



## **Strategic Plan**

### **September 2020 - September 2022**

#### **Vision Statement**

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

#### **Aims**

- Regular and meaningful engagement with our Silverdale Businesses and Community
- Facilitate networking for local business development and collaboration
- Develop business capability through access to relevant workshops
- Advocating on behalf of the business community for issues that affect us all, including security, transport access to the area and future business development.

#### **Challenges**

- Connectivity between businesses within the Silverdale Business area/ physical separation of business areas
- Traffic management issues affecting accessibility to Silverdale
- Auckland Fringe location means transportation costs of goods high
- Financial sustainability
- There is significant growth proposed within Silverdale, including major commercial, transport, roading, and residential development projects. We need to be in a position to influence the decisions that are going to be made, specifically detailing how they impact our members, to ensure that there is a planned approach to this regional growth that drives positive outcomes and mitigates, wherever possible, any negative impacts for our members

#### **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, hospitality, trade
- Transport mix – adequate parking
- Significant business growth brings significant opportunity

	<b>Silverdale Business goals for 2-year period</b>
Community & Environment	Creating a 'sense of place' for the Silverdale business area by advocating for <ul style="list-style-type: none"><li>• Quality street furniture, toilets &amp; plantings</li><li>• Signage for wayfinding and visitor movement</li><li>• Central hub for Silverdale</li></ul>

	<p>Community event 2021</p> <p>Raise awareness of business sustainability</p>
Roading, traffic & security	<p>Support and advocacy in relation to safety on our local roads.</p> <ul style="list-style-type: none"> <li>• Adequate parking</li> <li>• Safe site access to business</li> <li>• Reporting incidents</li> </ul> <p>Improved connectivity of transport options around the Silverdale business area.</p> <ul style="list-style-type: none"> <li>• Advocating for better access into Silverdale Village from the State Highway</li> <li>• Improved road signage in all Silverdale business areas</li> <li>• Improved signalisation between the State Highway &amp; Business Park to improve access to improve local employment opportunities and public transport access</li> <li>• Improved connectivity from the Industrial area and Silverdale Village</li> </ul> <p>Ongoing support of security in the Silverdale area:</p> <ul style="list-style-type: none"> <li>• Instigation of a local security group to monitor incidents and increase information sharing</li> <li>• Ongoing monitoring of existing security cameras</li> </ul>
Member Services	<p>Consistent and quality member engagement through to following channels:</p> <ul style="list-style-type: none"> <li>• Social Media <ul style="list-style-type: none"> <li>- Silverdale Business public Facebook page</li> <li>- Silverdale Business members facebook group</li> </ul> </li> <li>• Silverdale Business website</li> <li>• Monthly newsletter to members</li> <li>• Updates and information sharing through Mailchimp</li> <li>• Silverdale Business Committee members and employees available and transparent, providing in person interaction when applicable</li> <li>• Provision of an Annual General Meeting with transparent, open documents</li> </ul> <p>Our Silverdale Business website:</p> <ul style="list-style-type: none"> <li>• Up to date Silverdale Business directory</li> <li>• Relevant information portal including relevant documentation for members and the community</li> <li>• Regular blog posts</li> <li>• Populated calendar for the whole community of Silverdale</li> <li>• Ongoing automation to streamline the membership application process</li> <li>• Continual updating of content/ branding</li> </ul> <p>Provision of member networking opportunities showcasing members business</p> <ul style="list-style-type: none"> <li>• At least six per year</li> </ul> <p>We will develop business capability through relevant workshops</p>

	<ul style="list-style-type: none"> <li>At least six per year either through zoom or at a local venue</li> </ul> <p>We will monitor and keep members informed about council, local board and government plans and policies pertaining to business, making submissions as and when appropriate to achieve the best outcomes possible for our members</p> <p>We will constantly review our delivery to our members, to ensure that, as far as is practicably possible, we are providing events, workshops, programmes, and communications which are relevant and engaging. We will remain mindful of the cost and time commitment for attendees to be away from their businesses to engage in events therefore provide a variety of opportunities</p>
Marketing and Promotion	<p>Development of strong local business to business networks</p> <p>Provision of local promotions and collaboration as funding allows</p> <p>Ensure the integrity of the Silverdale Business membership database is maintained.</p> <ul style="list-style-type: none"> <li>Monthly reconciliations</li> </ul> <p>Ensure all Local Businesses in Silverdale are captured in our potential members database.</p> <ul style="list-style-type: none"> <li>Database has tags for physical area and business type</li> </ul> <p>Leadership and development of the Silverdale Village Market</p> <ul style="list-style-type: none"> <li>Work with the Hall Committee to Develop the market to increase its brand, economic potential, and ability to act as a destination for Silverdale</li> </ul> <p>To seek sponsorship to purchase information relevant to helping the business community make informed decisions and prosper:</p> <ul style="list-style-type: none"> <li>For example, retail spend information or vacancy information</li> </ul>
Organisational Management	<p>That Silverdale Business as an association complies with the following requirements:</p> <ul style="list-style-type: none"> <li>The incorporated Societies Act</li> <li>Planning &amp; constitution</li> <li>AGM</li> </ul> <p>Silverdale Business will operate its financials through Xero providing transparent accounting and reporting</p> <p>That the Executive Committee represents and advocates on behalf of the whole Silverdale area reflecting the diversity of our businesses</p> <p>There is an increasing awareness of Silverdale Business and its goals to Businesses in Silverdale and the wider Community</p> <p>That there is a growth in income into Silverdale Business through increasing memberships, advertising, sponsorship, and funding grants</p>

	<p>That Silverdale Business has strong relationships with key stakeholders including</p> <ul style="list-style-type: none"> <li>• Hibiscus and Bays Local Board</li> <li>• Rodney Local Board</li> <li>• Auckland Transport</li> <li>• Auckland Council</li> <li>• ATEED</li> </ul> <p>Silverdale Business develops long lasting relationships with local businesses which may develop into opportunities for collaboration, partnerships, or sponsorship</p>
Strategic Project	<p>Silverdale Business works towards establishment as a Business Improvement District by March 2022</p> <ul style="list-style-type: none"> <li>• Increasing the number of paid Silverdale Business memberships. Our goal is 50% of known area businesses are full members by 2021.</li> <li>• To undertake a thorough survey of Silverdale Business members in 2021 in preparation for establishing as a BID. We will review member feedback, and implement any necessary changes</li> <li>• Undertake complete member consultation</li> <li>• Establish a BID boundary Map</li> </ul>
Aspirational Projects	<p>Three ideas were broadly discussed here, I'm not sure what was decided.</p> <p>An aspirational project involving Silverdale Business, Silverdale Village Market and Rotary Satellite Club of Orewa-Millwater. Rotary International is celebrating its centennial year, and our local Rotary Club is keen to discuss options for a worthy collaborative project that would encourage community engagement and enhancement of the community environment in some way. A beautification project.</p> <p>Silverdale Village Hub Concentrate on the main carriageway – transport – bus station to businesses – create the heart of Silverdale in Silverdale Village – make it village like – take a macro view. Create a more permanent market space, covered parking space, entertainment space How do we create a destination for Silverdale? Play on people's sense of belonging and community, the emotional side.</p> <p>Quarterly market At Silverdale Centre Silverdale night market in the bottom carpark of Silverdale Centre. Artisan food and busking/music. Working with Silverdale Centre and getting a market manager on board. Mexico was supportive.</p>