

Vision Statement

Located at the heart of the greatest urban transformation project in New Zealand, Glen Innes Business Improvement District (BID) is a thriving, attractive, sustainable, and self-reliant business area, catering for a diverse and growing population.

Glen Innes Business Association works with local business and property owners across the greater Glen Innes business area for economic benefit of its members through a focus on:

- Improving the business environment
- Promoting innovation and economic prosperity
- Business Community interests

Objectives

- To engage and communicate with our business members and develop relationships to identify opportunities to engage with businesses and the wider community.
- To identify opportunities that contribute to business community values and wellbeing and maintain effective relationships by working with stakeholders to achieve our goals.
- Strengthen Glen Innes BID by increasing its profile and reputation within Glen Innes, Tamaki and beyond.

Priority 1: Security & Environment

Aim: Show that Glen Innes is a safe area to visit, work and live in and enhance the physical environment so that coming into the Glen Innes business area is a pleasant experience

Outcome: Stakeholders feel more comfortable in Glen Innes and the area reflects the changing face of Glen Innes and helps support the look of success.

Stakeholders: GIBA members and their staff, customers, and clients; local community groups

Actions:

- **Police** – GIBA will continue to build on-going relationships with Police, particularly the Glen Innes Community Policing team.
- **Pacific Wardens**– GIBA will continue to employ a Pacific Warden whose principal duty is to patrol the town centre, build trust among young Pacifica and help to defuse troublesome behaviour and to liaise with Police and businesses.
- **CCTV** – GIBA will continue to extend its network of CCTV cameras.
- **Security Forum** – GIBA will facilitate two-monthly “Security Forum” meetings with representatives from GIBA, Glen Innes Community Policing Team, Tamaki Community Patrols, Auckland Council’s Environmental Services, and our Pacific Warden staff member.
- **General Cleanliness / Footpaths / Graffiti removal** – We will maintain a working relationship with Auckland Council asset and environmental contractors to ensure the service levels are maintained and enhanced.

Priority 2: Branding and Promotions

Aim: Promote Glen Innes as a great area to come to for new businesses, shoppers or visitors.

Outcome: Customer and stakeholder loyalty and increased awareness of everything Glen Innes offers. Businesses, shoppers, and visitors want to come to Glen Innes

Stakeholders: GIBA members and their staff, existing and future business members; customers and clients; local community

Actions:

- **Matariki Light Trail** – GIBA will continue to host this hugely popular event and assist Public Dreams Trust in seeking additional outside sponsors to make it a significant event on the Auckland Matariki celebrations calendar.
- **Bradley Lane Illuminated (and murals project)**– GIBA will continue to support this signature event in conjunction with the Bradley Lane Murals project.
- **Other Community group events** – We will continue to partner with or play a supporting role with other community groups and organisations that wish to run events in the town centre to attract visitors to the centre and to activate our public spaces.

Priority 3: Economic Development & Member Services

Aim: provide members with valuable services, support, networking opportunities and timely information of relevance to local businesses

Outcome: Members see GIBA as a valuable source of essential business information and see GIBA activity aiding in development of a strong local economy and are aware of the services and support offered by.

Stakeholders: GIBA members and their staff, customers and clients; local Community, Glen Innes Library, Ruapotaka Marae, CAB, Community Centre, local schools, churches and interest groups.

Actions:

- **Communications** – We will continue to produce regular newsletters and email communications and continue to build our Social Media presence (Facebook).
- **Networking** – We will continue to facilitate and support opportunities for networking with members and incorporate networking with training sessions where a need is identified.
- **Community Groups** – We will support Glen Innes centres of community activity and local organisations and play a leading role in community initiatives where relevant.