

# Glen Innes Business Association



**Strategic Plan 2012 – 2015**

Glen Innes Business Association Inc.  
44 Mayfair Place, Glen Innes. Ph: 09 521 7200  
Email: [giba@xtra.co.nz](mailto:giba@xtra.co.nz) [www.gleninnesvillage.co.nz](http://www.gleninnesvillage.co.nz)

## Our vision: Glen Innes in 2020

*Voted Auckland's "Most Exciting Business Community"*

Glen Innes in 2020 is the hub of the music and arts movement in Auckland.

The development of the Music and Arts Centre for youth, which opened in 2015, has revitalised the area, with the centre being a draw card for the creative talents of young people from across Auckland. The centre has wide community use and support, and a number of music-related businesses have chosen to relocate to Glen Innes as a result.

Glen Innes in 2020 is home to one of Auckland's top tourist attractions – The Urban Maori Experience. Based at Ruapotaka Marae, this unique experience attracts thousands of visitors every year from around New Zealand and the world.

Short-term international travellers stopping off in Auckland, who have limited time to go to Rotorua, can now experience authentic Maori culture just minutes from the Auckland CBD, including a performance from

the Ruapotaka Marae's Kapa Haka group, and a traditional hangi meal.

Based in the heart of the Glen Innes village, the nearby Maori Cultural Centre gives visitors a hands-on opportunity to learn the ancient Maori art of sculpting and has proven to be a popular destination for school groups. The annual Matariki celebrations in Auckland are centred in Glen Innes involving weeks of festivities and culminating in a spectacular fireworks show.

*Once the poor cousin of the Eastern Suburbs, Glen Innes in 2020 has become one of the most thriving and exciting places in Auckland to live, work and play, and last year was voted Auckland's Most Exciting Business Community in the city's prestigious Annual Community Awards.*



Glen Innes in 2020 hosts the weekly Cultural Arts and Craft Market in Mayfair Place and is a popular destination for Aucklanders with its unique offering of cultural arts, crafts and food from across the Pacific and further afield. The market operates on Saturday mornings except during the summer months when it reverts to a Thursday evening.

The Glen Innes shopping area has been transformed into a retail magnet, anchored by Pak N Save and specialist shops such as Nosh, attracting shoppers from throughout Auckland. This is a vision realised by the local Business Improvement District group which had, some years earlier, decided to promote three key cluster groups: automotive servicing; opportunity and charity shops; fresh fruit / vegetables, meats and organic foods, including the popular GI Healthy Kai programme which promotes healthy food choices.

Together, this has served to put Glen Innes on the map as a key shopping destination.

The Tamaki Transformation Project has played a huge role in transforming the Glen Innes / Pt England area into a highly desirable place to live and work. The ongoing housing redevelopment by Housing New Zealand has created neighbourhoods that have redefined 'community' and are highly sought after by both state housing tenants and private buyers, seeking to take advantage of the areas proximity to the Auckland CBD, and the local reserves, including the ever popular Pt England beach.

The Tamaki Innovation precinct, a joint initiative between the Auckland Council and University of Auckland, has become the most sought after location for businesses wishing to be part of an innovation research and development hub.

The University Campus has become the central point of the expanded Glen Innes Business Improvement District area which now encompasses the thriving industrial areas of Felton Mathew Ave, Morrin Road, Elizabeth Knox Place, Hannigan Drive and Pilkington Rd.

The completion of the AMETI project this year will further boost the popularity of the area, making travel to work for the 10,000 workers in the area easier from the south eastern suburbs.

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## Vision Statement

The Glen Innes Business Association is the leading catalyst for fostering the competitive advantage and promotion of the greater Glen Innes Business area for the economic benefit of its members through a focus on:

- Business development
- Cultural and retail diversity
- A clean and safe environment
- Business Community interests

## Objectives:

- To add value by helping to increase the revenue of our member businesses.
- Retain, attract and grow businesses in the Glen Innes business community
- Ensure Glen Innes is an attractive location for a diverse range of businesses and organisations and their customers and clients
- Strengthen the Glen Innes Business Improvement District by increasing its profile and reputation within Glen Innes and beyond.



## Who are we:

The Glen Innes Business Association Inc (GIBA) acts as a representative body to engender co-operation amongst the various businesses in the Glen Innes business community focussing on common issues and working towards common goals. GIBA was founded in 1968 and operates as a Business Improvement District under the Auckland Council BID policy.

Each year members of the Business Association elects an Executive Committee which provides overall strategic governance. The town centre manager is responsible for the day to day operational management. Members of the Executive Committee are elected annually by the business and property owners who pay a BID targeted rate. Although the monies are collected by Council, they are passed in total to the GIBA

Committee who are responsible for how BID monies are spent.

