

Uptown Strategic Plan 2025 - 2030



Uptown Vision

Uptown: a diverse, accessible, creative neighbourhood fostering prosperity through connected businesses that generate a vibrant sense of discovery.

Uptown Business Assn Mission

To contribute to the sustainability of Uptown businesses and the liveability of the Uptown precinct.

2026 - 2030

Strategic Priorities

Supporting the sustainability, diversification and growth of Uptown businesses through promotion & advocacy.

Maximising the benefits of the completion of the CRL/Maungawhau Station for the entire Uptown community.

Advocating to, and connecting with, stakeholders to ensure the new development site enhances working and living in Uptown.

Strong advocacy for accessibility, placemaking and amenity improvements and maintenance.

Promoting Uptown

Objectives	Tactics	Timeframe
Communicate compelling reasons to visit Uptown	• Uptown Magazine (2 x per year) to tell stories of the people & places • Outdoor advertising • Social media, including video stories • Any new relevant platforms that reach our audience (e.g. AI)	Ongoing
Maximise the Mangawhau station launch	Develop & execute 12 month plan to maintain momentum	May 2026 - 2027
Bring unique experiences to Uptown to increase visitation	• Seek out opportunities to add to the Uptown experience e.g. events, celebrations etc • Amplify our heritage and communities.	Ongoing

Precinct Development

Objectives	Tactics	Timeframe
Champion the Maungawhau development to be consistent with the Uptown Community Vision	• Advocacy with decision makers, developers, media • Uptown magazine stories • Media opinion pieces	Ongoing
Encourage the upgrade of Uptown public spaces & assets	• Revisit “Connected Communities” strategy for Symonds Street	Ongoing
Ensure Uptown businesses are aware of commercial opportunities	• Align with developers once appointed & communicate through website, LinkedIn and edms • Host events	2027- 2030

Advocacy

Objectives	Tactics	Timeframe
Advocate for the interests of the Uptown business community with key decision makers	• Build on relationships with Local Boards, Council, and CCO's • When necessary raise issues with Central Government • Postive relationship with Developers	Ongoing
Educate existing and potential stakeholders about the positive attributes of Uptown.	• Magazine thought pieces • Champion the potential the changing precinct offers at every opportunity.	Ongoing

Membership engagement & support

Objectives	Tactics	Timeframe
Ensure eligible businesses are registered for membership	• Annual Sign up drive • EDM reminders	Ongoing
Drive member engagement with the Association, increasing awareness of our activities	• EDMs at least twice a month • Networking events • Magazine • Short videos	Ongoing
Encourage businesses to establish in Uptown	• Revisit NZME campaign, or similar approach • Tie-in with Maungawhau developers • Consider campaigns in other advertising channels	Ongoing