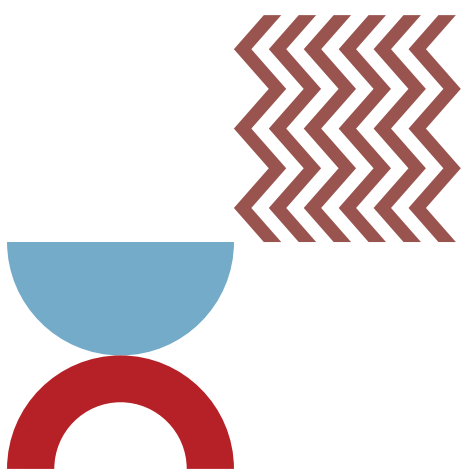




OBA 5-YEAR PLAN

2023 -2028





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MESSAGE FROM THE CHAIR

It would be fair to say that doing business in Otara Town Centre has been difficult over the last couple of years. A number of factors, and most predominantly the COVID pandemic, have seen major reductions in visitor and customer numbers to the Town Centre. This, in turn, has had a significant impact on our members as well as on the Business Association's plans and activities.

Despite these setbacks, I'm very excited about the future and the opportunities for revitalising our Town Centre and its businesses. Our new 5-year plan sets a very positive and achievable framework for bringing the Town Centre back to life as a thriving hub for our people and communities to celebrate, shop and do business.

Collaboration will be key to revitalising the Town Centre and its businesses. Accordingly, we have sought input and guidance from many voices to help set the Business Association's direction for the next five years. Our intention is that these conversations will continue to ensure that our work achieves the desired impact for Otara's businesses and communities.

We look forward to working with you.

Yours sincerely,

Amandeep Parmar



MESSAGE FROM THE MANAGER

Otara Town Centre is consistently one of the highest performing town centres in Auckland, and it is also one of the safest places to shop and visit. Our new 5-Year Plan continues to build on these successes by providing a framework for the Association to help reinvigorate our Town Centre as a vibrant heart for Otara's commerce and community.

OBA's 5-Year Plan 2023 - 2028 recognises that thriving business needs a thriving community, and vice versa. Accordingly, our Plan contains a comprehensive range of programmes and initiatives to enhance and grow local businesses whilst enhancing the connections with Otara's history, people, cultures and communities.

We cannot achieve this alone, so as manager, I'm looking forward to actively leading and participating in shared initiatives that will benefit OBA's membership and our communities.

