



Business plan

1 October 2017 to 31 December 2018

Mt Eden Village Inc

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Our Vision

Mt Eden Village is a **vibrant** and **successful** village providing **quality** products, experiences and services that meet and engage the **local community** expectations.

Mt Eden Village is **valued** as a retail destination based on quality **heritage** retail and **family** hard work.

Mt Eden Village is a must visit retail **destination** within the Auckland Region.

Who are we?

Mt Eden Village 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 in the Mt Eden Village community focussing on common issues and working towards common goals. Mt Eden Village was founded in 1938 and operates as a Business Improvement District programme under the Auckland Council BID policy (2016). Each year members of the Business Association elects an Executive Committee which provides overall strategic governance. The BID Manager is responsible for the day to day operational management. Mt Eden Village business and property owners pay a BID targeted rate. Although the BID target rate levy is collected by Auckland Council, the monies are passed in total to the Mt Eden Village Executive 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.

Challenges

- Complacency
 - Mt Eden Village business owners staying ahead of customer expectations in an environment that requires businesses to continually evolve and offer more.
 - The need to stay in front of the trends and other Village centres.
- Competition
 - St Lukes, Newmarket, Parnell, Dominion Rd and Uptown (Eden Terrace) are all close neighbours and provide new shopping and dining experiences.
 - The increase in Farmer's Markets seen as an alternative to what Mt Eden Village has traditionally offered.
 - Online shopping making it easy to purchase products online, traditional bricks and mortar stores becoming showrooms and product pickup destinations.
 - Other urban villages becoming attractive and exciting shopping alternatives.
- Business variety

- The majority of businesses are from the food, hospitality, health and beauty and personal services sectors. Meaning there's little retail variety to offer an extended retail experience.
- Limited resources
 - Mt Eden Village is supported by a voluntary executive committee.
 - Modest budget with limited funds to compete against its neighbours.
- Unitary Plan
 - Has huge consequences for Mt Eden Village that could change the fabric of the Village.

Opportunities

- History and character
 - Mt Eden Village is one of the early residential areas of colonial Auckland.
 - Maungawhai, the sleeping munga that stands over the Village and is steeped in history.
 - One of the few remaining traditional urban Villages with a baker, butcher, fish monger, green grocer, deli and other take home food and yet close to the CBD.
 - Close proximity to a world famous Rugby venue.
 - Family owned businesses.
 - A strong connection to the arts.
- Community
 - Safe and secure environment.
 - Strong pride and sense of belonging.
 - Well connected school network including primary, intermediate and secondary schools.
 - A family friendly feel.
 - Business owners live and were brought up in the Mt Eden community.
 - Customers are locals and visitors.
- High quality
 - A high quality of service and range of products.
 - The built environment is well looked after and cared for.
- Accessible
 - Located central in the Auckland region with available car parking.
 - Flat and easy footpaths.
 - A majority are accessible businesses.
 - A variety of public transport options.

Competitive Advantage

With over 22,000 (2013 census) people living around the Mt Eden Village town centre, representing a 2% increase from 2006 census. Mt Eden Village services as a local shopping destination for one off purchases, hospitality, take home food and personal health and beauty products and service needs. Located in the centre of the Albert Eden Local Board area Mt Eden Village is calm alternative to the busy, bustling urban centres that surround it. However this also means that there is strong competition and alternative shopping on offer within close proximity to Mt Eden Village. Despite the strong business competition, Mt Eden residents are family oriented and earn higher than average incomes (\$62,000+ 2013 census) living within walking distance to the Village. This easy access and a family focus should continue to be harnessed by Mt Eden Village and provide an immediate opportunity for local businesses. In addition to the residents there is opportunity to tap into the future plans for the land currently occupied by the University of Auckland Epsom campus located at 74 Epsom Ave. Visitors to Manugawhai gives the village another pool of potential customers. The key to unlocking this opportunity is working out how to attract these visitors to the Village by understanding what they want and then meeting their needs with good quality retail experiences and by also working with other organisations such as the Albert Eden Local Board, Friends of Maungawhai. Mt Eden Village is a local village that provides a local experience absent from the other busy urban shopping destinations and malls. Continuing to build on the look and feel of the village, offering up quality and exciting events and promotions and encouraging new investment from business operators will be key to Mt Eden Village remaining a unique destination. Mt Eden Village needs to focus on fulfilling its role as a local village with convenient shopping where residents, workers and visitors can experience a traditional village atmosphere in the heart of Auckland.

