



Strategic Plan 2022-2027

Howick Village Association Inc



Historical Perspective

Howick Village enjoys a long and colourful history, which provides some of its unique character.

The official foundation date is 1847 when the first of the Fencible soldiers arrived to settle the area. Since then, it has retained its village feel and strong links to its origins, despite assimilation into the greater Auckland urban area.



Introduction

This plan articulates the strategic direction of the Howick Village Association over the next 5 years and details specific activities in the short term. It also allows for the elasticity to enable positive adaptation to changing circumstances. The current state of the association is one of stability and positivity.

It is in a solid financial position, is well run with sound governance and management in place. Strong promotional activities are being run and the village businesses are generally enjoying good support from the local community.

However, there is a need to create new momentum and develop a strategic direction that will meet the new challenges confronting the changing face of retailing and the rapidly developing community now and in the future.



Core Purpose of the HVA

To assist and guide the development and advancement of the commercial interests of the business community in the Howick Village through a coordinated, structured and measurable communications, marketing and economic development programme.

Future Picture

A thriving, vibrant business centre, where business owners and landlords look first to the HVA to advocate and promote the Village on their behalf. Confident in the marketing, lobbying and communications skills to enhance and advance Howick Village.

Strategic Imperatives

1) **Improve its relationship and collaboration with its stakeholders. HVA communication needs to become clearer utilising simple messaging via multiple methods/media**

Projects

- **Member Stakeholders**
 - Visit to stakeholders in their environment on regular basis
 - Formulate list of stakeholders and record visits
 - Chimes newsletters to be delivered to businesses by Committee members to develop a rapport and relationship with businesses/staff
- **Collective stakeholder meeting**
 - Run event with a purpose
 - Education
 - Seeking feedback
 - Innovative speaker
 - Socialisation
- **Community Groups**
 - Promote brand
 - Through schools and community groups
 - Organise an event where youth/children are involved
 - Visit Principals Associations.
- **Organisations**
 - Howick Local Board
 - Meet with Howick local Board 3 monthly
 - Attend regular Howick Local Board meetings
 - East Auckland Tourism
 - Uxbridge Arts & Culture
 - Howick Historical society
 - Relationship building
 - Regular meetings
 - Work in partnerships
 - Joint ownership of implementation of plans
 - How can we benefit each other
- **Communication**
 - Sponsored posts on Facebook
 - Market Instagram pages
 - Active on Instreet and Instasell
 - TikTok - used to capture a wider/larger audience which leads them to website
 - Linktree – informing community of upcoming events for Instagram/TikTok
 - Posts on local pages – Shop Local Shop Howick
 - Use current hashtags
 - Influencers
 - Instagram stories

2) HVA must explore means to further grow its finances and income streams

Projects

- **Events (Promotions)**
 - Night markets / food trucks & markets
 - Other events in other areas
 - Other income generating events held in BID area
- **Donations - ie Gold coin at events (ANZAC) Sponsorship**
 - Sponsorship packages – professional template
 - Environmental drawcard / appeal
 - Local BID businesses to be approached
 - Legal / accounting – pro-bono for HVA
 - Donations / sponsorship
- **BID Expansion**
 - Broadening BID area
 - Push for Association membership in Valley
 - Central Government funding – Ethnic Ministry; Arts & Culture
 - Funding targeting – ANZAC / RSA

3) Howick Village Point of difference, make Howick Village a destination for shopping, tourism and socialisation

Projects

- **Safety**
 - Street safety / footpaths / curbs
 - Police presence
 - No graffiti
 - Camera's (with prominent signage)
 - Improve lighting
- Develop a Howick story/identity to sell to landlords with the aim to increase retail/business mix
- **Howick Village Plan**
 - **Who** – working with Howick Local Board to improve physical aesthetics of Howick Village
 - **What** – view this shared document
 - **When** – HVA is to coordinate/decide/prioritise & promote inclusivity – demographic – target (event promotion).
 - Auckland Transport – Streetscape – Bus/Transport – Parking – Traffic flow – EV Station (install – ChargeNet) – Ferry connection
 - Howick Historical Village – Tourism Events – walks
 - East Auckland Tourism – Tourism Promotion – walks
 - **Weekly Markets** (promote and grow)

- 4) **HVA needs to be actively involved and supportive of Howick Village as a more sustainable environment to live, work and visit. Inclusive of our developing Cultural Diversity and Demographic.**

Projects

- Recognise changing demographics of the area and incorporate in future event planning
- Support environmentally friendly transport options into and around the Village
- Encourage responsible recycling and sustainability throughout the Village
- Cultural groups/events – ie Food Festival

