



Māngere Bridge Village Business Association Inc.

Business Plan 2027–2028

Executive Summary

The Māngere Bridge Village Business Association (MBVBA) is committed to supporting the prosperity, vibrancy, and long-term sustainability of Māngere Bridge Village. Our priorities for 2027–2028 focus on three core areas:

1. Strengthening MBVBA's effectiveness, efficiency, and financial sustainability.
2. Maintaining and enhancing the unique identity, character, and appeal of the Village.
3. Supporting local businesses and contributing to a resilient local economy.

Through strong partnerships, active community engagement, and collaboration with key stakeholders, MBVBA aims to foster a thriving, welcoming environment that benefits businesses, residents, and visitors.

Mission Statement

To strengthen and promote Māngere Bridge Village by supporting local businesses, enhancing the village environment, and fostering partnerships that benefit our community and economy.

Priority 1: Be an Effective, Efficient, and Sustainable Business Association

Goals

- Improve operational efficiency through streamlined processes and clearer communication with members.
- Strengthen financial sustainability through diverse income streams including grants, sponsorships, and targeted rates.

- Increase collaboration with local boards, community groups, and key stakeholders.

Action Plan

- Strengthen relationships with local boards, businesses, and community organisations to develop joint initiatives that benefit the Village.
- **Financial sustainability initiatives:**
 - *Grant applications:* Identify and apply for relevant government and private funding.
 - *Sponsorship programmes:* Develop sponsorship packages for local and external partners.
 - *Membership growth:* Promote the value of MBVBA.
 - *Revenue-generating events:* Grow existing events through increased attendance, vendor participation, and sponsorship.

Key Performance Indicators (KPIs)

- Improved member satisfaction (measured through annual survey).
- Funding secured from at least one new grant provider.
- 10% growth in profit from one community event.

Priority 2: Maintain and Enhance the Character, Identity, and Appeal of Māngere Bridge Village

Goals

- Maintain a clean, safe, and visually appealing Village environment.
- Deliver events that build community spirit and increase foot traffic.
- Promote the Village as a distinctive destination for residents and visitors.

Action Plan

- **Village cleanliness and safety:**
 - Continue working with council for regular cleaning and public space maintenance.
 - Expand and update CCTV coverage and continue working with improved community patrol providers.
 - Support sustainability initiatives such as Waste Wise and aim for Zero Waste at Village events.
- **Events and activations:**
 - Maintain a regular calendar of Village events (e.g., Summer Live Music, Santa Parade, Fun Run).
 - Explore new event opportunities that reflect local culture and attract visitors.
 - Partner with community groups and businesses to co-host events and share costs.

Key Performance Indicators (KPIs)

- 10% increase in total event attendance by June 2028.
- Waste-reduction practices implemented at all major events.
- Upgrade at least 15% of CCTV overall system every 12mths.

Priority 3: Support Local Businesses and Strengthen the Local Economy

Goals

- Promote local businesses to residents, visitors, and tourists.
- Support and attract new businesses that contribute to a stronger local economy.
- Encourage collaboration and shared growth among local businesses.

Action Plan

- **Marketing and promotion:**
 - Deliver an annual marketing campaign highlighting local businesses.
 - Maintain an up-to-date online directory of BID members.
 - Use social media and local channels to promote events, campaigns, and special offers.
- **Support new investments:**
 - Provide a welcoming environment for new businesses entering the Village.
 - Promote the Village as an attractive destination for potential investors.
- **Business support programmes:**
 - Launch a pilot workshop tailored to member needs to enhance business skills.
 - Facilitate informal networking opportunities for local businesses.

Key Performance Indicators (KPIs)

- Steady growth in visitor numbers.
- At least one business workshop or networking event delivered annually.

Key Events and Activities for 2027–2028

- **Thursday Night Live Music (Summer):** Weekly performances by local artists to create a lively, community-driven atmosphere.
- **Santa Parade (December):** A festive event attracting families and strengthening community pride.
- **Sunday Boutique Markets (Weekly):** Showcasing local artisans, food vendors, and crafts.
- **Family Festival (March/April):** A fun-filled day with entertainment, games, and food stalls.
- **St Patrick's Day Celebration (March):** A simple, community-focused event with a festive atmosphere.

- **Teddy Bears Picnic (Annually):** A family-focused event for young children and their caregivers.
- **Fun Run (September):** A community fitness event attracting participants from across Auckland.
- **Village Lights (Annually):** A mid-winter celebration featuring creative light displays, live music, food trucks, and family-friendly entertainment.
- **Safety Activation (Annually):** A community-focused programme promoting safety and wellbeing.

Other Objectives and Focus Areas

Safer Community Initiatives:

- Upgrade and future-proof the CCTV network by replacing ageing equipment and expanding coverage. Continue supporting Neighbourhood Support initiatives and safety education events.

Zero Waste Initiative:

- Collaborate with local organisations to position Māngere Bridge Village as a leader in waste reduction by promoting eco-friendly practices and infrastructure.

Governance and BID Compliance:

- As a BID established prior to 2010, MBVBA will ensure it continues to meet Auckland Council BID Policy clause 1.4.2, maintaining the required size, scale, and financial sustainability so the BID programme remains compliant and continues into the future.

Conclusion

The Māngere Bridge Village Business Association remains committed to building a thriving, vibrant, and sustainable Village that supports its businesses and community. Through continued focus on financial sustainability, effective operations, community engagement, and economic development, MBVBA will deliver meaningful value to its members and help shape a prosperous future for Māngere Bridge Village throughout 2027–2028.

