



STRATEGIC PLAN

2025

2027

Safer, Cleaner, Smarter

Stronger Together

Mission

To advocate for and support Rosebank businesses by fostering a safer, cleaner, and smarter business community by being Stronger Together.

Vision

To be the trusted voice of a connected, thriving, and engaged Rosebank business community.

Values

Inclusiveness

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

Trust

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

Member Focus

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

Safety

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

Sustainability

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

Innovation

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

STRATEGIC PRIORITIES (2025-2027)

1. Advocacy & Infrastructure

- Engage with government and local bodies to address key business concerns.
- Improve transport & traffic flow in collaboration with Auckland Transport.
- Enhance security & crime prevention through partnerships with NZ Police, Safer Cities, and CSL Infrastructure Ltd.

2. Business Growth & Engagement

- Increase membership through targeted campaigns and testimonials.
- Host strategic networking events to foster B2B collaboration.
- Support small businesses through RBA-hosted networking opportunities.

3. Wellbeing & Sustainability

- Expand the Rosebank Wellbeing Collab by exploring new ways to enhance business and community wellbeing.
- Promote sustainability initiatives such as Second Bite Composting and clean-up events.
- Encourage community engagement through sponsorships and local initiatives.

4. Communication & Visibility

- Enhance digital engagement via social media, newsletters, and the Rosebank Roundabout.
- Strengthen RBA's position as a trusted information hub for members.
- Continue and expand the Monthly Member Spotlight to increase visibility and networking opportunities for businesses.

5. Innovation & Future Growth

- Continue delivering AI & Business Growth seminars, keeping members informed on emerging technologies and practical applications for business success.
- Expand the Rosebank Rewards Program to offer additional benefits to businesses.
- Celebrate and preserve local history to build a strong sense of identity.