



BUSINESS WHANGAPARAOA
— WORKING FOR YOU —

Business Whangaparaoa

Annual Report

1 July 2022 to 30 June 2023

EVENTS 2022-23 YEAR

- Mid-year Christmas casual networking - 28 July
- Keep it on the Coast - Buy Local Campaign - 1-31 August
- Business Networking Event - 01 September
- Meet the Candidates - 18 September
- Photo Shoot Opportunities - 17-21 October
- Business Networking Event - 10 November
- Christmas Casual Networking - 08 December
- AGM - 08 December
- Placemaking - collation of equipment with Destination Orewa
- Sustainable Business Planning
- 2023 Strategic Planning for year
- Business Networking Event - 16 February 2023
- Manly Village Town Centre Meet Up - 15 March 2023
- Gulf Harbour Town Centre Meet Up - 29 March 2023
- New World Town Centre Meet Up - 17 May 2023
- Business Networking Event - 24 May 2023
- Business Continuity Workshop with EMA - 29 May 2023
- Coast Plaza District Town Centre Meet Up - 07 June 2023
- Karepiro District Town Centre Meet Up - 21 June 2023

ANNUAL ACTIVITIES July 2022 to December 2022

Event Details -

MID-YEAR CHRISTMAS CASUAL NETWORKING - 28 JULY 2022

Venue: The Beer Spot, Whangaparaoa (BW member)

Time: 5.30 pm to 8.00 pm

Attendees: Approx 20

We enjoyed an excellent casual evening of networking with food from the Beer Spot food trucks and subsidized drinks for BW members.

No photos taken!



Let's Celebrate!

Celebrate Mid-Year Christmas with Business Whangaparaoa!!

Join us for mid-Year Christmas and to thank our members for their support with drinks and nibbles at -

Venue: To Be Confirmed
Any time between 5.00 - 6.00 pm
Friday 30 July

Discounted drinks for Members and complimentary nibbles for all
Everyone welcome

KEEP IT ON THE COAST - BUY LOCAL CAMPAIGN - 01-31 AUGUST

Venue: Across Whangaparaoa (inclusive of all businesses)

Report:

This was a very big project for Business Whangaparaoa and was very successful especially for awareness of Business Whangaparaoa and our support for local business and the local community. Stats are as follows –

- Number of entries – 536
- Total spend - \$39,715
- No of entries with a spend under \$100 – 433 (showing small is powerful!)
- Average spend - \$71
- Number of stores spend in – 63

In the end we had so many great prizes that instead of 3 draws we had 6 draws and the winners were –

Laurie Spratt (Stanmore Bay), Cathy Newman (Stanmore Bay), Jamie Ando (Army Bay), Kim Kristalie (Stanmore Bay), Wunny Harman (Manly) and Shweta Sukran (Gulf Harbour)





KEEP IT ON THE COAST

JOBS BUSINESS COMMUNITY

buy

1-31 AUGUST 2022

BUY

Local

AND BE IN TO

Win

WITH

BUSINESS WHANGAPARAOA

Hibiscus and Bays Local Board
Auckland Council

KEEP IT ON THE COAST
COMMUNITY

BUY Local AND BE IN TO
Win WITH

BUSINESS WHANGAPARAOA
SPEND MIN \$20 WITH ANY WHANGAPARAOA
BUSINESS AND ENTER
1-31 AUGUST 2022

ENTRY FORM

Name

Phone

Email

Store issuing \$20 min receipt

A huge thank you to -



Plus all the following businesses from Coast Whangaparaoa -



Happy customers, clockwise from top left, winners Kym Kristalie, Wunny Harman, Shweta Sukran, (her husband Shweta Samir is pictured) Laurie Spratt, Cathy Newman, and Jamie Ando.

Buying local a win-win in Whangaparāoa

A campaign run by Business Whangaparāoa to support local business through the winter months, has been hailed as a success, encouraging Coast residents to Buy Local.

Last August, shoppers were encouraged to spend in any type of local business right along the peninsula from Gulf Harbour to Red Beach and enter a prize draw.

Business Whangaparāoa's business activator, Sarah Carr, says the campaign

attracted 536 entries with a total spend value of just under \$40,000. The average amount spent was \$71. Customers had used the services of a wide range of businesses from retail to dentists and gas stations to hospitality.

"This shows the great value businesses get from local customer support," Carr says. "Business Whangaparāoa felt it was important to make sure the opportunities were open to all business types and sizes."

Prizes donated by local businesses were split into six substantial prize packs full of goodies and vouchers – again leading to more local spending.

"Business Whangaparāoa would like to thank all the local businesses who donated prizes, hosted prize entry boxes and encouraged customers to enter the draw," Carr says.

Full details about the campaign can be found at businessWhangaparaoa.co.nz

BUSINESS NETWORK EVENT - 01 SEPTEMBER - MEET RACHEL KLAVER

Venue: The Archer, Whangaparaoa (BW member)

Time: 5.30 pm to 7.30 pm

Speaker: Rachel Klaver

Topic: Marketing: What's working for small businesses this year

Attendees: 32

Another successful network evening with a good turn out post-Covid.

