



Ponsonby Business Association Business Plan 2022 – 2024

Overview

Ponsonby is a popular, highly sought-after destination and key hospitality & retail precinct as well as a city-fringe services hub in Central Auckland.

We serve both our local loyal community and the wider Auckland Region.

The Ponsonby ridgeline provides for a mix of commercial, retail, hospitality, employment, and residential activities.

Several streets branch off Ponsonby Road and provide an important supporting commercial role. Our surrounding residential suburbs weave themselves into what is a true example of an urban village.

The wider area is home to several parks, schools, churches, and community facilities.

Our Brand Positioning

There's one in every city - an electric suburb where the old and new money lock velvet antlers and the food and fashion explode with vibrant re-invention.

Welcome to the always-on mashup of cheap eats, posh nosh, in-your-face art, and innovative business that famously banned McDonalds - where Chilli the Pomeranian turns looks, *haute couture* turns heads, and over a hundred bars, restaurants and cafés turn tables to create the kaleidoscopic heart of Auckland that is I-❤️-Ponsonby!

Our Strategic Vision

"Ponsonby is a vibrant and successful urban village that buzzes with street life both day and night. Its unique style and eclectic charm make it a nationally and internationally recognised destination. Ponsonby is recognised for its culture and character which has enabled it to evolve as a forward-looking and sustainable location for a diverse range of high-quality business activities."

Focus of Business Plan 2022 -2024

Our business plan for the upcoming year will still be aligned to our 4 strategic pillars as detailed in our current Strategic Plan.

Within the 'Placemaking' pillar we will focus on a new workstream to 'futureproof' Ponsonby. This will directly inform our new Strategic Plan to be presented at the PBA AGM 2023.

We will continue to measure our KPI's on the spend/transaction growth within our BID boundaries. However, following the impact of COVID-19 we will also evaluate and compare our performance to neighbouring districts in Auckland like Parnell, K'Road and Takapuna.

Business Plan 2022 -2023

This Business Plan should be read in conjunction with the Strategic Plan 2018 - 2023 that was adopted at the PBA's Annual General Meeting in October 2018.

It comprises four pillars as follows:

- ❖ Ponsonby – Shop, Eat, Drink, Play, Repeat
- ❖ Ponsonby Place-Making
- ❖ Pathways to and around Ponsonby
- ❖ A Proactive Ponsonby Business Association

Business Plan 2023 -2024

Once the new Strategic Plan is approved (AGM 2023) the strategies will inform and become part and included in the business plan 2023 -2024

Three Strategic Priorities for 2022 – 2023

- Futureproof Ponsonby.
- Organise & host events & promotions that drive money directly back to our stakeholders.
- Crime Prevention & Security

Ponsonby – Shop, Eat, Drink, Play, Repeat

Organise & host events & promotions that drive money directly back to our stakeholders

2022 - 2023	2023 – 2024
<ul style="list-style-type: none">❖ Organise 3 Market Day events in 2023.❖ Hold 3 Ponsonby owned events in 2023 being Eat Drink Love Ponsonby in May, Light Up Ponsonby in August, and Ponsonby Loves Christmas over December 2023.❖ Produce a program of social media content using our members stores & stories to engage and grow our social media audience.❖ Develop a 'hospo stories' social & website content piece to promote our Hospitality category as part of Eat Drink Love Ponsonby 2023.❖ Update the Ponsonby program for Auckland Heritage Festival in October 2023 to ensure it represents all our communities who have been/are part of our unique culture	<p>Evolve & deliver the Shop, Eat, Drink, Plan and Repeat events as per 2022 - 2023</p>

Ponsonby Place-Making

Futureproof Ponsonby

2022 - 2023	2023 – 2024
<ul style="list-style-type: none"> ❖ Engage an Urban Strategic Planner by end 2022 to lead this new workstream. ❖ Allocate budget to this workstream. ❖ Develop brief and milestones to collect quantitative and qualitative data to inform the PBA Strategic Plan 2023 – 2028. ❖ Work with stakeholders to engage & agree the future strategy. ❖ Work proactively with all appropriate Council Organisations. 	<p>Deliver the Place-Making initiatives as per data collected in 2022 – 2023 workstream</p>

Improvements to our streetscape

2022 - 2023	2023 – 2024
<ul style="list-style-type: none"> ❖ Work with AT to implement the Ponsonby Street improvement & safety project in the first 6 months of 2023. 	<p>Monitor and report on progress with a view to including learning into future placemaking initiatives.</p>

Advocate for public artworks

2022 - 2023	2023 – 2024
<ul style="list-style-type: none"> ❖ Raise with the PBA Waitemata Local Board representative the need for a review of the current state of public artworks with a view to identifying opportunities for further public artworks that would also be incorporated into the refresh of the implementation actions of the Ponsonby Road Masterplan. 	<p>Ongoing advocacy for public artworks as per 2022 - 2023</p>

Actively monitor developments at 254 Ponsonby Road

2022 - 2023	2023 – 2024
<ul style="list-style-type: none"> ❖ Confirm the policy position of the PBA that currently is to promote the option of a small market space at 254 Ponsonby Road, bordered by retail offerings with residential apartments behind. ❖ Clarify timeframes for any developments at 254 Ponsonby Road with the Waitemata Local Board. 	<p>Continue to monitor development within the Ponsonby BID area as per 2022 - 2023</p>

Pathways to and around Ponsonby

Work with the Waitemata Local Board to prioritise the ‘Laneways’ initiative to encourage pedestrians, activate street-life and create vibrant spaces.

2022 - 2023	2023 – 2024
<ul style="list-style-type: none"> ❖ Engage with the Waitemata Local Board to implement the Rose Road plaza initiative and wider initiatives to encourage pedestrians, activate street-life and create vibrant spaces in Ponsonby 	<p>Continue to engage with the Waitemata Local Board as per 2022 - 2023</p>

A Proactive Ponsonby Business Association

Crime Prevention and Security Program

2022 – 2023	2023 – 2024
<ul style="list-style-type: none"> ❖ Monitor & report to Board on current Security Patrol trial to end January 2023. ❖ Develop a 2023 Security Recommendation with costing for Board review in January 2023. ❖ Based on Board Decision, continue to monitor & report. 	<p>Continue to monitor, report, and deliver the Ponsonby crime prevention and security programme as per 2022 – 2023 if appropriate.</p>

Build and expand the communication of iloveponsonby through social media.

2022 - 2023	2023 – 2024
<ul style="list-style-type: none"> ❖ Continue to review the current branding for Ponsonby to ensure relevance. ❖ Expand on successful 2022 Social Media strategy with our Social Media Partner. 	<p>Continue to expand the Ponsonby communication plan as per 2022 - 2023</p>

Engage with the Waitemata Local Board, Council Controlled Organisations (such as Auckland Transport) and Auckland Council

2022 - 2023	2023 – 2024
<ul style="list-style-type: none"> ❖ Engage with the Waitemata Local Board, Council Controlled Organisations (such as Auckland Transport) and Auckland Council by: <ol style="list-style-type: none"> 1. Ensuring active participation of the PBA Waitemata Local Board representative at PBA Board meetings 2. Monitoring the activities/ agendas with a view to identifying any issues for the PBA. 	<p>Continue to engage and work with the Waitemata Local Board, Council controlled Organisations and Auckland Council as per 2022 - 2023</p>

