

We want you to join us in making Rosebank a safer, cleaner, smarter business community

In 2002, a group of Rosebank businessmen concerned about crime met to do something about it. They formed the Rosebank Business Association (RBA) and contracted Icon Security to commence regular security patrols. Today, this has resulted in Rosebank having one of the lowest crime rates of any commercial area in the Auckland region, with regular security patrols and a zero tolerance policy on graffiti being established.

Over the last decade, the RBA team has worked hard to create services that promote the economic development of this important commercial area. In 2005, the RBA pushed for the precinct to become a Business Improvement District (BID), giving Rosebank businesses a formal relationship with Auckland Council and the best chance of achieving positive business and economic outcomes.

RBA membership provides concrete opportunities to help boost your business prosperity ...

1. ADVOCACY

As a collective voice, the RBA achieves greater traction with government (both central and local) and other stakeholders on issues and opportunities that affect local business, such as traffic and infrastructure, security and graffiti, in order to advance the economic development of the area. Local improvement projects are guided by the business community and service provisions undertaken by Auckland Council, e.g. rubbish collection and berm mowing are monitored.

Submissions are made on transport and traffic issues to support the RBA philosophies.

2. SAFETY & SECURITY

The safe-keeping of your business premises is a top priority for the RBA in order that our members can have full confidence in bringing business to the Rosebank peninsula. Through Rosebank Security, the RBA engages the most reliable and proven providers across a range of security products and services from monitoring to alarm systems, ensuring the combined security service meet the specific needs of our business community. To stave off crime in the area - including boy racers and graffiti - we contract a full time vehicle to patrol the area from 6pm-6am Monday to Saturday ensuring a response time that is significantly faster than the industry average.

The RBA emails security alerts when suspicious vehicles or people are seen in the area.



The RBA is also proud to be a strong supporter of local schools and community groups. We assist in the career development of youth through training, sports events, sponsorship and funding.

3. NETWORKING & BUSINESS DEVELOPMENT

The RBA provides regular opportunities for members to meet and market their products and services locally including a monthly Hosting event held at a member's premises. Occasional luncheons are held at CEO level with keynote speakers - a forum for senior management to meet and discuss issues and initiatives. We provide effective marketing channels through an online business directory, monthly magazine, annual business directory and social media. We work closely with ATEED and Auckland Chamber of Commerce to encourage participation in business awards to provide businesses benchmarks and encouragement to develop further. Regular seminars and workshops are held throughout the year. Of particular note is our Rosebank Plus programme, designed to boost SMEs by offering assistance in key areas of their businesses, - market research, strategic marketing, governance, promotion and advertising, exit management and financial planning.

JOIN NOW TO TAKE ADVANTAGE OF THESE BENEFITS

COST	\$295	\$395	\$495
	STANDARD MEMBERSHIP <i>Business located in Rosebank BID</i>	ENHANCED MEMBERSHIP <i>Business located in Rosebank BID</i>	ASSOCIATE MEMBERSHIP <i>Business located outside Rosebank BID subject to approval</i>
Networking Hostings <i>The RBA holds up to 11 networking hostings per year</i>	Free attendance at all hostings for two company representatives	Free attendance at all hostings for two company representatives	Free attendance at all hostings for two company representatives
CEO Luncheon <i>Bi-annual sponsored luncheon with keynote speaker (for CEOs, General Managers, Financial Controllers)</i>		Yes	Yes
Roundabout Magazine Monthly	Advertising discounts	One free editorial on joining	One free editorial on joining
Regular email newsletters	Yes	Yes	Yes
Online Directory	Standard Listing	Enhanced Listing includes 150 words, photographs, logo	Enhanced Listing includes 150 words, photographs, logo
Business Directory	Standard Listing	Standard Listing	Standard Listing
Rosebank Security Patrols	Yes	Yes	N/A

AND MORE ...

For new business customers to Spark Business Waitakere, as a valued RBA member you will receive thank you credits off your billing based on the size of your account.* For existing customers on resigning of your business account with Spark Business Waitakere, as a valued RBA member you will be eligible for a loyalty credit off your billing based on the size of your account* *Terms and conditions will apply to the credit value

Contact your local Spark Business Waitakere team to find out more on 09 820 4683

Subsidised attendance at educational workshops and events

RBA Corporate Membership for four players at Muriwai Golf Club - full details on application

Voting rights at AMG (must be a registered RBA stakeholder BID member), Email security alerts

All prices are exclusive of GST. Membership fees are non-refundable and payable upon invoice. Membership fees are billed on an annuity basis i.e. at the time one joins, membership is extended each year unless advised otherwise.

HOW TO JOIN:

Contact Membership Manager, Julie Stevens

Phone 820 0551, mb 021 940 664

email julie@rosebankbusiness.co.nz

ROSEBANK BUSINESS ASSOCIATION

1/Unit C Harbourside Business Park, 485 Rosebank Road

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Stronger together

www.rosebankbusiness.co.nz