

OUR 2024-2027 STRATEGIC PLAN

Our Vision: Christchurch Central, a vibrant City Centre to discover our culture, share our story and celebrate our transformation

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

Strategic Plan Theme	Rationale	Activity	Who	When	Expected Impact
Advocacy	Advocate for Members on Central City issues that are important to members, businesses and contributing ratepayers and engage constructively with partners on those issues.	Constructively advocate on Central City issues raised by members	Advocacy Committee / Manager	Ongoing	Provide our members a voice on city issues
		Provide annual updates on the CCBA's work to the Annual General Meeting and CCC (as targeted rate funding provider)	CCBA Board / Manager	September 2026	Provide oversight of resources and work programme outcomes
		Actively participate in the multi-agency Inner-City Collaborative Working Group	Manager	Ongoing	Advocate and coordinate effective responses to street-based issues
Engagement & Marketing	Engage with our members and key city partners and strategically market the Central City offering using available resources effectively and efficiently	Continue Commercial Win-Win Partnerships with partners, service providers and businesses	Engagement & Marketing Committee	Ongoing	Strengthen partner relationships / amplify the impact of the CCBA for the benefit of our members
		Digital Management - Regularly update CCBA Member Website - Use Media platforms to promote the city in a positive way - Profile CCBA Businesses and Members	Manager	Ongoing	To provide clear direction and consistent messaging across all media channels
		Regular Newsletter Communication to members	Manager	Ongoing	Update and engage members
		Run at least three member events/briefings on matters relevant to business	Board / Manager	Ongoing	Provides opportunities to engage and connect with members
		Work with Strategic Partners ¹ to amplify city activities	Engagement & Marketing Committee / Manager	Ongoing	Ensures consistent & amplified messaging across city agencies
The Place to Be	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	Management of the Alpha Security safety team	Manager	Ongoing	Safer & more welcoming city streets
		Manage the Christmas Decoration Installation Contract	Manager	Ongoing	To build on and improve the festive look and feel of the City Centre
		Monitor the maintenance and upkeep of Central City streets	Manager	Ongoing	Ensure the streets are safe, clean & welcoming for visitors
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.	Prepare Year Budget Lead & manage allocation of resources - Management of finances and accounts - Oversight of budget - Management of human resource relationships	Finance Committee	Completed Ongoing	CCBA is effectively and efficiently managed