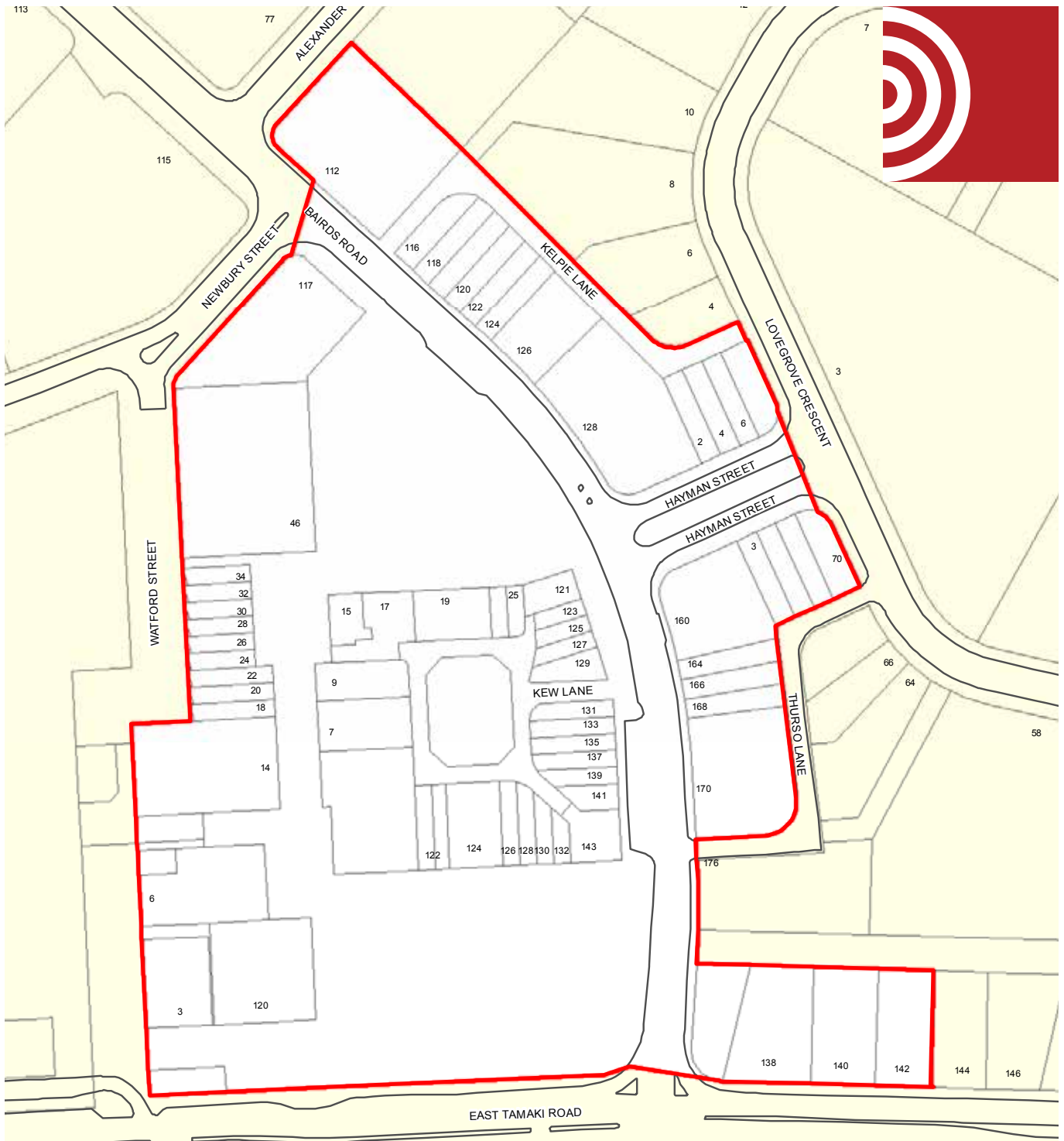
I look forward to working with you and making Otara shine.

Rana Judge

Manager

A handwritten signature in black ink, appearing to be 'Rana Judge', written over a horizontal line.





OTARA BUSINESS ASSOCIATION

Otago Business Association (OBA) is an organization made up of businesses in the Otago Town Centre. Our core focus is to develop local business and make the town centre a welcoming and attractive space for people, business and the community to flourish.

The OBA operates as a Business Improvement District (BID) meaning core funding for our operations is received through an Auckland Council targeted rate levied from businesses in the BID area.

OBA works in partnership with various community and council based forums and organisations to facilitate and deliver opportunities that will enhance our community, economic development and support the Town Centre to offer a diverse range of events and shopping experiences in a safe and secure environment.

