



**Business Whangaparaoa**

**Annual Report**

**1 July 2023 to 30 June 2024**

## EVENTS 2023-24 YEAR

- Mid-year Christmas casual networking - Wed 12 July 2023
- O Mahurangi Penlink Update - Wed 17 July
- Business Networking Event - Meet Ross Wilson - Wed 16 August
- Meet the Candidates - General Election 2024 - Sun 27 August
- Giant Family Fun Days -
  - Karepiro District - Sat 14 October
  - Manly Village - Sat 4 November
  - Gulf Harbour - Sat 2 December
- Business Whangaparaoa AGM - Wed 8 November
- Business Networking Event - Meet Grant Difford - Wed 8 November
- Green Scheme Showcase and Awards - A Celebration of Local Sustainable Business - Wed 29 November
- Christmas Casual Networking - Wed 6 December
- Business Networking Event - Meet Greg Ward - Wed 21 February 24
- Coffee Connect with Family Business Network - Wed 10 April
- O Mahurangi Penlink Update - Wed 24 April
- Business Networking Event - Meet Shyr Godfrey - Wed 22 May

## OTHER 2023-24 PROJECTS

- Creation and distribution of Karepiro District brochures and map
- Creation and distribution of Manly Village brochures and map
- Re-engagement of Whangaparaoa Buzz Facebook group with promotions
- Green Scheme Climate Action work with Hibiscus Coast Zero Waste
- Whangaparaoa Treasure Hunt Coastal Trail
- Business Whangaparaoa Member 2 Member Specials

## **ANNUAL ACTIVITIES July 2022 to December 2022**

### **Event Details -**

#### **MID-YEAR CHRISTMAS CASUAL NETWORKING - 12 JULY 2023**

Venue: The Beer Spot, Whangaparaoa (BW member)

Time: 4.30 pm to 6.30 pm

Attendees: Approx 18-20

We enjoyed another excellent casual evening of networking with food from The Beer Spot food truck and subsidized drinks for BW members.



#### **O MAHURANGI PENLINK UPDATE WEDNESDAY 17 JULY 2023**

Venue: Pohutukawa Room, Whangaparaoa Bay

Date: Wednesday 17 July

Time: 1 pm (approx. 1 hour)

Attendees: 17 (further 10 registered but unable to attend or no show)

The O Mahurangi Penlink team gave us an excellent update on progress to date with a slideshow. Of particular interest was the building of the bridge and their eco efforts around the project.

The meeting was very successful with many questions answered and a very good presentation. The team brought their driving simulator which also had more detailed information boards which a number of people had a go at as well as they had a curious member of the public!





# NETWORK REPORT

## WEDNESDAY 16 AUGUST 2023

### SPEAKER: ROSS WILSON

- Venue: The Archer, Stanmore Bay
- Speaker: Ross Wilson
- Topic: Overcome Helplessness and Thrive in Difficult Times
- Time: 5.30 to 7.30 pm
- Sponsors: Hibiscus and Bays Local Board, iLender
- No of attendees: 23
- Cost: \$17.25 - Members | \$34.50 - Non-Members

#### Summary

#### Overcome Helplessness and Thrive in Difficult Times

Ross from Growing Organisations helps small businesses grow through advice, coaching and a range of practical tools. At this time when many businesses are struggling Ross gave some very good advice and practical steps everyone could take in their businesses.

Ross pointed out we need to understand that events that threaten us are external, that events come and they go and that "Victory in every battle begins in your mind, and is won on your knees in gratitude".

He reminded us of some practical steps we can all take including -

1. Review my Growth Plan, and all the risk mitigation plans I now need to activate.
2. Identify risks that were not foreseen.
3. Brainstorm possible scenarios for each risk.
4. Consider the potential impact of each scenario on my business.
5. Strengthen my business against the risk.

Ross spoke very well and had hand out sheets for take away ideas.

The event was sponsored by the Hibiscus and Bays Local Board and also iLender who was promoting his small business loan product, Prospa.

**bw**  
BUSINESS  
WHANGAPARAOA  
—WEEKEND 10th FEB 2023—

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

**Meet Ross Wilson**

**Wednesday 16 August**

**The Archer  
Stanmore Bay**

**5.30 to 7.30 pm**

*Overcome  
Helplessness and  
Thrive In Difficult  
Times*

Register at [businesswhangaparaoa.co.nz](https://businesswhangaparaoa.co.nz)

Kindly sponsored by

**iLender**  
Small business loan specialist

Hibiscus and Bays  
Local Board



# **MEET THE CANDIDATES GENERAL ELECTION SUNDAY 27 AUGUST 2023**

Venue: Manly Bowling Club, Manly

Time: 2.00 to 4.30 pm

Attendees: Approx 90-100

With the general election in October we held our regular Meet the Candidates event on Sunday 27 August. This event was open to the general public.

