



Strategic Plan 2018 - 2021

VISION

Our vision is for Panmure to be a vibrant and prosperous business centre that serves the diverse needs of the local community.

PURPOSE OF THE PANMURE BUSINESS ASSOCIATION

The purpose of the Panmure Business Association is to administer the Business Improvement District (BID) funds on behalf of the 380+ building owners and businesses towards achieving the vision as follows:

- Represent their interests, advocate, and work in partnership with Auckland Council and all related agencies who influence the development of the town centre on behalf of building owners and businesses
- Create and manage projects that improve and encourage an appealing environment
- Create and manage communications that encourage a positive perception of Panmure as a great place to live, play and work
- Create and manage projects that directly support businesses.

Pillar 1: PARTNERSHIP, REPRESENTATION & ADVOCACY

Create and maintain mutually beneficial relationships with decision-making bodies and stakeholders.

Maungakiekie- Tāmaki Local Board:

- Monthly representation by a Local Board member at PBA Board meetings
- Quarterly PBA meeting with the Local Board
- Review the Local Board plans and make submissions where needed
- Maintain alignment with Local Board plans.

AMETI Eastern Busway Projects:

- Advocate for continual communications on aspects that affect local businesses and for support where appropriate
- Make submissions on issues affecting our businesses.

Panuku Development Auckland:

- Monitor and review Panuku's planning to ensure the benefits are appropriate to Panmure
- Advocate for Panuku's projects to demonstrate visible signs of progress ('quick wins')

Tamaki Regeneration Company:

- Work to keep both parties mutually informed of progress (TRC Representative on the PBA Board)
- Monitor the implications of the TRC regeneration project and promote businesses to new residents as they arrive.

Building and Business Owners:

- Continue to encourage the building and business owners to maintain and enhance their investment through building maintenance, improved signage and visual appeal.

Community:

- Liaise with community organisations on local issues that affect the town
- Encourage community involvement in events
- Support community-led projects and events.

Pillar 2: ENVIRONMENT

Maintain impetus on the following projects:

- Safety and Security

- Graffiti removal
- Rubbish (monitoring and cleanups)
- Building improvements
- Lighting
- Repairs and maintenance
- Advocate for improvements to footpaths, public spaces, parking and accessibility for business customers.

Pillar 3: COMMUNICATIONS

- Maintain and develop effective methods of communication to businesses and the wider community
- Publish information to create and support a positive perception of Panmure as being a great place to live, work and play
- Keep businesses advised of improvements in safety and security, board decisions, progress of infrastructure projects, and upcoming events
- Gather feedback on businesses' needs
- Maintain and enhance multi-lingual communications.

Pillar 4: BUSINESS SUPPORT

- Promote understanding of our PBA role
- Disseminate information to businesses
- Promote Panmure to the region
- Business needs surveys
- Upskilling seminars and workshops
- Online Business Directory
- Events to bring customers to the town centre and grow awareness of our unique offering
- Promotion of key strength business sectors
- Assist and promote new businesses
- Provide support and expertise in response to business enquiries.