

STRATEGIC & BUSINESS PLANS

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1. Strategic Plan – October 2022 to June 2024

1.1 Our Village

Mt Eden Village is a **charming, historic, and successful** village centre providing **quality** hospitality, services and products that meet and engage with the **local community**.

Mt Eden Village is **valued** as a meeting place, and as a local centre for the community.

Mt Eden is very well regarded in the Auckland region as a relaxed village centre.

1.2 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 targeted 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.

1.3 Our Purpose

Under the Rules of Mt Eden Business association, the objectives can be summarised as:

Environment: To advocate for and to improve the environment of the Mt Eden Village to attract and retain business

Promotion: To promote the commercial interests of businesses and their people

Collaboration: To foster and promote collaboration and communication within the business community

1.4 Challenges

- Lingered Impact of Pandemic
 - The COVID-19 Pandemic lockdowns and restrictions have now relaxed so most businesses are able to operate without restrictions. The impact is now on critical staff shortages, impacting such businesses as those in hospitality forcing reduced hours of operation. Plus, the impact of high inflation.
 - Holding events in the Village have more certainty now with Halloween returning in 2022, last held in 2019. Other groups such as Artists in Eden scheduling extra event at Mt Eden Community Centre in November.
- Complacency
 - Complacency exhibited by some business owners – many operate in isolation and hesitant to adapt to more innovative marketing of their operations
 - Present: Many Mt Eden business owners have adapted to streamline offerings and reduce hours based on staff shortages.
 - Future: The need for businesses to be adaptive to meet customer expectations in period of change and scarcity of resources.
- Alternatives
 - St Lukes, Newmarket, Parnell, Dominion Rd and Uptown (Eden Terrace) are all close neighbours and provide new shopping and dining experiences. Those centres with supermarket on mall carparks offer easier parking for some. Very competitive for some market segments, but Mt Eden Village has a strong loyal following. The adaptive parking strategy employed by private owners (e.g., Westfields) and AT's reluctance to adapt is noticeable.
 - 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 offering shopping and hospitality alternatives.
- Business variety
 - Evolving business mix - most businesses are still from the food, hospitality, health and beauty and personal services sectors. There's little retail variety to offer an extended retail experience.
- Mt Eden Train Station
 - Once completed, the impact of the development in the station area on Mt Eden Village is unknown.
- Limited resources
 - Mt Eden Village is supported by a voluntary executive committee.

- Modest budget with limited funds to compete against its neighbours.
- The need to outsource event and project work.
- Unitary Plan
 - Has material consequences for Mt Eden Village that could change the fabric of the Village.
- Traffic, public transport, and parking
 - Changes proposed by Auckland Transport will have an impact on how businesses operate.
 - How customers access and use the Village.
 - The reputation of the Village.
 - Impact of parking strategies and fee regimes are critical due to the free offerings elsewhere.

1.4 Opportunities

- History and character
 - Mt Eden Village is one of the early residential areas of colonial Auckland.
 - Maungawhau, the sleeping maunga that stands over the Village and is steeped in history.
 - One of the few remaining traditional urban Villages close to the CBD.
 - Becoming a hospitality centre with a wide range of cuisine and dining experiences.
 - Proximity to a world-famous Rugby venue.
 - Family-owned businesses.
 - A strong connection to the arts.
- Community
 - Relatively safe and secure environment but with crime increasing
 - Strong pride and sense of belonging.
 - Well-connected school network including primary, intermediate, and secondary schools.
 - A family friendly feel.
 - Many Business owners live and were brought up in the Mt Eden community.
 - Many customers are locals and attract outside visitors.
- High quality
 - A high quality of service and products offered.
 - The built environment that is well looked after and cared for.
- Accessible
 - Located central in the Auckland region with regular bus services and available car parking
 - Promotion safe parking for 2 wheeled transport.

2. Business Plan 2023-2024

2.1 How we will deliver – summary

Below is a summary of the actions and associated budgeted funds. The planned expenditure of \$124,805 to be funded by the Council Bid Targeted Rate Grant of \$94,036 and surpluses from 2021 to 2022 financial year.

Category	Description	Amount
Income	Council BID targeted rate grant	92,036
	2023/2024 BID target rate increase draft	2,000
	Other income	24
Total income		94,060
Category	Expenditure	Amount
Promotions	Mt Eden Village	16,200
	Christmas	31,000
	Father's Day	4,250
	Mother's Day	4,250
	One off promotion	1,000
Total Promotions		56,700
Events	Halloween	15,000
	ANZAC	1,500
Total Events		16,500
Sponsorships	Eden Arts & Chamber Music	3,000
Projects	Waste minimisation	4,000
	Information signage	2,000
Total projects		6,000
Other	Administration Manager, Accountant, Auditor, Software, Stationery, insurance, bank fees	24,605
	Security	18,000
Total admin		42,605
Total expenditure		124,805
Profit/Loss (*)		(30,745)
(*)	Deficit funded by surplus achieved because of cancelling planed events & promotions due to impact of COVID imposed restrictions	