In accordance with the BID policy, the Executive Committee is required to prepare a Strategic Plan, Annual Business Plan and budget, and sign a Partnership Agreement with the Council. The Committee also has a signed Memorandum of Understanding in place with the Maungakiekie-Tamaki Local Board.



## Challenges:

- Safety concerns – Glen Innes has historically had a reputation for being unsafe. This perception puts people, who might otherwise be potential customers, off going to the town centre, in particular the shops along Line Rd and Mayfair Place. In fact the town centre is reasonably safe with very few criminal incidents.
- Diversity of retail outlets – Many

of the retail outlets in the town centre are low quality and look untidy. This does not encourage a positive image for the town and requires businesses – both individually and collectively – to take greater responsibility for their future success.

- Mayfair Place – Mayfair Place was changed from a through-road into an open community space in a

major redevelopment in the early 2000's. Since then, the shops that front Mayfair Place have suffered from a lack of foot traffic, causing a number of businesses to close.

- Home shopping – Businesses that sell directly to consumers at their homes have the potential to discourage some shoppers from visiting the town centre for their everyday needs.

## Opportunities

- **Local Pride** – The identity which Glen Innes community has a strong identity which is reflected in a strong sense of pride for the Local Area. Ideally this local pride should translate into tangible support for events and promotions in the town centre to bring it alive (the annual Auckland International Carnival is an example of this). GIBA should focus on harnessing this local pride as a means of creating prosperity for the town centre.
- **Local Business Market** – Glen Innes is situated close to a number of industrial and commercial areas, in particular the Morrin Road and Felton Matthew Ave areas, as well as the University of Auckland's Tamaki Campus. The large number of people working in these areas represents a significant potential customer base for the shops and

businesses in the Glen Innes town centre. The proposed Tamaki Innovation precinct could dramatically increase the amount of high quality business activity in the area which will only improve the opportunities for Glen Innes to service a growing commercial market segment.

- **Train Station** – Glen Innes is well connected to central Auckland by train and many commuters travel to Glen Innes to catch the train into the city. These commuters are another potential set of customers for the Glen Innes Business District if their needs can be identified and met.
- **Growth Centre Transformation Projects** – The Tamaki Transformation Project and the Tamaki Innovation centre are two multi-year transformational projects that have the potential to change Glen Innes in a

positive way. Glen Innes has been identified by Auckland Council as future growth centres over the next 30 years as part of the Auckland Plan. Higher residential zoning has been introduced into these areas to support this expected growth. This directly impacts on the future prosperity of the Glen Innes Town centre and should ensure that over the coming years Glen Innes will enjoy the economic opportunities of a growing residential population.

- **MAGIC** – The development of the Glen Innes MAGIC Centre is a multi-million dollar development that has the potential to become a music and arts hub for youth across Auckland and greatly increase visitors to the Glen Innes town centre. There is also the opportunity to encourage other supporting businesses to locate in the area.



## Competitive Advantage

With over 20,000 people living around the town centre, Glen Innes has a strong and captive local market which provides an immediate opportunity for local businesses. The town has been identified as a growth centre in the Auckland Plan which will result in residential intensification over coming years.

In addition to local residents, the number of people working in the surrounding local businesses and students from the University of Auckland's Tamaki campus mean

that the town centre has a large and diverse pool of potential customers. The key to unlocking this advantage is working out how to attract these people into Glen Innes by understanding what they want and then meeting their needs with good quality retail and commercial services.

Glen Innes is very much a local town centre that can provide a local experience that is often absent from mall-style shopping.

Continuing to improve the look and

feel of the town centre and the quality of its retail mix will play an important initial role in attracting new customers into the centre as well as encouraging new investment from business operators.

Glen Innes needs to focus on fulfilling its role as a local community destination and convenient shopping centre where residents, workers and others in the area can come to meet their everyday needs in a real "town centre" environment.



### Priority 1: Security

**Aim:** Show that Glen Innes is a safe area to visit, work and live in.

**Outcome:** Stakeholders feel more comfortable in Glen Innes

**Stakeholders:** GIBA members and their staff, customers and clients; local community

- **Police** – GIBA will continue to build on-going relationship with Police and the Neighbourhood Policing team through its involvement with the Tamaki Community Liaison Group, and the Glen Innes Community Safety Panel.

*Timeframe: Ongoing*

- **CCTV** – GIBA will investigate extending its network of CCTV cameras to include coverage of Line Rd, Taniwha Street and Apirana Ave.

