



# Strategic Plan

2022–2025

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Devonport  
Business  
Association

# Introduction

## Where we are today

As the Devonport business community comes out of a financially challenging period, a new strategic plan has been developed to guide us through the next few years. Thanks to active membership participation, we've heard that businesses seek ongoing support, strong promotion and better connectivity.

## Where we want to go

**Devonport's on an exciting path.** A prime driver will be working with landlords to upgrade buildings, restore heritage facades and install street lighting. This recognises and utilises the natural landscape, heritage aspects, and close proximity to downtown Auckland that is unique to Devonport.

We'll encourage and support our businesses to provide profiles to be published on a refreshed website, and utilise social media for improved awareness and sense of community. Marketing our businesses with creativity and impact, showcasing our innovation and collaboration, is key.

We're looking forward to playing our part **in creating a thriving Devonport where everybody wants to be.**

**Dianne Hale**

Devonport Business Association/Chair





# Our Vision

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**A future-focused  
Devonport.**

Together, we are creating a vibrant village centre where businesses are thriving and the community is engaged and connected.



# Our Purpose

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To make Devonport shine.

We **connect**, **support** and **promote** our business community.



# Who We Are

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## **We advocate for things that matter.**

We form powerful partnerships, host iconic events, promote with impact, enhance our public spaces, and work together to make Devonport an essential and dynamic destination.

Our Board members are democratically elected every year & are representative of the business owners in our community.

The Board acts as a governance body, guiding and steering our part-time contracted Manager.

The Devonport BID represents the business owners (typically approximately 180) within the Devonport town centre. It is funded by a targeted rate on local business ratepayers, administered by Auckland Council as part of Auckland Council's BID programme.

Auckland Council established the BID programme to collaborate with Auckland's businesses to achieve an inclusive and diverse city where talent and enterprise can thrive, assisting Auckland Council to achieve its vision of making Auckland "a world-class city".



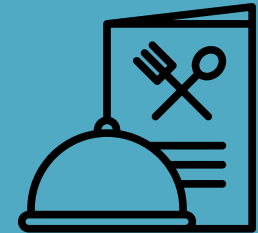


# Who Our Members Are



**RETAIL**

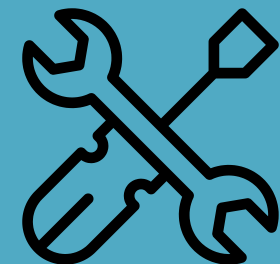
**HOSPITALITY**



**PROFESSIONAL**

We have identified  
**four key sectors**  
representing our  
member groups and  
target our KPIs to  
address their unique  
needs

**TRADE**



# What We **Most** Care About

## **Building better businesses**

Promoting our businesses.  
Celebrating success.

## **Serving our members**

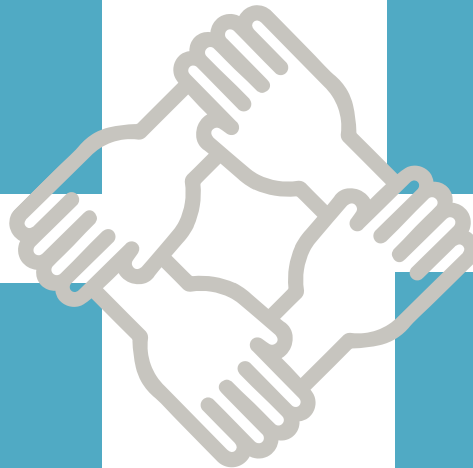
Introducing impactful & innovative initiatives.

## **Visual amenities**

Be beautiful, be proud.  
Advocating for upgrades.

## **Engaging our community**

Fostering connections.  
Celebrating & commemorating.



# We are Innovative & Creative

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**We work with our tenants, property managers, and landlords to facilitate innovative solutions that will bring sustainable positive change.**

Devonport has always been a community that embraces creativity.

We continue this tradition by engaging our local community to actively seek artistic opportunities, encourage new ideas and support innovation.





# Our Core Goals

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## 1.

### TO CONNECT

Build and nurture a connected and engaged business hub.

Foster agility, entrepreneurship innovation and collaboration.

Engage with landlords, partners, and investors to understand what they want.

## 2.

### TO SUPPORT

Facilitate business development and collaboration.

Nurture essential services.

Stand up for the things that will make Devonport a more viable hub and drive that change.

## 3.

### TO PROMOTE

Promote a strong local economy and thriving visitor and investment destination.

Market and promote Devonport through smart partnerships and across channels.

Produce iconic events that attract crowds beyond expectations and make headlines.

# Our Targets for Achieving the Goals

## CONNECT

Create Member  
Welcome Pack

Improve Manager  
& Board to  
Member outreach

Share Members'  
successes & stories

Meet with  
Landlords

Strong offline/online  
cross channel  
presence

## SUPPORT

Address safety  
& security concerns

4 Member sectors  
networking events

Shop local initiatives

Lobby Council to  
improve  
streetscape &  
wayfinding

Polling Members

## PROMOTE

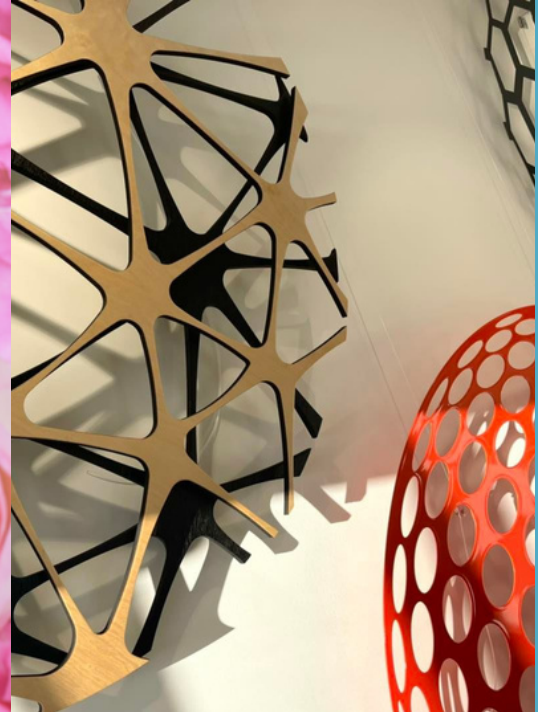
Heritage buildings  
permanent lighting

Grow Matariki event

Grow Art Trail  
& Heritage Trail

Grow Flagstaff  
Green live  
summer music

Strong online  
cross platform  
presence



For further information contact  
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