The background of the cover is a scenic photograph of a coastal landscape. In the foreground, there are large, dark, layered rock formations with patches of green moss. The middle ground shows a sandy beach meeting the ocean, with several people standing in the shallow water. The sky is filled with white, fluffy clouds against a blue background.

NorthWest COUNTRY

ANNUAL REPORT 2015/16

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MESSAGE FROM THE CHAIR

Danielle Hancock - NWDBA Chair



With a change of more than half of the committee members we had a slow start to the term as the new committee members got their heads around work that was in the pipeline before making headway into new initiatives. Within one week of our inaugural meeting we had worked with Auckland Council around the issue of mowing the roadside berm through Kumeu and had that resolved in time for the Christmas Parade. The area has now been picked up regularly for mowing.

We released three of our own videos showcasing a range of activities and destinations across the BID area, and ramped up our Facebook campaign with great results. Over the six months of their release we reached more than a quarter of a million people.

We also added to our visitor campaign by releasing a range of brochures for the area such as Adventure Country, Artisan Country, Wedding Country, and Wine Country which we placed in visitor locations to encourage people to come out and see what great things we have to offer.

We ran multiple Business After 5 events where we changed our approach after feedback and made sure that each event was topic specific with what members wanted to learn. The best received event was about social media and how to make it work for your business.

Our Arts and Events Subcommittee was busy and has plans to run a major event in the area in March 2017, with a lot more planning ahead of us to get that ready before summer. The Constitution Subcommittee has completed an extensive amount of thinking around improvements to our constitution which we plan to bring to members at a Special General Meeting later this year that will combine our thinking as well as any changes required by the release of the new BID Policy from Auckland Council.

Smaller community projects we have funded and investigated this year are more planter boxes for Helensville, public rubbish bins in the Waimauku Village, and entry signs into Riverhead, and subsidised course fees for food handling run from Te Whare Oranga in Parakai, completing a members Directory, and establishing business township information signage.

We feel like we are only just getting up a head of steam and look forward to another productive term in 2017.

Danielle Hancock - 2015/16 Chair

NWDBA COMMITTEE 2015/16

Helensville



Danielle Hancock
Chair



Gary Morrison
Cleaver's Edge



Michael Beale
Mitre 10 Helensville



Holly Southernwood
Commercial Property
Owner

Kumeu/Huapai



Tony Forlong
Kumeu Taxation
Services



Matt Burt
Metalmen Engineering



Craig Walker
Craig Walker Building
Removals

Riverhead



Paula Pepperall
The Riverhead

Kaukapakapa



Geraldine Bayly
Kaipara Coast Sculpture
Park and Plant Centre

Parakai



Dion Tilson
Parakai Springs

Waimauku



Stewart McLachlan
MBS Insurance



Tuhi Leef
Nga Maunga
Whakahii o Kaipara



Ian Leader
Community
Representative



Phelan Pirrie
Local Board
Representative

NWDBA TEAM



Gary Holmes
BID Manager

Gary is responsible for the strategic direction and overall delivery of the Association's programmes and for advocacy / relationship building with the various stakeholders.

Phone: 0274 966 283

Email: manager@northwestbusiness.co.nz

Jenny Murray

Member Services and Support

Jenny is responsible for member contact and support, including keeping our database and website listings up to date.

Phone: 021 379 351

Email: info@northwestbusiness.co.nz



Hannah Stoddart
Marketing Coordinator

Hannah assists us with the production of our members' newsletters and graphics, website and social media updates.

Email: admin@northwestbusiness.co.nz



OPERATIONS

YOUR NWDBA TEAM AND COMMITTEE

The Business Association team has continued to be led by BID Manager Gary Holmes with support from Member Services and Support manager Shona Oliver and Marketing Co-Ordinator Hannah Stoddart.

In June we farewelled Shona Oliver who has taken up a new position with Nga Maunga Whakahii o Kaipara as their Business Service Manager. This is a great opportunity for Shona as it is a great match with her skillset and is working in an area that she is passionate about and where she will continue to add value to the wider North West district. We wish to thank Shona for the great work she has put in for North West Country over the past 18 months.

We are delighted to introduce Jenny Murray as our new Member Service & Support Manager. Jenny lives on a lifestyle block in Kaukapakapa and, having worked in sales and administration roles for businesses in both Kumeu and Helensville, has a good understanding of our district. Jenny has made great progress in meeting many of you in the few weeks she has been in the role, and looks forward to meeting those she hasn't yet seen.

