

WAIUKU BUSINESS & DEVELOPMENT ASSOCIATION BUSINESS PLAN 2024/25

INITIATIVES	ACTION	MEASUREMENT/ CRITERIA
<p>ADVERTISING & PROMOTION Branding for Waiuku</p> <p>Event promotions</p>	<p>Waiuku Information Centre facility, Advertising in Franklin Map brochure, Our Auckland, Town Vouchers, Town Flags, Website and Social media promotions, Networking with members, Electronic noticeboard, ongoing improvements to waiukutown.co.nz. Produce updated Waiuku Town brochure. New branding merchandise; pull up banners for events/ meetings, renew branding on Info Centre building signage.</p> <p>Website, Social Media, Print media- Our Auckland, local newspapers, Flyers, Posters, Regular communications to members/ previous event participants.</p>	<p>Increased exposure. Increased visitors and enquiries to Waiuku Information Centre, Waiuku businesses, the website and social media channels. New businesses opening. New associate memberships.</p> <p>Event attendance and participation, businesses' feedback, community awareness /feedback, sponsors' feedback.</p>
<p>BUSINESS DEVELOPMENT Supporting businesses and economic growth</p> <p>Placemaking</p> <p>BID Expansion</p>	<ul style="list-style-type: none"> • Networking Meetings- Quarterly Collaboratives/ Connectives. • Workshops for businesses; Business Resilience, Social Media, Marketing. • Fortnightly Online Wrap newsletter with updates on business activity, successes, opportunities and events. • Retail and other marketing promotions throughout the year. Support & Shop Local, Window dressing competitions, Shop & Win competitions. • Working with landlords through various subsidised initiatives, priorities for retail mix, database of shops for lease and businesses looking for space. • Job vacancies section, member information, business support on website. • Building up associate membership. • Placemaking and beautification initiatives to help make Waiuku an attractive place to live, shop, eat out and do business. Town centre Christmas fringe lighting, subsidies for beautification of buildings and CCTV, community activities. • Planned BID expansion due to Fernleigh development (Cornwall Rd) which will increase members contributing to BID rate and contribute to economic growth in the area. 	<p>Business engagement, attendance and participation at events workshops and for promotions. Beneficial connections made between members. Increase in sales/enquiries for businesses.</p> <p>Positive perception of Waiuku, increased visitors, increased foot traffic and visitors to businesses, increased interest from new businesses to open in Waiuku.</p> <p>Increased membership and business growth. Increased interest from new businesses to open. Increased expenditure on business development, events, branding and promotions.</p>
<p>EVENTS</p>	<ul style="list-style-type: none"> • Blast to the Past fireworks display- Oct/Nov 2024 • Waiuku NZ Steel Christmas Festival & Parade - Dec 2024 • Christmas Late Night Shopping - Dec 2024 • Waiuku Steel 'n' Wheels - April/May 2025 • Town centre community/ school holiday activities such as Chess Board and games in town centre, working with community organisations. 	<p>Event attendance and participation, businesses' feedback, community awareness and feedback, sponsorship provider's feedback. Success of local fundraising efforts and participants. Increased visitors to Waiuku, the website and to businesses from across Franklin and all over NZ.</p>
<p>SECURITY</p>	<ul style="list-style-type: none"> • Maintenance and upgrades to the WB&DA town CCTV system • Complete upgrade to ANPR (Automatic number plate recognition) technology • Support of Waiuku Community Patrol for running costs 	<p>A safer town where businesses and the community feel secure we are doing our best with the tools available to us, to help reduce crime and assist Police to apprehend offenders.</p>