

Priority initiatives

Action

Measurement/Criteria

Events

Waiuku NZ Steel Christmas Celebrations 2021

This year due to Covid-19 we are still assessing if we can host this event. If it is not possible another event will be organised for early 2022.

- Christmas icicle light installations
- Working with shops to decorate shop windows
- Hanging Christmas town flags
- Community involvement - bring all demographics together
- Pushing the “Shop Local” message
- Leveraging event to encourage outside and local community engagement
- Promotion of Waiuku and surrounding areas to encourage visitors to return
- Showcasing Waiuku and surrounding area for tourism opportunities
- Promote local businesses and work with them to capture economic opportunities the event brings

- Attendance
- Public and social media feedback received
- Feedback from sponsorship providers
- Feedback from businesses on trade turnover and gauge success of not-for-profit fundraising/community groups
- Franklin Tourism involvement and statistics
- Information Centre visitor count

Waiuku Steel n Wheels Festival 2022

- Showcasing Waiuku’s historical roots and treasures
- Community involvement, bringing all sectors together
- Showcasing the township
- Pushing the “Shop Local” message
- Leveraging event to encourage outside and local community engagement
- Promotion of Waiuku and surrounding areas to encourage visitors to return
- Showcasing Waiuku’s tourism opportunities
- Promote local businesses and work with them to capture economic opportunities through the event brings
- Supporting local vendors through market space

- Public attendance numbers
- Exhibitor numbers
- Public and social media feedback received
- Feedback from Sponsorship providers
- Feedback from Businesses on trade turnover and gauge success of not-for-profit fundraising/community groups
- Franklin Tourism involvement and statistics
- Gate takings

WAIUKU BUSINESS & DEVELOPMENT ASSOCIATION BUSINESS PLAN



Waiuku Blast to the Past 2021

Due to COVID-19 and safety concerns relating to the virus this event has been cancelled.

- Showcasing Waiuku township
- Increasing economic development to the area
- Supporting local schools and not-for-profit groups
- Community well-being especially after covid lockdown
- Supporting local vendors through market spots
- Community Placemaking

- Attendance numbers
- Public and social media feedback received
- Feedback from sponsorship providers
- Feedback from businesses on trade turnover and gauge success of not-for-profit fundraising/community groups

Event ideas PROMOTIONS/INITIATIVES

- Collaboration with Iwi for a Martariki Celebration
This event was held for the first time early this year and the response and feedback was fantastic. The organisers are keen for WB&DA to partner to make this a recognised event for the township
- Music festival in Tamaki Reserve
- Multi-Cultural Festival
- Antique road show on reserve to showcase Waiuku's Historical past and antiques
- Support of the new monthly market in the Old New World car park

The Connective New initiative

Resurgence for businesses
Meeting for local businesses
New Collaboration opportunities with businesses
Speakers on various B2B activities
Networking
Social development
Mentorship
Mental Health & Wellbeing support

- Member's appetite and uptake
- Business resilience
- Feedback from business owners
- Increased custom
- Better/improved cashflow
- Better collaboration
- Mental health resilience

Clip the ticket Promotion

This Promotion was run as a new initiative last year. Lessons were learnt and we feel we can build on this event

- Increase cash flow for local businesses
- Support retail to be able to get rid of seasonal stock and help with stock rotation
- Push the “Shop Local” message
- Activate the town centre
- Support the GVR with patronage
- Encourage visitors into town
- Support all retail not just CBD businesses
- Number of tickets redeemed
- Feedback from businesses
- Community feedback
- GVR patronage
- Tourist and visitor numbers

BID Expansion

- Support for existing businesses
- Economic Growth
- Investment in the town
- More customers and clients
- Greater business opportunities
- Effective engagement with Council and CCO’s
- Better promotion of the area
- BID Expansion success
- High level of support for expansion
- New businesses moving into town
- Increased employment
- Supported growth

Working with Developers

- Up to speed on future developments in the area
- Plan for future infrastructure needs
- Economic development and growth
- Support through Local Board role
- CCO engagement
- New subdivisions
- Increase population
- Economic growth
- Increased employment
- Synergies with existing businesses

Marketing/
Promotions/
Networking/
Social Media

- Investing in a Waiuku tourism video
- Working with the local Camera Club for quality images for promotional purposes
- Additions to the new and improved www.waiukutown.co.nz
- Cultural cooking lessons in main street
- Workshops on improving Shop window displays
- Revitalise and freshen Facebook page
- Continuance of the new Instagram page
- Freedom camping accreditation to increase tourism
- Public and business feedback through:
 - Social media
 - Networking meetings
 - Training sessions
 - Information Centre
 - Igniting thinking
 - Focus groups
 - Increased tourism
 - Better Waiuku exposure

WAIUKU BUSINESS & DEVELOPMENT ASSOCIATION BUSINESS PLAN



- Facebook utilisation to increase community awareness of WB&DA promotions and events
- Media releases
- Brochure upgrades
- Constantly update video footage on website
- Promote retail promotions via social media
- Connectives to be held quarterly
- Community awareness of local businesses
- Security or armed robbery training
- Staff employment – hiring and firing
- Promote the WB&DA and its work around COVID-19 support
- Social media engagement – post often
- Event promotion
- Improve Brand awareness
- Updating of members information
- Buy in of “locals to support local”
- Work towards a better business/retail mix
- Promoting Waiuku and a great place to live, work and play
- Working with local high school and local businesses to support students with work experience options
- Advertise leasable space available
- WB&DA notice board in town with information on who we are, photos of what we do
- Full Page advertisement in the Herald’s Travel Magazine
- Increased marketing of the Waiuku Town Credit Notes
- Website visitation growth
- Facebook likes
- New businesses opening
- Low shop vacancy rate
- Social media feedback
- Increase in associate membership
- Good dialogue with social/community groups