Rachel, from her introduction on her website is "a marketing coach, content creator, speaker and presenter (and a wife, mother, dog-lover, and far more! " her official job title is "chief small business marketing strategist, marketing coach, podcaster, columnist and co-owner of Identify (with (her) husband Rod)". Rachel spoke well and offered a lot of good marketing tips particularly after Covid.



**A Business Whangaparaoa
Event for Locals ...**

Meet Rachel Klaver

Thursday 1 September

Venue: The Archer, 570
Whangaparaoa Rd, Stanmore Bay

5.30-7.30 pm

Marketing: What's working
for small businesses this
year



Register at businesswhangaparaoa.co.nz

Kindly sponsored by -







MEET THE CANDIDATES - 18 SEPTEMBER

Venue: Manly Bowling Club

Time: 2.00 pm to 4.00 pm

MC: Brett Fraser - Bayleys Orewa

Attendees: 10 of the 12 candidates standing for Hibiscus and Bays Local Board, all (7) candidates standing for Albany Ward, 2 Mayoral candidates

Members of the Public: Approx 90

This event was very well attended and supported. All candidates spoke well and kept to the strict guidelines. Very positive feedback. Some candidates had to leave early to attend another event in Browns Bay but the balance stayed on after, all had refreshments and answered questions from members of the public.



Invitation to Hibiscus Coast community and business ...

Meet the Candidates

Sunday 18 September

Manly Bowling Club

2.00 pm to 4.00 pm

"Supporting our local elections"

Thank you for support from -



Hibiscus and Bays
Local Board





The biggest meeting of election candidates yet took place at Manly Bowling Club. From left, Jake Law, Kereama and Trish Nathan, Lia Shelford-Toopi, Leanne Willis, Alexiz Heneti, Sam Mills, Ed Amon (kneeling), Andy Dunn, Gary Brown, Donna Patterson, John Davies and John Watson. Wayne Walker and Victoria Short arrived after the image was taken.

Candidates face voters in election meeting

Around 65 people came to hear candidates put their case for election at Manly Bowling Club on September 18.

The meeting was hosted by Business Whangaparāoa and all candidates for Albany Ward and the Hibiscus & Bays Local Board (Hibiscus subdivision) were invited. The turnout of 15 candidates was the biggest yet.

Questions written by the audience were drawn from a hat and included an issue not raised at earlier local meetings – the local impacts of climate change.

Regarding what could be done to mitigate these, Victoria Short said it will be important to push for Council's targeted climate change rate to be spent fairly across Auckland, including on things like electric buses and decarbonisation of the ferry fleet. Wayne Walker said involving the community and businesses more effectively would be key and Jake Law said advocating for better infrastructure (such as stormwater) would be important for community resilience, as well as supporting those affected by things like sea level rise and flooding. Alexiz Heneti also noted the need to support communities affected by the impacts of climate change.

John Davies wants to see the Ōrewa seawall (*HM September 19*) and other coastal mitigation measures happen faster.

Other questions put to candidates included Kainga Ora's proposed social housing in Millwater. Gary Brown said the scheme was "unfortunate" and that it was hoped that Kiwibuild could be put there instead. John Watson said it was unfair to foist it on residents after they had bought into the area. "We need affordable housing, but that's not the way to do it," he said. "It should be zoned for."

On the other hand, Ed Amon supported the social housing, saying that talk of increased crime was 'scare tactics'. "That may have happened elsewhere," Amon said, "But that's not a reason to scrap it – just to improve and properly implement it."

Among those candidates were two who are also standing for Mayor – Gary Brown and Alexiz Heneti. Questions put to them included co-governance of the Hauraki Gulf (these views were in the September 19 edition) and the government's 3 Waters reforms. In the audience was Mayoral candidate Craig Lord, who was in the area to repair a broken election sign and decided to attend the meeting on the spur



Mayoral candidate Craig Lord

of the moment. He was asked to speak, and, like Brown, was against 3 Waters. He said if elected, his focus would be on core services and "turning Council Controlled Organisations, such as Auckland Transport and Watercare, upside down".

Results at your fingertips
Hibiscus Matters will publish the local results and interview any new local board members or Councillors, on our website from October 8 and follow up with anything of particular interest related to the election in our October 17 edition.



Invitation to Hibiscus Coast
community and business ...

Meet the Candidates

Sunday 18 September

Manly Bowling Club

56 Laurence Street, Manly
2.00 pm to 4.00 pm



"Supporting our local
elections"

Thank you for
support from -



PHOTO SHOOT - 17 TO 21 OCTOBER

Business Whangaparaoa subsidise business profile photo options for members only but advertise the opportunities to all local business owners/managers. The photos are taken by Photo Carnival (BW member)



BUSINESS NETWORK EVENT - 10 NOVEMBER - MEET DAVE WILD

Venue: Ferntinental, Gulf Harbour (BW member)

Time: 5.30 pm to 7.30 pm

Speaker: Dave Wild

Topic: CreateYour Future

Attendees: 26

After earlier postponements we finally held our network event with Dave Wild.

