

Otara Business Association (OBA) Business Plan 2025-2026

Introduction

The Otara Business Association (OBA) serves as a key representative for businesses within the Otara Town Centre, with a mission to foster a vibrant, secure, and thriving commercial environment. As a Business Improvement District (BID), OBA is funded by a targeted rate collected by Auckland Council from businesses within the area. Our role is to advocate for local businesses, enhance community engagement, and collaborate with key stakeholders to support economic growth.

OBA's vision for 2025-2026 is to promote Otara as a dynamic retail and cultural destination, known for its diverse community, safe environment, and growing business opportunities.

Key Facts

Otara is one of Auckland's Top 20 shopping destinations.

Over 75 businesses operate in the Otara Business District, with continuous growth.

The Otara/Papatoetoe Local Board area is home to 105,900 people, representing 5% of Auckland's population.

62% of Otara residents shop locally.

The community is highly diverse, with 46% Pacific Peoples, 15.7% Māori, 35.1% Asian, 16.6% European, and under 5% MELAA and others.

Business Plan

As per the adoption of the five year strategic plan in 2022, Otara Business Association (OBA) is in Year 3 of executing this plan. It includes implementing the objectives & goals to meet the evolving needs of the town centre. However, implementing this plan requires substantial financial resources and effort. As a small Business Improvement District (BID) with a targeted rate of only \$99,456, our budget is limited, and expenses exceed this amount, leaving us with a deficit.

We have proposed a 10% increase of the targeted BID rate grant for 2025-2026. Once the resolution for this increase is approved, we will receive an additional \$9,946 in funding which will be used for Safety & Security of our Town Centre. If we do not receive this increased funding then we will have to apply for funding.

Despite our tight budget, OBA remains committed to executing the strategic plan as efficiently and creatively as possible, striving for measurable progress each year. We will continue to advocate for the completion of key tasks, even though some initiatives may face delays due to budget limitations.

OBA 2025-2026 Objectives

Budget Overview:

Account	Amount
Safety & Security (if 10% increase is approved)	\$9,945.60
Marketing & Advertising	\$9,500
Promotional Expenses	\$7,000
Salary - Manager	\$72,000
Salary - Crime prevention Officer	\$18,000
Office related costs	\$16,681.40
Total	\$133,127

Community Focus

Objective

Strengthening the bond between the business community and Otara's culturally diverse population.

Otara's rich cultural heritage provides a unique opportunity to celebrate and promote local businesses. We aim to connect businesses with the community, particularly highlighting Otara's large Pasifika population, through events and initiatives that reflect the area's diversity.

Projects

Programmes

Budget

<p>The project aims to enhance the overall security and safety of the town centre, ensuring a safe environment for residents, businesses, and visitors.</p> <p>The town centre is a busy hub for commerce, recreation, and public services, and therefore requires effective measures to address crime, accidents, and emergency preparedness.</p>	<ul style="list-style-type: none"> - To increase visible security presence and address safety concerns proactively through regular patrolling. - Deploy uniformed wardens to patrol the town centre on foot, covering key areas. Encourage collaboration between local law enforcement and private security companies. - Equip patrolling wardens with communication devices to report any suspicious activities or safety hazards to the central monitoring hub or police. - Raise awareness about safety, reduce accidents, and prepare the town centre for emergencies. 	<p>Safety Awareness \$3,000</p> <p>Patrolling \$4,000</p> <p>Activity and equipment \$3,000</p> <p>Total - \$9,945.60 (if 10% increase is approved)</p>
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	<ul style="list-style-type: none"> - Actively monitor the CCTV network across the Otara Town Centre to identify potential incidents and ensure real-time surveillance for crime prevention. - Collaborate closely with local law enforcement and community wardens to enhance security, share intelligence, and provide immediate response to incidents. - Work directly with the NZ Police to review specific CCTV footage, ensuring that any criminal activities are recorded accurately, enabling prompt action against perpetrators. 	\$18,000 as per Crime Prevention Officer
Develop and deliver a Town Centre Event Calendar.	<ul style="list-style-type: none"> - Explore the establishment of a programme of cultural events and celebrations - Support local businesses to better attract, serve and connect with culturally diverse customers 	Under Bid Manager Salary Role
Establish and grow local markets	<ul style="list-style-type: none"> - Collaborate with local established BID vendors and artisans to expand the variety and quality of market offerings. - Promote the markets as a family-friendly, vibrant space to attract foot traffic. - Provide marketing support and incentives to local businesses to increase turnover. - Promote night market with local BID vendors on a weeknight once security & safety measures are in place. 	Under Bid Manager Salary Role

<p>Develop the Elder-Friendly Town Centre Programme</p>	<ul style="list-style-type: none"> - Continue to advocate for elder-friendly infrastructure, such as additional seating and improved accessibility. - Partner with local fitness and wellness providers to create senior-focused exercise programs. - Establish regular engagement with elder groups for feedback on improving their experience in the town centre. - Promote the programme through senior citizen groups and community networks. 	<p>Advocacy through Bid Manager Salary Role</p> <p>We will reach out with Senior community groups.</p>
<p>Establish projects to provide work experience and development for local young people</p>	<ul style="list-style-type: none"> - Build partnerships with local schools, including MIT, to offer internship and work experience opportunities. - Develop training programs and workshops in collaboration with local businesses to enhance young people's skills. - Monitor and report on the success of these programs to refine and expand them over time. 	<p>We recruited 2 students from MIT last year with Internship and offered work experience.</p> <p>We will continue on this path this year as well.</p>
<p>Kainga Ora engagement and advocacy</p>	<ul style="list-style-type: none"> - Maintain regular meetings with Kainga Ora to stay updated on housing developments and advocate for community needs. - Foster partnerships with Kainga Ora to ensure that new housing developments positively impact the local economy and town centre. 	<p>Under Bid Manager Salary Role</p>

Celebrating Otara

Objective

Rebranding Otara as a safe, dynamic, and desirable place to do business.