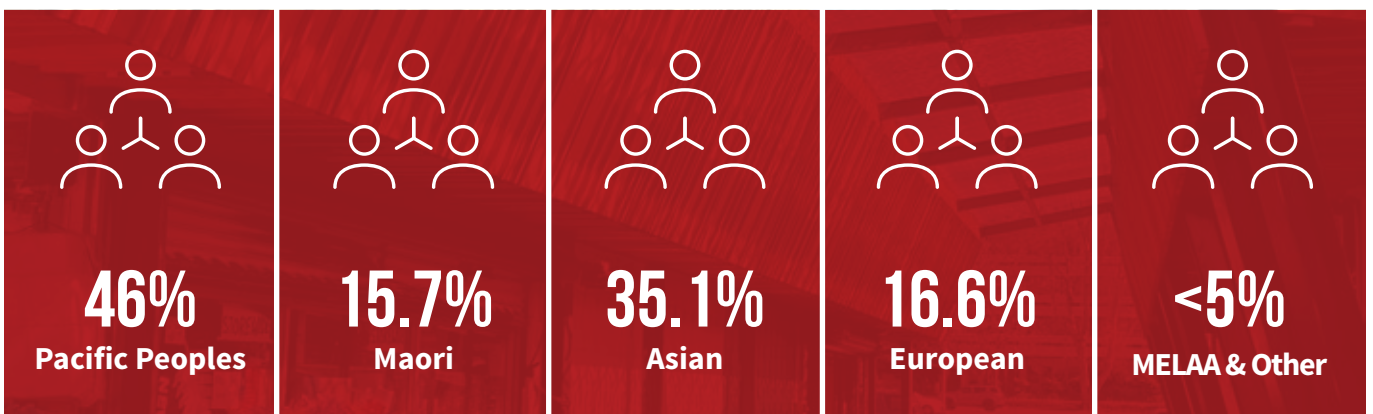
The OBA is proud to represent the retailers and landlords in the Otago BID area and deliver a comprehensive range of advocacy, events, security and collaborations to ensure that Otago is a great place to meet, shop and do business.



KEY FACTS



Incredibly diverse community identifying as



*Sourced from Otago Marketview Report, Auckland Council's Otago Local Board Scorecard



FIVE YEAR PLAN

Development process

The Otara Business Association 5-Year Plan 2023-2028 is the result of a comprehensive review of previous business plans, key stakeholder interviews, online resident survey, desktop research and an analysis of other relevant documents and reports. Key themes from this work and further refinement with OBA management has created a plan that will guide the development of Otara as a thriving community for industry and enterprise.



OTARA 2028 COMMUNITY

Keeping community at the heart of doing business in Otara

Community is everything in Otara, and for local business, a significant customer base and asset. With one of Auckland’s most diverse communities, including one of the region’s largest Pasifika populations, celebrating and activating Otara’s rich heritage and exciting array of cultural practices and traditions provides a catalyst for building community and commerce.

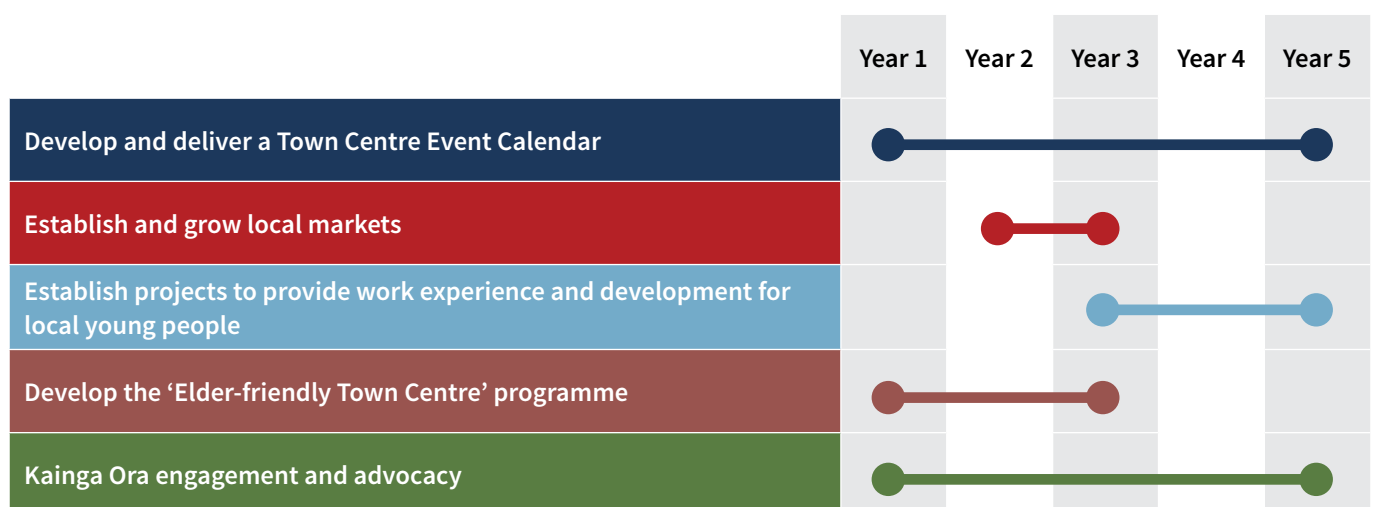
Priorities

- Support and enhance facilities and activities for our older residents and visitors
- Support and enhance facilities and activities for our young people
- Foster and support local employment
- Build positive perceptions and connections with Otara residents and shoppers