An excellent speaker and presenter who ordinarily will speak internationally at conferences. Whilst we didn't have a huge turn out we did have a number of apologies and people who would have come if able and those that did attend took away some great information and enjoyed some great networking. The catering was excellent with there being plenty of food (and a surplus).



**A Business Whangaparaoa
Event for Locals ...**

Meet Futurist - Dave Wild

Thursday 10 November

**Ferntinental Cafe
Gulf Harbour Country Club**

5.30-7.30 pm

*"Create Your
Future"*

Register at businesswhangaparaoa.co.nz

Kindly sponsored by -







CHRISTMAS CASUAL NETWORKING AND AGM - 08 DECEMBER

Venue: Paraoa Brewing (BW member)

Time: 5.30 pm to 7.30 pm

Attendees: 18

We had a very successful AGM farewelling two long standing BW Executive members, Karen Browne and Dave Matthews but welcoming new Executive members as follows – Chris Norris, Betsy Kettle, David Dennis and Danni Yu (in a shared role), Ulliana and Mario Lee (in a shared role) and Leigh and David Robbins (in a shared role). Gwenda Holster-Dowler also resigned as Chair but will remain on the Executive Committee and was replaced by Chris Norris.

Christmas Casual Networking

We held our annual Christmas drinks and networking following our AGM which was again very successful with a good turnout of approx. 20.



Business Whangaparaoa Inc Annual General Meeting Notice

You are cordially invited to attend the Annual General Meeting of
Business Whangaparaoa Incorporated
On Thursday 8 December 2022 at 5.30 pm at
Paraoa Brewing Co, Stanmore Bay
RSVP attendance to Sarah on info@businesswhangaparaoa.co.nz
by Wednesday 30 November

Let's Celebrate!

Celebrate Christmas with Business Whangaparaoa!!

Join us for our Christmas celebration to thank our members for their support with drinks and nibbles at -

Venue: Paraoa Brewing Co
Any time between 6.00 - 7.00 pm
Thursday 8 December

Discounted drinks for Members
and complimentary nibbles for all
Everyone welcome



2023

Event Details -

Two Strategic Planning events were held early in 2023 with our new team as voted in at the December AGM.

BUSINESS NETWORK EVENT - 16 FEBRUARY - MEET SIMON BRIDGES

Venue: Red Beach Surf Life Saving Club

Time: 7.00 am to 8.30 am

Buffet breakfast provided

Speaker: Simon Bridges

Topic: Business in Auckland

Attendees: 43

An excellent morning with an ample buffet breakfast. Simon Bridges spoke well on the trials, tribulations and expectations of businesses in the Auckland region. Whilst there are a lot of pressures on businesses from interest rate rises, the rise in the minimum wage, continual recovery from Covid, the rising cost of living and issues with staffing and immigration Simon believes there is still some positivity in the market. He is working with both the current government and opposition parties to ensure he lobbies for support for Auckland businesses. Simon spoke well and fielded a few questions before everyone enjoyed some more networking and then heading off to work.





A Business Whangaparaoa
Event for Locals ...

Meet Simon Bridges

Thursday 16 February

Red Beach Surf Life
Saving Club

7.00-8.30 am

Business in
Auckland



Register at businesswhangaparaoa.co.nz

Kindly Sponsored by:



NZ SIGN SOLUTIONS
a solution for every sign
Ph 09-427 4402



Hibiscus and Bays
Local Board
Auckland Council





TOWN CENTRE MEET UPS

We organised 6 “Town Centre” meet ups for the first half of 2023. These were designed to be smaller, more intimate get togethers of businesses in 6 identified areas along Whangaparaoa Peninsula being Red Beach, New World Shopping District, Karepiro District, Coast Plaza District, Manly Village and Gulf Harbour.

These were designed to be held close to groups of businesses to make it easier for them to attend but also for Business Whangaparaoa to deliver flyers on the Meet Ups for another awareness touch point and also to try and create clusters or centres along the Peninsula. At each we had reps giving tips and advice on local activity from -

- Hibiscus Coast Zero Waste (and information on their Green Scheme which BW is also collaborating on around climate change awareness of obligations for businesses)
- Tips on business safety re flood/fire, etc from Manly Volunteer Fire Brigade
- The events were also used to keep businesses up to date on proposed BW activities and support.

Whilst these were not always well attended detailed “notes” were sent out to all contacts on our database for each area encouraging participation and feedback and again we used local venues to support them.

MANLY VILLAGE TOWN CENTRE MEET UP - 15 MARCH

Venue: India Village, Manly Village

Time: 3.30 pm to 5.00 pm

Attendees: 11 attendees, 5 apologies

Along with presentations as above BW talked about plans around -

- Fun Family Days - Borrowing Games from Giants
- Buy Local campaign

- Coastal Trail updates

Notes were subsequently distributed to 16 contacts with emails around the Village area.

