



Māngere Bridge Village Business Association Inc. Business Plan 2026-2027

Executive Summary

The Māngere Bridge Village Business Association (MBVBA) is dedicated to promoting the prosperity, vibrancy, and sustainability of Māngere Bridge Village. Our priorities for **2026–2027** focus on three key areas:

1. Enhancing our effectiveness and sustainability as a business association.
2. Maintaining and strengthening the unique identity and appeal of the village.
3. Supporting the growth of local businesses and the local economy.

By building strong partnerships, encouraging community involvement, and collaborating with stakeholders, MBVBA aims to foster a thriving, welcoming environment that benefits businesses, residents, and visitors alike.

Mission Statement

To create a vibrant and thriving business environment by fostering local connections, promoting economic growth, and maintaining the unique character of Māngere Bridge Village.

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

Goals

- **Improve operational efficiency** by streamlining internal processes and communication to better serve members.

- **Enhance financial sustainability** through diverse income sources, including grants, sponsorships, and targeted rates.
- **Increase collaboration** with local boards, community groups, and stakeholders.

Action Plan

- **Strengthen relationships with key stakeholders** including local boards, businesses, and community organisations to develop joint initiatives that enhance the community.
- **Financial sustainability initiatives:**
 - **Grant applications:** Identify and apply for relevant government and private funding.
 - **Sponsorship programs:** Develop sponsorship packages for local businesses and external partners.
 - **Membership drives:** Promote the value of joining the Association.
 - **Revenue-generating events:** Focus on growing successful existing events through higher attendance, vendor participation, and sponsorship.

Key Performance Indicators (KPIs)

- Increased member satisfaction (measured through survey).
- Secured funding from one new grant provider.
- 10% growth in profit of one community event.

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

Goals

- Keep Māngere Bridge Village clean, safe, and visually appealing.
- Host events that build community spirit and drive foot traffic.
- Promote the Village as a distinctive destination for residents and visitors.

Action Plan

- **Maintain village cleanliness and safety:**
 - Continue working with council for regular cleaning and public space upkeep.
 - Expand CCTV coverage and continue working with improved community patrols providers.
 - Support sustainability initiatives like Waste Wise and aim for Zero Waste at village events.
- **Support and run local events:**
 - Maintain a regular calendar of community events (e.g., Thursday Night Live Music, Santa Parade, Family Festival).
 - Explore new event opportunities that reflect local culture and increase visitor appeal.

- Partner with community groups and businesses to co-host events and share costs.

Key Performance Indicators (KPIs)

- 10% increase in total event attendance by end of 2027.
 - Waste reduction practices implemented at all major events.
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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 economy and community.
- Encourage collaboration and shared growth among local businesses.

Action Plan

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

Key Performance Indicators (KPIs)

- Steady growth in visitor numbers.
 - Host one business workshop or networking event annually.
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Key Events and Activities for 2026-2027

- **Thursday Night Live Music** (Summer): Weekly performances by local artists to create a lively, community-driven atmosphere.
- **Santa Parade** (December): A festive event that attracts families and brings the community together.
- **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 to attract families from across Auckland.
- **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 parents.
- **Fun Run** (September): A community fitness event that engages locals and attracts participants from surrounding areas.
- **Bridge Kids Athletics** (Term 4 Program): A sports initiative to encourage physical activity and community participation among young children.
- **Village Lights** (Annually): A mid-winter celebration of illumination, featuring creative light displays, live music, food trucks, and family-friendly entertainment, designed to bring the community together and draw visitors to the Village during the colder months.
- **Safety Activation** (Annually): A community-focused event/programme promoting safety and wellbeing.

Other Objectives and Focus Areas

- **Safer Community Initiatives:** Upgrade and future-proof CCTV network – Replace ageing equipment and expand coverage to ensure long-term effectiveness, reliability, and enhanced safety for the Village. Continue supporting Neighbourhood Support initiatives and safety education events
- **Zero Waste Initiative:** Collaborate with local organisations to make Māngere Bridge Village a leader in waste reduction by promoting eco-friendly practices and infrastructure.

Conclusion

The Māngere Bridge Village Business Association remains committed to building a thriving, vibrant, and sustainable village that serves 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 2026-2027.

