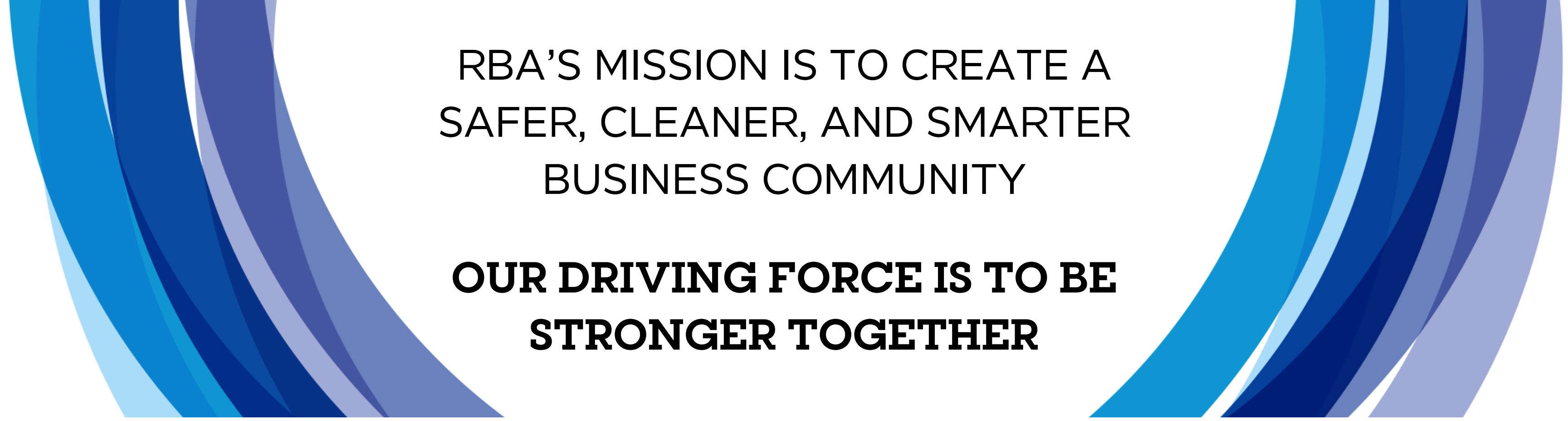


Rosebank Business Association 2026-2027

BUSINESS





RBA'S MISSION IS TO CREATE A
SAFER, CLEANER, AND SMARTER
BUSINESS COMMUNITY

**OUR DRIVING FORCE IS TO BE
STRONGER TOGETHER**

Inclusiveness

We foster a supportive, collaborative environment where everyone is valued, and the community thrives.

Member Focus

Everything we do centers around our members—working together because we are Stronger Together.

Sustainability

We commit to practices that promote health and environmental responsibility for a cleaner, greener community.

Trust

We are approachable, transparent, and strive to be the first port of call for our community's needs.

Safety

We prioritize creating a secure and protected environment for businesses and employees in Rosebank.

Innovation

We encourage forward-thinking solutions to make Rosebank smarter and more efficient.



ADVOCACY

The RBA actively advocates for Rosebank businesses by engaging with central and local government representatives to highlight key concerns, promote the area's importance, and ensure its economic vitality.

Transport & Traffic: Collaborating with Auckland Transport and the Whau Local Board to address congestion and improve traffic flow on Rosebank Road.

Rates & Charges: Advocating for fair council rates and targeted charges that do not unduly burden Rosebank businesses.

Graffiti Management: Maintaining a zero-tolerance approach to graffiti, ensuring removal within 24 hours on Rosebank Road.

Crime Prevention: Working closely with NZ Police (Avondale) to improve safety and security for businesses.

Rubbish & Recycling: Engaging with both private and council services to enhance waste management in the area.

Berm & Public Spaces Management: Advocating for better maintenance of berms and public areas to enhance the visual appeal of Rosebank.

Signage: Promoting clear, effective signage to improve navigation and visibility of local businesses.

Community Engagement: Supporting community sponsorships and encouraging social responsibility initiatives among businesses.

COMMUNICATION STRATEGIES

Effective communication is crucial for engaging our community and stakeholders. The following tools will be utilized to ensure consistent messaging and outreach:



Directory: A comprehensive listing of all RBA members, services, and resources for easy access to information.

Website: The central hub for RBA updates, member profiles, events, and advocacy efforts.

Roundabout Magazine: Monthly publication highlighting members, events, and industry news to strengthen business connections.

Social Media: Real-time updates and member engagement on Facebook, LinkedIn, and Instagram to enhance our online presence.