No photos were taken.

GULF HARBOUR TOWN CENTRE MEET UP - 29 MARCH

Venue: Mainsail Restaurant, Gulf Harbour Village

Time: 3.30 pm to 5.00 pm

Attendees: 13 attendees, 5 apologies

Along with presentations as above BW again talked about plans around -

- Fun Family Days - Borrowing Games from Giants
- Buy Local campaign
- Coastal Trail updates



Invitation to Business Owners ...

Manly Village Businesses Meet Your Neighbours

Wednesday 15 March

India Village, Manly Village

3.30 pm to 5.00 pm

"Working for You - Manly Village"

A lot has happened since we last got together just a few weeks prior to the Covid outbreak!

We'd love our Manly Village Business Owners to join us once again to talk about ways we can support and grow business in the Village. We will have support updates and information on fire/flood/safety for your business, information, support and action options available around your forthcoming obligations as a business under Auckland's Climate Action Plan and ways to help you around staffing. We will discuss a possible family fun day in the Village and it's an opportunity for you to share what you want to see locally to help you in business from Business Whangaparaoa.

Tell your Manly Village neighbours to join us for an informal catch up and see how we can work together.

For catering purposes or if you can't join us but would love to have your say please phone/email

Sarah: 021 428 037 or info@businesswhangaparaoa.co.nz

Notes were subsequently distributed to 93 contacts with emails around Gulf Harbour district.

Again unfortunately no photos were taken.



Invitation to Business Owners ...

Gulf Harbour Businesses Meet Your Neighbours

Wednesday 29 March

Mailsail Bistro, Gulf Harbour Village

3.30 pm to 5.00 pm

"Working for You - Gulf Harbour"

A lot has happened since we last got together in May 2020 in the midst of the Covid outbreak!

We'd love our Gulf Harbour Business Owners to join us once again to talk about ways we can support and grow business around Gulf Harbour. We will have support updates and information on fire/flood/safety for your business, information, support and action options available around your forthcoming obligations as a business under Auckland's Climate Action Plan and ways to help you around staffing/employment/HR. We will discuss a possible family fun day in the Village and it's an opportunity for you to share what you want to see locally to help you in business from Business Whangaparaoa.

Tell your Gulf Harbour neighbours to join us for an informal catch up and delicious nibbles and see how we can work together.

For catering purposes or if you can't join us but would love to have your say please phone/email

Sarah: 021 428 037 or info@businesswhangaparaoa.co.nz



Invitation to Business Owners ...

New World Shopping District Businesses Meet Your Neighbours

Wednesday 17 May

The Archer, 570 Whangaparaoa Road
4.30 pm to 6.00 pm

"Working for You - Stanmore Bay"

A lot has happened since our last Stanmore Bay Meet Up in May 2022! We have opted this year to "decentralise" Stanmore Bay into 3 "Districts" being - Coast Whangaparaoa District, Karepiro District and New World Shopping District so we can make our communications more personalised with local business.

We'd love our New World Shopping District Business Owners (**New World to just down from Arklow Lane**) to join us to talk about ways we can support and grow business around your District and Whangaparaoa.

We will have updates and information on fire/flood/safety for your business from Manly Fire Brigade and support and action options around legal/optional climate change obligations as a business from Hibiscus Coast Zero Waste. We will discuss a possible family fun day, our mid-winter Buy Local campaign proposal and we'd like you to share what you want locally to help your business from Business Whangaparaoa.

Tell your New World District neighbours to join us for an informal catch up and delicious nibbles from Danny at The Archer and see how we can all work together.

For catering purposes or if you can't join us but would love to have your say please phone/text/email

Sarah: 021 428 037 or info@businesswhangaparaoa.co.nz

NEW WORLD SHOPPING DISTRICT TOWN CENTRE MEET UP - 17 MAY

Venue: The Archer, New World Shops

Time: 4.30 pm to 6.00 pm

Attendees: 8 attendees, 1 apology

Along with presentations as above BW again talked about plans around -

- Fun Family Days - Borrowing Games from Giants
- Buy Local campaign
- Coastal Trail updates

Notes were subsequently distributed to 63 contacts with emails around the New World district of Stanmore stretching from Viponds Road to just past Arklow Lane.

Again unfortunately no photos were taken.

BUSINESS NETWORK EVENT - 24 MAY - MEET LESTER HAYCOCK

Venue: The Beer Spot, Coast Plaza

Time: 5.30 pm to 7.30 pm

Speaker: Lester Haycock

Topic: Pearls of Wisdom

Attendees: 23 (a lot of apologies through illness)

Despite the low turnout Lester was an excellent speaker. He told us a little about his life and experiences which include being founder of many, many large companies that are all still operating today under various ownerships.



A Business Whangaparaoa Event for Locals ...

Meet Lester Haycock

Wednesday 24 May

The Beer Spot
719 Whangaparaoa Road

5.30 - 7.30 pm

Pearls of Wisdom
Marketing Advice



Register at businesswhangaparaoa.co.nz

Kindly sponsored by -



Lester then went on to give us some wonderful "Pearls of Wisdom" from his 45 years in marketing. Lester was an excellent, casual speaker who gave all attendees a huge amount of value in attending.