Despite past misconceptions, Otara is one of Auckland's safest and highest-performing BIDs. We will focus on showcasing the area's rich history, diversity, and the unique retail and visitor

opportunities it offers. OBA aims to promote Otara as the heart of Auckland’s Pasifika community and a prime destination for business growth.

Projects	Programmes	Budget
Continues to deliver a comprehensive marketing and communications plan for the Otara Business Association and its members	- Marketing and communications telling the real story of Otara and positioning the Town Centre as an attractive retail destination. Promoting business.	Marketing & Advertising - \$5,000
Deliver pop-up activations for retail and/or community events and installations	- Shopper events and competitions - - Event Calendar – Easter / Matariki / Christmas Promotions	Marketing & Advertising - \$2,000 Promotional expenses - \$5,000
Maintain and grow the ‘Buy Local Otara’ strategy project	- Business attraction and retention program to increase retail diversity. - Shop and Win promotions.	Promotional expenses - \$1,000

Enhancing Otara’s Public Spaces

Objective

Creating a more attractive, accessible, and safe environment for residents and visitors.

Otara Town Centre is due for a revitalisation. By improving public spaces and amenities, OBA seeks to enhance safety, attract more visitors, and encourage greater community participation. These efforts will foster pride in Otara and contribute to the district's long-term success.

Projects	Programmes	Budget
Establish Town centre waste management and minimisation programme	- Work closely with Auckland Council and Panuku to finalise and implement a comprehensive waste reduction strategy. - Increase community awareness about waste management practices, including recycling and minimising single-use plastics. - Coordinate with local businesses to establish a unified approach to waste disposal and reduction. - Implement regular reviews of the town centre’s waste management	Under Bid Manager Salary Role

	system to ensure it remains effective and efficient.	
Re-establish the Ambassadors programme	<ul style="list-style-type: none"> - Continue coordination with Māori Wardens on Koha basis and other volunteer groups to provide on-the-ground support in the town centre. - Explore funding opportunities to reinstate a full-time Ambassador programme that can enhance security and customer service. - Use feedback from businesses and the community to assess the impact of the Ambassadors programme and refine its scope. 	Continue working with Maori wardens & volunteer groups
Beautification Programme for Otara	<ul style="list-style-type: none"> - Maintain collaboration with the Beautification Trust and City Care to ensure regular clean-ups and graffiti removal. - Organise more frequent town centre tidy-up events with local volunteers, business owners, and community groups. - Focus on high-visibility areas that will leave a lasting positive impression on visitors and shoppers. - Continue advocacy with the Local Board to secure funding for long-term beautification projects. 	Under Bid Manager Salary Role

Performance

Otara Business Association will be a robust and valuable resource and advocate for local businesses.

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. 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.

Projects

Programmes

Budget

Host regular business networking functions for	- OBA 'Fit for the Future organisational development programme	Under Bid Manager Salary Role +
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OBA members and associates		Promotional expenses - \$1,000
Undertake "Fit for Future" to review and develop Business Association structure and processes to ensure it remains relevant and valuable to its members and stakeholders	<ul style="list-style-type: none"> - Conduct a comprehensive review of the Otara Business Association (OBA)'s current structure, roles, and processes to ensure efficiency and effectiveness. - Benchmark against successful Business Improvement Districts (BIDs) across Auckland to implement best practices. - Engage with members and stakeholders through surveys and focus groups to gather input on what improvements and changes are needed. - Establish a clear roadmap for improvements in governance, transparency, and communication to ensure that the OBA remains relevant and valuable. 	Under Bid Manager Salary Role
Establish and deliver a training programme to meet the learning and development needs of local business	<ul style="list-style-type: none"> - Collaborate on innovative projects that benefit business in Otara 	Marketing & Advertising - \$1,000
Explore expansion of the current BID boundary	<ul style="list-style-type: none"> - Conduct a feasibility study on the potential for expanding the current BID boundary to include more businesses and stakeholders. - Engage with businesses outside the current boundary to assess interest and understand their needs and challenges. - Work with Auckland Council to understand the process, costs, and requirements for BID expansion. - Develop a strategy for managing the additional resources and responsibilities that come with a larger BID area. 	Under Bid Manager Salary Role Conduct a feasibility study.

Office Expenses

Operating the Business Association involves various ongoing expenses, including accounting, audits, insurance, meeting costs, and subscriptions for essential services such as Xero, payroll, Zoom, telephone, and website hosting. These expenses are crucial to maintaining the smooth functioning and compliance of the Business Association.

Projects	Programmes	Budget
Office Expenses	- Accounting - Audit - Insurance - Meeting - Misc office expenses - Subscriptions - Telephone & Internet - Website	\$16,627

Conclusion

The Otara Business Association's 2025-2026 Business Plan outlines a clear strategy to ensure Otara Town Centre remains a vibrant, safe, and prosperous place for both businesses and the wider community. Through focused investment in safety, marketing, and community engagement, OBA will continue to advocate for local businesses, celebrate the district's rich cultural heritage, and drive economic growth.