

BUSINESS WHANGAPARAOA ANNUAL PLAN 2022-2023

OUR VISION, MISSION, GOALS AND VALUES

Vision	Whangaparāoa – a great place to live and work										
Mission	The purpose of Business Whangaparāoa Inc is to grow, support, connect and innovate local community business										
Outcomes	Vibrant and prosperous business centres	Support local youth into work and support local business employment	High satisfaction levels for local businesses	All business sectors supported	Support for business climate change obligations	Offer a wide range of business activities, events and workshops for business growth	Have a strong, supported and sustainable business network				
Goals	Identify all business sectors and ensure there is support for each	Offer opportunities to connect locals looking for employment and businesses looking for local staff	Ensure Whangaparaoa is a great place to live and work	Continuation of programme of regular events and business opportunities	Continued development of Tourism Plan and Opportunities	Development of a Climate Change Plan Obligation Programme	Grow a membership base representing all business sectors and able to be self-sustaining	Continuation of the contracted role of Business Activator	Introduction of regular Planning	Create a plan and start investigations on potential for BID Status	

The above outcomes and goals will be achieved through regular events and activities, continuous measurement and surveying and through collaboration with local businesses, town and village centres, our business database and local organisations.

Values	Integrity	Inclusivity	Inspire	Diversity	Transparency	Collaboration
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Business Whangaparaoa 2022-23 Focus

Goals

Identify all business sectors and ensure there is support for each

Identifying sectors	Splitting identified business sectors to offer support and work with in various planned activities (discussed below)
Developing support tools	Creating and working with currently identified organisations
	These will include FWT, Hibiscus Coast Zero Waste, Rodney Neighbourhood Support, CYC Trust, Whangaparaoa College and others for collaborative action (see below)

Offer opportunities to connect locals looking for employment and businesses looking for local staff

Local employment service and school connections / working in collaboration with CYC Trust and Whangaparaoa College	Bring local recruitment services and schools as part of Business Whangaparaoa
	Identify ways to support employment opportunities
	Support local youth with programmes and workshops
	Provide online services

Ensure Whangaparaoa is a great place to live and work

Identifying key areas	Cementing industry types within our 5 key business areas
Identifying each area requirements and developing support tools	Continuing to survey business needs both within each area and overall
	identifying tools or opportunities needed implementing a plan to activate opportunities to support the identified needs

Continuation of programme of regular events and business opportunities

Seek relevant speakers	Referring to past surveys to identify and book relevant informative speakers for quarterly network events
Develop a programme of desired activities	Programme of events to incorporate community drive to town

	centres with placemaking equipment
	Programme around climate change obligations (see below) and Youth support (see above)

Continued development of Tourism Plan and Opportunities

Continuation of development of Stage One of Coastal Trail	Ensuring business interactions Develop marketing
Further development of Coastal Trail	Development of Trail Stage Two
	Use of trail for summer awareness campaign and tie in with climate and youth plans

Development of a Climate Change Plan Obligation Programme

Working in collaboration with Hibiscus Coast Zero Waste	Identifying climate change obligations by industry Identifying potential solutions Developing an awareness programme Holding support events
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Grow a membership base representing all business sectors and able to be self-sustaining

Identify business types to ensure a wide representation in membership base	Research and target specific businesses by industry and size
Develop a plan to grow to a self-sustainable level	Activation of a clear membership plan
	Set KPI's for membership growth
	Develop a budget and plan for growth to a self-sustainable level

Continuation of the contracted role of Business Activator

Submission of monthly timesheets identifying activities	Identifying and activating new opportunities as they arise
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Introduction of regular Planning

Introduction of accountable 90 Day Plans	Seeking support from member Sean Foster
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Create a plan and start investigations on potential for BID Status

Create a clear plan	Identify activities and requirements in a clear BID Plan with a timeline to be implemented starting 2023 Ensure transparency with local businesses
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2022-23 Budget Allocation

Goals	Priority Areas	Key Activities	Budget Allocation	Funder
			2020-21	
To attract businesses to move and/or develop in the area	Continuation of research around local business and their needs	Continue to research and obtain data on local business in line with Year 1 and to continue to ensure we comply with our goal to ensure Whangaparaoa is a great place to live and work	\$0	
	Continuation in identifying gaps in current business types	Continuation of identifying further gaps and business sectors to support	\$0	
Offer opportunities to connect locals looking for employment and businesses looking for local staff	Local employment service and school connections	Support recently introduced local services including the new Coast Mentors and CYC Trust	\$0	
		Analyse success, or otherwise, of 2019-20 activities and either continue or identify alternative ways to support employment opportunities	\$0	
		Using previously identified Training information which is now online on the Business Whangaparaoa website Identifying any gaps in opportunities that could be filled	\$2,500	H&B Local Board Membership fees Other Funding arms
Ensure Whangaparaoa is a great place to live and work	Identifying key areas	See goal 1	\$0	
Provide opportunities for ethnic groups to connect and collaborate with all business sectors	Support gaps and current programmes in needs from ethnic groups	Further development of research carried out in year 1 around the diversity of groups in local area	\$0	

	Further collaboration on needs and deliverables	Reactivating any useful year 1 contacts made prior to Covid-19 and ensuring we support their needs	\$1,000	H&B Local Board Membership fees
Develop a programme of regular workshops, events and opportunities 3 x network events (Nov, Feb, May) (\$1,500 each - no speaker fees) Other activities (potential monthly Feb to June) - \$500 each	Maintaining and further development of a programme of desired activities	Continuation of our programme supporting both members and the wider business community through activities and events	\$4,500	H&B Local Board Member fees Event sponsorships
		Development of further activities promoting members and reaching the wider business community	\$2,500	H&B Local Board Event charges Event Sponsorships
Goal: Have a strong, supported and sustainable business network	Continuation of the contracted role of Business Activator (10 hrs pw x 49 weeks x \$40 ph)	Continuation of the contracted role of Business Activator	\$19,600	H&B Local Board Membership fees
	Identify businesses to attract members	Continuation of research and develop a comprehensive database of local business	\$0	
	Develop a plan to grow to a sustainable level	Continuation of membership plan as identified over 2020	\$0	
With consequences of Covid-19 readjustment of KPI's for membership growth		\$0		
Aim for BID status	Work towards BID Status with a clear plan	Put in place steps to aim to reach BID status within 2-3 years with timeline	\$0	
Miscellaneous costs for above activities			\$5,000	
TOTAL EXPENSES:			\$35,100	
Note the above are pre-Covid figures only				
PROPOSED INCOME STREAMS		Pre-Covid Goals	Post-Covid Predictions	

Memberships @ \$149 + GST x 100	\$14,900	\$7,450
Business Sponsorships - Gold x 4 (\$2,000 each) and Silver x 5 (\$1,000 each)	\$13,000	\$6,000
Event Sponsorships (if above sold only one available per event @ \$450)	\$1,800	\$900
Event income (50 x \$15 per event x 4 events)	\$3,000	\$1,500
Local Board and other funding	\$12,000	\$8,000
TOTAL INCOME:	\$44,700	\$23,850