

# REMUERA

*live·life·local*

## The Remuera Business Association

### **Business Plan 2026/2027 - Objectives (what we want to achieve):**

- Continue to improve carparking availability for the Remuera local and wider community
- Continue Streetscape Beautification
- Continue to Build relationships with landlords and tenants to assist with retail mix and retain 97% occupancy in Remuera by working with Landlords and Agents.
- Improve the business mix in Remuera to attract and retain more regular and younger local customers.
- Assist existing businesses to improve their profitability
- Increase foot traffic and spend at businesses in Remuera  
Continue to make Remuera locals (and Tenants) feel safe that it is an environment to spend time and work in.
- Engage with local community to build a sense of community, with the Remuera Village
- Adding to our security CCTV network

### **Business Plan 2026/27 Strategy (how we will achieve our objectives):**

- Continue to engage with AT in resolving our parking shortfall for our local community in making sure that tenants/shopkeepers are happy with the continued management of carparks for customers
- Continue to build the Streetscape through continuous cleaning and well-maintained buildings including facia upgrades, gardens, olive tree growth and maintenance. To also manage signage (flags and sandwich boards). The continued beautification of Remuera to make it the most desirable suburb in Auckland.
- Working with Landlords and Agents to get the right mix of services for offerings to the local community and jointly improving the surrounds to maintain and increase of the building and the landlord investment to the area, in doing that we keep our very high occupancy rate.
- Activate our Marketing strategy through continuous improvement of our website/social media and owner operator focus. To engage in more online activity, looking at adding to our digital videos to promote Remuera – in doing this we are to attract a new cliental of younger locals.
- Continuing to maintain our very hi-tec Security Camera landscape which is to be expanded down Victoria Avenue and in making all tenants and locals feel safe. The \$7,951.66 proposed 3% increase in the BID targeted rate grant supporting to maintain our high-tech security system.
- Invest in carefully considered events – Christmas/Remuera Big Spend/Easter/Halloween, so that we become a suburb for all ages so that Remuera survives through the decades.