

Enterprise Miramar Peninsula

Strategic Business Plan Summary

Enterprise Miramar Peninsula is a Miramar based organisation that aims to develop and strengthen the local economy on the peninsula for the wider benefit of the whole community. By uniting the efforts of local businesses, fostering a spirit of collaboration, and coordinating local initiatives EMP can help ensure Miramar thrives into the future. EMP can be more effective in its role by becoming a Business Improvement District Association. A steering group comprising local business-people and council representatives have run an open process that engaged the local community to develop a strategic plan for EMP, setting out what it will work to achieve as a BID.

OUR VISION

- The Miramar Peninsula is a recognised destination in Wellington because of its exceptional recreational, cultural and hospitality experiences. It is easy to get to and seamlessly connected to both the airport and the city's vibrant central business district.
- Miramar is home to a world class film and creative technologies sector that underpins a successful and diverse business community. The strong local economy provides a wide range of opportunities for people to live and work on the peninsula.
- With its rich history, the Miramar Peninsula is a desirable place to live with a vibrant town centre, high quality community facilities and a full range of essential services

CORE OBJECTIVES

- Establish and prove the credibility of the BID, and demonstrate its core value to the local business community
- Develop a strong brand identity and reputation for Miramar that connects with businesses, locals and visitors
- Support and develop Miramar's local economy, and leverage current strengths for wider benefit
- Positively influence strategic investment in and around Miramar

Why have a BID?

As a well resourced Business Improvement District, Enterprise Miramar Peninsula will be uniquely positioned as a touchstone organisation that can work with the local business community and coordinate initiatives to develop current and new opportunities. It can do this by building strong relationships with local businesses, the community and important organisations such as Wellington City Council, Wellington Airport, the Port Nicholson Trust and relevant government agencies to:

- Attract more business customers to the area
- Create a better environment for our retailers
- Improve business networks and opportunities for collaboration
- Build stronger connections with local and central government



WHAT WILL ENTERPRISE MIRAMAR DO?

The strategic plan has been developed with the help of Miramar's business community. It identifies a range of initiatives over the next 5 years which will make a real and significant difference to improving the Miramar Peninsula for local businesses and their customers.

Initiatives to be implemented within the next 12 months include:

Get operational – set up a street level office and hire a dynamic business association manager to build on the good work done by volunteers to date

Effective communication – develop the website and keep it up to date. Build a strong social media presence and publish a regular newsletter to keep members informed of what's happening in the area

Valuable business intelligence – gather and share relevant information about spending patterns and business climate changes in Miramar to help local businesses and commercial property owners make informed decisions

Great events – organise regular and valuable networking events that support a thriving business community. EMP will also work to organise and support targeted flagship and boutique events to attract more people in to the area

Improve the retail mix – work proactively to attract new businesses to the area when vacancies arise that complement what's already on offer, including essential services such as retail banking and a dedicated Post Shop

Promote the Peninsula – work strategically to raise awareness about Miramar and what's on offer to improve Miramar Peninsula's brand as a recognised destination, both locally and nationally

New gateway signage – launch a project to investigate options for installing unique gateway signage for Miramar at the Cutting

Better business support – broker partnerships with organisations like Business Mentors NZ to provide practical business support that maximises opportunities for members to develop and grow their businesses to full potential

The film family – develop a coordinated approach for growing the relationship with Miramar's unique family of world class film businesses

A new ferry service – start dialogue with Centre Port and ferry service providers to investigate the feasibility of extending the current East West ferry service from the CBD to include Miramar Wharf as a passenger terminal

Wellington City Council – continue to build the relationship with Wellington City Council so that future Council investment in Miramar is directed to provide maximum value to the local business community

The Airport – work with Wellington Airport on opportunities to improve the connectivity between Miramar and the Airport, and to keep involved with developments regarding the runway extension