We were able to get most local candidates standing in the election. Our MC was John Davies and time keeper was Sarah Carr.

Each candidate had an opportunity to speak followed by us fielding questions which had been submitted at the door.

We then provided catering of sandwiches, sausage rolls, cakes, biscuits, tea, coffee and the bar was open.

It was a very successful event with most candidates staying on after to talk to members of the public.

In this instance we had advertised through the local radio and also taken an advert in the Hibiscus Matters.











## **GIANT FAMILY FUN DAYS 3 VENUES - OCTOBER, NOVEMBER, DECEMBER 2023**

Venue 1: Karepiro Drive, car park outside Salvation Army Family ~~Store~~

Date: Saturday 14 October

Time: 11.00 am to 2.00 pm

Attendees: Approx 500

Venue 2: Manly Village top car park (outside Liquorland ~~Manly~~)

Date: Saturday 4 November

Time: 11.00 am to 2.00 pm

Attendees: Approx 500

Venue 3: Gulf Harbour Village

Date: Saturday 2 December

Time: 10.00 am to 1.00 pm

Attendees: Approx 2,000

A combined event with The Vine Church, Carols on the Canal

These events were developed in order to use our “placemaking” equipment received from Auckland Council to Destination Orewa and Business Whangaparaoa in 2022/23 year. The idea was to develop a concept that could be both repeated and used in hopefully all our “town centres” of Red Beach, New World District, Karepiro District, Coast Plaza District, Manly Village and Gulf Harbour.

Initial branding and development and some of these first year costs were covered by a Local Board grant LG2306-248 in the sum of \$2,680.00. The balance of costs were covered by a combination of sponsorships and some from this Economic Funding.

The events were all very successful with candy floss, popcorn, bouncy castles and our giant fun games. We hope these will become annual events run by Business Whangaparaoa.



## KAREPIRO DRIVE 14 OCTOBER







**MANLY VILLAGE  
4 NOVEMBER**







## GULF HARBOUR 2 DECEMBER



**NETWORK REPORT**  
**WEDNESDAY 8 NOVEMBER 2023**  
**SPEAKER: GRANT DIFFORD**

- Venue: The Archer, Stanmore Bay
- Speaker: Grant Difford, Waking Giants
- Topic: How to Get Your Business Working for You
- Time: 5.30 to 7.30 pm
- Sponsors: Hibiscus and Bays Local Board
- No of attendees: 24
- Cost: \$17.25 - Members | \$34.50 - Non-Members

**Summary**

**How to Get Your Business Working for You**

To many business owners get consumed by the 'busyness of business', not enough time, not enough resource and not enough growth. In this session I will guide you back to why you got into business, how you can find that time that seems to go missing every day, re-ignite your passion for being in business and how to get it working for you in the next 90 days. All by being selfish about what you really want from life.

Grant spoke well. He got us to visualise what it is we really want in life and out of our business. It's important not to be a slave to your business but for it to be working for you.