2.2 How we will deliver – detail

Objective 1. Strengthen the Mt Eden Business Association Public Profile

Action	Marketing and promotion	Date and strategy	Investment
Mt Eden Village Promotions			
1. Mt Eden Village			
<p>Mt Eden Village social media and digital marketing 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 • Local business personalities • Heritage <p>Continue developing the Mt Eden Village website as a platform to include community engagement, local stories, area specific information and Village promotion.</p> <p>Create shared links to other community groups.</p>	<p>Facebook</p> <p>Mt Eden Village website</p>	<p>A focus on the Village’s social media presence to maximize our marketing and advertising budget.</p> <p>Includes new WEB site with enhancements, links to social media.</p> <p>Option for printed business directory</p>	\$16,200
2. Mt Eden Village Christmas			
	<p>Celebrate Christmas with shop and win prizes promotion</p>	<p>One significant prize, two supporting prizes</p> <p>Consideration for business participation incentive</p>	\$12,000
	<p>Enhance the festive season with decorations & music</p> <p>Window painting & Musicians</p>	<p>Commence in November, the painting of Christmas themes for local businesses</p>	\$16,750

		Engage local musicians to play on 2-3 Saturdays prior to Christmas, include Christmas treat for children	
	Christmas publicity	Printed & digital & entry forms	\$2,250
	Total		\$31,000
3. Mother's Day	Facebook	Starting early April. Winners announced May.	\$4,250
Entry by purchase and entry form	Mt Eden Village website Village posters and fliers	Use Prezzy cards plus extra prizes for first prize drawn	
4. Father's Day	Facebook	Starting early April. Winners announced May.	\$4,250
Entry by purchase and entry form	Mt Eden Village website Village posters and fliers	Use Prezzy cards plus extra prizes for first prize drawn	
5. Extra Promotion		Allow for extra one-off promotion	
Mt Eden Village Events			
1. Halloween	Facebook	Last Saturday of October or first Saturday in November	\$15,000
Family fun for the whole family. Dress up and come dance and explore the magic of Essex Reserve.	Mt Eden Village website Village posters and fliers	Essex Reserve	
2. ANZAC	Facebook	Supply Tea and ANZAC biscuits	\$1,500
Support the Mt Eden ANZAC	Mt Eden Village website		
Support & Sponsorships			
1. EDEN Arts	Eden Arts March and December	Provide sponsorship	\$3,000
	Chamber Music Festival October		
2. Other Village events	Mt Eden Village Centre	Facebook	
• Craft Markets		www.mounteden.co.nz	
Other			

Village communication	Mt Eden Village website	Featuring information and reference to doing business in the Village.	
Social media advertising and digital marketing	Facebook		
	Members resource area	Assisting businesses with resources	

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>	Ongoing monitoring	MTEV Manager
Security	<p>Police</p> <p>Mt Eden Village Business Association</p>	<p>Initiatives for improving security in the village.</p> <p>May include day-time patrols if needed, security equipment and storage of related media.</p>	\$18,000
<p>Signage</p> <p>Work on project to improve signage in the Village</p>		<p>Information signage.</p> <p>Parking, shops, places of interest, targeted for visitors and locals.</p> <p>Additional to 2022/2023 spend</p>	\$2,000
<p>Waste minimization</p> <p>Continue work on improving knowledge of and reducing waste generated from businesses in the village</p>		<p>Work with key partners & businesses</p> <p>Potential for recycle day for businesses</p> <p>Awards/certificates for businesses</p>	\$4,000
Auckland Transport	Albert Eden Local Board	Ongoing monitoring	MTEV Manager

Road and footpath maintenance Traffic management and public transport Village parking	Auckland Transport		
Resource Consents Actively take part in notified resource consents that are likely to influence Mt Eden Village	MTEV Business and Property owners	Monthly e-news monthly updates Bimonthly MTEV Executive Committee meetings	MTEV Manager
Opportunities for more street furniture and catering for two wheeled transport options	Albert Eden Local Board Auckland Transport	Ongoing monitoring	MTEV Manager