THE YEAR IN REVIEW

Action Operations	KPI	Comments
NWDBA Committee Meetings - Review progress against Strategic and Business plans.	Progress against business plan and budgets reviewed. Annual report to members via AGM.	Achieved
New member packs delivered to new businesses; Database updated and checked quarterly.	New members receive welcome pack; details added to website & CRM.	Achieved
Membership Satisfaction Survey to gauge satisfaction levels and seek feedback for input into future planning.	Survey responses from at least 50 businesses and results reported to NWDBA Committee.	Achieved
Engage a BID Manager and a Member Services and Support Manager.	Efficient Business Association maintained by Manager and Member Services and Support Manager.	Achieved
Relationship building with key stakeholders such as the Local Board, Council, NZTA and AT.	Positive relationships built and maintained. Twice yearly presentations to Rodney Local Board.	Achieved

ENVIRONMENT & HERITAGE



The Business Association is pleased to see that work has finally commenced on the Kumeu Centre Plan led by the Local Board and we look forward to liaison with businesses and key stakeholders on this important plan over the coming months.

One of the key actions identified in the NZTRI report produced a couple of years ago was to strengthen on-site visitor information about the North West region including directional signage, with a suggestion to identify locations where printed materials could be strategically placed to attract visitors to the North West.

The Business Association has leveraged funding from the Rodney Local Board to assist with establishing planned information signage centres which we are proposing to establish in each of the six townships. These information centres, which will take the form of a permanent paneled signage board, will include relative information, maps, itineraries and offer visitors the opportunity to discover things to do in the North West area. It is hoped to have this project completed before the end of the year.

THE YEAR IN REVIEW

Action Operations	KPI	Comments
Establish gateway / information signage in each centre. Establish major welcome signage on key routes to North West.	Information / signage panels installed.	Currently due to be delivered in 2016/17
Transport Initiatives. Partner with Community patrols to increase security presence in the area.	To be determined.	Not required
Conduct a graffiti audit in each centre and remove any historic tags and maintain an on-going monitor.	Graffiti audit complete and tags removed.	Not required.
Partner with Rodney Local Board to work on township improvements as detailed in the RLB Plan.	Engagement with Local Board and stakeholders.	On-going work yet to be scoped.

ADVERTISING, MARKETING & PROMOTIONS

Over the past 12 months, we have been implementing a major Visitor Attraction Programme aimed at attracting Aucklanders to explore the North West area, as a part of the development of our “North West Country” brand. The programme, which involves the use of videos, sample itineraries, social media and the upcoming establishment of information signage centres is aimed at three target demographic groups and aligns with the Visitor Attraction strategy developed by the NZTRI in their report released earlier last year.



Development of our website www.northwestcountry.co.nz has continued with the addition of as many of our businesses onto the website as possible and ensuring that all have some sort of image and contacts details to give everyone an online presence.



Regular instore promotions have been introduced to co-incide with Mother's day, Father's day and Christmas this year. Each participating store receives a promotions pack including entry form, A5 counter top stand and A4 poster for the window. Shoppers are encouraged to go in the draw to win locally sourced prizes when the spend \$10 or more. This is an ideal way to collect email addresses which in turn

enables us to send out regular specials and offers to a consumer database to encourage them to buy local. These campaigns are promoted widely through local publications, our Facebook page and the various community Facebook pages.

A Business Directory has been produced which includes details of all BID members in the North West and a number of Associate members. This will be distributed to 3,000 urban and 4,300 rural homes in the area and the another 3,000 via local businesses.

The first four of our cluster brochures – Adventure Country, Wine Country, Artisan Country and Wedding Country - have now been completed and printed. We are currently working on distributing these brochures and are organising a famil-tour for the top wedding planners / organisers in Auckland of the wedding venues included in the Wedding Country brochure.

The NWDBA has recognised that the lack of viable public transport options for visitors to Auckland to get to North West Country is resulting in thousands of lost opportunities for tourists and Aucklanders alike to visit the area each year. As the next stage of our visitor attraction campaign, and to overcome the lack of viable transport options for people to get to the North West region, we are piloting a new transport initiative (North West Country Access Project) over the summer season 2016-2017. We will partner with a number of key attractions and cafes / wineries in the area and put on a daily transport service between the Auckland CBD and the North West district.