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

**Meet Grant Difford**

**Wednesday 8 November**

**Venue The Archer,  
Stanmore Bay**

**5.30 to 7.30 pm**

*How to Get Your  
Business Working for  
You*

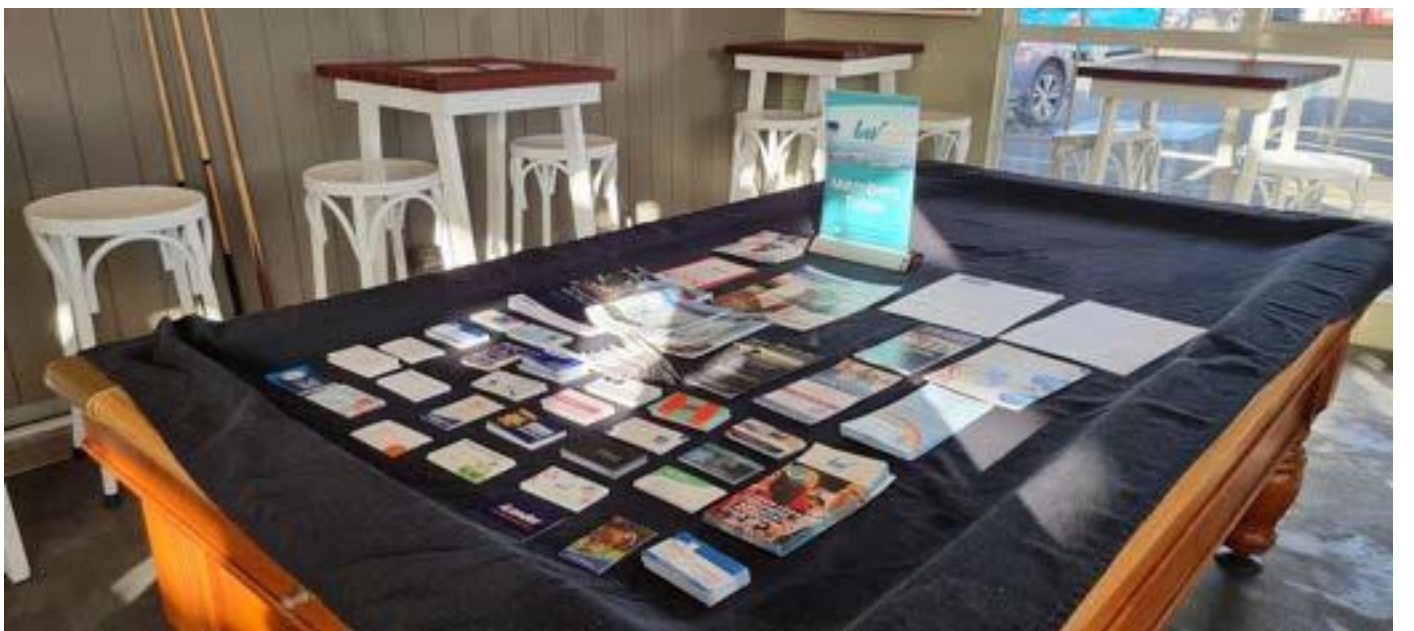


**Register at [businesswhangaparaoa.co.nz](https://businesswhangaparaoa.co.nz)**

Kindly sponsored by -









# GREEN SCHEME SHOWCASE AND AWARDS

## A CELEBRATION OF LOCAL SUSTAINABLE BUSINESS

### WEDNESDAY 29 NOVEMBER

This event was **NOT** funded by Local Board funding however we wanted to ensure the Local Board is aware that Business Whangaparaoa are involved in more projects and a diverse range of activities.

This project is run alongside Hibiscus Coast Zero Waste and is funded by the Auckland Council Climate Action Funds. It both showcases local businesses who are taking action towards their climate change obligations, creates awareness of regulations which are being introduced and encourages other businesses to become involved by taking actions.

Initial surveys and solutions research was undertaken by both HCZW and BW and the scheme (initially for hospitality only) was expanded to include Health and Beauty, Office based businesses, High Discarded Waste businesses (eg construction) and Retail (with a focus on second hand stores). Brochures were developed for each of the industries identified with regulation deadlines, issues facing the industry and solutions offered in these.

The Green Scheme awards Certifications for various actions taken which can then be built on by a business.

Funding was obtained in 2023 whereby 12 local businesses were identified, took action and showcased.

A celebration of 12 local businesses, who have taken action over 2023 was held on 29 November at Manly Bowling Club.

2024 saw further funding offered by Auckland Council for this work to continue. The website was ultimately developed and further businesses have joined the scheme over the 2024 year.



The poster is divided into two main color sections: a light yellow/green top half and a teal bottom half. The top half features a circular graphic with two hands holding a plant, surrounded by the text 'Green Scheme Showcase & Awards'. To the left of this graphic is a list of 'Auckland Climate Plan Goals' including 'Opportunities', 'Solutions/Ideas', 'Industry Challenges', and 'Act NOW!'. Below this list is a small illustration of hands holding a plant. The bottom half of the poster is teal and contains the event details: 'Date: Wed 29 November', 'Time: 5.30-7.30 pm', and 'Venue: Manly Bowling Club, Laurence St'. A small red ladybug is in the top right corner, and a leafy branch is in the bottom left corner. The text 'A Celebration of Local Sustainable Business' is at the bottom center.

Hibiscus Coast Zero Waste and Business Whangaparaos Collaboration

Auckland Climate Plan Goals

AUCKLAND CLIMATE PLAN - HIBISCUS COAST ACTION

Opportunities

Solutions/Ideas

Industry Challenges

Act NOW!

Green Scheme Showcase & Awards

A Celebration of Local Sustainable Business

TALK TO HCZW ABOUT JOINING THE GREEN SCHEME AND TAKING A WASTE AUDIT AND BE RECOGNISED FOR THE GOOD YOU DO!

