The background of the cover is a scenic landscape featuring a wide, sandy beach curving along a coastline. The ocean waves are breaking on the shore. In the distance, there are rolling green hills under a cloudy sky. A dirt path leads down from the foreground towards the beach. The text 'Northwest COUNTRY' is overlaid on the image in a white, stylized font. 'Northwest' is in a large, cursive script, while 'COUNTRY' is in a smaller, all-caps, sans-serif font.

# Northwest COUNTRY

**ANNUAL REPORT**  
**2016/17**

## CONTENTS

<b>MESSAGE FROM THE CHAIR / 3</b>
<b>NWDBA COMMITTEE / 4</b>
<b>OPERATIONS / 6</b>
<b>ENVIRONMENT &amp; HERITAGE / 7</b>
<b>MARKETING &amp; PROMOTIONS / 8</b>
<b>NW WINE, BEER &amp; FOOD FESTIVAL / 10</b>
<b>NW BUSINESS AWARDS / 11</b>
<b>BUSINESS DEVELOPMENT / 12</b>
<b>MARKETVIEW REPORT / 14</b>
<b>BUSINESS PLAN 2017-18 / 16</b>
<b>2015/16 BUDGET / 19</b>

# MESSAGE FROM THE CHAIR



It's been a busy year for the North West District Business Association, which is now entering its fourth year operating as a Business Improvement District.

The Committee have been working hard to achieve our goals and in turn, firmly make the North West the desired destination for people to live, work and explore. In this, our third full year of operation, we have been focused on talking with groups in our business areas, such as Helensville Commercial Property Owners, Business Owners, and with our very supportive Rodney Local Board. We have welcomed their feedback as it helps us ensure we are focusing on areas that our members see as the most important.

We set ourselves some big goals for the year. One was to establish a signature event showcasing the unique hospitality offerings in the North West. This was a great success - the inaugural North West Wine, Beer and Food Festival was very popular, with attendance at capacity and the iconic Dave Dobbyn as the headliner. It's our aim to make this an annual festival that will continue to include local businesses and expose the wider Auckland public to the treasure trove of businesses in the North West.

Our second significant goal was to showcase the quality of businesses. The first North West Business Awards aims to acknowledge all types of great businesses, across all industries, and had many nominations from across the whole area. The Riverhead was a fantastic host venue for the Awards Dinner, and it was clear all the categories were a very close call! So congratulations to the winners and runners up.

The Committee has also developed some exciting plans for the coming year which include supporting the Chill in the Ville Festival and running an inaugural North West Business Expo in the middle of next year.

All in all, the Business Association faces a unique challenge in being the only Business Improvement District (BID) that covers multiple town centres and a large area, but we are making great progress, and are very proud to be sharing this annual update with you.

**Tony Forlong - 2016/17 Chair**

# NWDBA COMMITTEE 2016/17



**Tony Forlong (Chair)**  
Kumeu Taxation Services

## Helensville



**Michael Beale**  
Helensville Mitre 10



**Chris Gelderman**  
Helensville Drainage



**Shona Oliver**  
Whiti Ora o Kaipara

## Kumeu/Huapai



**Karen Allen**  
Kumeu Pharmacy



**Matt Burt**  
Metalmen Engineering



**Hayley Ploughman**  
Hallertau  
(NZ Subsea Services)

## Riverhead



**Paula Pepperall**  
The Riverhead

## Kaukapakapa



**Geraldine Bayly**  
Kaipara Coast Sculpture  
Park and Plant Centre  
(Representing:  
*Shark'n'Tatties*)

## Parakai



**Dion Tilson**  
Parakai Springs

## Waimauku



**Stewart McLachlan**  
MBS Insurance



**Tuhi Leef**  
Nga Maunga Whakahii o  
Kaipara  
(up to November 2016)



**Malcolm Paterson**  
Nga Maunga Whakahii o  
Kaipara  
(from February 2017)



**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](mailto:manager@northwestbusiness.co.nz)

**Jenny Murray**

*Member Services and Support*

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

Phone: 021 379 351

Email: [info@northwestbusiness.co.nz](mailto: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](mailto: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 Jenny Murray and Marketing Co-ordinator Hannah Stoddart.

The North West District Business Association (NWDBA) is responsible for leading the Business Improvement District (BID) programme for the North West area.

