

# OTARA BUSINESS ASSOCIATION



**A person shall be entitled to be a Full member of the association when they own one or more commercially rated properties or business within BID targeted rating area.**

**You automatically fall under the umbrella of the Otara Business Association (OBA) – BID Incorporation and gain immediate benefits.**

**Property and business owners in a Business Improvement District (BID), pay a targeted rate to Auckland Council to fund the local business association.**

**Hence, we represent Otara businesses and work alongside the Otara Papatoetoe Local Board and local community to offer a diverse shopping experience in a safe and secure environment which fosters our Town Centre's economic success.**

**We enjoy working with our members to showcase the best Otara Town Centre has to offer.**

**We are committed to developing a shopping and services hub that Otara is proud of - a thriving place to do business that is accessible, vibrant and a great place to be.**

**Membership in the association is free and entitles you to have greater input into the work that we do.**

**You are entitled to vote at general meetings, serve on the Executive Committee and have a hand in governance of the Otara BID programme and BID targeted rate grant.**

**The OBA is proud to represent the Retailers and Landlords in the Otara Business Improvement District for Advocacy, Events, Promotions, Town Centre Clean-Ups, Networking Opportunities, CCTV and Safety, Auckland Council/ Local Board Relations, the Town Centre Ambassador Teams and so much more.**



## OUR WORK

### ADVOCACY TO UNITE VOICE OF BUSINESS

It can be hard to keep track of bureaucratic decisions, especially when you are busy, working hard running a business. We keep an eye on these issues for you, and make sure that you are regularly informed and updated.

- Advocacy and lobbying to central and/or local government to represent the interests of individual businesses or the interests of all members, as required.
- Liaison with Otara Papatoetoe Local board to improve Otara Town Centre area.
- Updating business community via monthly meetings on ongoing projects around centre.

### ECONOMIC DEVELOPMENT TO HELP OTARA COMMUNITY TO GROW

Otara Business Association is committed to enabling growth through liaison and partnerships with council and local government departments on your behalf.

- Liaison with Auckland Council, Panuku Development Auckland (a council-controlled organisation) & Otara Papatoetoe Local Board seeking to enhance the Otara area.
- Support for property owners and real estate agents in terms of filling vacant premises.
- Liaison with developers, seeking to create new amenities and commercial buildings.