BUSINESS CONTINUITY WORKSHOP - 29 MAY

Organised by EMA and run by Grant Difford of Waking Giants.

Business Whangaparaoa organised a Business Continuity Workshop alongside EMA.

The workshop was designed to support Auckland small businesses to prepare a Business Continuity Plan to build their resilience, giving them the necessary skills and confidence to prepare for future disruptive events.

We had a small turnout but those who attended felt it was of very good value.



COAST PLAZA DISTRICT TOWN CENTRE MEET UP - 07 JUNE

Venue: Paraoa Brewing Co

Time: 4.30 pm to 6.00 pm

Attendees: 14 attendees

Along with presentations as above BW again talked about plans around -

- Fun Family Days - Borrowing Games from Giants
- Buy Local campaign
- Coastal Trail updates

Notes were subsequently distributed to 64 contacts with emails around the Coast Plaza district of Stanmore stretching from shops at Thai Windows and Midway Carpets.



Invitation to Business Owners ...

Coast Plaza District Businesses
Meet Your Neighbours

Wednesday 7 June

Venue: Paraoa Brewing Co

4.30 pm to 6.00 pm

"Working for You - Stanmore Bay"

A lot has happened since our last Stanmore Bay Meet Up in May 2022!

This year we have "decentralised" Stanmore Bay into 3 "Districts" being - Coast Plaza District, Karepiro District and New World Shopping District to make our communications more personalised with local business.

We'd love our Coast Plaza District Business Owners (*From Thai Windows surrounds down to Midway Carpets inclusive*) to join us to talk about ways we can support and grow business around your District and Whangaparaoa.

We will have updates/information on fire/flood/safety for your business from Manly Fire Brigade, support/information on business climate change matters from Hibiscus Coast Zero Waste and crime updates from Whangaparaoa Community patrol. We will discuss a possible family fun day, a mid-winter Buy Local campaign proposal and we'd like you to share what you want locally to help your business from Business Whangaparaoa.

Tell your Coast Plaza and surrounding neighbours to join us for an informal catch up and delicious nibbles from Paraoa and see how we can all work together.

For catering purposes please or if you can't join us but would love to have your say please phone/text/email

Sarah: 021 428 037 or info@businesswhangaparaoa.co.nz



KAREPIRO DISTRICT TOWN CENTRE MEET UP - 21 JUNE

Venue: Spice & Soda, Karepiro Drive

Time: 4.30 pm to 6.00 pm

Attendees: 14 attendees

Along with presentations as above BW again talked about plans around -

- Fun Family Days - Borrowing Games from Giants
- Buy Local campaign
- Coastal Trail updates

Notes were subsequently distributed to 55 contacts with emails around the Karepiro district of Stanmore stretching from Gulfland Marine to Ray Garrett Tyres.



Invitation to Business Owners ...

**Karepiro District Businesses
Meet Your Neighbours**

Wednesday 21 June

**Venue: Spice & Soda, 11/15 Karepiro Dr
4.30 pm to 6.00 pm
*(join us anytime)***

"Working for You - Stanmore Bay"

A lot has happened since our last Stanmore Bay Meet Up in May 2021! We have opted this year to "decentralise" Stanmore Bay into 3 "Districts" being - Coast Plaza District, Karepiro District and New World Shopping District to make our communications more personalised with local business.

We'd love our Karepiro District Business Owners (**Gulfland Marine to Dave Brock Motors**) to join us to talk about ways we can support and grow business around your District and Whangaparaoa.

We will have updates and information from 5.00 pm on fire/flood/safety from Manly Fire Brigade, support and actions around climate change initiatives from Hibiscus Coast Zero Waste and advice and information on localised crime. We will discuss a possible family fun day, our 2023 Buy Local campaign proposal and we'd like you to share what you want locally to help your business from Business Whangaparaoa.

Tell your Karepiro District neighbours to join us for an informal catch up and delicious nibbles from Spice & Soda and see how we can all work together.

For catering purposes or if you can't join us but would love to have your say please phone/text/email

Sarah: 021 428 037 or info@businesswhangaparaoa.co.nz



PLACEMAKING

(equipment provided under a scheme with Auckland Council)

BW is collaborating with Destination Orewa to get “placemaking” items, funded by Auckland Council. These are to be used for events in the local community and will be “shared” assets. There are also some items currently held by Future Whangaparaoa which will be included and use of their trailer for transport.

The project has offered \$2,000 per entity and is being managed by Catalyse.

We have purchased, and these items are now stored at Destination Orewa premises - (apart from those being used by FWT in the Hub)

- 2 x giant connect four
- 1 x set Coits
- 1 x standard size Jenga
- 1 x giant draught – draughts, giant board & storage bag
- 1 x giant Jenga (1.5m high)
- 4 x sets of 3 hopping mad space hoppers (12 hoppers)
- 2 x giant noughts and crosses
- 2 x giant snakes and ladders

These will be managed on a centralized booking system which is currently being developed. Events are planned in our Whangaparaoa town centres to include use of this equipment in 2023.



