



Central City Business Association

Strategic Plan

2024 - 2027



Strategic Priorities | To recap 2021-2024

Vision

Christchurch Central, a vibrant city centre to discover our culture, share our story and celebrate our transformation

Purpose (Mission)

To be an effective representative body for the Central City business community focused on strategy, advocacy, accessibility, marketing and safety.

The place to be



- To locate business
 - To visit
 - To shop
 - To eat
 - To socialise.

Build member engagement



With and for our members in partnership with the community of key stakeholders

Advocate for members



Advocating & lobbying for business interests, supporting the challenges of today and opportunities of tomorrow.

Vision

Christchurch Central is a welcoming vibrant city centre where businesses thrive, our culture and story is shared, and growth is supported and celebrated.



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Strategic Priorities

Outcomes

	Advocacy	Engagement & Marketing	The place to be
	<p>Advocate for members on Central City issues that are important to members, businesses and contributing ratepayers and engage constructively with partners on those issues.</p>	<p>Engage with our members and key city partners and strategically market the Central City offering using available resources effectively and efficiently.</p>	<p>Contribute to a Central City that attracts businesses and new investment, and maintain a clean, safe city environment that people want to regularly visit and enjoy.</p>
	<ul style="list-style-type: none"> Advocating on behalf of members on important central city issues Liaising with Council & strategic partners Media liaison for central city business Manage security provider Advocate for central city businesses on safety and street scape issues Lead & collaborate with related social agency's eg The NZ Police, Salvation Army & City Mission. 	<ul style="list-style-type: none"> Prepare a marketing strategy and annual marketing plan Be accountable to the execution of the plan in line with funds allocated Plan & execute social media assets to connect with key audiences Lead & execute member communication plan, elevating level of member insight & engagement Build a Key Partnership Plan that includes developing relationships with current partners and developing relationships with new Partners e.g. Te Pae and One New Zealand Stadium 	<ul style="list-style-type: none"> To locate business To visit To shop To eat To socialise
<h3>Strategic Enabler</h3>	<p>Finance Effectively and efficiently manage and allocate CCBA resources and funding in a way that supports the CCBA's strategic priorities and is consistent with good governance.</p> <ul style="list-style-type: none"> Lead & manage allocation of resources Management of finances and accounts Oversight of budget Management of human resource relationships 		

Timeline

