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## Strategic Plan 2015 - 2018

Mt Eden Village Inc

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## Mt Eden Village Strategic Direction 2015-2018

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This strategic plan sets the future direction for Mt Eden Village Inc for the next 3 year period. It is the aim of the executive committee is to use this plan to ensure the delivery of a coordinated approach that encourages economic development for the businesses and commercial property owners of Mt Eden Village.

Mt Eden Village Inc (MTEV) has developed a vision, values and objectives that outline the key aspects of the Village with the aim to capitalize on the opportunities and strengths of Mt Eden Village and to establish our Village as a retail and business destination within the Auckland region.

## 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.

## Values

Mt Eden Village Inc will conduct and demonstrate key values in all aspects of the organisation.

**Consultative** - MTEV members will be provided with clear information and encouraged to engage on matters that affect Mt Eden Village.

**Advocate** – MTEV will both campaign and lobby on behalf of Mt Eden Village businesses.

**Community minded** – MTEV will work with other Mt Eden organisations and groups that have a common interest or involvement with Mt Eden Village.

**Accountable** – MTEV will be accountable to ensure good stewardship of its resources.

**Informative** – relevant information will be shared and provided to Village businesses and property owners.

**Proactive** – MTEV will advocate and lobby where appropriate and in alliance with other organisations on issues relating to Mt Eden Village its businesses, community and brand within the Auckland region.

## Objectives

1. Strengthen the Mt Eden Village Business Association by raising its profile and position within the Auckland region.
2. Maintain Mt Eden Village's attractiveness for users and visitors.
3. Ensure that Mt Eden Village is a great place to do business.
4. Ensure Mt Eden Village has a best practice culture.

## Challenges

**Competition** – from other villages and centres that provide a unique mix of retail offerings and heritage atmosphere. For example Kingsland, St Heliers and Howick Village.

**Traffic and parking** – the perception and reality of traffic congestion in and around the Village. The perception and reality of limited car parking opportunities play a big part in how Mt Eden Village is viewed as an easily accessible Village.

**Streetscape** – maintaining a quality environment and tidy Village streetscape.

**Unique business mix** – ability to continually maintain and improve the unique products and services that meet the local and visiting customer.

## Strengths

**Mt Eden Village** – our name identifies our location and what we are.

**Location** – a central location that is accessible from the Northern, Western and Southern motorways. Mt Eden Village is within biking and walking distance from the CBD and other tourism destinations including Eden Park, Eden Gardens and Maungawhau.

**Compact** – Mt Eden Village is a great place to spend a day or an hour.

**Quality** – Mt Eden Village is known for quality products and services and featuring new trends and fashion styles.

**Cafés and Restaurants** – lunch to dinner experiences, street culture, friendly family atmosphere.

**Creative** - known for having a number of creative artists, writers and musicians who live in Mt Eden and create great reflections of Mt Eden.

**Local** – a large and supportive local catchment that loves supporting Village businesses.

**Services** – great friendly Village service is provided by the many business owners and staff.

**Community facilities** – Mt Eden Village Centre, Village churches, local schools, art and textile studios.

**Maungawhau** – the first people, our mountain (Maunga), standing strong and watching over us.

**Heritage** – our early residents, businesses and communities plus today's community, personalities and unique stories to be told.

## Opportunities

**Village businesses** – a great collection of quality retail and business offerings and opportunity to continue promoting this point of difference.

**Location and design** – A compact Village with amenities, open spaces and where the pedestrian is king and the traffic stops. Easy access and a great place to spend some time.

**Signature events** – continue to develop unique Village events that bring fun and laughter to the Village. Events that focus on providing opportunity for Village businesses to take advantage of an increase in visitor numbers.

**Partners** – ensuring our partners are included, supported and information is shared with the wider communities. Encourage Mt Eden Village Inc members to get involved and provide added benefit to local community events being held in and around the Village.

**Local community** – ensuring continued and improved a quality retail offer is on display to the local community that gives value and acknowledgment when supporting buying local. Continue providing family events that are attractive to our local community.

**Heritage** – promote and celebrate our unique heritage via our website and share with our partners and wider community to build up our stories of today.

**Village businesses** – celebrate our long established Village businesses and our new Village entrepreneurs who choose to make Mt Eden Village their business destination.

**Maungawhau** – our Mountain (Maunga) to support and encourage links between the Maunga and Mt Eden Village, the only Village located at the base of a volcano. To find ways to maximise the most visited destination within the Auckland region.



Above is the graphic on our cross street banner.

