

## BUSINESS PLAN 2026 – 2027

### 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 current strategic direction 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
Investigate IT efficiencies for automation of data collection for member and market databases.	July-Dec
Web/media/social media platforms reviewed and updated – key metrics monitored.	Ongoing
Employment of Manager and Admin personnel to implement BID programme, comply with Council requirements, and communicate activities to all stakeholders.	Actioned
Present annual review of HVA activities to Howick Local Board.	Dec-Feb
Advocacy and relationship building with key stakeholders e.g. Howick Local Board, Auckland Council and Auckland Transport, Members, key community groups, and media and business organisations	Ongoing

### ECONOMIC DEVELOPMENT

Action	Timeframe
Maintenance and growth of Howick Village Market – aim to regularly have 68-70 stall sites per Market.	Ongoing
Search out opportunities for our networking and professional development. Continue with our Festive Catch Up, and build our Mid Winter Celebration to be a key Event for our Members.	Ongoing
Provide six weekly newsletters to be distributed to all stakeholders – continue the Howick Village Business and Community Chimes.	Monthly
We intend to grow our Howick Village BID programme (promotions and projects) via grant funding application opportunities. We aim to attract additional funding by developing joint venture and sponsorship opportunities.	Ongoing
Investigate opportunity to broaden the services provided to our membership e.g. assess purchasing opportunities for combined member cost savings (e.g. power, security, telecommunications).	Jan-June

### MARKETING PROMOTIONS

Action	Timeframe
Increase marketing and promotion of Howick with a focus on building social media and our own online presence.	Ongoing
Continue to implement, and assess, big street events on the annual calendar. Continue successful existing events i.e. Howick Village 'HOP', Christmas Fair, Matariki & Eco-Day, Cultural Food Festival. Increase activity and diversity to develop our Cultural Food Festival Event. Promote the Event more widely across the wider Auckland area with the goal to increase attendance at the event. Engage with different ethnicities to broaden our reach within our community.	Ongoing
Continue to market Howick Village as a destination with a point of difference.	Ongoing
Promote - Locals supporting locals, our the importance of our community. Execute a new marketing	July-Sept

campaign combining the two important elements of 'destination' and 'local', expanding on the "There's no place like Howick Village" concept.	
<p>Promote the Village at Christmas with installation of Christmas flags and decorations, and the continuation and growth of the Christmas Fair event and Shop and Win promotions.</p> <p>Changes have been made to the timing of the Christmas Fair Event to optimise attendance and this will be monitored.</p> <p>Support and participation by businesses, and the number of customer entries in the Shop &amp; Win initiative, will be monitored to gauge success.</p>	Ongoing

#### ENVIRONMENT & ADVOCACY

Action	Timeframe
Ensure the maintenance and renewal of legacy CCTV equipment in the Village.	Ongoing
Advocate for/facilitate improved lighting in the Village to enhance security.	Ongoing
Ensure close relationship is maintained with local Police and community patrols for safety and security of the Village. Continue to meet with local Police monthly and engage with Howick Pakuranga Community Patrol quarterly. Investigate Monitor statistics	Ongoing
Continue to engage with and gain collaboration and support from local community, business groups, and schools. Focus on community connection is often mutually beneficial for Howick Village and our wider community.	Ongoing
<p>Engagement with Auckland Council Zero Waste team and Clean Events Ltd to ensure waste management programmes are effective around our events.</p> <p>Ensuring rubbish collection is not an environmental issue, proactively manage members, their contracting rubbish companies, and Council re dumped rubbish.</p>	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 removal).	Ongoing
Working to engage with the changing demographics of the catchment population – sustainability. Prioritising relevance to the younger generation, and embracing ethnic diversity.	Ongoing
<p>Continue to work with landlords, businesses (Deco Lights) and other community groups (eg Arts Out East, Beautification Trust, Auckland Council) to maintain appealing streetscape.</p> <p>Facilitate the sponsorship and maintenance of Tree Lights within the Village, and promote introduction of new murals or artwork initiatives where appropriate.</p>	Ongoing
Work with businesses and landlords, to assist where possible, to optimise a good variety and mix, of tenanted businesses within the Village. Ensure at least one networking event per year is relevant to and targeted for landlords. Ensure that processes are in place to align and promote leasing opportunities as they arise.	Ongoing

**Katie Treneman**

**Village Manager – Sept 2025**