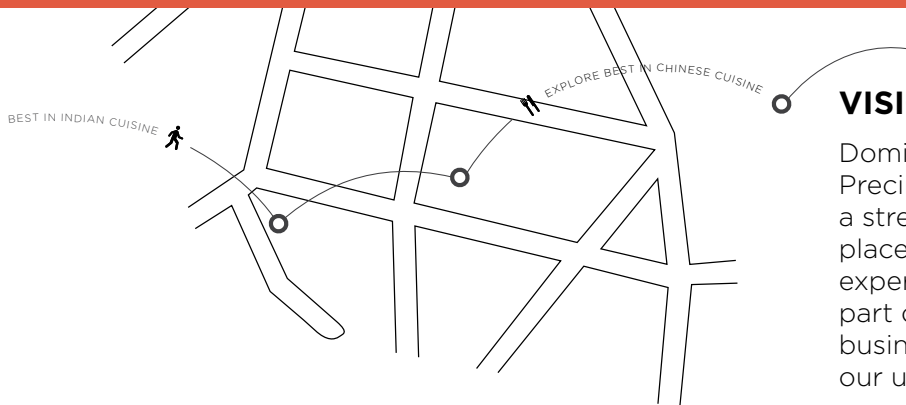


# DOMINION RD

BUSINESS ASSOCIATION

# STRATEGIC PLAN

## 2020-2025



### VISION STATEMENT

Dominion Road is Auckland's International Precinct and is renowned for being a world within a street and for being a feast for all the senses - a place that people can explore and discover new experiences. It is renowned for being an iconic part of Auckland that our local community - business & residential - can truly be proud of and our unifying feature is our international diversity.

### MISSION STATEMENT

The Dominion Rd Business Association, through its Business Improvement District (BID) programme, is at the forefront of driving Dominion Road's reputation as a truly international precinct through promotion and advocacy of the street and first-class support of its culturally diverse business membership.

### Our Values

- Connected - We're in touch with and understand our community and the diverse cultures that make up our area's fabric. We're welcoming, we listen, we acknowledge and celebrate diversity, we adapt. We're respectful.
- Aspirational - Everything we do is with the aim of developing a world-class precinct experience and successful, safe community. From the littlest to the most obvious touchpoints, we take pride in making sure it reflects an international experience. We take the utmost care and have attention to detail.
- Evolutionary - We embrace change and evolve, we don't remain static. We bring fresh thinking to our approach, drawing from our heritage & experience but with a contemporary face.

### Competitive Advantage

Dominion Road is New Zealand's iconic international street. Renowned for being able to experience many corners of the world within 4km, a feast for all the senses - a place that people can explore and discover new experiences. It's an iconic part of

Auckland that our local community - business & residential - can truly be proud of.

The Dominion Rd Businesses Association believes that there is a significant opportunity to position Dominion Rd as Auckland's International Precinct, capturing the hearts and minds of Aucklanders making it a place they are both proud of and excited about visiting. The job now is to own the concept of Auckland's International Precinct at every opportunity.

- Heritage - Iconic street within New Zealand. Forever changing and evolving- the old and the new.
- Location - Longest stretch of road in Auckland, emerging from the heart of the city.
- International diversity - this is a place that celebrates diversity, New Zealand being a wide mix of cultures. The uniquely vast range of ethnic flavours and shopping offered on Dominion Road.
- Neighbourhoods - a unique series of neighbourhoods along Dominion Road, each with its own mix of interesting dining and shopping experiences.
- Sensory experience - from art installations, to parks, to flavours and aromas, to events.

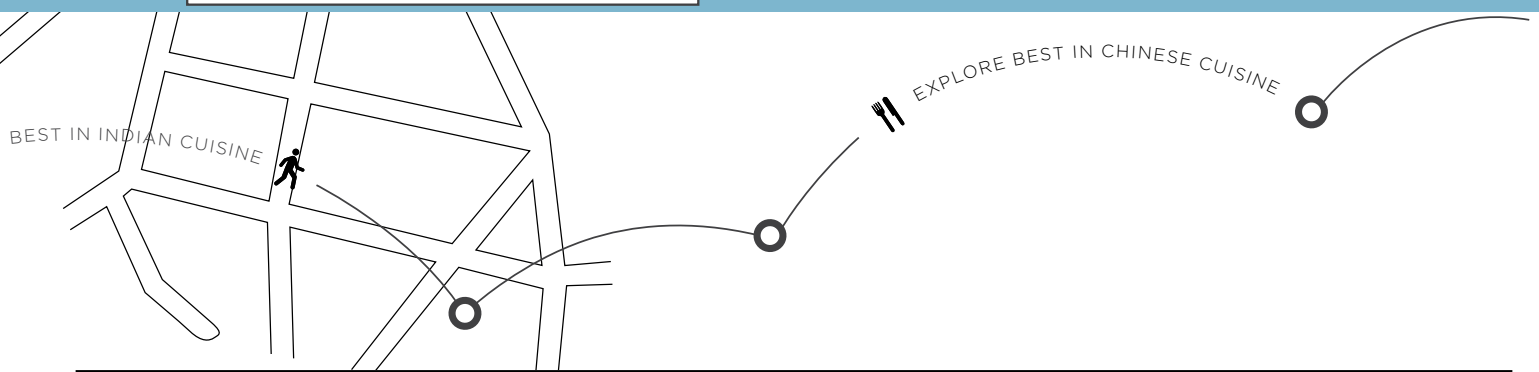
Diversity / eclectic / vibrant / character are not unique to Dominion Road. We offer all of these elements, however cultural diversity and food is where our unique point of difference lies.