# Strategic Plan 2015 -2018

Mt Eden Village Inc in partnership with Auckland Council under the Business Improvement District (BID) partnership programme has set out the following strategic direction for the organisation and membership of Mt Eden Village. This plan is leveraging the Mt Eden Village strengths and opportunities to promote and encourage local economic development.

This plan identifies the timeline for achieving the actions. Some actions will be projects with a long term focus, others will be ongoing. The plan gives an indication to the expected outcome and how this will be measured. Also identified are the stakeholders or partners that Mt Eden Village Inc will work with to achieve the desired outcomes.

## **Stakeholders include:**

Mt Eden Village Businesses – the many business owners that make up our Village business community who have a vested interest in the future of Mt Eden Village.

Mt Eden Village Commercial Property Owners – those people who have purchased and own commercial property in Mt Eden Village who have a vested interest in the future of Mt Eden Village.

Mt Eden Village Community – the wonderful and energetic eclectic people, residents and visitors that come together to shop, live, work and visit Mt Eden Village.

Auckland Council – working with Council departments including Economic Development, Planning, Community Partnerships etc. Providing business intelligence information, bylaw and policy updates and regulatory information.

Albert Eden Local Board – working with the Local Board to deliver local economic development outcomes, heritage projects and community development projects.

Auckland Transport – responsible for all aspects of public space from boundary to boundary including the carriage way and footpath. Traffic and parking, enforcement and monitoring.

## **Mt Eden Village Partners include but not limited to:**

Auckland Tourism Events and Economic Development (ATEED) – responsible for region wide events, regional tourism initiatives, etc.

Eden Arts (Maungawhau Mt Eden Community Arts Trust) – founded in 1987 by a group committee to promote the arts in Mt Eden. Eden Arts projects included developing and hosting literary dinners, sculpture walks and tours of art galleries. Artists in Eden is their gala event it is held in March each year bringing together a large number of recognised Auckland artists who draw and paint from the Essex Rd Reserve. The pieces of work are then auctioned at the end of the day to provide funds for community arts initiatives.

Mount Eden Village People – is a community group dedicated to positive change towards a more sustainable lifestyle within our community. The group is passionate about bringing people together to initiate changes that benefit the wider community and lead towards zero waste. One of their projects is to work with the businesses of Mt Eden Village offering assistance for shop owners to create more sustainable practices including waste reduction, recycling and replacing plastic products with alternative biodegradable and compostable ones. The group now works with 1/3 of the businesses in Mt Eden Village.

The Mt Eden Village Centre – the beautifully renovated Mt Eden Village Methodist Church and Hall in the centre of Mt Eden Village. This fantastic community facility is open to support our community in a broad range of activities, programmes and events.

Theatre Stampede Ltd – a local company that supports young actors and performers.

Friends of Manugawhau – an active group who work on the conservation, protection, presentation and celebration of our heritage volcanic cone Maungawhau, Mt Eden.



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

Action	Timeline	Mt Eden Inc role	Stakeholders	Outcome	Measurement
Committee membership <ul style="list-style-type: none"> <li>Maintain good skill base</li> <li>Measure and monitor achievements listed in the strategic plan</li> </ul>	Annually and long term	MTEV Members MTEV Board	MTEV Members	Good representation of business owners on the MTEV Board  Good interaction between MTEV Board and MTEV Members	Bi-monthly meeting
Village Businesses <ul style="list-style-type: none"> <li>Business survey</li> <li>Event and promotional feedback</li> </ul>	Annually	MTEV Board MTEV Manager	MTEV Members	Good understanding of business issues and concerns  Identify opportunities	Business feedback and responses to events
Establish and strengthen partnerships with <ul style="list-style-type: none"> <li>Village businesses</li> <li>Stakeholders and Partners</li> <li>Media</li> <li>Community groups</li> </ul>	Ongoing and long term	MTEV Board MTEV Manager	MTEV Members MTEV Partners Albert Eden Local Board	Shared input into events  Better understanding of Mt Eden Village Inc.	Involvement in events  Creating new events  Advertising
Mt Eden Village Inc Communication <ul style="list-style-type: none"> <li>Mt Eden Village website</li> <li>Facebook</li> <li>Quarterly newsletters</li> <li>Monthly e-new updates</li> </ul>	Ongoing	MTEV Manager	MTEV Members  MTEV Partners  MTEV Stakeholders  Consumers & community	Regular sharing of information and knowledge  Updates on happenings and areas requiring input and feedback  Regular two way communication	Website visitors  Facebook exposure  Responses to advertising opportunities

