

PAPATOETOE CENTRAL MAIN STREET SOCIETY INC.

BUSINESS PLAN 2027/2028

The 2027/2028 Business Plan focuses on strengthening Papatoetoe as a safe, attractive, well-connected and active town centre. The Society will continue supporting BID businesses, working with key agencies, improving the town centre environment and promoting local shopping through events, communications and digital marketing.

1. TOWN CENTRE SAFETY & SECURITY

- Maintain strong partnerships with Otahuhu Police, Māori Wardens and other key stakeholders to address crime prevention and community safety.
- Continue monitoring and utilising the town centre CCTV network, with upgrades or improvements made where required to strengthen coverage.
- Support regular Warden and security patrols throughout the town centre to provide a visible presence for businesses, customers and visitors.
- Encourage retailers to report incidents to Police promptly and support better information sharing around recurring safety issues.
- Provide Crime Prevention Through Environmental Design (CPTED) advice to BID businesses to help improve the safety of their premises.
- Hold regular crime prevention activities and stakeholder meetings to identify concerns and coordinate practical responses.

2. MEMBER SERVICES & BUSINESS DEVELOPMENT

- Connect local businesses with training, mentoring, social media support, consumer information, health and safety guidance and other relevant business services.
- Create opportunities for businesses to network, exchange information, raise concerns and seek practical advice.
- Provide BID members with free promotional opportunities through the Society's digital platforms and social media channels.
- Maintain an accurate business database and online directory so businesses and the public can access current information.
- Encourage member participation in Society activities, promotions, meetings and town centre initiatives.

3. STRATEGIC ADVOCACY & AGENCY PARTNERSHIPS

- Work with the Ōtara-Papatoetoe Local Board on projects and issues that contribute to the growth and wellbeing of Papatoetoe.
- Strengthen relationships with Auckland Council, Auckland Transport and other agencies to progress infrastructure improvements and economic development initiatives.
- Identify and report damaged, outdated or poorly maintained public assets and follow up with the responsible authority for repair or replacement.
- Advocate for the needs of local businesses on matters affecting access, safety, maintenance and the overall performance of the town centre.

4. TOWN CENTRE IMAGE & APPEARANCE

- Undertake regular town centre audits to identify areas requiring cleaning, painting, maintenance or general improvement.
- Work with community groups and churches on small-scale beautification and tidying projects, including providing paint or resources where appropriate.
- Maintain a zero-tolerance approach to graffiti by ensuring incidents are promptly reported for removal.
- Monitor illegal dumping and use available CCTV evidence to support referrals to Auckland Council or Auckland Transport where appropriate.
- Advocate for the repair or replacement of damaged public assets that affect the appearance and usability of the town centre.

5. LOCAL MARKETING & BUSINESS PROMOTION

- Continue the successful Buy Local Papatoetoe campaign and use targeted promotions or competitions to stimulate business activity during quieter trading periods.
- Strengthen the Support Local message through regular social media content and targeted marketing campaigns.
- Promote individual BID businesses, products and services through the website, newsletters and social media.
- Use digital platforms to increase awareness of Papatoetoe as a convenient and diverse local shopping destination.
- Keep business listings and promotional information up to date so members receive ongoing visibility.

6. EVENTS, ACTIVATIONS & COMMUNITY CONNECTION

- Celebrate key cultural and community occasions such as Chinese New Year, Easter, Matariki, Diwali, the Papatoetoe Santa Parade and Christmas.
- Develop a calendar of smaller town centre promotions, activities and activations to attract shoppers and increase foot traffic.

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- Encourage local businesses to participate in events and promotions so town centre activity directly supports BID members.
- Work with community organisations and stakeholders to deliver welcoming activities that reflect the diversity of Papatoetoe.

7. COMMUNICATION & MEMBER ENGAGEMENT

- Keep businesses and landlords informed through Mailchimp, newsletters, emails, social media and face-to-face communication.
- Provide regular opportunities for members to give feedback, raise concerns, exchange information and seek advice.
- Share relevant updates from Auckland Council, Auckland Transport, Police and other agencies when they affect BID members.
- Use member meetings and direct communication to strengthen participation and maintain a connected business community.

2027/2028 STRATEGIC PRIORITIES

Safety	Business Support	Town Centre Quality	Promotion & Activation
Visible patrols, CCTV, prevention and reporting	Advocacy, partnerships, training and member support	Cleanliness, maintenance, beautification and enforcement	Events, Buy Local campaigns, digital promotion and communication

Our goal for 2027/2028 is to continue building a safer, cleaner and more vibrant Papatoetoe town centre while ensuring local businesses are well represented, well informed and actively promoted.