Date: Wed 29 November  
Time: 5.30-7.30 pm  
Venue: Manly Bowling Club, Laurence St

If everybody did just one thing, imagine the impact we could have together





## CHRISTMAS CASUAL NETWORKING - 06 DECEMBER 2023

Venue: Paraoa Brewing Co, Whangaparaoa (BW members)

Time: 5.00 pm to 7.00 pm

Attendees: Approx 18-20

We enjoyed another excellent casual evening of networking with food from Paraoa Brewing kitchen and subsidized drinks for BW members.







**2024  
NETWORK REPORT  
WEDNESDAY 21 FEBRUARY 2024  
SPEAKER: GREG WARD**

Venue: Red Beach Surf Life Saving Club  
Speaker: Greg Ward  
Topic: Moments that Matter  
Time: 7 am to 8.30 am  
Sponsors: Hibiscus and Bays Local Board  
No of attendees: 29

Greg's story didn't start with Covid. Greg Ward shared his highs and lows across multiple industries and business, within New Zealand and further afield in our first get-together of the year.

Greg spoke very well as you would expect from an MC and entertainer! He emphasised the importance of being in the moment and appreciating the way things can turn out, often when you least expect it.

"Moments that Matter" explored resilience, innovation, and the entrepreneur spirit, and offered an inspiring start to 2024.

It was a very entertaining and inspiring morning topped off by yet another beautiful Red Beach sunrise.





A Business Whangaparaoa  
Event for Localis ..

## Meet Greg Ward

Wednesday 21 February

Venue. Red Beach:  
SudLife Sailing Club

7.00 to 8.30 am

Moments *mat*  
Matter



Register at [businesswhangaparaoa.co.nz](http://businesswhangaparaoa.co.nz)

Kindly sponsored by:









## **COFFEE CONNECT with Family Business Network Wednesday 10 April**

In association with Family Network Association we decided to hold 2 x Coffee Connect mornings over 2024 and invite local family owned businesses to network and see if there is any support they would like locally. Business Whangaparaoa sent out invites and promoted the event and FNA paid for coffee/tea.

The first event was held at Café Manly at 10 am on 10 April and we had a good turn out of around 12-14. It was a good opportunity for family business owners to get together and share experiences.



## **O MAHURANGI PENLINK UPDATE WEDNESDAY 24 APRIL 2024**

Venue: Pohutukawa Room, Whangaparaoa ~~library~~

Date: Wednesday 24 April

Time: 1 pm (approx. 1 hour)

Attendees: Approx 18 (with more registered but unable to attend or no show)

As these update prove popular with a select group of local business owners, and offer a great opportunity for the O Mahurangi Penlink team to present their latest updates these have become a bi-annual event.

Again, there was a good turn out and a lot of questions were fielded.



## **NETWORK REPORT WEDNESDAY 22 MAY 2024 SPEAKER: SHYR GODFREY, FORTY THIEVES**

Venue: The Archer

Speaker: Shyr Godfrey

Topic: Spreading Success: Growing a Peanut Butter Startup to a National ~~Team~~

Time: 5.30 pm to 7.30 pm

Sponsors: Hibiscus and Bays Local Board, ~~Leeds~~

No of attendees: 30

Forty Thieves co-founder and owner; Shyr Godfrey. From selling at Farmers ~~Ma~~kets to supplying over 450+ stores nationwide and 3 main export markets, Shyr



shared how Forty Thieves started and its journey over the past 7 years. She dove into the importance of a strong brand identity, relationship building and always putting the customer first.

Shyr spoke extremely well. She was a very humble, mother of twins, determined to succeed and prepared to step into situations that she clearly didn't feel comfortable in to be able to grow their business. Together with Brent she showed that, it doesn't matter who you are, or whatever the odds are, if you work hard, have a good plan, a good business and are prepared to go out and put yourself out there then there is no reason you cannot succeed. As well they have worked hard to ensure the sustainability and environmental ethos of their business.



**bw**  
BUSINESS  
WHANGAPARAOA  
WORKING FOR YOU

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

**Meet Shyr Godfrey, Forty Thieves**

**Wednesday 22 May**

**Venue: The Archer,  
Stanmore Bay**

**5.30-7.30 pm**

*Title: Spreading Success:  
Growing a Peanut Butter  
Startup to a National Treasure*

**Register at [businesswhangaparaoa.co.nz](http://businesswhangaparaoa.co.nz)**

Kindly sponsored by -

**iLender**  
Supporting your growth

**Hibiscus and Bays  
Local Board**









## OTHER 2024 PROJECTS

Over the 2023 to 2024 year we also started up a couple of projects which had developed from the discussions in the Town Centre Meet Ups held over the previous year which included formation of two sub-committees for two of our six districts being Karepiro District and Manly Village with subsequent meetings discussing various projects for each district including -

Christmas activities, Summer Taste of Manly, updates to road signage, tidy of the flower barrels at Manly Village, brochures promoting the districts, taglines and slogans for the districts.

