

## **Chairperson's Report for Waiuku Business & Development Association**

**July 2023- June 2024**

It is with great pleasure that I present this year's Chairperson's report, reflecting on another highly successful year for the Waiuku Business & Development Association (WB&DA). Our town continues to flourish, and it has been wonderful to witness the positive impacts of our various community events such as the Christmas Parade, Steel n Wheels, and the Saturday Farmers Market, among other initiatives. These events have not only brought vibrancy to Waiuku but have also strengthened the local business community. We are delighted to have welcomed several new businesses, contributing to the growth of our town.

Marketing remains a key focus for WB&DA. As we all know, a great product or service can only succeed if people are aware of it. With this in mind, we continue to invest in strategic marketing efforts, and we are excited to embark on the creation of a new brand for Waiuku. A growing community leads to a thriving business environment, and our commitment to this area will remain steadfast.

One of the ongoing challenges for Business Improvement Districts (BIDs) has been the rise in criminal activity. However, Waiuku town centre has been largely unaffected, and we attribute this to our regular engagement with business members and local Police and to our outstanding CCTV system which has proven to be a valuable asset in ensuring the safety of our community.

We extend our gratitude to the Franklin Local Board for their continued support. Maintaining a strong relationship with them is crucial to aligning our interests and securing the necessary funding to keep Waiuku prosperous.

A sincere thank you goes to our dedicated Executive team: Julie Powell (Treasurer), Angie Wilson, Sherilyn Fretton, Raewyn Hambling and Marc Buissink. Your contributions and volunteer hours are invaluable. Special thanks to Vanessa, our wonderful Town Centre Manager, and to Michelle for their enthusiasm and unwavering support.

Thank you all for your dedication and commitment to Waiuku's success.

Yours Sincerely

Andrew Clark

Chairperson WB&DA