How we will deliver

Objective 1. Strengthen the Mt Eden Business Association by raising its profile and position within the Auckland region

Action	Marketing and promotion	Date and strategy	Investment/allocation
<p>Mt Eden Village advertising continued focus on supporting local Village businesses and featuring quality product and services.</p> <p>Themed features including:</p> <ul style="list-style-type: none"> • Village businesses • Village events • Community news • Village competitions 	<p>Facebook</p> <p>Mt Eden Village website</p>	<p>A focus on increasing our social media presence to maximize our marketing and advertising budget over the next 12 months.</p>	<p>\$15,000</p>

<p>Mt Eden Heritage</p> <p>Continue to build Mt Eden Village stories featuring our heritage personalities and local characters.</p> <p>Continue to be a part of the annual Auckland Heritage Festival event.</p>	<p>Mt Eden Village website</p> <p>Village Heritage Trail</p> <p>Albert Eden Local Board</p> <p>Auckland Heritage Festival</p>	<p>Continuing building local stories and information to create interest in Mt Eden Village website</p> <p>Auckland Heritage Festival September 2018</p>	<p>\$3000</p> <p>Plus other funding grants</p>
<p>Mt Eden Village promotions</p> <p>Halloween – family fun for the whole family. Dress up and come dance and explore the magic of Essex Reserve. Craft and prizes for all.</p>	<p>Facebook</p> <p>Mt Eden Village website</p> <p>Village posters and fliers</p>	<p>Saturday October 28</p> <p>Essex Reserve</p>	<p>\$8000</p>
<p>Mt Eden Christmas Tree Decorating Fiesta</p> <p>Christmas fun - come decorate a tree to take home</p>	<p>Facebook</p> <p>Mt Eden Village website</p> <p>Village posters and fliers</p>	<p>Saturday December 2</p> <p>Essex Reserve</p>	<p>\$7500</p>
<p>Mt Eden Christmas Give Away Promotion</p> <p>Celebrate Christmas with a shop and win a holiday give away prize.</p>	<p>Facebook</p> <p>Mt Eden Village website</p> <p>Village posters and fliers</p>	<p>Late November. Winner announced 24 December 2017.</p>	<p>\$3000</p>
<p>Mother's Day 2018</p> <p>Celebrate mum and win her a special Mt Eden Village</p>	<p>Facebook</p> <p>Mt Eden Village</p>	<p>Starting early April 2018. Winner announced May 2018</p>	<p>\$900</p>

prize pack. Enter by shopping in the village and completing the competition entry form.	website Village posters and fliers		
Father's Day 2018 Celebrate dad him a special Mt Eden Village prize pack. Enter by shopping in the village and completing the competition entry form.	Facebook Mt Eden Village website Village posters and fliers	Starting early August 2018. Winner announced September 2018	\$900
Other Village events <ul style="list-style-type: none"> Chamber Music Festival 2017 Artists in Eden March 2018 Craft Market 	Eden Arts March 2017 Mt Eden Village Centre	Facebook www.mounteden.co.nz	Support with advertng and promoting on website and Facebook
Village communication Monthly e-news updates Social media advertising	Mt Eden Village website Facebook Village e-news	Monthly update Featuring information and reference to doing business in the Village.	MTEV Manager Printing costs \$2900
Mt Eden Village website Continue developing the Mt Eden Village website as a platform to include community engagement, local stories, area specific information and Village promotion. Create micro tourism opportunities and shared links to other community groups. Facebook – regular posts, promotions, updates to increase	Mt Eden Village website Facebook Village community groups	2017 ongoing A library of Mt Eden Village stories Shared links Social media campaign Notice of coming events MTEV competitions and	MTEV Manager Website maintenance \$3000