THE YEAR IN REVIEW

Action Operations	KPI	Comments
Produce cluster group brochures to highlight range of North West businesses to members, visitors & residents ie: Adventure Country.	Six cluster promotion brochures produced & awareness of North West increases as evidenced by business surveys, anecdotal evidence.	Achieved
Run a Visitor Attraction programme including creation of video assets and placement on social media networks.	Video views, Web visits, Itinerary views, Social media engagement Media coverage, increased awareness of North West.	Achieved
Participate in various show such as Helensville A&P Show, Taste Auckland and Seafood Festival to promote awareness of the North West & support Christmas parades.	Feedback from public and participants; collection of contact details from show contacts.	Achieved
Establish a Buy Local Programme aimed at providing tangible offers / benefits to both businesses and residents. Including Gift voucher idea & discounts for B2B.	Feedback from participants. Increased spending in the North West. Advertising in local publications.	Achieved
Maintain an engaging website with links to all businesses and events; Maintain a Facebook page.	Number of visits to website. All businesses have a directory listing; Facebook likes; Number of posts.	Achieved
Advertising / Media Relations – develop opportunities to promote North West via editorial columns and advertising in local publications focused on local business profiles and buy local.	Coverage in local publications. Themed editorial columns in Kumeu Courier etc.	Achieved

BUSINESS DEVELOPMENT

UNITING THE NORTH WEST BUSINESS COMMUNITY



Regular opportunities for members to network have been provided via our popular networking breakfasts where guest speakers have included Mayoral Candidate Vic Crone and Arthur Brown – Tourism Manager for Nga Maunga Whakahii O Kaipara.

Our After 5 networking events have changed to provide more focus on a different topic relevant to members' businesses as well as a networking opportunity for members. These gatherings have recently included sessions on Social Media delivered by Jef Kay from Easy Social Media and a Health & Safety Update run by Chris Lawrence where important information was provided for



those present on the recent changes to Health & Safety legislation and provided some very practical examples and suggestions on how to keep safe.

Monthly E-Newsletter have been introduced to supplement our printed North West Update magazine and provide a more regular communication with

our members. It provides us with an opportunity to keep members up to date on more time-sensitive information and highlight new businesses and promote any special offers businesses may wish to offer.

There has been discussion over the past couple of years about establishing a Business Awards programme for businesses in our area. "North West Country Best in Business Awards 2016" has been developed, and aims to foster a sense of pride around the local business community, while communicating to the wider public the quality of commercial offerings in the district. For the individual business owners it is a chance to celebrate their success, as recognised by their peers and the community.

The first ever North West Business Awards launches in August. The Awards, initiated by the North West District Business Association (NWDBA) and sponsored by many local

businesses, aims to find the 'Best in Business' amongst a range of categories, celebrate their success and communicate both the quality and quantity of businesses in the North West District.

There will be eight different categories based on business types, that businesses can enter under, with two special overall awards. Nominations are now open and participants may nominate their own business or any other business within the NWDBA boundaries. Following the nominations finalists will be selected, a mystery shopping firm will assess all of the entrants on customer service attributes and formal entries will be submitted. The event will culminate in a black tie Awards dinner in early November.