Programmes

- Explore the establishment of night markets and Pasifika food store, supplies and events
- Explore the establishment of a programme of cultural events and celebrations
- Build and develop linkages with local schools and community organizations
- Build and develop linkages with Kainga Ora regarding their development of the old MIT campus
- Explore how Otara Town Centre can be the most elder-friendly town centre in Auckland
- Support local business to better attract, serve and connect with culturally diverse customers

Projects





OTARA 2028 CELEBRATE

Celebrate Otara as a great place to do business

Otara Town Centre is perceived as dangerous and as having a less than desirable retail offering. However, Otara is one of the safest and highest performing BID's in Auckland. The Town Centre, people and the land on which it is built have a unique identity and story to be developed and told. OBA will highlight the area's long association with Tangata Whenua, and the range and diversity of visitor and retail attractions. OBA will also promote the Town Centre as a heart for one of Auckland's largest Pasifika communities, and the significant advantages and opportunities it offers for attracting new business to the District.

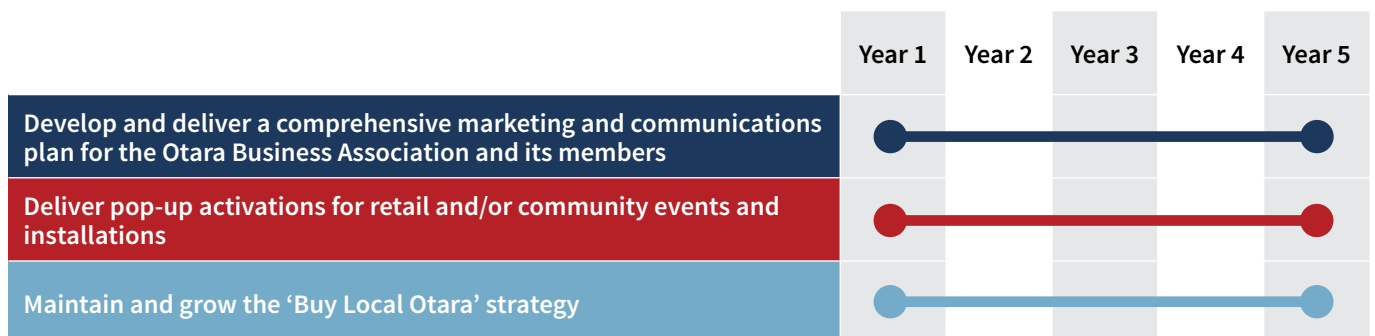
Priorities

- Celebrate and enhance cultural diversity as a unique strength and difference
- Celebrate and promote Otara's rich Maori and Pasifika history and heritage
- Actively promote and showcase local businesses and business opportunities
- Create and promote reasons to visit our town centre

Programmes

- Marketing and communications telling the real story of Otara and positioning the Town Centre as an attractive retail destination
- Shopper events and competitions
- Business attraction and retention program to increase retail diversity and attract at least one more anchor tenant, ideally a supermarket

Projects





OTARA 2028 PLACE

Our town centres will be attractive, easy to access places we are all proud of.

Otara Town Centre has a long history and now requires some rejuvenation to make it an attractive, vibrant shopping precinct that encourages people to visit, socialise and do business. Refreshing the shops and facilities will also help to increase safety and minimise the risk of criminal and antisocial activity which is a major priority for Otara Business District. OBA will focus on creating an environment that reflects, inspires and complements the local community to enhance and sustain local 'ownership', pride and participation in Otara's town centre and shopping precinct.