<p>'Likes',</p> <p>Mt Eden stories – capturing our history today for our future tomorrow.</p> <p>Village calendar of events.</p> <p>Village welcome information.</p>		<p>promotions</p> <p>Community engagement</p>	
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Objective 2. Maintain Mt Eden Village's attractiveness for users and visitors

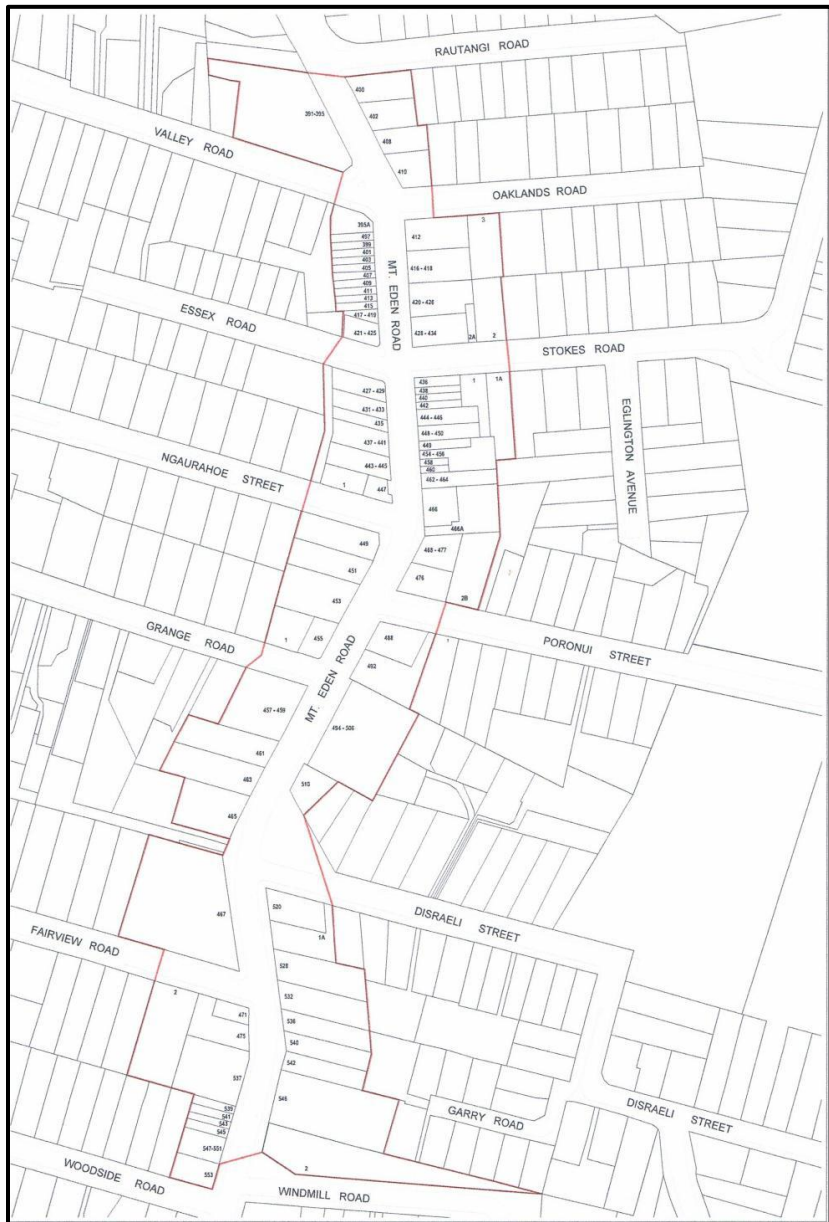
Action	Stakeholder	Date and strategy	Investment/allocation
<p>Mt Eden Village streetscape:</p> <ul style="list-style-type: none"> Report areas needing repair and maintenance. Focusing on supporting local Village businesses and featuring quality product and services 	<p>Albert Eden Local Board</p> <p>Auckland Transport</p> <p>Auckland Council</p>	<p>Ongoing monitoring</p>	<p>MTEV Manager</p>
<p>Auckland Transport</p> <p>Village car parking review and ongoing management.</p> <p>Road and footpath maintenance</p>	<p>Albert Eden Local Board</p> <p>Auckland Transport</p>	<p>2017/2018 Ongoing monitoring</p>	<p>MTEV Manager</p>
<p>Resource Consents</p> <p>Actively take part in notified resource consents that are likely to have an effect on Mt Eden Village</p>	<p>MTEV Business and Property owners</p>	<p>Monthly e-news monthly updates</p> <p>Bimonthly MTEV Executive Committee meetings</p>	<p>MTEV Manager</p>
<p>Mt Eden Village Heritage</p> <p>Continue building on the Village heritage projects including the heritage walks.</p>	<p>Albert Eden Local Board</p>	<p>Continue through 2017/2018</p>	<p>Albert Eden Local Board grant</p>