THE YEAR IN REVIEW

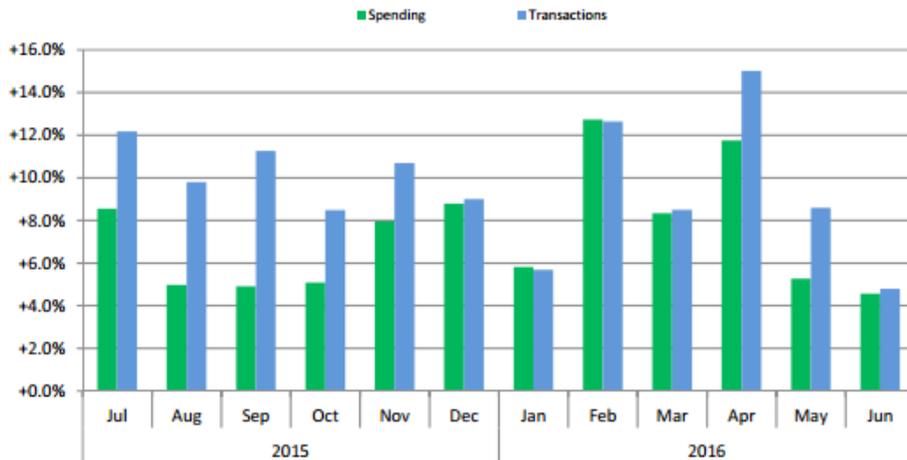
Action Operations	KPI	Comments
Conduct quarterly Networking breakfasts with guest speakers to provide networking and educational opportunities.	Four networking breakfasts held. Number of attendees. Feedback from attendees.	Achieved
Hold regular After 5 networking events to enable members to network and learn about other businesses.	Regular meetings held as scheduled. Number of attendees. Feedback from attendees.	Achieved
Produce quarterly magazine (North West update) for members to keep them up to date with activities and news & to profile members.	Four issues of North West Update produced (including Annual Report). Feedback from members.	Achieved
Establish a "Lifting the standards" campaign aimed at customer facing businesses by running Customer Experience courses.	Participation by businesses in the courses.	Not delivered this year.
Partner with Te Whare Oranga o Parakai to run food handling courses to ensure all eateries are at A grade rating.	All eateries and restaurants attain A-Grade status by March 2016.	Food safety course delivered via Te Whare but A-Grade aim not sought.
Establish a Social Media upskilling campaign aimed at reviewing & upskilling business Facebook and Website presence.	Feedback from participants. Increased website and FB presence.	Achieved
Explore the development of a "Business Awards" programme to encourage business excellence.	Business Awards programme developed.	Achieved
Explore opportunities to leverage off existing events such as Classic Car Show, Equestrian events to promote North West	Media Coverage	Achieved

MARKETVIEW REPORT - 2015 / 2016

In partnership with Auckland Council, the North West District Business Association receives regular retail spend survey reports that measure retail spend via BNZ and Paymark transactions. This information provides us with retail spend statistics and other consumer information to assist our members to do business better. This summary is a 12 month overview of the North West District's performance against key indicators for the period July 2015 to June 2016 in comparison to the same period 2014/15.

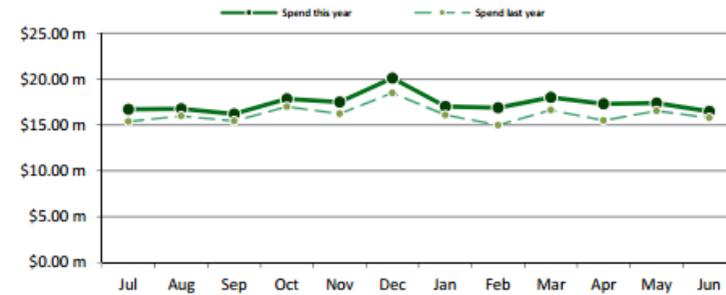
Annual Retail Spend 1 July 2015 to 30 June 2016		
Annual Performance Summary - spending in North West marketplace	Amount spent % change	Number of transactions % change over last year
Auckland Region Spend	+5.7%	+8%
North West Spend	+7.4%	+9.6%
North West Avg transaction value	\$45.40 - 2015/16	\$45.44 - 2014/15

2.3 Percentage change over the same month last year



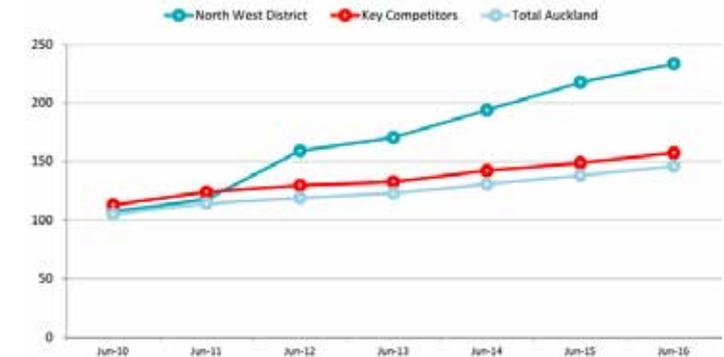
This graph shows the % change compared to last year of both spending and the number of transaction in the North West District marketplace.

2.1 Monthly value of SPENDING at North West District merchants



This graph shows the monthly spending trends this year and last year. The solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year.

7.1 Moving annual total - retail spending - by year
Spending trends in Auckland



Spending in the North West District has increased by over 81% over the past five years, compared to 24% for Auckland as a whole and 26% compared to the three areas we benchmark against (Matakana, Pukekohe and Whangaparaoa).

