

## The Kingsland Strategic Plan 2016-2018

**Vision** → Kingsland is a dynamic, diverse and innovative economy of commercial and social enterprise and cultural enrichment

**Purpose** → Supporting and enabling Kingsland businesses to grow, and innovate and collaborate through localised projects and activities that make a significant contribution to the cultural and economic prosperity of the area

### **Values**

- innovation • creativity • culture • authenticity • relationships • community • connection • diversity • growth

### ***Delivered in partnership with our members and stakeholders***

**Business community:** Commercial and social enterprise, manufacturing, professional and technical services, information technology, hospitality, education, health care, arts and recreation, creative industries, specialist makers and producers including digital publishing and film

**Customer community:** Customers, workers, residents, youth, students, families, digitally connected

**Influencers:** Property owners, real estate, historians, creatives, architects, designers, developers

**Investors and funders:** Albert-Eden Local Board, Auckland Council, sponsors, collaborative partners

### ***Organised around three pillars for urban sustainability***

#### **Economy --- Ecology --- Community**

*Enabled by people and culture, resources, and governance*

### ***Accomplished through our strategic areas of focus and business outcomes***

#### **Leadership in BID management**

- **Governance:** A skilled and diverse governance board; collaborative and engaged leadership; strengthening relationships and networks for business retention and growth; community-led
- **Management:** Strategic Plan implementation; performance relating to objectives; collaborative and engaged management

#### **Growing the economy**

- Relationships with commercial property owners, businesses and key stakeholders; support for members issues and concerns; business networking; effective digital platforms and tools; investment promotion; support for business diversity and innovation; monitoring economic indicators and business success

#### **Connected community**

- Links, networks, organisations, relationships; delivering for an informed and connected community; maintaining a collective online presence; outstanding customer service; co-creation of shared value

#### **Dynamic enterprise ecology**

- Effective brand management; research and development; communications and marketing; increasing a consistent brand presence across multiple platforms; maintaining a vibrant destination for events and activities, and visitation; expanding online viewer audiences; supporting a vibrant social-culture

#### **A sustainable environment**

- Commitment to quality infrastructure and amenities; an authentic and culturally rich environment; built heritage; monitoring safety and security for crime prevention; a quality environment for business.