

BUSINESS PLAN

Otara Business Association Business Plan 2026-2027

CRIME PREVENTION

The Safety Awareness Programme, Security Patrolling, and Activity & Equipment initiatives have collectively enhanced community safety in the town centre. The positive news is that we will receive an additional \$10,940.20 in funding, representing a 10% increase for 2026–2027. With this targeted rate increase, we will place greater focus on strengthening security and safety across the town centre.

- Strengthen partnerships with Ormiston Police, Māori Wardens, and key stakeholders to address crime prevention and community safety.
- Continue to utilise and monitor the CCTV network of more than 42 cameras, proactively identifying anti-social behaviour and upgrading security equipment across the Ōtara Shopping Centre.
- Engage Māori Wardens to maintain regular patrolling throughout the day from 10am to 4pm in the shopping centre, ensuring customers and the public feel safe and confident when visiting the town centre.
- Provide Crime Prevention Through Environmental Design (CPTED) advice to businesses within the Ōtara BID area to support safer business practices and environments.
- Organise crime prevention quarterly events and stakeholder meetings, while actively encouraging retailers to report incidents to Police to ensure timely responses to unexpected situations.
- Facilitate regular visits from the Police Bus on quarterly basis in the town centre, creating opportunities for retailers to meet directly with Police and share their views on crime and safety issues.

ADVOCACY, LOBBYING AND COMMUNICATION

- Collaborate with the Ōtara-Papatoetoe Local Board on key issues and projects that contribute to the growth and wellbeing of the Ōtara area.
- Strengthen relationships with Auckland Council, Auckland Transport, and other key agencies to advance infrastructure improvements and support economic development initiatives.
- Lodging maintenance issues for timely repair or replacement of damaged or outdated assets owned by Auckland Council, Auckland Transport, and other relevant authorities, ensuring a safe and well-maintained town centre.
- Through business networking, we aim to connect local businesses with support that addresses their specific needs, such as social media awareness, consumer affairs, health and safety compliance, training, and mentoring. This initiative is designed to strengthen business operations, promote best practices, and enhance the overall profile of the town centre community.
- Keep businesses and landlords regularly informed through our private Mailchimp and Facebook group, newsletters, emails, and face-to-face member meetings, while also creating opportunities for them to share feedback, exchange information, and seek advice.

APPEARANCE

- As part of our quarterly town centre audits, we will continue refreshing and maintaining small areas that require tidying, working in partnership with community groups and churches by providing them with paint and resources for this purpose.
- We will maintain a zero-tolerance approach to graffiti, with all incidents promptly referred to Manukau Beautification for removal.

- Illegal dumping will be reported and monitored through the CCTV network, with evidence referred to Auckland Council or Auckland Transport to support enforcement and prosecution where appropriate.

PROMOTIONS AND MARKETING

- Celebrate key cultural and community events such as Easter, Matariki and Christmas with vibrant town centre activities that foster community pride and attract visitors.
- Deliver the Ōtara Health Expo in partnership with Ōtara South Seas Healthcare, showcasing local health and wellbeing providers and educating the community on accessible health and wellness services.
- Continue the successful “Buy Local Ōtara” campaign, a competition designed to stimulate business activity during traditionally quieter trading periods.
- Strengthen our “Support Local” message through an expanded social media presence and targeted marketing campaigns.
- Provide free advertising opportunities on OBA’s digital platforms and social media channels for BID member businesses, helping them promote their products and services.
- Maintain and regularly update the Ōtara business database and online directory to ensure accurate information is available for members and the public.
- Develop a calendar of small-scale promotions, events, and activations on the Ōtara Stage to attract shoppers and increase foot traffic to the town centre.