Increased uptake of the Waiuku Town Credit Notes

Landlord Engagement

- Working to improve building aesthetics
- Earthquake strengthening
- Providing feedback from landlords to Auckland Council
- Working with Council and landlords to create design guidelines for Waiuku township shop facades to keep in with the heritage features
- Distributing information to Landlords where appropriate
- Conveying the importance of their involvement in: Town aesthetics/design guidelines
- Improved communications between business owners and Landlords
- Keeping databases relevant
- Lines of communication open via:
Social media, correspondence, personal contact, and email.
Community feedback

WAIUKU BUSINESS & DEVELOPMENT ASSOCIATION BUSINESS PLAN



Maintenance of buildings
Retail Mix importance

Talking with tenants
Electronic notice board

Advocating and Submissions

- Advocate on behalf of businesses on issues that directly or indirectly affect their trade.
- Provide information via Breeze edition, Online Wraps, social media, or email to members on current important issues
- Making businesses aware of Government schemes, banking and social support coming out of COVID-19
- Supplying local feedback on issues

- Number of submissions received from business owners
- Community and business feedback on issues
- Feedback from Council CCO's on our submission
- Result achieved from submission itself

Continue to increase in BID and Associate membership numbers

- Encouraging more Associate membership. Membership has grown for Associate membership since COVID-19 by over 50 members.
- Promoting the benefits and support of being a member of the WB&DA especially in this changing climate
- Continue to highlight successes of WB&DA and make what we do more prevalent
- Face to Face communications on regular basis
- Updating relevant information

- Fortnightly Online Wrap updates on achievements and actions
- Keeping up to date databases and records
- Supplying members with quality accurate data on economic development results
- Increase numbers in new associate memberships
Increase in our BID rate from new BID businesses introduced

Training/personal growth

- Identifying shortfalls/weaknesses in skillsets of staff
- Regular staff assessments
- Health & Safety updating
- Keeping the works fresh, new and relevant
- Keeping staff trained on relevant techniques that will value to the organisation and their position
- Engaging with other BIDs to utilise different skill sets
- Mental health & Well-being
- Customer service advice/training

- Happy and content staff
- More productive
- Personal growth of the staff and committee
- Valuable feedback and communication from the staff
- Positive employment evaluation reports

Health & Safety 2021/22

- Continue to upgrade and maintain the CCTV system
- Working closely with Police to minimise crime
- Work with Community Patrol Group to maximise security in and around the town centre and surrounding businesses
- Push the “Whatsapp” for businesses to stay connected and kept up to date on unsocial or illegal activity in the town
- “Coffee with a Cop” initiatives to keep communication lines open
- Regular media releases to advise community of successes from CCTV cameras in town centre
- Constantly assessing workplace practises
- Provide safe and robust plans and procedures and training for:
 - Events/Promotions
 - Information Centre
 - Members
 - Volunteers / staff
- Updating of H&S plans to align with new legislation
- Attend monthly Police update meetings
- Support Neighbourhood watch programme
- Attend Health community service meetings to stay in touch with health-related issues in town, i.e.gambling etc
- High morale and respect for all staff and members
- Safer community and town centre
- Our business owners feeling empowered
- Lowering of crime stats in the town
- Empty hazard register
- Safety equipment regularly used
- Lack of hazards or accidents reported
- Feedback from Volunteers to ensure training and briefings are adequate and precise

Information Centre/Tourism

- Collaboration with NZMCA for Freedom camping accreditation.
- Working with Franklin Local Board to allocate suitable areas for Freedom Camping to align with the newly proposed bylaw.
- Work closely with Destination Franklin and Auckland Unlimited to push local promotion of the area
- New signage at the dump station for visitor info
- How many visitors visiting our centre?
- Feedback from public
- Positive relationship with Franklin Tourism
- Increasing the number of visitors to the area
- Increasing numbers of enquires

WAIUKU BUSINESS & DEVELOPMENT ASSOCIATION BUSINESS PLAN



- Continue to keep accurate stats of visitor numbers and information received or required for supporting business cases for more funding.
- New and better signage so people know the Information Centre facility is available
- Continue to source links to NZ Tourism etc for the promotion of the area
- Use findings from Auckland Unlimited survey to maximise tourism potential
- Info centre fully staffed 7 days a week
- Provide quality service and a positive experience to all visitors and phone enquirers
- Regular training of volunteers – site visits
- Quarterly meetings with volunteers to help improve services provided and a better visitor experience
- Regular emails to volunteers on updates
- Stats and feedback in the Friday Flash to members
- Positive feedback from tourism operators
- Numbers of referrals on results
- Repeat visitors to the area

Retail Sub-Committee

- Increase number of promotions
- More committee engagement
- More engagement between business owners
- Higher uptake for retail promotions
- Encourage retailers to have a more positive outlook and take ownership of driving promotions that are created to support them
- Find someone effective with drive to run and initiate promotions
- Working closely with developers to ensure infrastructure supports growth
- Better retail mix
- Positive outlook for the town
- Increase in retail sales
- Repeat business
- Positive and construction feedback from retailers
- Positive customer feedback
- More businesses taking up promotions
- Locals supporting local businesses