



Business Whangaparaoa Incorporated

Annual Report 2021-2022

Summary

Business Whangaparaoa continues in its work in supporting local businesses on the Whangaparaoa Peninsula as defined in the Rules developed from incorporation in 2018.

Business Whangaparaoa purpose is to assist the growth of businesses and the local economy on the Whangaparaoa Peninsula from Red Beach to Gulf Harbour, supported by Hibiscus and Bays Local Board funding, local business memberships, sponsorships and through collaboration and funding alongside other local organisations.

A number of events were held over the July 2021 to June 2022 financial year some of which were again affected by Covid-19 restrictions including Business Network events, casual get togethers and Town Centre Meet Ups.

Funding and Activities

Business Whangaparaoa applied for 1 Community Grant from Hibiscus and Bays Local Board in our 2021-22 financial year as, due to a change in Local Board rules, we were ineligible to apply for a second round.

This funding agreement LG2106-227 was to be used between June and December 2021 however we were able to, partly because of further Covid delays, make this last further into our financial year with an application to carry funds forward not rejected by the Local Board. The funding allocated was \$10,000.00.

Activities undertaken during the 2021-2022 financial year included –

Business Profile Photo Shoot – 5-9 July 2021

Subsidised business profile photo shoot – a week long opportunity for local business people to get updated profile photos. Run in collaboration with Photo Carnival and subsidised by BW by \$20 for members.

Red Beach Zoom Town Centre Meet Up – 14 October 2021

11 attendees, 6 apologies. Discussion on what Red Beach would like as a business centre. Still struggling with Covid problems. Few attendees from within town centre businesses.

BID Discussion – 29 November 2021

Starting a conversation around BID formats, timelines and procedures with Auckland Council BID team. Funding unavailable until 2023 after Silverdale finish their BID application. At the time it was believed this vote would take place early 2023. Now confirmed March 2023.

Business Whangaparaoa Strategic Planning Meeting – 3 December 2021

Discussion around plans for 2022 year, balance of funding and potential sources of alternative support for Business Whangaparaoa.

Business Whangaparaoa AGM – 10 December 2021

Annual AGM

Christmas Casual Networking and Drinks – 15 December 2021

Our annual thank you to members with free nibbles for all attendees and subsidised drinks for BW members. At Paraoa Brewing Co.

Whale Tales – January to April 2022

Whale tail at Whangaparaoa library with a host of local activities designed to support local business including a business scavenger hunt, kids colouring competition, local business specials (eg The Beer Spot Whale Tales Coastie Cocktail, Club Physical fitness classes, clothes swap, beach clean, etc). Culminating in the purchase of a whale tail sponsored by New World Whangaparaoa to be used in proposed tourism incentive coastal trail.

Penlink Toll Meeting – 3 February 2022

Organised in collaboration with Waka Kotahi for information and feedback on the proposed tolling for Penlink. Online meeting.

Local Eco Hero Certificate Presentations – The Green Scheme – 8 March 2022

We also worked alongside Hibiscus Coast Zero Waste in their launch of their Green Scheme around helping increase efficiency around food waste in businesses starting with their first 5 test clients.

Networking with Sean Foster – 11 May 2022

We were finally able to successfully hold our first network event for 2022 at Red Beach Surf Life Saving Club. Breakfast from 7 am. Speaker was Sean Foster "Logic Explains but Emotions Talk – How to get your business plans to stick 2022". We had 35 attendees.

Stanmore Bay Town Centre Meet Up – 19 May 2022

21 attendees at Paraoa Brewing. Not a high turn out but a dynamic vibe. Also attended by the local community constable.

Whangaparaoa Coastal Trail – commencement June 2022

After securing funding from Auckland Unlimited and purchase of the whale tail sponsored by New World Whangaparaoa, work commenced on the development of the Coastal Trail including a Blessing of the start and end points at New World and Gulf Harbour Marina by local community iwi from Te Herenga Waka o Orewa on 4 July. This is an on-going project.

Business Activator activities included –

- Accountability reporting to the Hibiscus and Bays Local Board
- Xero and account management
- Organisation of the annual AGM

- Organisation, agenda set up, minute taking, report collation and budget updates for monthly Executive meetings
- Xero monthly reconciliations
- Management of all activities and events
- Sorting of annual accounts and annual insurances
- Management of any general business or public queries (eg damaged footpaths, tenancy disputes, etc)
- Planning and organisation of Marine Festival which did not eventuate
- Miscellaneous activities

Development of an Operations Manual

This has been, and continues to be, an on-going exercise.

Membership

Business Whangaparaoa membership picked up slightly over the 2021-2022 year as the effects of Covid continued to bite hard and hurt New Zealand businesses. At 30 June 2022 membership stood at 53 paid members with 4 pending payment. It would be wise, if funding can be secured, to engage a membership support person in the 2022-23 year especially if BW would like to consider investigating the BID possibilities from the 2023 year.

The Future

At end of the 2021-22 financial year uncertainty continues around business in New Zealand with Covid-19 still a driving force, high cost of living, employment woes and a potential recession on the horizon. Business Whangaparaoa had hoped to be able to continue with our growth and events for local awareness.

One of our biggest issues continues to be inadequate funding to be able to activate our business support incentives.

Given our constraints we are very pleased with the amount of activities and increased awareness we have attained in the 2021-22 year.

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Report generated: 14 November 2022