## Objective 2. Maintain Mt Eden Village's attractiveness for users and visitors

Action	Timeline	Mt Eden Inc	Stakeholders	Outcome	Measurement
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		role			
<p>Traffic and Parking</p> <ul style="list-style-type: none"> <li>Monitor and audit to build information on habits and needs of visitors and businesses utilizing and accessing Mt Eden Village</li> <li>Village car parking review and ongoing management of this resource</li> </ul>	Ongoing and long term	MTEV Board MTEV Manager	Auckland Council Auckland Transport Albert Eden Local Board	<p>Ensure there are adequate traffic flows through and around Mt Eden Village so as to not impede on businesses and customers</p> <p>Ensure there are adequate supply of parking for the users of Mt Eden Village, by way of:</p> <p>Audit</p> <p>Monitor</p> <p>Advocate</p> <p>Lobby</p>	Regular reviews
<p>Mt Eden Village environment - to maximize and maintain a quality product including</p> <ul style="list-style-type: none"> <li>Streetscapes including street furniture, footpaths etc</li> <li>Public places</li> <li>Village accesses</li> <li>Signs</li> <li>Lighting</li> <li>Trees and gardens</li> <li>Safe and secure</li> </ul>	Medium and long term	MTEV Board MTEV Manager	Auckland Council Albert Eden Local Board Auckland Transport	<p>Ensure Mt Eden Village is tidy and well presented, by way of:</p> <p>Audit</p> <p>Monitor</p> <p>Advocate</p> <p>Lobby</p>	Regular reviews
<p>Communication to users and visitors</p> <p>Effectively communicate the Mt Eden Village story utilizing:</p> <ul style="list-style-type: none"> <li>Mt Eden Village website</li> </ul>	Ongoing Monthly Long term	MTEV Board MTEV Manager	MTEV Website Facebook	<p>A portal containing information for distribution which celebrates all relevant information on and about the many activities, characters and events located in and around Mt</p>	Website visitors Facebook exposure Responses to advertising



<ul style="list-style-type: none"> <li>Facebook</li> </ul>				Eden Village	opportunities
<p>Promote and effectively market Mt Eden Village including events, promotions and community celebrations</p> <ul style="list-style-type: none"> <li>Signature event – The Village Fete</li> <li>Halloween</li> <li>Christmas</li> </ul> <p>Celebrate Mt Eden Village unique point of difference including but not limited to:</p> <ul style="list-style-type: none"> <li>Heritage story – QR Code trails</li> <li>Quality retail</li> <li>Coffee culture</li> <li>Night economy including family friendly dining</li> <li>Artisan food</li> <li>Specialty supplies</li> </ul> <p>Celebrate the many events and promotions put on by our Mt Eden Village partners including but not limited to:</p> <ul style="list-style-type: none"> <li>Foodie Tours</li> <li>Artists in Eden</li> <li>Mt Eden Village Craft Market</li> <li>Mt Eden Village People</li> <li>Love your Mountain</li> </ul>	<p>Monthly and long term</p>	<p>MTEV Board MTEV Manager</p>	<p>MTEV Members Auckland Council Albert Eden Local Board Theatre Stampede</p>	<p>Developing and maintaining a good quality brand and value added offer</p> <p>Promoting Mt Eden Village unique events and points of difference on the website and other forms of communication</p> <p>Celebrating Mt Eden Village values</p>	<p>Attendance at events</p> <p>Number of businesses involved in an event/ promotion</p> <p>Feedback from Businesses</p> <p>Involvement in partners events</p>
<p>Establish partnerships with local groups that enhance and establish Mt Eden Village as a place of activity, happenings, interest, heritage and culture</p>	<p>Ongoing and long term</p>	<p>MTEV Board MTEV Manager</p>	<p>Albert Eden Local Board Eden Arts Mt Eden Village Centre Friends of</p>	<p>Establish links and relationships</p> <p>Cross promote and advertise events and happenings</p> <p>Website links</p>	<p>Creating new opportunities within existing events</p> <p>Number of businesses involved in</p>

			Maungawhau Mount Eden Village People		events
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### Objective 3. Ensure Mt Eden Village is a great place to do business

