

Business Plan

1 July 2024 – 30 June 2025

The Strategy Plan outlines five main areas of focus we will role out this year with the following tasks.

We look forward to working with the Avondale community and its stakeholders to take further strides and facilitate positive change for our neighbourhood.

1. ADVOCACY AND LOBBYING DISCUSSION

- 1a Advocate and lobby for Avondale on core Council matters affecting the town centre at levels it hasn't acted on before being the voice of what Avondale actually wants including holding Eke Panuku to account on delivery of its High Level Project Plan through Council and the Local Board.
- 1b Actively promote Avondale to commercial property owners, agents and investors, seeking transformative change of the building stock.

2. VISION, BRAND AND IDENTITY

- 2a Create a collective "vision" of what Avondale will be like in 10 years time. This vision will help to determine Avondale's brand and identity and the association's focus on delivering on that vision by curating it on the street.
- 2b Create new branding incorporating our niche contemporary Pacifica and ethnic offerings and celebrating the growing media and creative sector in Avondale.
- 2c Storyboard and provide renderings of what that "look and feel" like.

3. SAFETY AND SECURITY

- 3a Continue to maintain the CCTV programme.
- 3b Continue to support Maori Wardens and CPNZ patrols.
- 3c Continue to improve night lighting.
- 3d Control the narrative around safety and security and work with other community organisations to keep the community informed.
- 3e Assist in keeping Avondale clean and tidy and free of unwanted graffiti, etc.

- 3f Assist in evoking a sense of pride and encourage building owners and tenants to do the same.
- 3g Encourage community strengthening particularly with new residents calling Avondale “home”. Assist in welcoming, integrating and acclimatizing them to the Avondale Community.

4. CURATE OUR DESTINATION

- 4a Help identify and encourage the right retail environment to cater for the significant increase of residents who will live on or near the mainstreet – this involves ensuring everyday needs are met, convenience and food and beverage outlets offer a range of price points, and a nighttime offering.
- 4b Work with relevant stakeholders to ensure same, including Eke Panuku, Ockham Developments, Kainga Ora, The Trusts, our own building owners and potential tenants, potentially using funds to encourage new businesses – e.g. with fit out, subsidised rent, etc.

5. TOWN CENTRE ENLIVENMENT

- 5a Lobby, advocate for, and partner with Eke Panuku and the Local Board to ‘enliven’ the town centre.
- 5b Continue with beautification works and greening of public spaces to bring colour, lights and plants/flower boxes/baskets.
- 5c Encourage a variety of places of interest where various members of the community can meet, play and “hang out”.
- 5d Ensure wayfinding and directions are made clearer to let people know what is on offer and where.
- 5e Leverage the creative sector to install more public art.
- 5f Investigate feasibility of a unique destination playground to bring families from home and afar into the town centre.
- 5g Work with other community organisations to integrate and make new residents welcome, through events and other activities.