What's in the numbers?

In the last 12 months to 30 June 2016 there has been a significant increase in the amount of spending in the North West (+7.4%) and the number of transactions (+9.6%) with the average amount spent remaining about the same. This shows us that the North West has increased both the amount spent and number of transactions over the past 12 months. The majority of our customers (81%) come from within the business district boundaries indicating support for buying local.

The worst trading month was June this year and the best trading month was February 2016 where there was a 12.7% increase compared to the previous year.

Spending in the North West by category			
Retail Category	% of market spend	Change over last year	Avg transaction value
Food & Liquor	46%	-0.8%	\$38.96
Automotive	29%	- 4.8%	\$61.54
Hospitality	10%	- 2.7%	\$26.85
Core retail	6%	+ 5%	\$106.57
Medical Services	2%	+ 11.6%	\$94.36
Other store types	3%	+ 38.7%	\$107.30
Other retail	2%	- 5.6%	\$32.57
Professional Services	1%	+ 30.5%	\$72.42
Recreational	1%	+ 1.4%	\$47.34

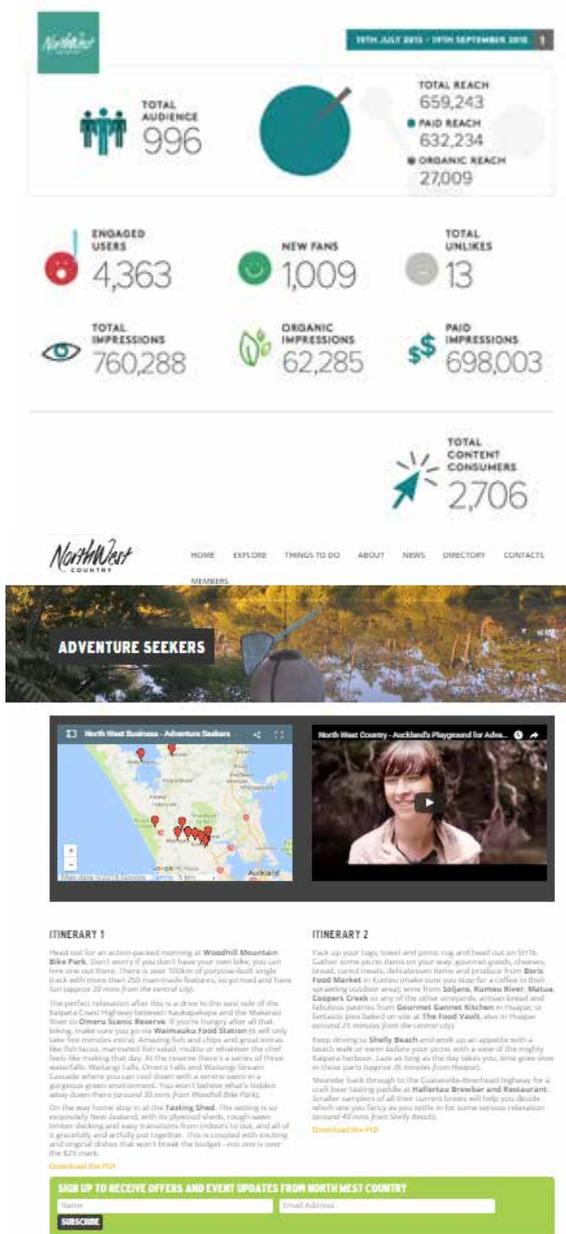
VISITOR ATTRACTION CAMPAIGN RESULTS

Following the launch of our North West Country brand last year, we decided that one of the best ways to facilitate economic development in the region was to bring affluent Aucklanders to the area for day trips. Not only does this bring additional money to the region (which then spreads through all businesses) but it also promotes the area as a place to live and do business.

The North West Country brand aims to promote the wider North West area (from Riverhead to Kaukapakapa) as a destination that is adventurous, naturally beautiful and spirited. North West Country is an opportunity to differentiate the region from other Auckland day trip destinations. The objective of the brand is to leverage off the existing equity of the region, while giving it a consistent personality and voice that is natural, progressive and spirited.

