Business Plan

1 JUL 2023 - 31 DEC 2025

Rosebank Business Association

Rosebank
Business Association

Stronger together

Public Good
Business Improvement District

ADVOCACY

- Submissions
- Whau Ward Local Board
- Auckland Council
- Rates, General & Targeted
- Central Government
- Graffiti Patrols Zero Tolerance & Removal within 24 hrs on Rosebank Rd

- Traffic/Transport
- Auckland Transport
- NZ Police (Avondale)
- Rubbish Recycling (Private & Council)
- Berm Management
- Signage
- Community Sponsorships & Social Responsibilities

SAFER

STRONGER TOGETHER

CLEANER!

SMARTER

Rosebank
RBA
Business Association

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Public Good
Business Improvement District

COMMUNICATION TOOLS

- Directory
- Website
- Roundabout Magazine
- Social Media
- Database Management

PATHWAYS TO THE FUTURE TRUST

WELLBEING

THINK POSITIVELY

EXERCISE

EAT HEALTHY

KEEP THINGS SIMPLE

SLEEP WELL

LAUGH

WORK HARD SMART

WORRY LESS

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NEW INITIATIVES 2023/2025

- Governance / Advocacy.
- Grow Partnerships / Stakeholders.
- The continuation of the Neighbourhood Watch blog in conjunction with working with the Rosebank Crime Prevention Group.
- Be the trusted member information hub.
- Increase RBA awareness and purpose.
- Continue to grow the Rosebank Wellbeing Collab by providing community events, knowledge, resources, and opportunities for our businesses, their employees, and the wider community.
- Deliver on all our 'public good' obligations and initiatives.
- Maintain an active member database.
- Continue to fine-tune our new CRM.
- Produce strategic networking events and workshops that resonate with our members and enhance their businesses.

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NEW INITIATIVES 2023/2025

- New collaborations for Pathways to the Future Trust – EMA, The Business Apprenticeship, and The Icehouse.
- Social Media, continue to develop & embrace to grow local engagement.

Major Events:

- Host the Reserve Bank Deputy Governor.
- Rosebank Business Challenge.
- Host an inspirational speaker – TBC.

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