

Business Plan 2026–2027

Avondale Business Association

Core Focus

This year's plan is one of **consolidation and continuity**. Our focus is on strengthening and expanding the work already underway, delivering the basics well, and ensuring that the foundations built over the past few years are maintained and grown. We will not be adding new projects or directions but will build on what works.

ADVOCACY & LOBBYING

- Continue to advocate around key areas:
 - Avondale Racecourse redevelopment
 - Manawa development
 - Library sale
 - Spider statue storage, restoration, and relocation
 - Transport connectivity
 - Maintain close working relationships with key stakeholders:
Property developers, Auckland Transport, AUDO (Eke Panuku), Kāinga Ora, Whau Local Board and Ward councilors, I Love Avondale,
 - Find opportunities for ongoing advocacy for streetscape design, safety, security and mainstreet beautification.
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COMMS & MARKETING

- **Branding:** Create brand architecture work and use it consistently across channels.
 - **Magazines:** Produce at least 4 issues, with improved distribution, improved ad revenue and improved readability through online platforms.
 - **Social Media:** Create a content plan for the year and focus on consistency.
 - **Website:** Keep content fresh, particularly available commercial properties and member details.
 - **Public Relations:** Respond as required to keep narrative aligned with our advocacy. Make use of Press releases and media journalists
 - **Newsletters:** Continue fortnightly member updates and public email updates as needed with an emphasis on increasing reach, subscribers and cut through.
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ADMIN

- Maintain member contact details and communications.
 - Support delivery by staff/assistants
 - Continue to manage insurance queries, GST and tax obligations, and compliance with new Societies Act requirements.
 - Expand the Associate Member programme for local businesses.
 - Keep accounts and bookkeeping current (weekly).
 - Update and manage the annual budget and funding plan.
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SAFETY

- Expand safety promotion through safety reports and communication.
- Continue lighting programme – maintain existing blocks and explore small expansions.
- Find any opportunities to support Māori Wardens, Pacific Wardens, and CPNZ patrols.
- Promote and manage CCTV programme, including maintenance, power costs, and text alerts.

EVENTS

- Continue to support key annual events:
 - ANZAC
 - Matariki
 - Christmas promotion and activation.
- Maintain Business Awards alongside the AGM.
- Run one networking/stakeholder event.
- Support business and organizations who have events that will activate the mainstreet.

ENVIRONMENT

- Maintain and promote the Street Pride Fund and annual clean-up events.
- Encourage and support planting and greening through Council and Community Facilities.
- Support completion of public art projects already in progress (Toutai a Maui statue, Spider statue relocation, neon/light installations).
- Maintain planters, furniture, and signage and look for ways to expand.
- Explore a streetscape design feasibility study or concept

Summary

2026–2027 will be about **consolidation and delivery**. We will continue the progress made on advocacy, communications, safety, and events. The focus is not on new initiatives but on **doing the basics well**: delivering consistent communication, maintaining strong stakeholder relationships, keeping Avondale safe and vibrant, and supporting the projects and improvements already in train.