

## BUSINESS PLAN 2024 - 2025

### INTRODUCTION

The key objectives of the HVA Executive Committee is to ensure the organisation performs and achieves its objectives. These objectives are outlined in the HVA Strategic Plan 2022-2027. This plan articulates the strategic direction for the next 3-5 years (from 2022) and details specific activities short term.

### ADMINISTRATION

Action	Timeframe
HVA Executive Committee meetings progress review against Business and Strategic Plan	Monthly
New members contacts update; database checked regularly	Ongoing
Web/media platforms reviewed and updated including market research via contract	Weekly
Employment of Manager and Admin personnel to implement BID programme and communicate activities to all stakeholders	Actioned
Present annual review of HVA activities to Howick Local Board	Nov/Dec
Advocacy and relationship building with key stakeholders e.g. Howick Local Board, Auckland Council and Auckland Transport	Ongoing

### ECONOMIC DEVELOPMENT

Action	Timeframe
Maintenance of Howick Village Market and to raise market profile and attendance	Ongoing
Provide opportunities for members to network	Ongoing
Provide newsletter to be distributed to all stakeholders – Howick Village Chimes	Bi-monthly
The proposed increase in funding from Auckland Council in 2024/2025 will be directed to cover maintenance of our responsive website and social media platforms - Facebook, Instagram profiles and promotion of Village businesses, events and market. These funds will provide additional social media administrative hours with paid advertising boosts in the lead up to events in Howick Village.	Weekly
Facilitate joint ventures/funding applications and sponsorships to further assist with promotion of Howick Village	Ongoing

**MARKETING PROMOTIONS**

Action	Timeframe
Continue our business support initiatives including the Village business owner profiling on Facebook, increased marketing and promotion of the Village, and business networking opportunities.	Ongoing
Continue to implement street promotions and expand the variety and range of events on the annual calendar with continuation of existing ones ie- Howick Village 'HOP', Christmas Fair, Eco-Day, and the continued development of a new annual Cultural Food Festival. A Business Excellence Awards is being planned with East Tamaki Business Association for March 2024	Ongoing
Continue to market Howick Village as a destination and develop new signature events for the Village eg- Cultural Food Festival	Ongoing
To continue promoting the Village at Christmas with installation of Christmas flags, and the continuation and growth of the Christmas Fair event. Seek additional sponsorship from local businesses and/or community for additional projects.	Ongoing
Continue market research programmes together with Auckland Council BID programme	Ongoing

**ENVIRONMENT & ADVOCACY**

Action	Timeframe
Project for additional CCTV cameras to be installed in areas not currently under surveillance in Howick Village and the maintenance and renewal of legacy CCTV equipment	Actioned
Ensure close relationship is maintained with local Police and community patrols for safety and security of the Village and community.	Ongoing
Work with Auckland Council and Auckland Transport in developing and implanting effective management for our growing community and plans for major events	Ongoing
Continue to engage with and gain collaboration and support from local community groups and schools	Ongoing
Engagement with Auckland Council Zero Waste team and Clean Events Ltd to ensure waste management programmes are effective around our events	Ongoing
Continue to work with Auckland Council, Auckland Transport and the Beautification Trust to maintain and upgrade assets throughout the Howick Village (streetlighting/footpaths/gardens/waste/graffiti)	Ongoing
Working to engage with the changing demographics of the catchment population	Ongoing
Continue to work with landlords to maintain consistent appearance and variety of retail businesses	Ongoing

Jane Newbury

Town Centre Manager – August 2023