



BUSINESS PLAN 2027–2028

Avondale Business Association

CORE FOCUS

2027–28 is a year of completion and renewal.

We will complete the foundations established through the 2024–28 strategic cycle, build on what has been achieved, and prepare Avondale for its next chapter.

SUMMARY

Our focus will be on strong advocacy, connected and proactive safety, engaging communications, vibrant promotional activations and a more coordinated approach to streetscape and beautification.

We will strengthen partnerships, support local businesses, celebrate Avondale and create more opportunities for people to connect with and experience our town centre.

Alongside this work, we will begin developing the next strategic plan — Avondale 2028 and Beyond — ensuring the Association is well positioned to respond to the opportunities ahead.

The goal is simple: build on what we've achieved, finish what we've started and create momentum for what's next.

A BID rate increase of 4.1% (CPI) will support delivery of this plan, maintaining core services while enabling increased investment in social media, safety and promotional activations that deliver greater value for Avondale businesses and the wider town centre.

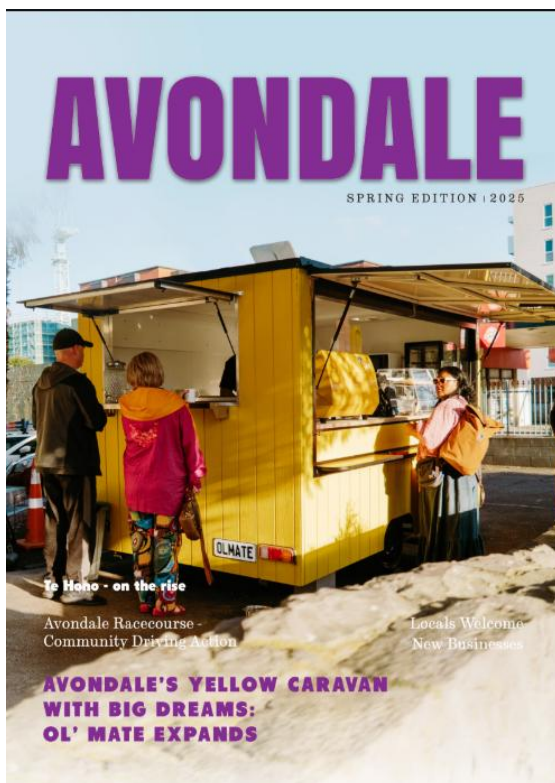
ADVOCACY & LOBBYING

- Champion key Unlock Avondale priorities, including:
 - Avondale Racecourse redevelopment
 - Avondale Aquatic Centre
 - Avondale Art Park
 - Transport connectivity
 - Planning for Intensification and its impact on Avondale
- Strengthen relationships with key stakeholders including property developers, Auckland Transport, AUDO (Eke Panuku), Kāinga Ora, Whau Local Board, Ward Councillors and I Love Avondale.
- Advocate for investment and improvements that support streetscape design, safety, security and mainstreet beautification.



COMMS & MARKETING / BRAND & IDENTITY

- Branding: Finalise and embed the brand architecture across all channels.
- Magazine: Deliver four engaging editions that tell Avondale's story and showcase local businesses, with stronger online distribution.
- Social Media: Grow our following through engaging content and increase promotion of local businesses.
- Website: Use the improved platform to connect with members and promote businesses, commercial opportunities and ABA achievements.
- Public Relations: Proactively share Avondale's stories and ensure media activity supports our advocacy and reputation.
- Newsletters: Keep members connected through regular communications that build reach, engagement and a strong sense of belonging to the Avondale business community.



SAFETY

- Grow Āwhina Avondale as a key connection point for safety groups, with a focus on ambassadors and safety education.
- Maintain and strengthen the lighting programme, identifying gaps and opportunities for improvement.
- Build strong partnerships with CPNZ Avondale, Māori Wardens, Pacific Wardens and other community safety groups.
- Connect with shopkeepers and staff through safety education, practical tools and a shop connection programme (mobile app, whats app)
- Strengthen the CCTV programme through ongoing maintenance, technology improvements and planning for future infrastructure needs.



PROMOTIONAL ACTIVATIONS

- Support key annual celebrations: ANZAC, Matariki and Christmas.
- Create opportunities for member connection, learning and networking.
- Develop a sustainable activation framework that identifies opportunities for local stakeholders and partners to deliver activity in Avondale.
- Attract and support partners to deliver activations that bring people into Avondale and strengthen our reputation as a thriving visitor destination.



ENVIRONMENT & STREETScape

- Maintain and promote the Street Pride Fund, with a focus on supporting businesses and facades most in need.
- Develop a coordinated streetscape design plan to guide future beautification and improvements.
- Work with stakeholders and partners to bring the streetscape vision to life.
- Support completion of key public art projects, including the Spider relocation.
- Maintain and enhance planters, furniture and signage across the town centre.



ADMIN / BUSINESS AS USUAL

- Keep membership records current and actively welcome new businesses to the Association.
- Maintain strong financial management, reporting and compliance, including Societies Act requirements.
- Grow the Associate Member programme and strengthen connections with local businesses.
- Maintain accurate and timely financial reporting and budget management.
- Lead development of the next strategic plan: “Avondale 2028 and Beyond”.