



Business Plan – Updated BID boundary

Indicative priorities for 2024/25 year include:

Advocate for Onehunga business with a variety of agencies including:

- Engage and prioritise work with Eke Panuku on Transform Onehunga programme including Countdown and Dress-Smart developments.
- Auckland Council and Council Controlled Organisations and elected officials such as Maungakiekie-Tāmaki Local Board.
- Central government entities and representatives including the local MP, such as Auckland Light Rail, Waka Kotahi.
- Business services, such as banks.

Maintain our relationship and membership services to support Onehunga businesses to thrive:

- Membership database.
- Create a premium business event calendar for members.

Create a new brand strategy for Onehunga Business Association and Onehunga as a destination of choice for Aucklanders.

- Onehunga website and social media management

Deliver at least two public events such as Music on the Mall and the Christmas Parade, private events, such as the Culinary Crawl, promotions, and brand activations.

Deliver crime prevention tactics for Onehunga including overseeing a well-presented town centre:

- Manage existing CCTV network:
 - Continue to upgrade aging hardware and ensure programme is delivering for members.
- Build a plan for a new CCTV network in expanded area over three years with the support of Smarter Cities.
- Employ a maintenance officer who manages graffiti and supports businesses to be well-presented.
- Purchase vehicle for the OBA.

Establish a sustainability programme to support the Onehunga business community.