

Māngere Bridge Village

Business Association

Strategic Plan 2026–2030

Our Vision

A vibrant, safe, and welcoming destination where local businesses thrive and the community feels connected.

Our Mission

To support and promote Māngere Bridge Village for the benefit of our businesses and community.

Strategic Priorities 2026–2030



A Strong, Sustainable Business Association

- Financial sustainability & partnerships
- Effective communication
- Advocacy for local businesses



A Safe & Welcoming Village

- Community safety initiatives
- Beautification & zero waste
- Upgrades to public spaces



A Thriving Local Economy

- Support local businesses
- High building occupancy
- Marketing & events

Governance & Funding

An Auckland Council-approved BID working in partnership with Council and in line with the BID Policy.
Supported by targeted rates, grants, sponsorships, and event revenue.

Review Cycle

Reviewed annually after the AGM to ensure alignment with member and community needs.



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Vision

Māngere Bridge Village is a vibrant, safe, and welcoming destination where local businesses thrive, the community feels connected, and visitors are drawn to our unique waterfront, culture, and village charm.

Mission

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

Strategic Priorities (2026–2030)

1. A Strong, Sustainable Business Association

- Strengthen financial sustainability through targeted rate planning, sponsorships, and revenue-generating events.
- Build strong partnerships with the Local Board, Council, and neighbouring BIDs.
- Improve communication and engagement with members through surveys, newsletters, and regular updates.
- Advocate for the interests of local businesses in major developments (e.g., Onehunga Wharf, transport changes).

2. A Safe, Attractive, and Welcoming Village

- Maintain and enhance village safety through CCTV, lighting, and coordinated responses to antisocial behaviour.
- Advocate for improved maintenance of gardens, plantings, and public spaces.
- Support zero-waste initiatives and promote sustainable business practices.
- Champion upgrades to key public spaces such as Naomi and Bill Kirk Park.

3. A Thriving Local Economy

- Support existing businesses and maintain high building occupancy across the village.
- Promote the village as a destination for locals, visitors, cyclists, and families.
- Strengthen the village brand through marketing, events, and digital presence (website, social media, events calendar).

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Governance & Funding

The Māngere Bridge Village Business Association operates as an Auckland Council-approved Business Improvement District (BID). It is governed by an elected committee responsible for strategic direction, financial oversight, and delivery of the annual business plan.

As a BID established prior to 2010, the Association adheres to the requirements of Auckland Council BID Policy clause 1.4.2, ensuring the programme maintains appropriate size, scale, and financial sustainability in line with Council expectations.

Funding is sourced from the BID targeted rate, grants, sponsorships, and event revenue. All activities align with the Auckland Council BID Policy and are delivered transparently for the benefit of members.

Review Cycle

This Strategic Plan will be reviewed annually at the first committee meeting following the AGM to ensure it remains relevant, achievable, and aligned with member and community needs.