SUSTAINABLE BUSINESS/CLIMATE ACTION PLAN

Funding has now been obtained by Hibiscus Coast Zero Waste for this project to be managed alongside Business Whangaparaoa. Sarah Carr, acting on behalf of Business Whangaparaoa, will contract to Hibiscus Coast Zero Waste to –

- Collate local business database by industry
- Identify business regulatory obligations and deadlines in compliance with current Government regulations
- Learn and gain access to tools to support climate action by local businesses
- Collate solutions and support programmes for business action including the Green Scheme, Future Fit and Waste Audits
- Develop an awareness programme tailored to the identified specific business industries
- Enact this awareness programme allowing us to build a picture of the current carbon footprint status and track developments and savings
- Assist in the expansion of the current Green Scheme eco-sustainable practices

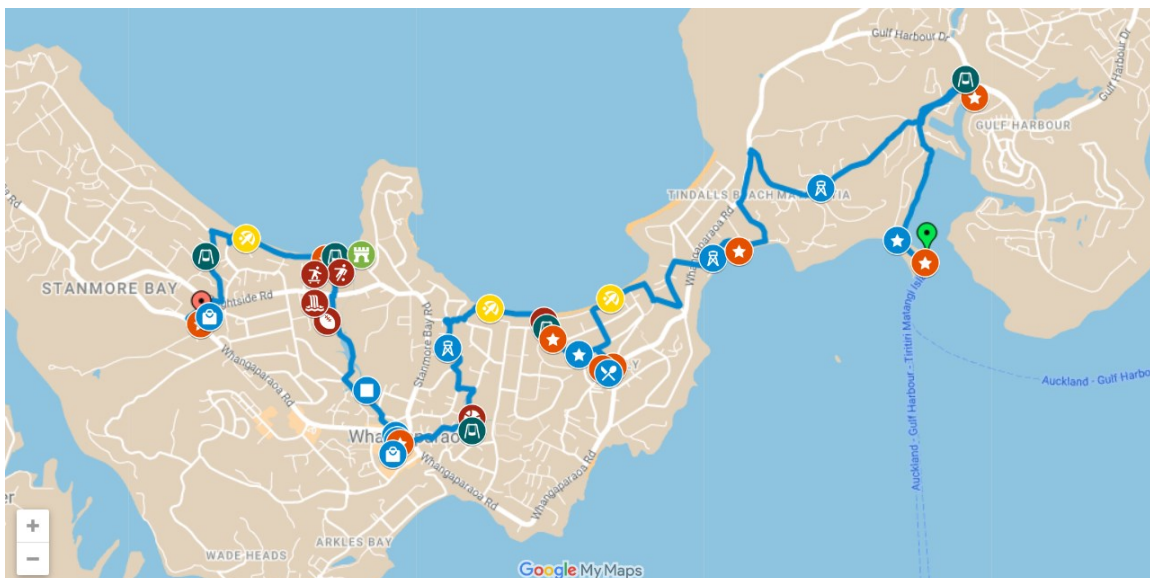
BUSINESS WHANGAPARAOA COASTAL TRAIL

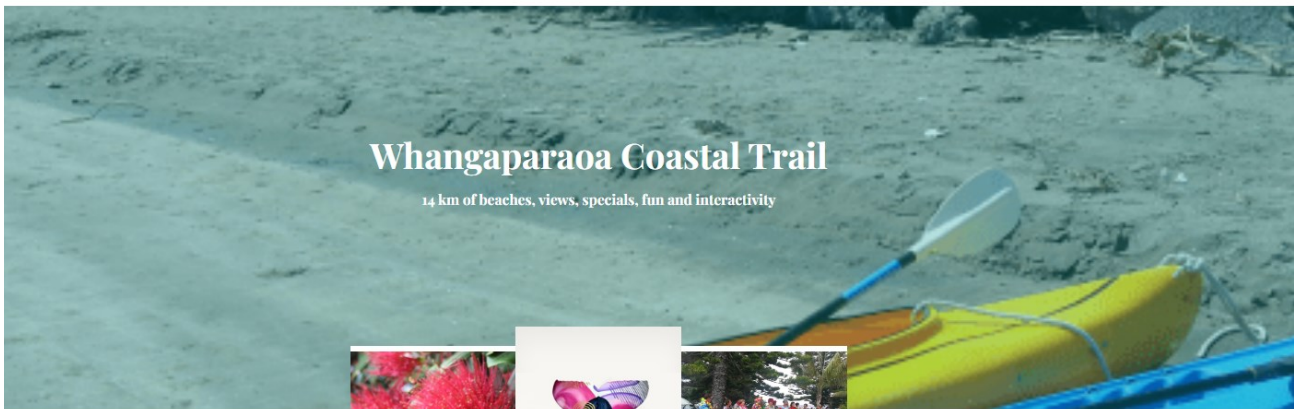
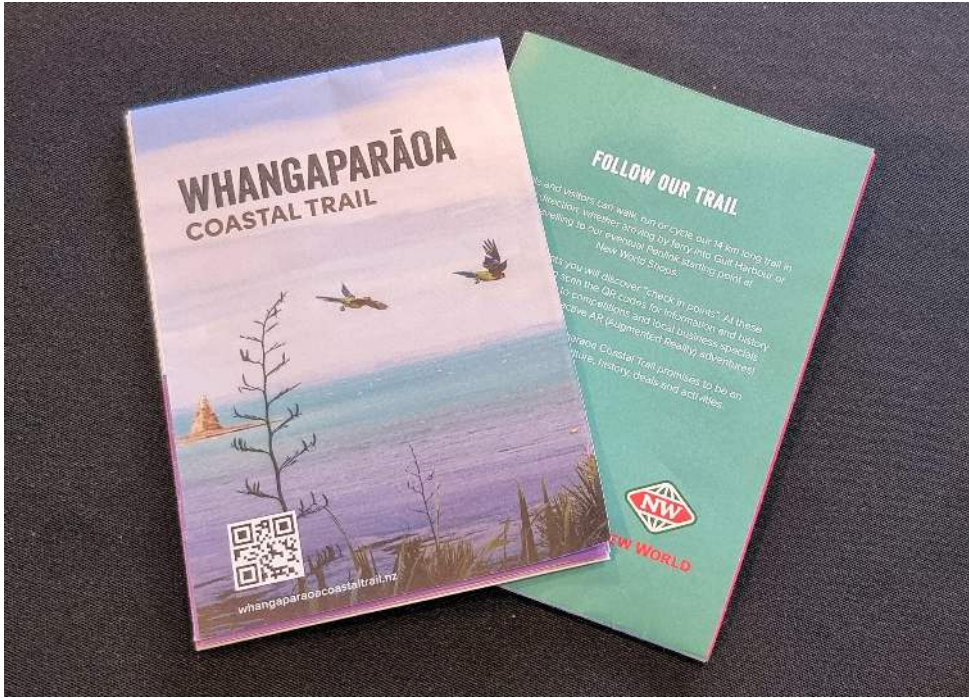
Our Coastal Trail is a 14 km long walk (and eventually a cycle option) along Whangaparaoa Peninsula with check-in points, interactive games, competitions, history, eco awareness information and more. This is designed as a tourism trail to bring people to our beautiful Peninsula and support our local businesses through a “treasure hunt”. We are currently awaiting Local Board sign off for our trail check-in points to progress further.

Since May 2022 -

- The trail route has been developed
- A website has been developed
- A story framework has been developed
- 8 check in points have been identified
