audit completed.

BID Manager

Action: Contract a BID manager to implement the programme formulated by the Committee and to communicate activities to all stakeholders.

KPI: The BID Manager KPIs are as follows:

- Monthly reports to Committee and measured against Business Plan KPIs:
- Monthly update meetings with GEBA Chair
- Overseeing funding applications
- BID spokesperson and liaison with council, service providers and suppliers.
- Business plan/resource allocation, budget fiscal management
- Compiling and distributing monthly e-newsletter to all businesses
- Supporting events and activities

Membership Manager

Action: Contract a Membership Manager to support the day-to-day operations and engagement with members.

KPI: The Membership Manager KPIs are as follows:

- Event management and coordination of support activities
- Regular communication with businesses including delivering quarterly printed newsletter
- Supporting the CCTV camera system and responding to requests for footage by Police.
- Attending local community meetings as necessary
- Developing business relationship and localized promotions,
- Gathering feedback and understanding needs from local business owners.

Branding & Promotions

Yearly Family event

Action: Support the planning and running of a family focussed event in Glenmall Place with other community stakeholders.

KPI: Event held; feedback from attendees and businesses.

Other Local Promotions

Action: Run regular in-store promotions and local events to increase spending in local businesses (Father's, Mother's Day, Christmas, and Valentines Day)

KPI: Successful promotions held; feedback and attendees.

Village Voice magazine

Action: Support the bi-monthly publication of Village Voice by suggesting local stories, connecting with members and advertisers.

KPI: 5-6 issues produced and distributed; feedback from businesses.

Culture & Community

Māori Warden Security Patrol

Action Engage Māori Warden's to provide a security presence in the area, increase security awareness with business owners.

KPI The Māori Wardens KPIs are as follows:

- Daily reports received.
- Monitoring for trouble and moving on anti-social behaviour.
- Visiting businesses to check on well-being and any issues.
- Increased security awareness with business owners
- Positive feedback from member businesses.

CCTV Cameras

Action Maintain our network of CCTV cameras including connection to the Safer Cities grid. Timely response to requests for footage from Police arising from incidents.

KPI: CCTV network maintained; timely response to footage requests.

Coffee with a Cop

Action: Hold bi-annual Coffee with a Cop sessions to improve relationships with businesses and address crime issues.

KPI: Two Coffee with a Cop sessions held; feedback from attendees.

Rubbish and tidy town centre.

Action: Hold one Town Centre tidy-up event in conjunction with community groups; Work with Auckland Council and external contractors to maintain public assets

KPI: One clean up event held; tidy town centre.

Tree and Fairy Lights

Action: Maintain our network of canopy fairy lights and tree lights.

KPI: Lights maintained.

Crimewatch CCTV Monitoring

Action: Investigate introducing Crimewatch AI monitoring of CCTV cameras.

KPI: TBC

Total Expenditure	\$132,000
Income:	
BID Targeted rate	\$103,500
Local Board event grant	\$ 10,000
Funds carried forward (23/24)	\$ 18,500
Total Income	\$132,000

Business Development & Member Services		Budget \$25,000
Action	Timeframe	Budget
Networking events & AGM event	AGM October	\$2,000
Quarterly Newsletters	July / November / February / May	\$1,500
BID Expansion	March 2025	\$20,000
Town Centre Upgrade	Ongoing	Included in administration budget
Website & Facebook Page	On-going	\$1,500
Operations & Administration		Budget \$42,500
Action	Timeframe	Budget
GEBA Committee Meetings	Monthly except January	Included in organisation budget
Phone, Insurance	Monthly	\$1,500
Financial and Audit fees	Monthly / Annual	\$6,000
BID Management	On-going	\$35,000
Branding & Promotions		Budget \$23,000
Annual family event	October	\$10,000
Instore promotions	February / May / Sept / December	\$3,000
Village Voice	Bi-monthly	\$10,000
Culture & Community		Budget \$41,500
CCTV camera network	Ongoing	\$5,000
CCTV Monitoring - Crimewatch	July	\$20,000
Tree Lights / Fairy lights	Ongoing	\$5,000
Coffee with a Cop	September	\$500
Town Centre Clean-up	August	\$1,000
Māori Warden Security patrol	March	\$10,000