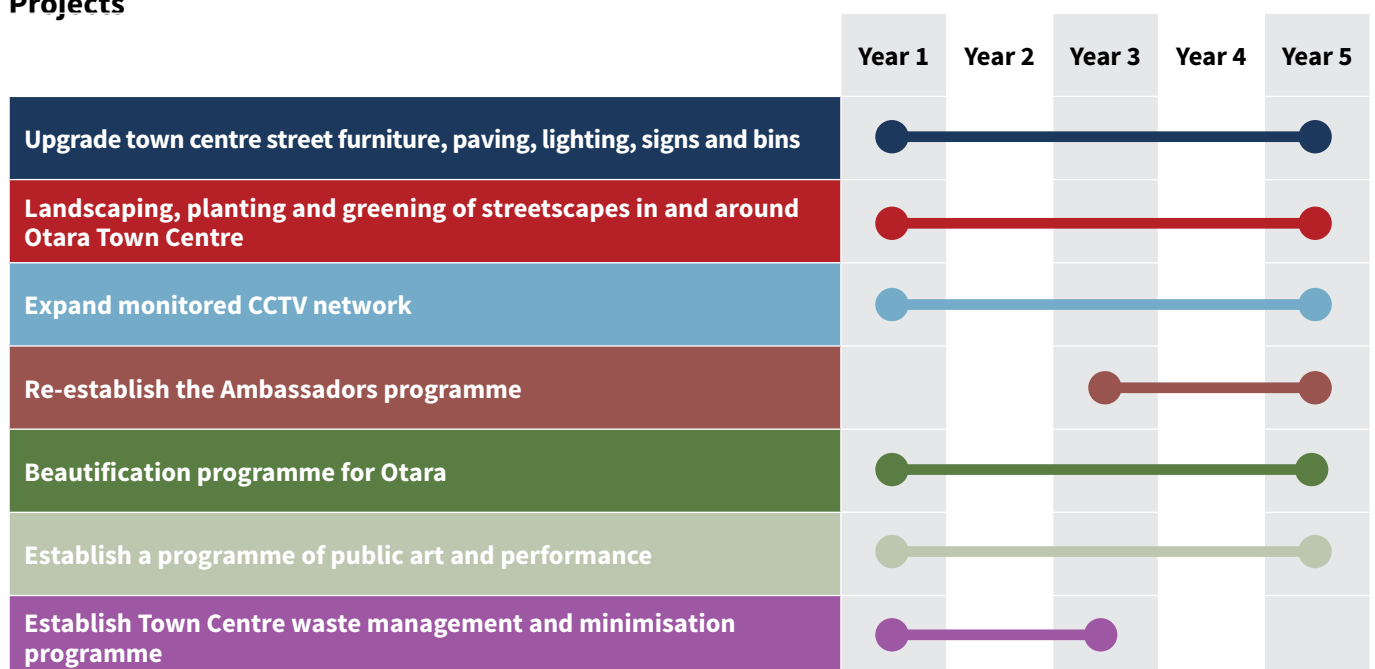
Priorities

- Modernize and beautify the town centre and street environments
- Modernize retail and town centre facilities and services
- Increase frequency and variety of public art and performance
- Explore reinstating the Ambassadors programme

Programmes

- Collaborate with local providers and agencies to deliver programmes and facilities for young people and older visitors
- Advocate and lead Town Centre beautification and planting programmes
- Collaborate with local arts agencies to create and deliver a programme of public art and performance

Projects





OTARA 2028 PERFORMANCE

Otara Business Association will be a strong, valuable resource and advocate for local business.

A thriving and sustainable local economy and business community needs a strong central agency to be a catalyst, resource and independent advocate for local development. In order to better respond to some key changes in the local context and economy, OBA will initiate a programme of development to ensure it remains fit for purpose, now and into the future.

