

# BUSINESS WHANGAPARAOA ANNUAL PLAN 2023-2024

## OUR VISION, MISSION, GOALS AND VALUES

<b>Vision</b>	Whangaparāoa – a great place to live and work										
<b>Mission</b>	The purpose of Business Whangaparāoa Inc is to grow, support, connect and innovate local community business										
<b>Outcomes</b>	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				
<b>Goals</b>	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 actions and awareness campaign alongside Hibiscus Coast Zero Waste	Continuation of networking, business meet ups and Family Fun Days for local area awareness	Continuation on growing 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 continue investigations on BID Status potential	

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.

<b>Values</b>	Integrity	Inclusivity	Inspire	Diversity	Transparency	Collaboration
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# Business Whangaparaoa 2023-24 Focus

## Goals

### Working alongside different business sectors and ensure there is support for each

Identifying needs for various business sectors	Identified business sector needs 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 including (to be developed) College Trade Academy	Bring local recruitment services and schools as part of Business Whangaparaoa
	Identify ways to support employment opportunities
	Support local youth through CYC Trust programmes and workshops
	Provide online services

### Ensure Whangaparaoa is a great place to live and work

Working with key town centres as identified in 2022-23 year	Cementing industry types, wants and needs within our 6 key business areas
Identifying each area requirements and developing support tools	Continuing to develop activities and tools to support businesses in areas including Fun Days and tools such as marketing materials for specific areas

### 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	Continue with development of identified events around placemaking equipment to incorporate community drive to town centres

	Programme around climate change obligations alongside Hibiscus Coast Zero Waste and potential Youth support (see above) to be identified by above mentioned organisations
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**Continued development of Tourism Plan and Opportunities**

Continuation of development of Coastal Trail	Finalising trail including wayfinding signage, permissions for artwork placements, consultation with local iwi, funding and commissioning of artworks, marketing
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**Continuation of Climate Change Programme**

Working in collaboration with Hibiscus Coast Zero Waste	Continuing work with identified industry sectors, identifying potential solutions, working on 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
	Appoint a Membership Coordinator
	Develop a budget and plan for growth to a self-sustainable level

**Continuation of the contracted role of Business Activator**

Management of the Business Association day to day operations and management of events	Identifying and activating new opportunities as they arise
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**Continue investigations on potential for BID Status**

Create a clear plan	Identify activities and requirements in a clear BID Plan. Consideration for implementation and potential start date subject to funding (3 year programme) Ensure transparency with local businesses
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