

Business Plan

1 July 2025 - 30 June 2026

Having set a strong foundation as an organisation, next year need not be a year for introducing new things but rather to solidify our core processes.

Key factors that will affect Avondale in this time, assuming they come to pass, will be:

1. The Te Hono Development
2. Any sale of the Racecourse
3. The Manawa Development
4. The City Rail Link opening
5. Plans for a new swimming pool.

As always, the ABA is at the mercy of limited funding. Our bare bones interim budget shows that we are 100% reliant on funding for most of the below projects below. However, we do have a healthy bank balance to be used on considered projects as needed.

Advocacy & Lobbying

Key Performance Indicators

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.

What we will do

TE HONO

Continue regular communication with Eke Panuku and maximise opportunities where possible – painted games (hopscotch), a playground, graffiti art wall, etc. Encourage communication with members and ensure minimum disruption from the development.

Continue to press for installation of the new public toilet and water fountain.

RACECOURSE

Continue to advocate for the best possible scenario to come out of any wholesale development of the racecourse, to ensure Avondale is enhanced by such changes rather than hindered by them.

MANAWA APARTMENTS

Continue to encourage and support the roll out of this development.

WAYFINDING

Avondale has significant weaknesses in our wayfinding throughout the town centre. We will work with the CCOs to assist with a fit-for-purpose upgrade.

TE WHAU PATHWAY

Promote access to the Whau as the Whau Pathway Project develops.

MANA WHENUA

Build a relationship with mana whenua to ensure our actions align with tika. Introduce Tiriti training where necessary.

CITY RAIL LINK

Promote the City Rail Link on its launch.

Work with Council to minimise disruptions inherent with the opening of the City Rail Link.

PLAYGROUND

Continue to push the idea of a destination playground for Avondale.

Key Performance Indicators

Actively promote Avondale to commercial property owners, agents and investors, seeking transformative change of the building stock.

What we will do

List all available properties on our website. Continue to act as a "go to" for business owners looking to move into the area.

Vision & Brand Identity

Key Performance Indicators

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.

What we will do

Create a visual for how we want Avondale to look in the next decade. Storyboard and provide renderings of what that "look and feel" like. Disseminate to property owners to promote our vision.

Key Performance Indicators

Create new branding incorporating our niche contemporary Pasifika and ethnic offerings and celebrate the growing media and creative sector in Avondale.

What we will do

Work with Pasifika businesses owners, Whau Pasifika and the Pacific Business Trust to promote our Pasifika sector.

Safety & Security

Key Performance Indicators

Continue to maintain the CCTV programme.

What we will do

Continue to:

- check footage for evidence of crimes
 - promote the CCTV cameras to dissuade crime
 - maintain the cameras and network
 - prosecute trucking companies that create damage to verandahs
 - reimburse businesses for camera power costs
- Add at least one new cluster of cameras.

Key Performance Indicators

Continue to support Maori Wardens and CPNZ patrols.

What we will do

Build a more supportive relationship with Maori Wardens and CPNZ. Assist CPNZ with promotion as required.

Key Performance Indicators

Continue to improve night lighting.

What we will do

Continue to maintain under-verandah lighting and pay for power. Add a new block to the power grid.

Key Performance Indicators

Control the narrative around safety and security and work with other community organisations to keep the community informed.

What we will do

- Maintain the Avondale Community Watch page.
- Run a Coffee with a Coppa event
- Run a Safety Plates event.
- Begin Neighbourhood Watch for main street residents.
- Continue to send Text Alerts to businesses as required.

Key Performance Indicators

Assist in keeping Avondale clean and tidy and free of unwanted graffiti, etc.

What we will do

1. Continue to report graffiti, rubbish and breakages.
2. Run a Be A Tidy Kiwi event.

Key Performance Indicators

Assist in evoking a sense of pride and encourage building owners and tenants to do the same.

What we will do

Continue to run the Street Pride programme partnering with businesses to improve their facades including the introduction of more outdoor furniture.

Directly fund other projects as necessary to lift the profile of Avondale.

Curate our Destination

Key Performance Indicators

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.

What we will do

Shoulder tap and offer incentives to businesses we think would work well in Avondale.

Town Centre Enlivenment

Key Performance Indicators

Lobby, advocate for, and partner with Eke Panuku and the Local Board to 'enliven' the town centre.

What we will do

HERITAGE

Reprint the Heritage Walks brochure.

Clean the Heritage plaques in the town centre.

Take over the lease of St Ninians, if available, and assist it to turn into an historic place of interest for Avondale.

Assist in the production of a book on the Chinese Garden Markets by author and local historian, Lisa Truttman.

THE SPIDER

Raise funds for the renovation and reinstatement of the Spider.

Seek funding for staging of collaborative Christmas, ANZAC and Matariki events.

Encourage music to be played in the street by select retailers..

Continue to stage Business Awards.

Continue to promote Avondale through social media.

Run other promotional events as funds allow.

Key Performance Indicators

Work with other community organisations to integrate and make new residents welcome, through events and other activities.

What we will do

Complete distribution of all welcome packs.

Key Performance Indicators

Continue with beautification works and greening of public spaces to bring colour, lights and plants/flower boxes/baskets.

What we will do

Seek funding for further enhancements.

Replant 24/7 laundry garden.

Key Performance Indicators

Encourage a variety of places of interest where various members of the community can meet, play and “hang out”.

What we will do

Introduce additional street seating and planters.

Key Performance Indicators

Leverage the creative sector to install more public art.

What we will do

Maintain the Midtown Lights, and continue to pay Ministry of Education for power use.

Maintain the Book Fridge.

Where funding allows:

- Continue to encourage the completion and installation of the Tatau a Maui sculpture.
- Introduce a new Mural at Green Jade..
- Introduce a NEON art piece.
- Paint a mural on the powerbox outside Clippers.

- Encourage Auckland Transport to paint the crossing outside Geeks.
- Introduce QR code plaques for all Avondale art to give

Business as usual

Additional to our strategic objectives, a good part of our time will be taken up with “business as usual” activities and compliance.

- Societies Office – Make constitutional changes required by the new Societies Office Act.
- Report to the Whau Local Board and Auckland Council’s central BID team.
- Maintain insurances for asset and public liability cover.
- Maintain accurate accounts and annual auditing.
- Manage contractors.

ASSOCIATE MEMBERSHIP

Continue to promote Associate Membership to increase numbers to at least 30 new members.

MAGAZINE

Continue to produce a quarterly magazine.

EMAIL NEWSLETTERS

Post monthly email newsletters to our members and the public.

WEBSITE

Continue to maintain fresh content and an accurate business directory on our website.

SOCIAL

Continue to promote Avondale town centre through our Facebook and Instagram pages.