- 8 “artworks” have been identified with 4 x natural landmarks, 1 x Whale Tail purchased and sponsored by New World Whangaparaoa and 3 artworks selected from community submissions and awaiting funding for commissioning
- Consultations have been in progress with local iwi, Ngati Manuhiri
- An AR app has been developed to promote local business specials (with 2 further app developments in the pipeline awaiting funding)
- Permissions have been obtained for placement of the artworks
- Work is in progress on development of the wayfinding signage

Further information on the trail on request.





Whangaparaoa Coastal Trail

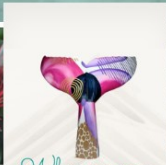
14 km of beaches, views, specials, fun and interactivity



HISTORY
History

It is from Teahu, one of the sons of Hāweaiti, that the name of Te Ahuriri, who occupied the Whangaparaoa district until the 19th century took the name Tāhira Teahu...

[READ MORE ...](#)



Whangaparaoa
COASTAL TRAIL

Our Trail

Discovering the beautiful Whangaparaoa Peninsula, a spectacular and unique Peninsula extending 11 kilometres into the Hauraki Gulf.

[READ MORE ...](#)



LOCAL CALENDAR
What's On

Whangaparaoa Peninsula is just part of the Hauraki Coast. Check out lots of local events for you to enjoy and spend your day far longer than just one day!

[READ MORE ...](#)

RED BEACH DISTRICT TOWN CENTRE MEET UP - 26 APRIL

We had a Town Centre Meet Up planned for the Red Beach District on 26 April. We distributed flyers and booked the venue at Curry Hutt, sent email notices however did not have any rsvp's and therefore cancelled this. We will probably look at trying again in the 2023-24 year.