A key part of this was the launch and implementation of stage one of our Visitor Attraction campaign this year. The programme, which involves the use of videos, sample itineraries, social media and information signage centres is aimed at three target demographic groups and aligns with the Visitor Attraction strategy developed by the NZTRI in their report released in 2015.

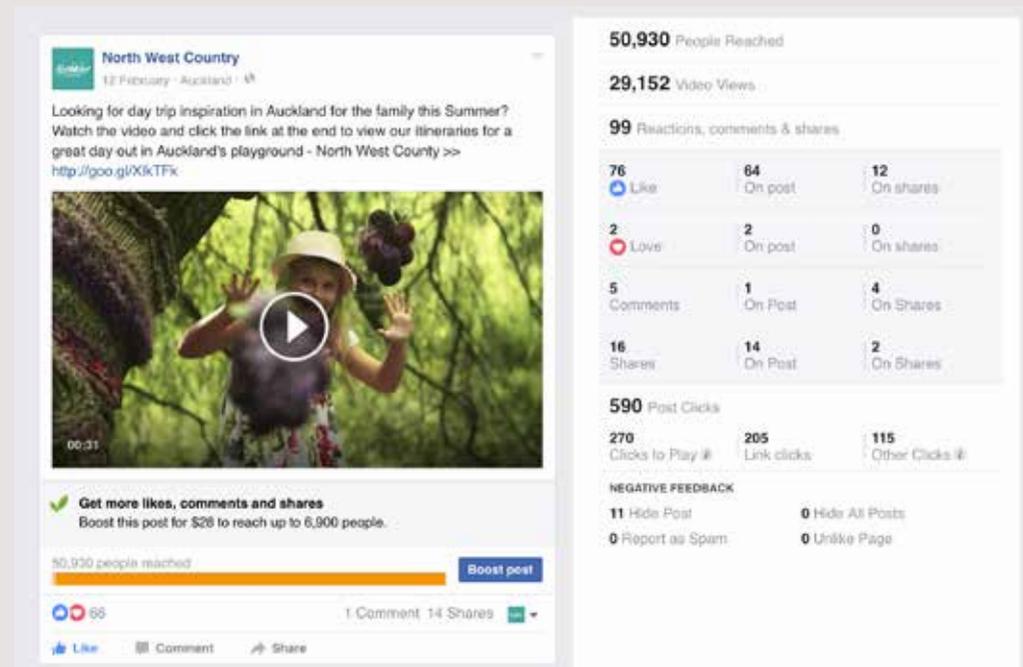
Three 30 second videos were produced, aimed at Aucklanders



from across three target audiences:

- 20-35years, No kids.
Video views: TVNZ - 61,509; You Tube - 207,527; Facebook - 48,276; Total 317,312
- Families with kids aged 6 to 13 years.
Video views: TVNZ - 148,668; You Tube - 26,271; Facebook - 29,150; Total 204,089
- 50-65 years.
Video views: TVNZ - 215,941; You Tube - 40,793; Facebook - 48,216; Total 268,622

In addition we have run a social media campaign primarily on Facebook and have grown our page likes to more than 2,000 fans.



Another of the key actions identified is to encourage tourism operators and other businesses to collaborate to lengthen visitor stay and increase visitor spend in the area and to increase the profile of North West Country as a visitor destination. The Association is committed to achieving these targets but recognize that the lack of viable public transport options for visitors to Auckland to get to North West Country is resulting in thousands of lost opportunities for tourists and Aucklanders alike to visit the area each year.

To overcome the lack of viable transport options for people to get to the region, the NWDBA is proposing to pilot a new transport initiative over the summer season 2016-2017 in conjunction with the Rodney Local Board, Woodhill Forest owners, and a number of key North West tourism operators and hospitality businesses.

