



2018-2023

STRATEGIC PLAN

Our opportunities

History - Waiuku has always had rich agricultural roots, strong maritime connections and we are proud of our history, of trading, farming and manufacturing. Because of this we are still strong today and actively involved in Maori and community affairs.

Growth - Waiuku is estimated to grow by another 7,500 people by 2030. Waiuku Business & Development Association plays a key advocacy role ensuring the correct infrastructure is in place to cater for this expected growth. Key relationships are constantly being formed to ensure future commercial development is supported to cater for increases in employment, housing and transport route demands.



Spirit & sense of Community

Waiuku has long been known for its "role up their sleeves, can do" attitude. Volunteers and the community come together and achieve great things and this reflects a pride in our community that is unwavering as we continue to welcome many new residents to the area.

Our location

Waiuku is a destination town situated approximately 45 km from the Auckland CBD bordered by the rugged West Coast and the Manukau Harbour. Known as the gateway to the spectacular rugged countryside of the Awhitu Peninsula and its tourism potential, is the best kept secret, until now.

Our vision

An integrated, innovative and community focused town, recognised as the nostalgic nod to our past heritage.

Our mission

To achieve our vision through the collaboration of businesses with stakeholders and other interested parties.

Who are we?

We are a group of Waiuku business owners focused on growing strong economic development opportunities for our businesses while fostering robust partnerships, placemaking initiatives, events and advocacy support.





DESIRED OUTCOME

Healthy business environment

- **Placemaking** - Promote and create an attractive functioning environment that is a welcoming and vibrant, inclusive and user-friendly space for all tiers of the community to engage and enjoy.
- **New business investment** - Attracting new innovative businesses and entrepreneurs who not only leverage off existing business sectors but enhance the area with new economic development opportunities.
- **Infrastructure planning** - Working with Council staff and other vested parties to ensure our future infrastructure caters for the expected growth.
- **Balanced retail mix** - Attracting a variety of niche, boutique and service oriented businesses that harnesses our unique town feel and values.
- **Landlord engagement** - Engage effective communication around having well-maintained, aesthetically pleasing buildings, whilst taking a selective approach to occupancy to encourage a healthy retail mix, enabling the town centre to thrive.
- **Zero Waste objective** - Driving new initiatives to successfully gain zero waste accreditation for the town, playing our part in looking after the environment, whilst leveraging from the benefits this brings.

Organisational Value

- **Strong advocacy/lobbying** - An effective representative body advocating on issues that directly affect the well-being of our businesses.
- **Visibility/Communication** - Using all means possible to engage with our businesses and the community to strengthen and build awareness of the services we provide and information relevant to the area.
- **Partnerships with stakeholders** - Working collaboratively with all parties to achieve positive outcomes for the area.
- **Effective business plans** - Not losing sight of our core objective to improve economic development for the area, when creating effective business plans. Ensuring objectives align with the overall vision of the organisation.



DESIRED OUTCOME

Attracting people through retail and tourism

- **Tourism** - Promoting the region as a destination and popular getaway spot with its myriad of attractions, events and stunning scenery, through the Waiuku Information centre and numerous avenues.
- **Attractive business district** - To foster a collaborative approach between all stakeholders with a clear vision to creating an idyllic, aesthetic, well-functioning business district where people want to engage.
- **Collaborative marketing/Promotions/Shop Local** - Constantly communicating and educating the community on the importance of using local retail and service providers. Encouraging collaboration between businesses and driving relevant targeted initiatives and promotions.
- **Events** - Using events as a vehicle to provide economic opportunities for our businesses to leverage from while promoting the town and encouraging new visitors to the area.
- **Safety** - Providing CCTV, other safety initiatives and working with local Police to create a secure and welcoming space for everyone to enjoy.