



To the Ellerslie of tomorrow

Ellerslie Business Association went back to the drawing board recently when it reviewed and rewrote its five-year strategic plan in recognition of the rate of change in the fast-growing commercial precinct.

Manager Megan Darrow (*pictured*) and her business association board worked closely with key stakeholders, including the Ōrākei Local Board, in the production of the new [Strategic Plan 2017 – 2022](#).



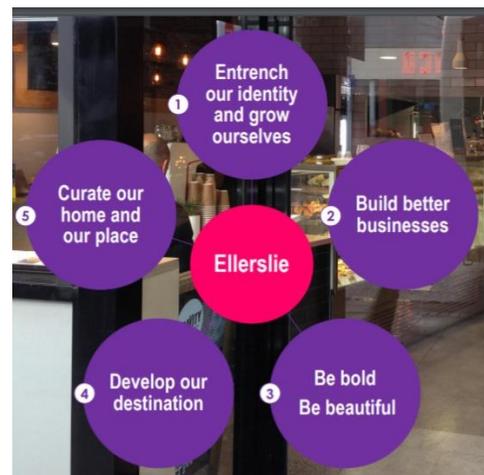
“Ellerslie is, without doubt, on an upward trajectory. The area has certainly benefited from changing demographics, commercial developments, new offices and businesses,” Megan says.

“This plan enables us to ‘change gears’ and accelerate Ellerslie’s development.”

“Ellerslie has emerged from being a tired, run down and neglected main street to become a vibrant village town centre. We’ve been working hard to revitalise and inject energy into the place, and this has allowed the village to develop into the position it is in today.

“It now has a real sense of integrity and purpose. It’s also benefited from a strong community spirit that has created a genuine ‘heart & soul’ to Ellerslie.

“The strategic plan seeks to grasp and extend Ellerslie’s vibrancy, uniqueness and soul and become the town centre of choice.”





“The board now wishes to set some aspirational strategic foundations that will help shape, direct and transform the Ellerslie of today, to the Ellerslie of tomorrow.”

The plan seeks to provide the strategic foundations that EBA will use to guide its operational focus - via its annual business plans - so that it can implement the strategic vision, themes and direction that the board has set.

“The plan identifies sustainable growth opportunities into the future, for the future prosperity of the businesses and community that work and reside in Ellerslie.

“It will make use of Ellerslie’s great transport connections, its business offering, pride and strong local community and economy,” Megan says.

“Tomorrow’s Ellerslie is a place where businesses, residents and workers will want to be, and offer visitors reasons why they should stop, visit and experience Ellerslie for themselves.

“To ensure alignment between our respective planning documents, we invited our (Orakei) local board to contribute our strategy-setting sessions,” she says.

For its part, the recently updated Orakei Local Board 2017 identifies *“a thriving economy which supports local businesses and town centres”* as a key strategic goal.