There is the untapped potential in the area to make much more of the many heritage buildings in Dominion Rd, although it may take time for some of these buildings to be upgraded to their full character value. There is little doubt that, when in good condition, heritage buildings add a considerable amount of character and personality to an area to make it more attractive.

# DOMINION RD

BUSINESS ASSOCIATION

# PRIORITIES



Physical / Heritage Environment	Organisation & Management
<p><b>Goal:</b></p> <p>Improving the physical appearance of Dominion Rd, eq. assisting in developing its amenities and conveying an image that reflects its heritage.</p>	<p><b>Goal:</b></p> <p>Building consensus and co-operation among key stakeholders.</p>
<p><b>Action Plan:</b></p> <p>The BID will continue to provide and improve a range of professional services to ensure the high-quality maintenance and attractiveness of our target area. We will identify physical and environmental enhancements that will attract and build on the areas sense of place, taking into account the potential changes to mass public transport (eg: light rail).</p>	<p><b>Action Plan:</b></p> <p>Effectively engage with members to ensure they are continually aware of BID activities and to achieve a high level of support and engagement of these events.</p>
<p><b>Key elements:</b></p> <ul style="list-style-type: none"> <li>• Seek grants, sponsorships and partnerships from public and private sources to fund enhancements to the physical environment.</li> <li>• Work with property owners to ensure tidy and safe buildings.</li> <li>• Maintain a security presence in the area</li> <li>• Continue to keep Dominion Rd free from graffiti, fly posters.</li> <li>• Provide ongoing communication to members regarding Dominion Rd maintenance issues and awareness of who is responsible for what.</li> </ul>	<p><b>Key elements:</b></p> <ul style="list-style-type: none"> <li>• Advocating with Auckland Council, Auckland Transport and other key agencies.</li> <li>• Creating and distributing the a monthly e-newsletter.</li> <li>• Establish a new member visitation program and provide new members with a comprehensive membership pack.</li> <li>• Preparation of an Annual Report document for all businesses and property owners.</li> <li>• Survey members when appropriate to establish baseline data and to ensure we are meeting their expectations.</li> </ul>





# BID PROGRAMME 2020-2025



Economic Development/Member Services	Marketing & Promotion
<p><b>Goal:</b></p> <p>Strengthening existing businesses and creating new opportunities for growth.</p>	<p><b>Goal:</b></p> <p>Marketing and raising the profile of Dominion Rd to customers, potential investors, business, local communities and visitors.</p>
<p><b>Action Plan:</b></p> <p>The BID will continue to partner with and support organisations such as Auckland Council, Auckland Transport, developers, non-profit organisations and funders to encourage redevelopment of vacant land and attract new businesses into the area to fill gaps identified in the Business mix.</p>	<p><b>Action Plan:</b></p> <p>The BID will continue to build on the agreed brand of Dominion Rd as Auckland’s International Precinct and will seek to “own” that in everything we do and execute a dynamic marketing programme designed to provide maximum exposure for BID properties, businesses and events. Over the next five years, the BID will develop promotions and activities to highlight the offerings of businesses and attractions on Dominion Rd.</p>
<p><b>Key elements:</b></p> <ul style="list-style-type: none"> <li>• Maintaining and expand partnerships between key existing agencies and develop new relationships with agencies / organisations engaged in economic development activities such as ATEED, Auckland Council.</li> <li>• Provide support for our ethnic businesses such as translation services and other support when dealing with government / council agencies</li> <li>• Explore the feasibility of expanding the BID boundary including businesses based in Balmoral.</li> <li>• Continue to support initiatives such as the Annual Business Awards and encourage local businesses to enter.</li> <li>• Achieve Purple Flag accreditation to encourage and support a growing night-time economy.</li> </ul>	<p><b>Key elements:</b></p> <ul style="list-style-type: none"> <li>• Continue to produce value-add collateral such as the business directory and calendar.</li> <li>• Maintain and enhance an informative Dominion Rd website and Facebook page.</li> <li>• Establish and build on events which highlight the range of businesses on Dominion Rd.</li> <li>• Continue support for our key signature event – the annual Moon Festival.</li> <li>• Maximising the use of social media to promote the BID and to attract new businesses, investors and visitors by utilising channels such as Facebook and mobile apps.</li> <li>• Explore installation of Gateway signage at entry points to the BID.</li> <li>• Continue the installation of murals along Dominion Rd to provide a drawcard to the area.</li> </ul>





## Challenges

- Customer carparking
- St Lukes Mall
- Business Mix
- Traffic volume
- Appearance of buildings
- Lack of basic retail offerings
- Street environment - paving etc.
- Ongoing uncertainty over future form of mass transport eg: Light Rail
- Increased rent

## Opportunities

- Authentic international offering of food choices
- A safe late-night destination - Purple Flag Accreditation
- Heritage and character buildings
- Cultural diversity
- Central location
- Public transport
- Eden Park
- Events to attract shoppers - Moon Festival



# DOMINION RD

BUSINESS ASSOCIATION

[WWW.DOMINIONRD.CO.NZ](http://WWW.DOMINIONRD.CO.NZ)

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