*Timeframe: 2012/13*

- **Security Patrol** – GIBA will maintain a security presence through a night time security patrol

*Timeframe: Ongoing*

### Priority 2: Environment

**Aim:** Enhance Glen Innes's physical environment so that coming into the Glen Innes Business area is a pleasant experience

**Outcome:** The area reflects the changing face of Glen Innes and helps support the look of success.

**Stakeholders:** GIBA members and their staff, customers and clients; local community

- **General Cleanliness / Footpaths** – We will maintain a working relationship with Council cleaning and maintenance contractors to ensure the service levels are maintained and enhanced.

*Timeframe: Ongoing*

- **Graffiti Removal** – We will maintain an intensive programme or graffiti removal and eradication including using volunteers to remove graffiti in and around the town centre and using outside contractors for all other areas.

*Timeframe: Ongoing*

- **Buildings / Signage** – We will establish a register of all outstanding works needing doing to enhance the outside appearance of our buildings and surrounds and will systematically work through this list

*Timeframe: 2012/13*

### Priority 3: Branding

**Aim:** Promote Glen Innes as a great area to come to: for new businesses, shoppers or visitors

**Outcome:** Businesses, shoppers and visitors want to come to Glen Innes

**Stakeholders:** Existing and future members of GIBA

- **Cluster promotions** – We will put together branding / advertising promotions focussed on the automotive, charity shops and fresh foods clusters to promote these distinctive groups, including brochures and possibly signage options.

*Timeframe: 2012/13*

- **Name change** – Subject to an extension of the BID boundary, we will investigate changing the name of the Business Improvement District area to Tamaki Business Improvement District,

*Timeframe: 2014/15*

- **Website** – We will undertake a “refresh” of the Associations website to make it more visually appealing, easier to operate and less costly to run.

*Timeframe: 2013/14*

### Priority 4: Promotions

**Aim:** Promote businesses and Glen Innes to change the perceived image of the area

**Outcome:** Customer and stakeholder loyalty with Glen Innes brand and increased awareness of everything Glen Innes offers.

**Stakeholders:** GIBA members and their staff, customers and clients; local community

- **Auckland International Carnival** – GIBA will continue to host this growing event and assist in seeking additional outside sponsors to make it a signature event for Auckland.

*Timeframe: 2012 and yearly ongoing*

- **GI Showcase** – We will continue to run this event in the early part of each year to help promote MAGIC and our talented young people.

*Timeframe: Ongoing*

- **Other events** – We will continue to develop and build other signature events for Glen Innes that cater for our local community, but which also have an ability to attract visitors from across Auckland such as Matariki.

*Timeframe: 2013/14 and ongoing*

### Priority 5: Economic Development

**Aim:** Provide macro-level economic development support to member businesses through advocacy to local and national government, and hands-on help as needed/requested by members to assist business development

**Outcome:** Members see GIBA as a valuable source of essential business information and see GIBA activity aiding in development of a strong local economy.

**Stakeholders:** GIBA members and their staff, customers and clients; local community

- **GI Super Shop** – GIBA will continue to run this annual event to encourage retailers to utilise the best retail practises possible to attract shoppers to their businesses and to recognise excellence and improvement.

*Timeframe: Ongoing*

- **GI Healthy Kai** – GIBA will continue its support of GI Healthy Kai by continuing to fund the retailer liaison role and host the annual GIHK Awards, and through ongoing membership of the working group.

*Timeframe: Ongoing*

- **BID Expansion** – In conjunction with Council officers, GIBA will conduct a poll to expand its BID boundary to include Felton Mathew Drive, Morrin Road, Elizabeth Know Place, Hannigan Drive and Pilkington Rd

*Timeframe: 2013/14 Poll of Felton Mathew Ave / Farmhouse Lane*

*2014/15 Poll of remainder of the expansion area*

- **Marae tourist attraction** – We will work with Ruapotaka Marae, ATEED and other stakeholders to develop an urban Maori tourist experience.

*Timeframe: 2013/14*

- **Glen Innes Market** – we will continue to develop a market concept for Mayfair Place to promote a wide range of cultural arts, craft and food.

*Timeframe: 2012/13 Opening Saturday morning*

*2014/15 Opening Thursday nights in summer months*

### Priority 6: Member Services

**Aim:** To provide members with valuable services, support, networking opportunities and timely information of relevance to local businesses

**Outcome:** Members are aware of the services and support offered by GIBA and take full advantage of the opportunities and services offered.

