



Business Plan 2024-2026



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The development of the two-year business plan is guided by our strategic framework in consultation with our Executive Committee. This plan aligns with the 2024-25 budget and the 2025-26 indicative budget.

Member Value, Engagement, Advocacy and Leadership

There are seven key pillars that drive our outcomes.,

Marketing & Promotions, Member Engagement & Support, Crime Prevention & Security, Connectivity, Advocacy & Leadership, Sustainability & Wellbeing.

Under each one of the pillars is a range of initiatives that are reviewed, added to, and prioritised annually. Our reporting and planning, both financially and practically, is aligned with these areas of activity and their associated goals.

Silverdale Business has successfully established the BID and will continue to develop programmes started in the first year of operation. We will continue to consult with members to ensure that, as far as is practicable, we are providing, events, workshops, programmes, initiatives and communications that are relevant and engaging.

We will focus on Sustainability in the 2025-26 year with our first objective being waste minimisation.

By implementing feedback mechanisms, ensuring financial transparency, and establishing clear metrics for success, we aim to foster a collaborative and thriving business community that addresses the needs and concerns of all members.

Strategic Priority 1 MEMBER VALUE

Marketing & Promotions

PRIORITY	OBJECTIVE	TIMEFRAME
Grow the Silverdale Business Profile	Continue to build our brand utilising a range of marketing channels. <ul style="list-style-type: none"> Managing Silverdale Business social media, Linked In, YouTube & Print and apps Develop new and innovative ways to communicate with our community 	2024-2026
Promote our Silverdale Businesses	<ul style="list-style-type: none"> 'Silverdale Shout Outs' highlighting businesses in our local Millwater magazine Develop innovative ways to promote our Businesses and build pride in the Silverdale district using marketing, advertising and social media campaigns 	2024-2026
Create an attraction for visitors to spend in our region.	<ul style="list-style-type: none"> Facilitate the Pioneer Village Market and Event project Facilitate the River Pathway Project Introduce a large Community Event to solidify Silverdale's character and attract visitors and locals to spend in Silverdale Goal: Attract at least 5,000 visitors and generate \$20,000 in direct revenue for local businesses. 	2024-2026
Marketing campaigns to increase visitors and spend in Silverdale.	<ul style="list-style-type: none"> 'Be Local Support Local' Campaign Seasonal & Occasion Campaigns 	2024-2026

Member Engagement & Support

PRIORITY	OBJECTIVE	TIMEFRAME
Engage with our entire membership to ensure they understand the value of our programs and remain active in our community.	<p>Build relationships to convert affiliate members to full members to support growth and opportunity.</p> <ul style="list-style-type: none"> • Understand needs, expectations and pain points • Communicate through improved communication channels • Wellbeing and Resilience 	2024-2026
Inform and educate our members	<p>Offer a diverse and broad range of learning opportunities utilising various platforms.</p> <ul style="list-style-type: none"> • Introduce Business Coaching • Host a Waste Reduction Workshops to promote sustainability. 	2024-2026
Build relationships and engage with ethnic Communities	<p>Create opportunities to bring diverse groups together</p>	2024-2026
Prioritise connecting talented local with job opportunities in Silverdale to strengthen our local economy.	<p>Grow recruitment in Silverdale by utilising the job section on our website.</p> <ul style="list-style-type: none"> • Collaborate with local recruiters 	2024-2026



Crime Prevention & Security

Priority	Objective	Timeframe
Support a safe, secure and resilient business area	<p>Work with police, local board and other agencies to implement safety strategies and crime prevention initiatives</p> <ul style="list-style-type: none"> • Continue to build resilience through information sharing • Create member resource package of discounted security options 	2024-2026
Continue to add to our community business focused CCTV network and security hub	<p>Enhance crime prevention and detection by Installing a minimum of 6 cameras in the network to ring-fence Silverdale</p>	2024-2026

Strategic Priority 2 **ENGAGEMENT**

Connectivity

We will provide members with access to subject-matter experts to support their capability development and offer tangible benefits at both a personal and business level.

Priority	Objective	Timeframe
Offer a diverse and broad range of opportunities to connect	Provide relevant workshops, seminars, events and networking options to cater for all member segments	2024-2026
Connect the geographical areas of Silverdale together	Finish the rollout of our area branding signage across all six precincts of Silverdale to unite as one Silverdale with a call to action 'Be Local Support local'	2024-2026
Ensure all new businesses are informed and engaged from the beginning	Ensure Silverdale information pack is up to date, engaging and relevant	2024-2026
Build capability to connect businesses to one another	Create opportunity for collaboration and introductions between Businesses in our network. Ensure our business directory is up to date and well visited	2024-2026
Attract and retain diverse, sustainable businesses to reduce Silverdale's commercial vacancies	Foster a vibrant, thriving business hub that supports local economic growth through strategic partnerships, targeted marketing, and community engagement.	2024-2026

Strategic Priority 3 **ADVOCACY**

Advocacy & Representation

We will continue to advocate strongly on a variety of topics with and on behalf of our members to achieve the best possible outcomes and mitigate any negative impacts, making written submissions as and when appropriate.

This advocacy will be important for the significant growth proposed within our area, which includes a variety of major commercial, roading, transport and residential developments, comes to fruition. Any future development must be introduced in a planned manner.

Priority	Objective	Timeframe
Local Infrastructure	Maintain/build new relationships with key stakeholders and decision makers who influenced decisions	2024-2026
Lobby to influence transport decisions enabling our businesses to operate more efficiently.	<ul style="list-style-type: none">Continue to represent community interest in the Penlink ProjectProactively track and address any transport or roading issues	2024-2026
Collaborate with key stakeholders and other BIDs	Engage with decision-makers at all levels within key stakeholder organizations, including Auckland Council, H&B LB, Auckland Transport, Waka Kotahi, Tātaki Auckland Unlimited, and NZ Police. <ul style="list-style-type: none">Make written submissions as appropriate.	2024-2026
Establish a prominent presence in the local community	Act as a vital connector between businesses and the community, representing Silverdale	2024-2026



Strategic Priority 4 **LEADERSHIP**

Sustainability		
Priority	Objective	Timeframe
Lead the development of Sustainable Transport for Business in Silverdale	Develop next steps as part of the sustainable transport project to influence travel behaviour in Silverdale <ul style="list-style-type: none"> • Analysis of Silverdale Transport Survey data to better understand travel behaviour • Identifying a sustainable transport model through consultation with experts in the field of sustainable transport • Partner with other Silverdale businesses and Auckland Council's Travel wise programme to potentially fund alternative transport options 	2024 -2026
Establish communication and opportunities to encourage collaboration among businesses, developers, and the council, fostering a supportive environment for future growth	<ul style="list-style-type: none"> • Build relationships with local property owners and developers • Seek opportunities to provide input into planning and development for Silverdale 	2025-2026
Empower our business community to take environmental action	<ul style="list-style-type: none"> • Implement initiatives to promote effective waste management, reduce landfill waste, and foster business engagement in innovative waste reduction initiatives. • Increase connections and support between our business community and environmental/ community groups 	2025-2026
Wellbeing		
Priority	Objective	Timeframe
Promote positive workplace wellbeing initiatives that drive business transformation.	We will advance workplace wellbeing by organising events, sharing knowledge, and providing access to current trends.	2024 -2026



silverdalebusiness.co.nz | info@silverdalebusiness.co.nz | 021 595 048

