

Grey Lynn Business Association

Performance Report (Statement of Service Performance)

For the year ending 30 June 2025

Introduction

The 2024–25 year was the first year of operation for the Grey Lynn Business Association (GLBA) as a **Business Improvement District (BID)**. With funding secured through the targeted rate, we have moved from a volunteer organisation to a professionally resourced association with a stronger mandate to represent and support our business community.

This Performance Report outlines what the Association achieved with its resources during the period, and how our activities aligned with our four BID priority areas: **Marketing & Promotion, Business Skills & Networks, Local Voice, and Placemaking.**

Highlights of 2024–25

- Receipt of the **first BID targeted rate grant** in July 2025, providing \$320,000 in sustainable annual funding.
- Appointment of the **first BID Manager**, establishing professional leadership for the Association.
- Strengthened engagement with members through events, communications, and one-to-one outreach.
- Preparation for the first AGM under the new BID structure.

Performance by Priority Area

1. Marketing & Promotion

- Began exploring partnership with digital and marketing agencies to promote Grey Lynn businesses.
- Initiated the redesign of the **GLBA website** to create a stronger online presence and better serve members.
- Planned promotional campaigns to attract visitors and highlight the diversity of Grey Lynn's business precincts.

2. Business Skills & Networks

- Designing underway for a programme of **networking breakfasts** to connect and upskill members.
- Designing formats for **business workshops** focused on resilience, marketing, and collaboration.
- Facilitated connections among local businesses to encourage mutual support.

3. Local Voice (Representation)

- Strengthened relationships with **Auckland Council** and **Auckland Transport**.
- Advocated on behalf of members regarding key issues such as transport planning, safety, and economic development.
- Represented Grey Lynn businesses in discussions about infrastructure and local services.

4. Placemaking

- Exploring the commissioning of **private security patrols** in the precinct to enhance safety.
- Began establishing **community patrols**, working with volunteers to provide visible presence.
- Identified opportunities for small-scale placemaking initiatives to improve Grey Lynn's attractiveness and vibrancy.

Ongoing Priorities

Looking ahead, GLBA will continue to deliver across these four BID areas with the 2026–27 Budget and Annual Plan. Our focus remains on:

- Supporting and promoting local businesses.
- Building networks and business resilience.
- Advocating effectively with key stakeholders.
- Enhancing safety and vibrancy across Grey Lynn’s business precincts.

Interests Register

In accordance with the Incorporated Societies Act 2022, the Grey Lynn Business Association maintains an **Interests Register**. This register records any actual, potential, or perceived conflicts of interest involving board members—such as where a board member may provide services to GLBA or have a financial interest in a matter being considered.

The register is reviewed and updated regularly to ensure transparency and good governance. A copy is available to members upon request.

Conclusion

2024–25 has been a foundational year. With funding secured, a BID Manager in place, and early initiatives underway, GLBA is well-positioned to strengthen outcomes for its members and the wider Grey Lynn community in the year ahead.