Database Management: A well-maintained system to track member details, ensuring personalized communication and outreach.

Newsletter: Regular updates on RBA activities, insights, and resources to keep members informed.

Solus EDM: Targeted email campaigns delivering timely news and promotions to members and stakeholders.

Rosebank Neighbourhood Watch Burglary Report: A blog providing updates on criminal activity, reinforcing our commitment to safety.

WELLBEING

The Rosebank Wellbeing Collab, now in its fifth year, supports the wellbeing of Rosebank's business community and its 9,000+ employees. It covers four key areas: Financial Wellbeing, Community, B2B relations, and Traffic management. Through these initiatives, the RBA aims to cultivate a thriving environment where both businesses and their employees can prosper.



Enhance Wellbeing: Host health checks and mental resilience courses to promote physical and emotional health.

Foster Community Spirit: Organize fundraising walks and donation drives to strengthen local connections.

Promote Safety: Implement anti-theft screw replacements and AED giveaways for employee and business safety.

Encourage Sustainability: Run clean-up events, promote recycling, and support the Second Bite Composting initiative.

Celebrate Diversity & Wellness: Host events like Matariki competitions and health & awareness initiatives to promote community values.

Facilitate Learning: Offer courses on wellbeing and stress management to support personal and professional growth.

The Pathways to the Future Trust is a pivotal initiative aimed at fostering the growth and development of emerging talent within the West Auckland community. This trust focuses on providing educational and professional opportunities that equip individuals with the skills needed to succeed in today's dynamic workforce.

Objectives

Support Local Talent Development: Provide scholarships, mentorship programs, and training workshops to enhance the skills of young employees.

Facilitate Career Pathways: Collaborate with local businesses to support growth and development in vocational careers.

Activities

Award Night: Host an annual event to recognize the achievements of participants and celebrate their successes in the Pathways to the Future program.

Workshops and Training: Collaborate with educational institutes in placement courses.



ONGOING INITIATIVES

Partnership Growth

Foster partnerships with stakeholders, including collabs with EMA, and The Icehouse for the Pathways to the Future Trust.

Community Engagement

Maintain the Neighbourhood Watch blog to ensure RBA remains a trusted information hub, while strengthening ties with the local schools to enhance learning opportunities and engagement.

Wellbeing

Expand the Rosebank Wellbeing Toolbox with community events and resources for local businesses and their employees.

Database Management

Maintain an active member database and refine the CRM for better engagement.

Social Media Development

Leverage social media to boost engagement and promote RBA activities and local businesses.

Awareness and Purpose

Enhance RBA's visibility in the community through initiatives that resonate with local businesses.

Networking and Workshops

Deliver strategic networking events and workshops to support member growth, including luncheons with keynote speakers.



Goals & New Initiatives



Rosebank Rewards Program Expansion

Continue to enhance the Rosebank Rewards Program by introducing additional benefits for members, such as discounts from local businesses and exclusive access to special events. Promote the program through social media, Newsletter and the monthly Rosebank Roundabout magazine.



Enhanced Wellbeing

Expand the current wellbeing initiatives by introducing new workshops focused on mental health, stress management, and financial wellbeing.

Collaborate with local health providers to facilitate these sessions and offer incentives for participation.

Membership Growth Campaign

Launch a campaign targeting non-members to increase membership. This initiative will include infographics outlining the benefits of RBA membership, supported by testimonials from current members.

Small Business Networking Hostings

Organize a combined networking event specifically designed for smaller businesses, who don't have the space or resources to host their own.

Enhance Local Resources

Provide a comprehensive list of local amenities to the community, promoting accessibility and awareness of the services and facilities available within Rosebank.

Preserve and Promote Local History

Celebrate and promote the rich history of Rosebank, fostering pride and awareness of the area's heritage among businesses and residents.

Goals & New Initiatives



Communication Improvement Strategy

Implement a communication improvement strategy focused on enhancing the frequency and quality of member communications through newsletters, social media, and event updates, ensuring members are well-informed and engaged.

Monthly Member Spotlights

Continue our monthly spotlight on a different RBA member in the Rosebank Roundabout and on social media. This initiative will enhance visibility for members and promote networking within the community.

CCTV Network Monitoring and Safety Awareness

Maintain and promote the use of Rosebank's CCTV network, supported by a safety awareness campaign to educate businesses on crime prevention strategies.

Women in Business Breakfast

spotlighting female leaders and fostering connection across the business community..

Quiz Night

A light-hearted, team-based evening combining local trivia and general knowledge to strengthen community ties.