NWDBA BUSINESS PLAN 2016-17

Administration		Budget \$88,000	
Action	Timeframe	Budget	KPI
NWDBA Committee Meetings Review progress against Strategic and Business plans and hold AGM.	Monthly meetings except December. AGM in August.	\$3,000	Progress against business plan and budgets reviewed. Annual report to members via AGM.
Engage a BID Manager (plus Member Services & Support Manager / Marketing Manager).	On-going	\$75,000	Efficient Business Association maintained by contract staff; KPIs set via Business Plan achieved.
Financial, Association and Council BID reporting requirements met. Annual financial audit completed.	Monthly / Annual	\$3,500	All reporting requirements met. Unqualified audit achieved.
IT costs / subscriptions to cover Microsoft hosted exchange, Zoho and Survey Monkey.	Annual	\$1,500	Efficient communications systems maintained.
Lease of suitably branded vehicle / mileage allowance.	Annual	\$5,000	Branded vehicle on the road.
Advertising, Marketing & Promotions		Budget \$52,000	
Action	Timeframe	Budget	KPI
Produce cluster group brochures to highlight variety of businesses to members, visitors & residents.	November – February 2017	\$3,000	Additional cluster promotion brochures produced; feedback from participants.
Run a Signature event in March 2017 - Wine, Beer & Food Festival involving local producers.	March 2017	\$20,000	Attendance numbers; feedback from visitors and participants.
Participate in various show such as Helensville and Kumeu A&P Shows, & support Christmas parades.	Various	\$7,000	Feedback from public and participants; well-resourced Christmas parades with good attendance.

Maintain an engaging website with links to all businesses and events; Run a social media campaign including Facebook ; investigate Google adwords.	On-going	\$10,000	Number of visits to website. Google AdWords; listing; Facebook likes; Number of posts; engagement.
Produce a business directory to promote local businesses.	August	\$7,000	Directory produced and distributed.
Advertising / Media - promote North West via editorial columns and advertising in local mags; produce car stickers.	On-going	\$5,000	Coverage in local publications. Themed editorial columns in Kumeu Courier etc.
Business Development		Budget \$40,000	
Action	Timeframe	Budget	KPI
Provide networking opportunities in partnership with external organisations to provide members with networking and educational opportunities.	2-3 times per year.	\$3,000	Networking sessions held, number of attendees and feedback from attendees.
Produce twice yearly printed publications for members to keep them up to date with activities and news & to profile members.	August (Annual Report), February.	\$4,000	Two publications produced and distributed to businesses and landlords.
Hold regular Business Support seminars to enable members to network and learn about relevant topics.	July, September, November, February, April, June.	\$3,000	Regular meetings held as scheduled, number of attendees and feedback from attendees.
Establish a North West Country Business Awards programme to encourage business excellence.	November 2016	\$25,000	Number of businesses nominated; number of finalists and success of awards dinner.
Run regular Buy Local in-store promotions as well as promoting coupon cards aimed at leveraging off key attraction businesses.	September, December, February, May.	\$5,000	Feedback from participants. Increased spending in the North West Advertising in local publications.

Environment and Heritage		Budget \$98,000	
Action	Timeframe	Budget	KPI
Transport Initiatives - Partner with Local Board and Tourism operators to bring overseas tourists to North West.	December 2015 – March 2016	\$35,000	Number of visitors to North West using the service; feedback from visitors and participating businesses.
Township improvements including planter boxes in Helensville and art / sculpture.	To be determined.	\$15,000	Planter boxes established in Helensville.
Funding allocation for arts / sculpture development in townships.	To be determined.	\$3,000	To be determined.
Establish information signage in each centre.	Mid 2016	\$45,000	Information / signage panels installed.



North West Business Association	
2016/17 Budget	
Operating Expenses	
ADMINISTRATION	
AGM & Committee Meeting Expenses	3,000
Staffing allocation	75,000
Accountant / Audit fee	3,500
IT costs / subscriptions	1,500
Mileage	5,000
ADVERTISING & PROMOTIONS	
Cluster Promotions	3,000
Signature event	20,000
Show support costs	7,000
Website / Social media campaign	10,000
Business Directory (carried forward from 2015/16)	7,000
Advertising	5,000
BUSINESS DEVELOPMENT	
Networking events	3,000
Magazine (including postage to landlords)	4,000
Business Support Seminars	3,000
Business Awards	25,000
Buy Local Programme	5,000
Environment/Heritage	
ED Transport initiatives – Visitor accessibility	35,000
Township improvements	15,000
Arts Allocation	3,000
Signage project (carried forward from 2015/16)	45,000
Total Expenses	278,000
Income	
North West BID Targeted rate	180,000
Local Board grant for Economic Development initiative	25,000
Advertising income for directory	5,000
Est. surplus funds 2015/16	68,000
Total Income	278,000

NorthWest COUNTRY

CONTACT US:

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021 379 351 - Jenny Murray, Member Services and Support

**ADVOCACY
NETWORKING
ECONOMIC DEVELOPMENT
INFRASTRUCTURE
TRANSPORT**