

Grey Lynn Business Association 2026–2027 Business Plan-

Post AGM' and member approved

Strategic Objectives

The Grey Lynn Business Association (GLBA) will deliver the 2026–2027 Business Improvement District (BID) programme with a focus on four strategic objectives:

- 1. Promote and support Grey Lynn businesses**
- 2. Build strong networks and business resilience**
- 3. Advocate effectively for member interests**
- 4. Enhance safety and vibrancy in the precinct**

These objectives align with Auckland Council's BID Policy, which encourages local business associations to improve their business environment, promote innovation, and attract new businesses and customers.

Key Initiatives

To achieve these objectives, GLBA will implement the following initiatives across four action areas:

Marketing & Promotion – \$120,000

- Engage a professional marketing agency to boost Grey Lynn's visibility.
- Run targeted campaigns to attract visitors and support local businesses.
- Redesign and relaunch the Grey Lynn Business Association website.

Business Skills & Networks – \$80,000

- Host regular networking breakfasts and member meetups.
- Provide workshops and learning opportunities to strengthen business resilience.
- Build peer-to-peer connections across the Grey Lynn business community.

Local Voice (Representation & Influence) – \$50,000

- Strengthen communication with Auckland Council and Auckland Transport.
- Represent member priorities in council planning and local decision-making.
- Advocate on transport, safety, and business environment issues.

Placemaking – \$80,000

- Explore and deliver projects that improve the look and feel of Grey Lynn precincts.
- Increase foot traffic and vibrancy through beautification and safety initiatives.

Expected Outcomes

- **Increased visibility and foot traffic** in Grey Lynn’s commercial areas.
- **Stronger business engagement** and member participation.
- **Improved safety and community connection** through placemaking and advocacy.
- **Enhanced reputation and influence** of GLBA in local governance and planning.

Governance & Compliance

This Business Plan was approved by resolution at the 2025 Annual General Meeting and is supported by the signed **Mandatory Governance Declaration** submitted to Auckland Council.

GLBA confirms that the BID targeted rate grant will be used **exclusively** to deliver the initiatives outlined in this Business Plan, in accordance with the BID Policy. No portion of the grant will be used to secure or repay loans unless approved by members at a General Meeting.

GLBA will submit the required **annual accountability compliance reports**, including performance updates and financial statements, as part of its obligations under the BID Targeted Rate Grant Agreement.