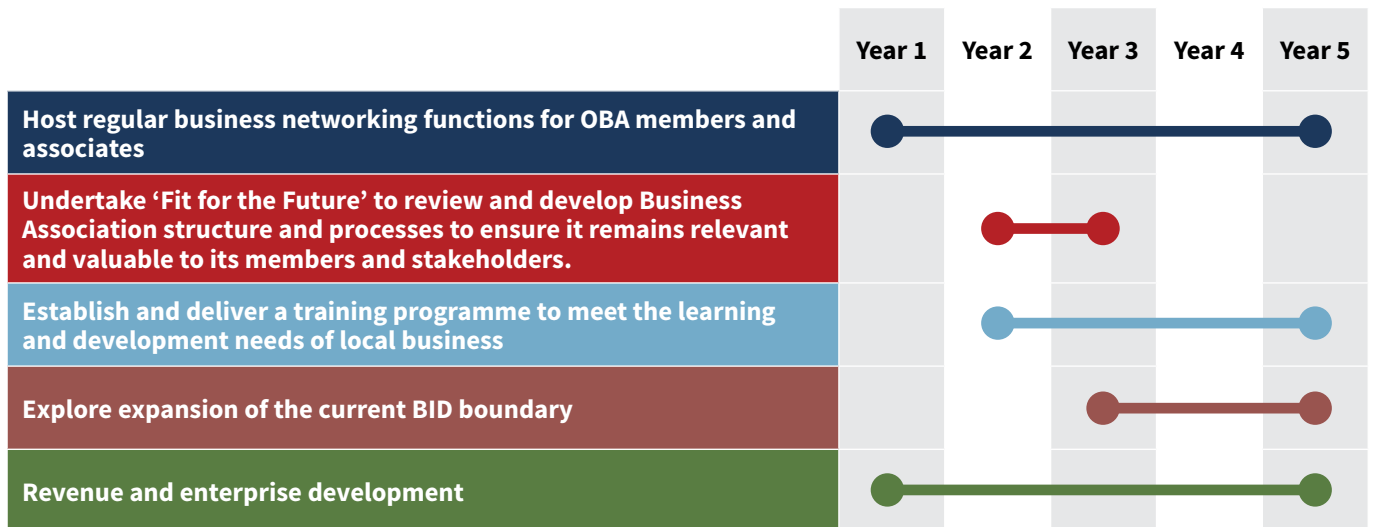
Priorities

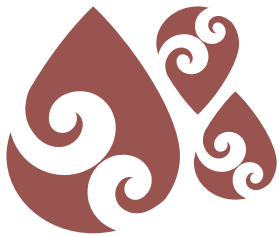
- Develop organizational capacity and sustainability
- Establish a broader range of revenue streams
- Facilitate access to business support and services
- Build stronger, more productive connections with Council and other key stakeholders

Programmes

- OBA 'Fit for the Future' organizational development programme
- Establish events and resources to guide and advise business performance, planning and development
- Collaborate on innovative projects that benefit business in Otara
- Develop alternate revenue and funding connections and opportunities
- Champion the voice, needs and concerns of Otara business

Projects





KEY PARTNERS

Partnership is key to everything we do and has been essential for the Association to deliver the outcomes we have for the Otara Business District. We work very hard to forge and participate in connections that benefit local business and community.



OTARA/PAPATOETOE WARD COUNCILLORS



AUCKLAND LIBRARIES

OTARA COMMUNITY AGENCIES AND ORGANISATIONS



BUSINESS IMPROVEMENT DISTRICT TEAM



OTARA FLEA MARKET



COUNCIL CONTROLLED ORGANISATIONS

OTARA MARAE



LOCAL BUSINESSES AND PROPERTY OWNERS



THANK YOU TO ALL OUR PARTNERS.

WE LOOK FORWARD TO CONTINUING TO DEVELOP OUR RELATIONSHIP WITH YOU AND TO BUILDING NEW ALLIANCES FOR THE BENEFIT OF OTARA'S BUSINESSES AND COMMUNITY.





OBA 5-YEAR PLAN 2023 - 2028

Prepared for the Otago Business Association by Dot Two Dot with the support of the Otago Papatoetoe Local Board

