



Mangere Bridge Village Business Association Inc. Business Plan 2025-2026

Executive Summary

The Mangere Bridge Village Business Association (MBVBA) is dedicated to promoting the prosperity, vibrancy, and sustainability of the Mangere Bridge Village. Our goals for 2025-2026 are centred around three core priorities: increasing our impact and sustainability as a business association, enhancing the unique character and appeal of our village, and supporting the growth of local businesses and the economy.

By building partnerships, fostering community involvement, and working collaboratively with stakeholders, we aim to create a thriving, welcoming environment that benefits businesses, residents, and visitors alike.

Mission Statement

To create a vibrant and thriving business environment by fostering local connections, promoting economic growth, and maintaining the unique character of Mangere Bridge Village.

Priority #1: Be an Effective, Efficient, and Sustainable Business Association

Goals

- **Improve operational efficiency:** Streamline our internal processes and communication to ensure timely, consistent delivery of services to members.
- **Enhance financial sustainability:** Secure long-term funding through grants, sponsorships, and revenue-generating initiatives.
- **Increase collaboration:** Work in partnership with local boards, community groups, and stakeholders to extend the reach and impact of the Association's efforts.

Action Plan

- **Strengthen relationships with key stakeholders** including local boards, businesses, and community organisations to develop joint initiatives that enhance the community.
- **Financial sustainability initiatives:**
 - **Grant applications:** Identify potential funding sources, including government and private grants.
 - **Sponsorship programs:** Develop attractive sponsorship packages for local businesses and external organisations to support events and activities.
 - **Membership drives:** Create campaigns to attract new members by emphasising the benefits of being part of the Association.
 - **Revenue-generating events:** Focus on expanding existing profitable events through increased attendance, sponsorships and boosting vendor participation to maximise revenue. Prioritise scaling successful events rather than launching new ones.

Key Performance Indicators (KPIs)

- Increased member satisfaction (measured through survey).
 - Secured funding from one new grant provider.
 - 10% growth in profit of one community event.
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Priority #2: Maintain and Enhance the Character, Identity, and Appeal of Mangere Bridge Village

Goals

- Ensure Mangere Bridge Village remains a safe, clean, and attractive destination.
- Organise events that foster a strong community spirit and encourage foot traffic for local businesses.
- Promote Mangere Bridge Village as a unique and appealing destination to both residents and visitors.

Action Plan

- **Maintain village cleanliness and safety:**
 - Work with the local council to ensure regular cleaning and upkeep of public spaces.
 - Increase CCTV coverage and local patrols to improve safety.
 - Support initiatives like the Waste Wise movement, focusing on reducing waste and moving towards a Zero Waste goal for the village.
- **Support and run local events:**

- **Regular calendar of events:** Continue hosting Thursday night live Summer music, Santa Parade, Sunday Boutique Markets, Family Festival, St. Patrick's Day Festival, Teddy Bear's Picnic, Fun Run, and more.
- **New event opportunities:** Explore additional opportunities for events that celebrate the village's culture and attract more visitors.
- **Event partnerships:** Partner with community groups and local businesses to co-host events, increasing engagement and reducing operational costs.

Key Performance Indicators (KPIs)

- Increase in event attendance by 10% across all key events by the end of 2026.
 - Implement waste reduction measures at events, aiming to minimise waste and promote sustainable practices.
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Priority #3: Support Local Businesses and Strengthen the Local Economy

Goals

- Promote the diverse offerings of the Village to locals, visitors, and tourists.
- Encourage and support investment into new businesses and services that will enrich the local economy.
- Foster collaboration between businesses to drive growth and increase competitiveness.

Action Plan

- **Marketing and promotion:**
 - Run an annual marketing campaign highlighting local businesses.
 - Maintain an online business directory of BID members
 - Use social media and local channels to promote events and special offers.
- **Support new investments:**
 - Provide a welcoming environment for new businesses.
 - Promote the Village as a destination for potential investors..
- **Business support programs:**
 - Launch pilot workshop tailored for members to enhance business skills.
 - Facilitate informal networking opportunities for local businesses.

Key Performance Indicators (KPIs)

- Steady growth in visitor numbers.
 - Host one business workshop or networking event annually.
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Key Events and Activities for 2025-2026

- **Thursday Night Live Music** (Summer): Weekly performances by local artists to create a lively, community-driven atmosphere.
 - **Santa Parade** (December): A festive event that attracts families and brings the community together.
 - **Sunday Boutique Markets** (Weekly): Showcasing local artisans, food vendors, and crafts.
 - **Family Festival** (Annually): A fun-filled day with entertainment, games, and food stalls to attract families from across Auckland.
 - **St. Patrick's Day Celebration** (March): A simple, community-focused event with a festive atmosphere.
 - **Teddy Bears Picnic** (Annually): A family-focused event for young children and their parents.
 - **Fun Run** (Annually): A community fitness event that engages locals and attracts participants from surrounding areas.
 - **Bridge Kids Athletics** (6-Week Program): A sports initiative to encourage physical activity and community participation among young children.
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Other Objectives and Focus Areas

- **Safer Community Initiatives:** Expand CCTV coverage and community patrols to increase the safety and security of the village. Support Neighbourhood Support BBQs and community education programs.
 - **Zero Waste Initiative:** Collaborate with local organisations to make Mangere Bridge Village a leader in waste reduction by promoting eco-friendly practices and infrastructure.
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Conclusion

The Mangere Bridge Village Business Association is committed to creating a thriving, vibrant, and sustainable village that serves its businesses and community. By focusing on financial sustainability, community engagement, and economic growth, we will continue to deliver value to our members and the wider Mangere Bridge community over the 2025-2026 period.