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

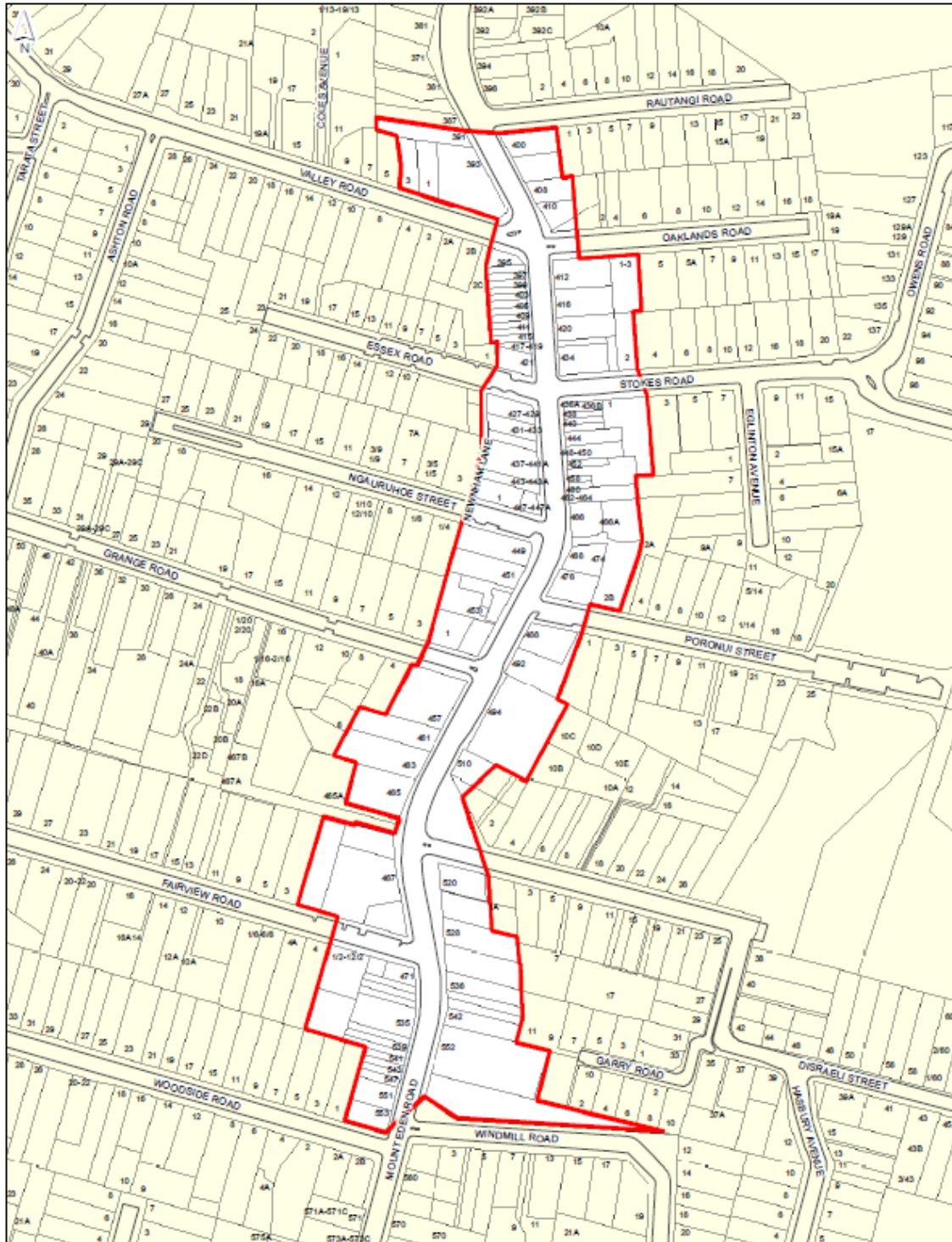
Action	Stakeholder	Date and strategy	Investment/allocation
Bylaw and policy reviews and updates As they come to hand Actively lobby for parking regime refinements to aid delivering the objectives and purpose of this association	Mt Eden Village businesses Auckland Council Auckland Transport Albert-Eden Local Board	Submissions and presentations to Auckland Council representing Mt Eden Village businesses concerns, issues, and suggestions.	MTEV Manager

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

Action	Stakeholder	Date and strategy	Investment/allocation
Mt Eden Village Executive Committee Bimonthly meetings presenting: <ul style="list-style-type: none"> Financial update MTEV Manager report Albert Eden Local Board update 	Mt Eden Village Businesses Mt Eden Village Executive Committee	Bimonthly: November, February, April, June, August, October	MTEV Manager Accountant Auditor \$3,500

Database Ensuring MTEV maintains an update to date database of all MTEV businesses	Mt Eden Village Businesses Mt Eden Village Executive Committee	Ongoing www.mounteden.co.nz	MTEV Manager
Policies and Procedures Ensuring MTEV develops and maintains good policies and procedure documents for the governance and management of the association including: <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 	Mt Eden Village Executive Committee	Ongoing	MTEV Manager
Administration summary	Mt Eden Village Executive Committee	Admin Other expenses Covers the areas of administration & advocacy covered above. Includes other expenses; accounting and other software licenses, insurance, office related expenses	\$18,600 \$2,505
Total Expenditure			\$124,805

3. BID (Business Improvement District)



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Business Improvement District - Mount Eden Village

Scale at A4 - 1: 3500

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