

Silverdale Area Business Association [SABA]

Strategic Plan

July 2018 - June 2020

Vision Statement

Through SABA services, relationships and support, Silverdale will become the premier business environment for North Auckland.

Challenges

- Connectivity between businesses within the SABA area/ physical separation of business areas
- Traffic management issues affecting accessibility to Silverdale
- Rapid growth of residential and businesses anticipated in wider Silverdale areas
- A '9-5' business area
- Auckland Fringe location means transportation costs of goods high

Opportunities

- Support for development of the business association
- Political support – local level
- To present Silverdale as a combined area, rather than separate areas
- Attractiveness of the area for business set up [costs/infrastructure/lifestyle]
- Business Mix – commercial, retail, industrial, services, community
- Transport mix – adequate parking, public transport

	SABA goals for 2-year period
Physical environment	Creating a 'sense of place' for the Silverdale business area by advocating for <ul style="list-style-type: none"> • Quality street furniture, toilets & plantings • Signage for wayfinding and visitor movement
	Review of security in the Silverdale area and understanding of what solutions would be most appropriate
Roading & Traffic	Improved connectivity of transport options around the Silverdale business area. <ul style="list-style-type: none"> • Support for the Penlink route • Advocating for better access into Silverdale Village from the State Highway • Improved road signage in all Silverdale business areas

	<ul style="list-style-type: none"> Improved signalisation between the State Highway & Business Park to improve access in order to improve local employment opportunities and public transport access.
Member Services	<p>Consistent, quality communications to members via</p> <ul style="list-style-type: none"> - Social media channels including Facebook [Business Silverdale] - Silverdale Area Business Association website - Regular newsletters to members - Provision of an Annual General Meeting with transparent, open documents <p>Ensuring the SABA website is fit for purpose</p> <p>Provision of member networking opportunities with quality speakers – at least four per year</p> <p>Increasing the number of paid full SABA memberships – current membership fee is \$115 [including GST] per annum. Our goal is 50% of known area businesses are full members of SABA by 2020.</p> <p>Ensuring the SABA membership database is up to date Ensuring information on local business who are not yet members of SABA is up to date</p> <p>To undertake a survey of SABA members in 2019 in preparation for establishing as a Business Improvement District [BID]</p> <p>To seek sponsorship to purchase information relevant to helping the business community make informed decisions and prosper [for example, retail spend information or vacancy information].</p>
Marketing & Promotion of Silverdale Area	<p>Development of strong local business to business networks</p> <p>Provision of local promotions as funding allows</p> <p>Leadership and development of the Silverdale Market – review and develop the current market to increase its brand, economic potential and ability to act as a destination for Silverdale.</p>
Organisational Management	<p>That SABA as a business association complies with requirements of the incorporated Societies Act [AGM/ financials/planning & constitution]</p> <p>That the Executive Committee represents and advocates on behalf of the whole Silverdale area. That the SABA Executive Committee is representative of the diversity of businesses.</p> <p>That there is an increasing awareness of SABA and its goals [via website/membership processes/events/social media]</p> <p>That there is a growth in income into SABA through increasing memberships sold, advertising, sponsorship and funding grants.</p>

	<p>That SABA has ongoing relationships with key stakeholders including</p> <ul style="list-style-type: none"> • Hibiscus and Bays Local Board • Rodney Local Board [as required] • Auckland Transport • Auckland Council <p>That SABA develop relationships with local businesses which may develop into opportunities for collaboration, partnerships or sponsorship.</p>
Strategic Projects	That SABA works towards establishment as a Business Improvement District by 1 July 2020
	That SABA continue to support the development of the Silverdale Markets as a way to promote the Silverdale area.