## MARKETING & PROMOTIONS TO GROW YOUR BUSINESS

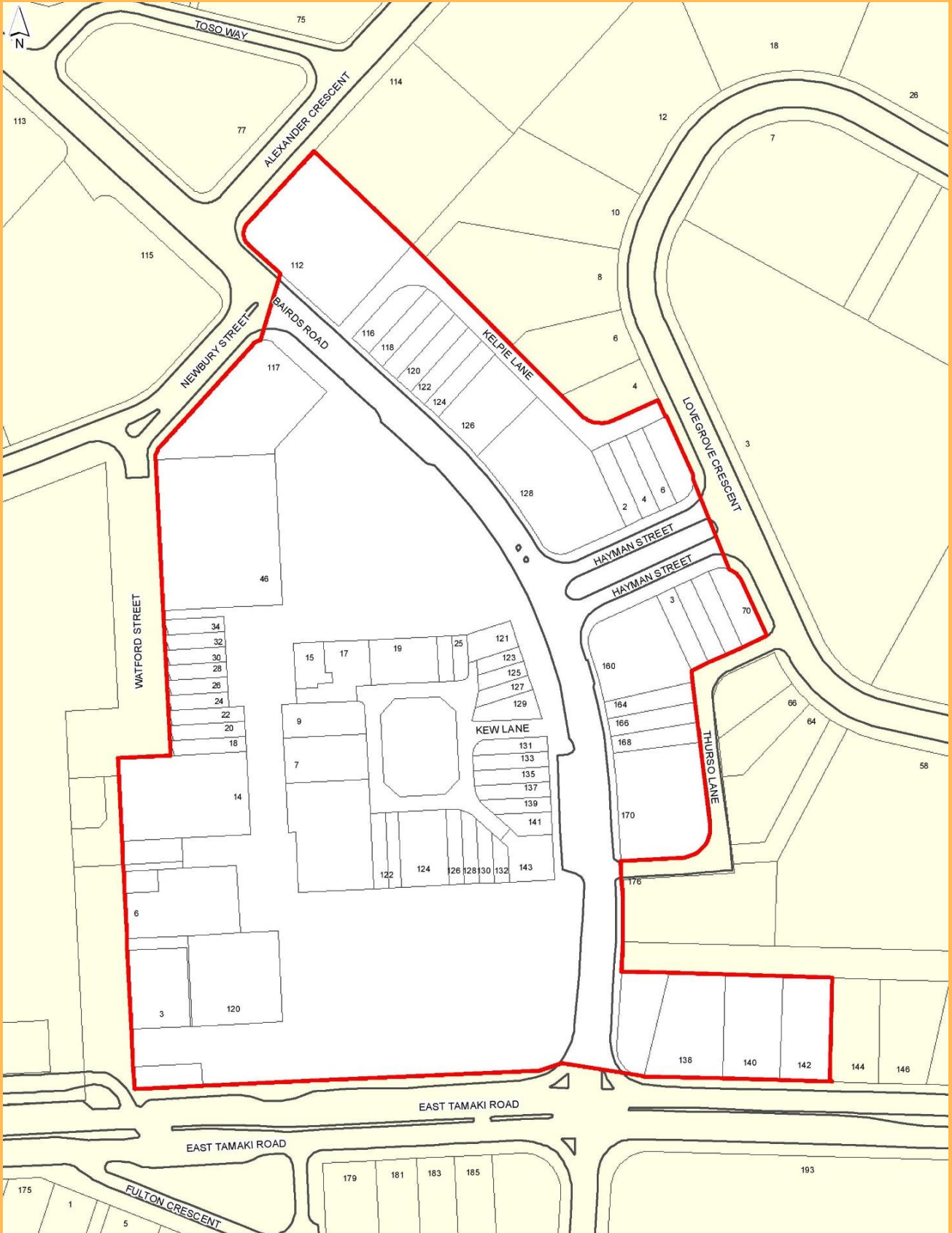
The more we focus on building Otara's reputation as a destination, shining a spotlight on its many attributes, the more potential there is for your business to grow and prosper.

- Inclusion of members in the marketing of Otara as a shopping destination.
- Provision of an enhanced physical environment, through our work to beautify Otara (including the removal of rubbish, graffiti and tagging).
- Joint marketing projects with MIT, Otara Flea Market and the local community aiming to promote Otara as heart of Pacifica.
- Joint marketing with Manukau Institute of Technology, Auckland University of Technology and Private Training Establishment (PTEs), seeking to promote Otara as the education hub of the South.
- Design and installation of large signage on the Motorway exit and East Tamaki Road, welcoming visitors to our town centre.
- Provision of street flags at main intersections to promote Otara and celebrate annual events.
- Provision of regular promotional events.

## NETWORKING & EVENTS TO MAKE THE COMMUNITY STRONGER

- Free access to safety network meetings and community events, designed to help you increase your business knowledge and grow your business network.
- We also hold regular events with neighbouring BIDS, enabling members to share ideas and information.

# OTARA BUSINESS IMPROVEMENT DISTRICT MAP



Members pay a targeted rate to Auckland Council to fund the local business association

# REGISTRATION FORM

Please complete the form below. Alternatively, complete this form online – <https://www.otara.co.nz/become-a-member>

Otara Business Association requires every business or property owners to register as a member annually to keep your membership current.

Please print clearly in capital letters.

## BUSINESS INFORMATION

BUSINESS OR PROPERTY NAME	
STREET ADDRESS	
POSTAL ADDRESS	
WEBSITE	
EMAIL	

## BUSINESS OR PROPERTY OWNER DETAILS

NAME	
PHONE	
EMAIL	

## PRIMARY CONTACT

NAME		TITLE / POSITION	
PHONE		EMAIL	

## SECONDARY CONTACT

NAME		TITLE / POSITION	
PHONE		EMAIL	

## SIGNATURE

SIGN		DATE	
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Please send the completed & signed form to [info@obaotara.org.nz](mailto:info@obaotara.org.nz)