We developed taglines for the two districts being -

- Karepiro District - The Heart of Whangaparaoa Peninsula
- Manly Village - Where Coasties come to meet

Plus we researched local businesses and developed a brochure for each district to promote the local businesses.

Research and work also culminated in the creation of a series of drone shots of our six districts created by Photo Carnival.

At the end of the 2023-24 year no further actions had been taken and no other sub-committees had been able to be formed, however it was hoped in the future more promotional material would be produced for districts including potentially joint adverts, brochures for other districts, expanding out the Giant Family Fun Days and potential activities which would unite the Districts in a common cause.









## THE GREEN SCHEME

### In collaboration with Hibiscus Coast Zero Waste

Further funding was also obtained by Hibiscus Coast Zero Waste for the continued development of the "Green Scheme" project as started in 2023 year. s project to be managed alongside Business Whangaparaoa. Sarah Carr, acting on behalf of Business Whangaparaoa, will continue to contract to Hibiscus Coast Zero Waste. Year 1 projects were -

- 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

Year Two runs to December 2024 and has included -

- The Trade Marking of the "Green Scheme" in 5 classes
- Development of website alongside the brochures
- Celebration of 2023 Participants online and encouraging them to take further actions
- Expansion of programme to new businesses
- There will also be an end of year event

**The Green Scheme**

Hibiscus Coast Zero Waste

BUSINESS WHANGAPARA OA

Auckland Council

An Auckland Council Climate Action Grant has made it possible to award the Green Scheme Environmental Achievement Awards

## HAIR SCENE

Is taking the following environmental actions

- Conscious Cleaning
- Reducing Power
- Reuse champion
- Reducing single use
- Recycling Champion
- Responsible Paper Use
- Eco Committed Staff

Hibiscus Coast Zero Waste in partnership with Business Whangaparaoa is awarding Certificates to businesses doing the right thing for the environment.



## The Green Scheme

Participants  
2024

Resources by Industry

The Green Scheme!  
It's all about the green.  
It's all about the green.  
It's all about the green.  
It's all about the green.  
It's all about the green.



AT Electrical



Brown Hair Salon



1. 2. 3. 4.



11. 12. 13. 14.



G. J. Gardner Residential



Hair Salon



## Green Scheme Certifications



## MEMBER 2 MEMBER SPECIALS

Over the year our Member 2 Member Specials benefit has been slowly developing with minor testing.

This work is continuing and should be complete and running before the end of the 2024 calendar year.

## BUSINESS WHANGAPARAOA TREASURE HUNT

Over the year work continued on the Coastal Trail which is a 14 km long walk (and ~~an~~ actually 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".

At the end of the 2022-23 financial year we were awaiting sign off from the Hibiscus and Bays Local Board for further action to be taken.

Over the current financial year we have obtained this consent along with other support including the consent and support of local iwi, Ngati Manuhiri.

Work has continued on wayfinding signage, applications for artwork funding, quotes for artwork placements and rebranding to the "Treasure Hunt". It has been a slow year however we hope to have the trail up and running in the summer of 2024-25.





## DEVELOPMENT OF WHANGAPARAOA BUZZ SOCIAL PLAN

2023-24 year also saw us expand on our social media programme with the re-invention of the Whangaparaoa Buzz Facebook group with a series of member promotions run by Danni from Photo Carnival. This was very success and grew the group audience by more than 4 times. Only BW members may post in the group.



**Whangaparaoa Buzz**

Public group · 1.2K members

# THANK YOU!

Business Whangaparaoa would like to take this opportunity to thank the following for supporting our work during the 1 July 2023 to 30 June 2024 financial year with ~~sponsor~~ships and funding -

Hibiscus and Bays Local Board  
Auckland Council Climate Action (through HCZW)  
Four Winds Foundation  
iLender, Network Sponsorships

We would also like to thank our speakers for giving up their time and sharing their expertise and thank the local business owners who volunteered time as part of the two district sub-committees as follows -

## **Manly Village -**

- YOU Travel Manly - Trish Ryder
- Ray White Manly and Peninsula - Cherry Gilbert
- Unichem Pharmacy Manly - Tania Adams

## **Karepiro District -**

- Thinking Caps - Julie Whitcombe
- Coast Kids on Karepiro - Leonie Linklater
- Party Kingdom - Jess Banks

We would like to thank those businesses in the Karepiro District and Manly Village who contributed to the local brochure costs.

**And most of all we would like to take this opportunity to thank all local businesses who supported us in the above work this year by being Members.**