Action	Timeline	Mt Eden Inc role	Stakeholders	Outcome	Measurement
<p>Advocate on behalf of members</p> <p>Work with key stakeholders on topics including:</p> <ul style="list-style-type: none"> <li>• Policy and by-law reviews</li> <li>• Unitary plan</li> <li>• Planning and zoning changes</li> <li>• Development and refurbishment of Mt Eden Village buildings</li> <li>• Maintenance and upkeep of Mt Eden Village assets and environment</li> <li>• Resource consents</li> <li>• Car parking, traffic management</li> </ul>	Ongoing and long term	MTEV	<p>Auckland Council</p> <p>Albert Eden Local Board</p> <p>Auckland Transport</p> <p>ATEED</p> <p>other Mt Eden Village organisations</p>	<p>Ensure the views of Mt Eden Village businesses are heard and considered</p> <p>Mt Eden Village businesses are represented in all submission processes</p>	Number of submissions representing Mt Eden Village stakeholders
<p>Business support</p> <ul style="list-style-type: none"> <li>• Share and disseminate information</li> <li>• Work with key partners to provide business support</li> <li>• Act as a referral</li> <li>• Free Wi-Fi</li> <li>• Business networking opportunities</li> </ul>	Ongoing and at times monthly	MTEV Manager	<p>Auckland Council</p> <p>Albert Eden Local Board</p> <p>ATEED</p> <p>NZ Retailers Association</p> <p>EMA</p>	<p>Well informed and resource ready businesses</p> <p>Good use of Wi-Fi</p> <p>Networking opportunities for our Village businesses to attend</p>	Number of businesses engaging in opportunities

			Neighbouring Business Associations		
Business intelligence – ensure a good understanding of how our Village businesses are performing and identify where support and information is needed	Quarterly Annually	MTEV Manager	MTEV Members  Auckland Council  Albert Eden Local Board	Marketview retail spend data  Business and event surveys	Retail spend data
Be the voice of business in Mt Eden Village <ul style="list-style-type: none"> <li>• Champion the cause for the majority and act as a sounding board for big issues</li> <li>• Communicate fairly and honestly with all stakeholders and represent our members interests</li> <li>• Maximise opportunities that are presented and engage with members to take advantage</li> </ul>	Ongoing and long term	MTEV Board  MTEV Manager	MTEV Members  MTEV Board  Auckland Council  Albert Eden Local Board  Auckland Transport  Albert Eden Local Board	Responding to issues and changes that may affect Mt Eden Village businesses including submissions on behalf of Mt Eden Village businesses	Regular communication to Mt Eden Village stakeholders



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

Action	Timeline	Mt Eden Inc role	Stakeholders	Outcome	Measurement
Robust financial management	Monthly	MTEV Board MTEV Manager	MTEV Members	Financial reserves	Bi-monthly reporting
Explore alternative funding	Ongoing	MTEV Board MTEV Manager	MTEV Members Stakeholders and partners Albert Eden Local Board	Source additional funding by way of grants  Alliances with other organisations to achieve the same outcome  Shared services to reduce costs	Dollar amount of alternative funding received
Annual accounts are prepared by an external party and audited by a third party	Annually	MTEV Board MTEV Manager Accountant Auditor	MTEV Board MTEV Members	Audited accounts presented at the AGM	End of year financial statements  Audit report
Annual budgets are prepared and expenditure reviewed against budget by the Board every two months	Monthly	MTEV Manager MTEV Board	MTEV Board MTEV Members	Sound financial position maintained	Bi-monthly reporting
Regular reporting of activities <ul style="list-style-type: none"> <li>• Manager provides a bi-monthly report to the Board</li> <li>• Annual report and financial accounts prepared for members and presented at each AGM</li> <li>• Mt Eden Village Inc formally report</li> </ul>	Monthly and Annually	MTEV Manager	MTEV Board MTEV Members Albert Eden Local Board	MTEV Board fully informed  Good reporting practices developed and maintained  Informed relationship	Bi-monthly reporting

to the Albert Eden Local Board annually				with Albert Eden Local Board	
Maintain up to date database of members and stakeholders	Monthly and annually	MTEV Manager	Auckland Council MTEV Board MTEV Members	Current and up to date database of all MTEV members and property owners	Quality of the data contained in the database
Regularly survey members on issues and opportunities	Annually	MTEV Board MTEV Manager	MTEV Members	To remain in touch with what is important to MTEV businesses	Annual survey
<p>MT Eden Village Communication</p> <ul style="list-style-type: none"> <li>e-newsletter – monthly email newsletter containing quick reference to information of interest to Mt Eden Village businesses and stakeholders</li> <li>Mt Eden Village News – quarterly hard copy newsletter delivered to all Mt Eden Village businesses and stakeholders</li> </ul>	Monthly Quarterly	MTEV Manager	MTEV Board MTEV Members Albert Eden Local Board Sponsors Supporters	Email newsletters and hard copy newsletters with information and relevant items of interest and value to members	11 email newsletters 4 hard copy A4 double sided newsletters

For more information please contact:



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