Objective 3. Ensure Mt Eden Village is a great place to do business

Action	Stakeholder	Date and strategy	Investment/allocation
Bylaw and policy reviews and updates As they come to hand	Mt Eden Village businesses Albert Eden Local Board Auckland Council	Submissions and presentations to Auckland Council representing Mt Eden Village businesses concerns, issues and suggestions	MTEV Manager
Business support and referral Supporting MTEV Business with business related information and business development opportunities including networking opportunities.	Auckland Council NZ Retail Association Business Mentors ATEED	e-news monthly updates Throughout the year and in combination with Dominion Rd and Kingsland Business Associations	MTEV Manager \$500
Business intelligence Provide data and information relating to doing business in Mt Eden Village	Auckland Council Marketview	Quarterly retail spend reports	MTEV Manager

Objective 4. Ensure Mt Eden Village has a best practice culture

Action	Stakeholder	Date and strategy	Investment/allocation
<p>Mt Eden Village Executive Committee</p> <p>Bimonthly meetings presenting:</p> <ul style="list-style-type: none"> Financial update MTEV Manager report Albert Eden Local Board update 	<p>Mt Eden Village Businesses</p> <p>Mt Eden Village Executive Committee</p>	<p>Bimonthly:</p> <p>November, February, April, June, August , October</p>	<p>MTEV Manager</p> <p>Accountant</p> <p>Auditor</p> <p>\$2000</p>
<p>Business survey</p> <p>Undertaking an annual business survey of MT Eden Village businesses to collect feedback and identify issues and opportunities</p>	<p>Mt Eden Village Businesses</p> <p>Mt Eden Village Executive Committee</p>	<p>Mid 2018</p>	<p>MTEV Manager</p> <p>Meeting costs \$400</p>
<p>Database</p> <p>Ensuring MTEV maintains an update to date database of all MTEV businesses</p>	<p>Mt Eden Village Businesses</p> <p>Mt Eden Village Executive Committee</p>	<p>Ongoing</p> <p>www.mounteden.co.nz</p>	<p>MTEV Manager</p>
<p>Policies and Procedures</p> <p>Ensuring MTEV develops and maintains good policies and procedure documents for the governance and management of the association including:</p> <ul style="list-style-type: none"> Health and Safety policy Financial Management Procedures policy Mt Eden Village BID programme agreement Mt Eden Village Board/Committee charter 	<p>Mt Eden Village Executive Committee</p>	<p>Ongoing</p>	<p>MTEV Manager</p>



Mt Eden Village Map

Business Improvement District (BID) boundary map



For more information contact



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