



Strategic Plan 2020-2025

Northcote - The Asia Pacific Marketplace
Where International meets Local

Northcote Town Centre is located in the 'heart' of the Northcote suburb on the North Shore and is home to some 90 businesses as well as medical practices, community organisations and public facilities. .

The centre has developed a strong niche in recent years as a centre for food and produce, and speciality Asian goods. The centre has attracted many Asian businesses, and these businesses have in turn, attracted a new market of customers to Northcote, and provided the centre with a marketable point of difference.

Northcote Town Centre is well utilised by the Asian community, creating a diverse multi-cultural customer mix in the centre, including a strong Maori and Pacific influence.

The centre is fortunate to have close to 600 carparks which are free for the public to use.

VISION STATEMENT

Northcote Town Centre is a growing community, with a lively and welcoming heart that celebrates culture, and where business thrives and everyone's needs are met.

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Where International meets Local.

MISSION STATEMENT

The Northcote Business Association is at the forefront of driving Northcote Town Centre's reputation as a truly multi-cultural town centre through promotion and advocacy of the centre and first-class support of its culturally diverse business membership.



Our Values

- We are welcoming and family friendly
- We are accepting and welcoming.
- We're urban but unpretentious
- We are vibrant and stimulating
- We are alive and interesting (edgy)
- We represent Northcote's diverse range of cultures

History

The Northcote Shopping Centre was first developed as a shopping precinct by the Northcote Borough Council in 1958, on land which they acquired from the Crown. The centre was developed in the late 1950s, early 1960s to provide a shopping centre for the developing region, a commercial heart and focus for the community, and to derive a recurrent income.

During the mid-90s the Northcote Town Centre suffered a loss in business confidence with several major tenants leaving the centre such as Levenes, Mitre 10 and Foodtown, and the closure of two of the three banks in the centre. There were also several empty shops in the centre during this period.

In the early 1990s the then North Shore City Council agreed to a substantial upgrade of the centre and a 'Pacific Rim' theme was adopted incorporating clay paving, palm trees and unique street furniture.

The centre upgrade, developed in two stages over two years, transformed the centre's environment. The upgrade created a modern and welcoming atmosphere, which gave retailers and community a renewed sense of pride in the centre.

Current Situation

A significant amount of work has been done over the past two decades by the Northcote Business Association and North Shore City Council, and in later years Auckland Council, to revitalise the centre.

This work has included -

- Working with building owners, commercial real estate agents and private investors to attract new businesses in the centre.
- Security measures such as the employment of a security guard, and installation of an extensive CCTV surveillance system.
- Developing a multi-cultural niche through recruitment of Asian businesses (supermarkets, souvenir stores, and video) and hosting multi-cultural events.
- Attention to the maintenance and presentation of the centre, including replacing all under veranda lighting with LED bulbs connected to daylight sensors.
- A promotions calendar designed to lift the profile of the centre, and encourage people to visit, including the establishment of community events such as the Chinese & Korean New Year Celebration.

PRIORITIES

Physical / Heritage Environment

Goal:

Improving the physical appearance of Northcote, eg. assisting in developing its amenities and conveying an image that reflects its heritage.

Action Plan:

Over the next five years, the Business Association will continue to provide and improve a range of professional services to ensure the high-quality maintenance and attractiveness of our target area, while working with Panuku and developers over the redevelopment plans for the centre.

Key elements:

- Seek grants, sponsorships and partnerships from public and private sources to fund enhancements to the physical environment.
- Work with property owners to ensure tidy and safe buildings.
- Maintain a security presence in the area
- Continue to keep Northcote free from graffiti, fly posters.
- Provide ongoing communication to members regarding Northcote maintenance issues and awareness of who is responsible for what.
- Maintain a network of CCTV cameras and connect to the Police call centre.

Organisation & Management

Goal:

Building consensus and co-operation among key stakeholders.

Action Plan:

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.

Key elements:

- Advocating with Auckland Council, Auckland Transport and other key agencies.
- Creating and distributing a regular newsletter for members in both English and Chinese.
- Establish a new member visitation program and provide new members with a comprehensive membership pack.
- Preparation of an Annual Report document for all businesses and property owners.
- Survey members when appropriate to establish baseline data and to ensure we are meeting their expectations.



BID PROGRAMME

2020-2025

Economic Development/Member Services

Goal:

Strengthening existing businesses and creating new opportunities for growth.

Action Plan:

The Town Centre will continue to partner with and support organisations such as Auckland Council, Auckland Transport, Panuku, 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.

Key elements:

- 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 and Panuku.
- Exploring opportunities to assist potential businesses to locate in commercial space in Northcote by working with leasing agencies and identifying the types of businesses that are missing in the Retail mix.
- Provide support for our ethnic businesses such as translation services and other support when dealing with government / council agencies.

Marketing & Promotion

Goal:

Marketing and raising the profile of Northcote to customers, potential investors, business, local communities and visitors.

Action Plan:

Northcote Town centre will co-ordinate a calendar of events and retail promotions, designed to build awareness and entice people into the centre. We have developed special events which involve the local community and build on the strengths of Northcote.

Key elements:

- Continue to produce value-add collateral such as the business directory and calendar.
- Maintain and enhance an informative Northcote Town centre website and Facebook page.
- Establish and build on events which highlight the range of businesses in Northcote.
- Continue support for a key signature event.
- Introduce an interactive light and sound feature in the Plaza tree.
- Maximising the use of social media to promote the centre.



Strengths

- A central location within the North Shore, with good transport routes and easy access to the wider North Shore and some inner Auckland City suburbs.
- A large new and growing residential area surrounding the centre.
- A large supply of open air carparks.
- A niche in fresh food, grocery products and Asian specialty products.
- Excellent venue for hosting events and concerts.
- Good community facilities integrated into the centre (eg Library, NorthART).

Weaknesses

- Panuku redevelopment which will disrupt tenants.
- Many products and services not available in the centre.
- Lack of variety in business mix
- Lack of density with current housing redevelopment
- Buildings are tired

Opportunities

- Auckland Council / Panuku is committed to the redevelopment of the Town Centre.
- Expansion of local population through more intensive housing development.
- Promotion of the variety of food and eating establishments.
- Strong branding of the centre's niche areas
- The interesting ethnic mix in the centre.

Challenges

- A loss of market share to more modern retail centres (eg Glenfield, Takapuna, Albany).
- Empty shops
- Decline in the standard and presentation of buildings and shops.
- Panuku Redevelopment
- New retail developments (Pak n Save Wairau Road, Westfield Albany).



www.northcote.co.nz
@NorthcoteTownCentre

Northcote Business Association
PO Box 36-364, Northcote, Auckland 0748
Manager: Gary Holmes
manager@northcote.co.nz