POTENTIAL IDEAS COMING OUT OF THE TOWN CENTRE MEET UPS -

Some great ideas came out of the Meet Ups which will be looked at to be actioned within each area if the businesses take action to implement included -

- BW web page to be developed with fire/safety/flood tips for businesses
- Pilot businesses to volunteer for the HCZW and BW Green Scheme expansion with Auckland Climate Grant funding and championing what businesses currently do
- Possible Family Fun Days in some of the areas, depending on local business support and input and appropriate venues
- District wide flyers/offers/table toppers
- Distinct area branding
- Collaborative advertising (see sample)
- Updated or new road front signage
- Possible social media ID and promotion

BUSINESS WHANGAPARAOA RUNNING EXPENSES AND MANAGEMENT CONTRIBUTION

Business Whangaparaoa total operational costs for 2022-23 year - \$43,651.72

MEMBERSHIP REPORT 2022-23

Business Whangaparaoa Member Nos -

- 01 July 2022 - 51 Members (3 non-profit free Memberships)
- 30 June 2023 - 78 Members (7 non-profit free Memberships)

END OF YEAR FUNDING SUMMARY 01 JULY 2022 TO 30 JUNE 2023

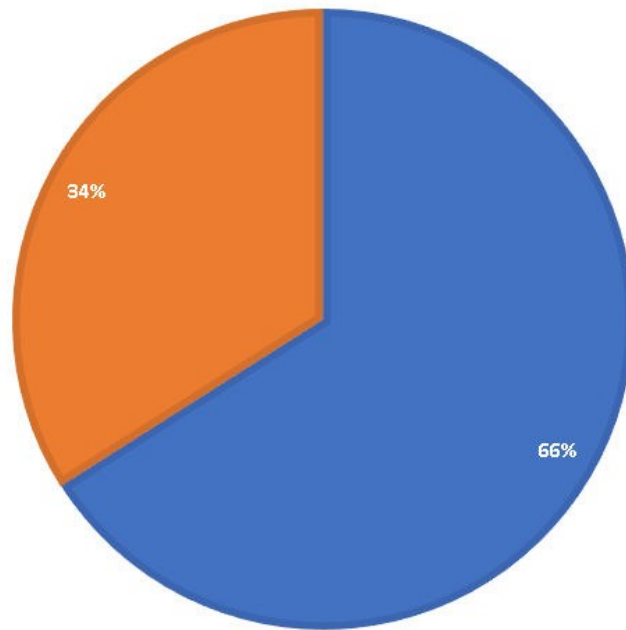
Over the 2022-23 financial year Business Whangaparaoa funding and management was gratefully supported by -

A Hibiscus and Bays Local Board Economic Fund Grant of \$15,000
Four Winds Fund Grant of \$5,000

The balance of funding was from Business Whangaparaoa contributions through membership fees, event income and sponsorships.

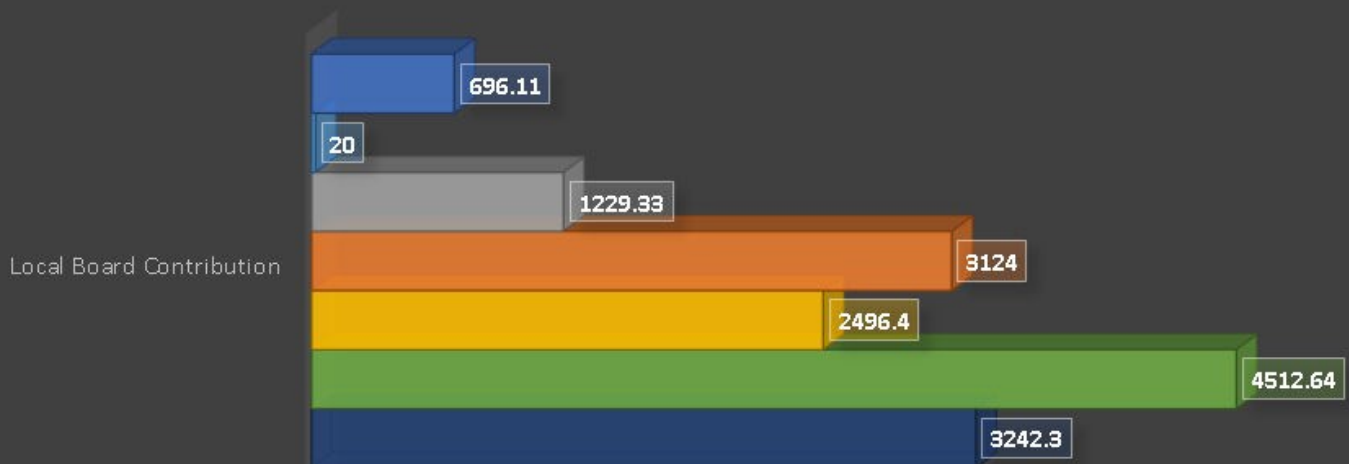
BUSINESS WHANGAPARAOA OPERATIONAL COSTS JULY 2022 TO JUNE 2023

■ BW and other funding contributions ■ Local Board Economic Funding



BREAKDOWN OF LOCAL BOARD FUNDING USE

- Meet the Candidates (1 event)
- Other events (1 event)
- Town Centre Meet Ups (5 events)
- Support for Activator and Member Sales
- Buy Local (1 campaign)
- Network Events (4 events)
- Operational contributions (eg Accountancy, Insurance, Web hosting, Incorporated Society filing, etc)



Business Whangaparaoa would like to, once again, thank Hibiscus and Bays Local Board for their support in our activation of activities and support for our Whangaparaoa business community.