

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

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|  | SABA goals for 2-year period |
| Physical environment | Creating a ‘sense of place’ for the Silverdale business area by advocating for   * 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.   * Support for the Penlink route * Advocating for better access into Silverdale Village from the State Highway * Improved road signage in all Silverdale business areas * Improved signalisation between the State Highway & Business Park to improve access in order to improve local employment opportunitie and public transport access. |
| Member Services | Consistent, quality communications to members via   * 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   Ensuring the SABA website is fit for purpose  Provision of member networking opportunities with quality speakers – at least four per year  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.  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  To undertake a survey of SABA members in 2019 in preparation for establishing as a Business Improvement District [BID]  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]. |
| Marketing & Promotion of Silverdale Area | Development of strong local business to business networks  Provision of local promotions as funding allows  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. |
| Organisational Management | That SABA as a business association complies with requirements of the incorporated Societies Act [AGM/ financials/planning & constitution]  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.  That there is an increasing awareness of SABA and its goals [via website/membership processes/events/social media]  That there is a growth in income into SABA through increasing memberships sold, advertising, sponsorship and funding grants.  That SABA has ongoing relationships with key stakeholders including   * Hibiscus and Bays Local Board * Rodney Local Board [as required] * Auckland Transport * Auckland Council   That SABA develop relationships with local businesses which may develop into opportunities for collaboration, partnerships or sponsorship. |
| 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. |