**Stakeholders:** GIBA members

- Regular newsletters and email communications
- Opportunities for networking with other members and training sessions



### Priority 7: Community

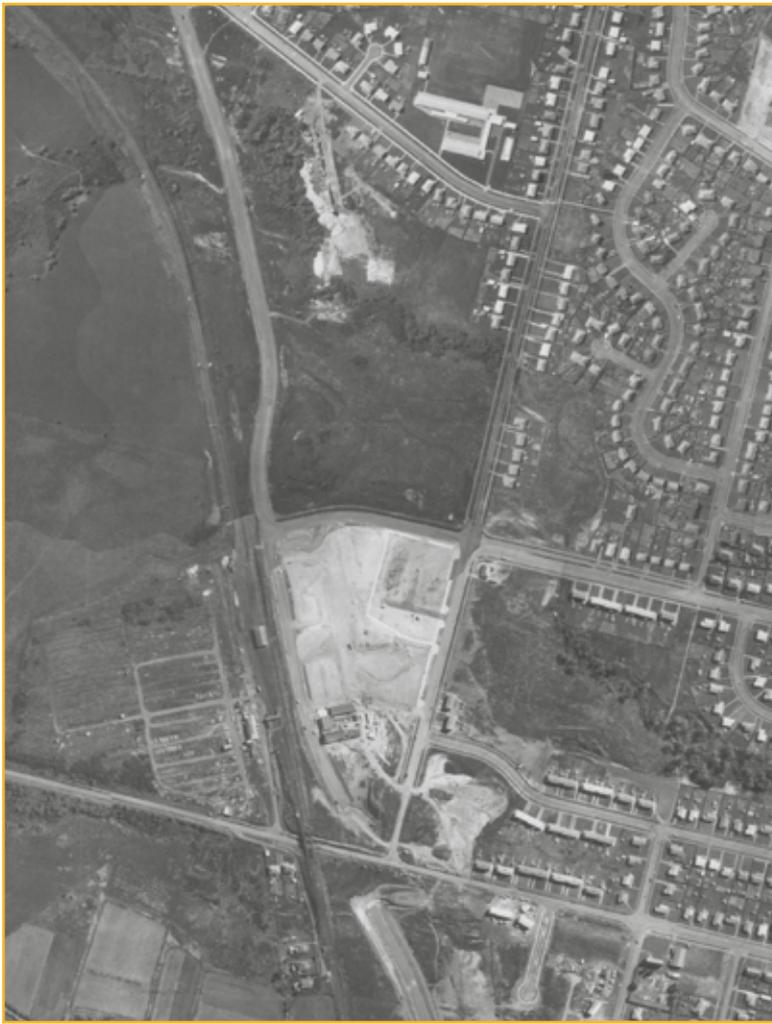
**Aim:** Support Glen Innes centres of community activity and local organisations, and play a leading role in community initiatives where required.

**Outcome:** The local community is actively involved and takes pride in Glen Innes. The local community and GIBA members see GIBA as a key driver, advocate and resource in a prospering and vital community

**Stakeholders:** GIBA members, Glen Innes Library, Ruapotaka Marae, CAB, Community Centre, local schools, churches and interest groups.



## Glen Innes Business Profile: 2012



Glen Innes 1959



Glen Innes 2012

Business Category	Business Type	No.	
Automotive	Auto Electricians	2	
	Mechanical Repairs	5	
	Panel Beaters	2	
	Service Station	3	
	Testing Station	2	
	Tyre Services	4	
Banks & Financial Services		4	
Business & Professional Services	Accountants	4	
Fitness & Wellbeing		3	
Food & Groceries	Bakeries	5	
	Butchers	3	
	Dairies	3	
	Ethnic Food Specialists	2	
	Fresh Fish	3	
	Frozen Foods	1	
	Fruit & Vegetable Specialists	4	
	Gourmet & Delicatessen	1	
	Liquor & Wines	4	
	Organic Foods	1	
	Superettes & Supermarkets	4	
	Gaming & Gambling		1
	Government Services		1
Hair & Beauty		5	
Hospitality	Asian Takeaways	4	
	Bar & Entertainment	1	
	Cafes, Eateries & Takeaways	2	
	Fast Food	2	
	Middle Eastern	1	
	Philippino	1	
	Pizza	2	
	Roast Dinners	1	
	Manufacturing		3
	Medical & Health Services	Acupuncture & Chinese Medicine	1
Dental Services		2	
Medical Centres		3	
Medical Laboratory Services		1	
Pharmacies		3	
Post Office		1	
Retail	Apparel & Accessories	6	
	Baby Products	1	
	Charity Shops	5	
	DVD, Video & Games Hire	2	
	Fishing Specialist Supplies	2	
	Florist	1	
	Footwear	2	
	Hardware & DIY Stores	1	
	Home Appliances	1	
	Homewares & Gifts	2	
	Pet Supplies	1	
	Variety	4	
	Services & Trades	Electronic Repairs	2
Footwear Repairs		1	
Funeral Services		1	
Glazier		1	
Internet Access		2	
Laundry Services		2	
Photography & Photocopy Services		2	
Travel Agency		1	