**BUSINESS WHANGAPARAOA ANNUAL PLAN 2023-2024**

**OUR VISION, MISSION, GOALS AND VALUES**

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| **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 |  |  |  |
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| **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.

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| **Values** | Integrity | Inclusivity | Inspire | Diversity | Transparency | Collaboration |

**Business Whangaparaoa 2022-23 Focus**

**Goals**

**Identify all business sectors and ensure there is support for each**

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| 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**

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| 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**

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| 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 iImplementing a plan to activate opportunities to support the identified needs |

**Continuation of programme of regular events and business opportunities**

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| 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**

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| 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**

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| Working in collaboration with Hibiscus Coast Zero Waste | Identifying climate change obligations by industry  Identifying potential solutions  Developing an awareness programme  Holding support events |

**Grow a membership base representing all business sectors and able to be self-sustaining**

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| 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**

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| Submission of monthly timesheets identifying activities | Identifying and activating new opportunities as they arise |

**Introduction of regular Planning**

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| Introduction of accountable 90 Day Plans | Seeking support from member Sean Foster |

**Create a plan and start investigations on potential for BID Status**

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| 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 |

**2022-23 Budget Allocation**

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| 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** | | | |
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| **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** | |