### Our main objectives are:

- Promoting the North West District as an appealing destination for visitors.
- To encourage and support a sustainable level of wealth and economy.
- Provide access to support, advice and services that allows for growth and retention of businesses.
- Demonstrate that our area is a forward-thinking community, that is worthy of investment and supportive of economic development.
- To represent the business community on Central Government and Auckland Council issues.
- To be a collective and representative voice for businesses in the district.
- Support and encourage new ideas and initiatives conducive to sustainable economic and community growth.

The NWDBA receives funding from the business community, through a targeted rate applied and collected by Auckland Council, then passed to the NWDBA to complete projects, activities and programmes that fit into and achieve the above objectives.

## THE YEAR IN REVIEW

Action	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
Financial, Association and Auckland Council BID reporting requirements met. Annual Financial Audit complete.	All reporting requirements met. Unqualified audit achieved.	Achieved
Engage a BID Manager and a Member Services and Support Manager	Efficient Association maintained by Manager & Member Services & Support Manager.	Achieved
Relationship building with key stakeholders such as the Local Board, Auckland Council, NZTA and Auckland Transport.	Positive relationships built and maintained. Twice yearly presentations to Rodney Local Board.	Achieved

# ENVIRONMENT & HERITAGE



Work has begun on the Helensville Mainstreet Improvement programme. Following the meetings held with both business and property owners, we also sought feedback from the wider public to ascertain general support for improving the Helensville main street. We are now planning our initial projects for Helensville.

The Business Association is pleased to see that consultation is finally underway 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. We have now submitted a formal application to NZTA for two main information signage boards for Kumeu and Helensville. These will show area specific information, history, things to do, maps and itineraries offering visitors opportunities to discover new things in the North West area. As an interim step, we have installed Welcome signs at key locations in Kumeu and Helensville.

## THE YEAR IN REVIEW

Action	KPI	Comments
Transport Initiatives - Partner with Local Board and tourism operators to bring tourists to North West.	Number of visitors using the service; feedback from visitors and businesses.	Van operating but limited take-up from public
Township improvements including planter boxes and art / sculpture in Helensville.	Planter boxes established in Helensville.	Township improvement programme underway.
Funding allocation for arts / sculpture development in townships.	To be determined.	Pop up arts project underway
Establish information signage in each centre.	Information/signage panels installed.	Welcome signs installed. Progressing on information panels.

# ADVERTISING, MARKETING & PROMOTIONS

Our key event for this year was the inaugural Beer, Wine and Food Festival held at the Hunting Lodge in February. This event was a great success attracting more than 2000 attendees and providing an excellent opportunity for our local wineries and food producers to promote their wares. Headline act Dave Dobbin was very popular and we look forward to bringing this event back early next year.



We are continuing to maintain and update our website [www.northwestcountry.co.nz](http://www.northwestcountry.co.nz). Work is continuing to update all the business listings to ensure all North West businesses are accessible on our website.



Regular instore promotions have been introduced to coincide with Mothers Day, Fathers Day and Christmas this year. Each participating store receives a promotional pack including entry forms, an A5 counter top stand and A4 poster for the window. Shoppers are encouraged to go in to the draw to win locally sourced prizes when the spend \$10 or more. These campaigns are promoted widely through local publications, our Facebook page and the various community Facebook pages.

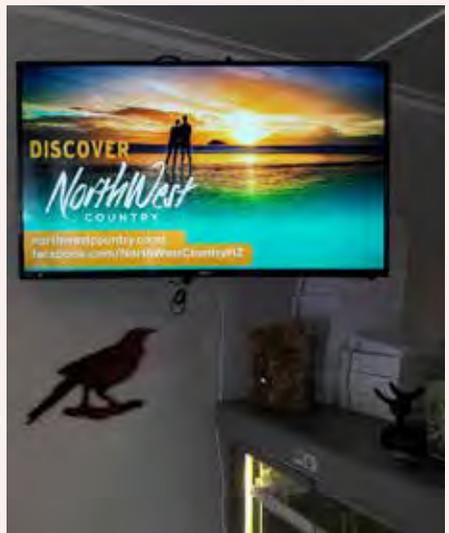
Over the last six months, we have been working to bring you a mobile app that features everything you need to know for your local area, and the entire North West. These features will include a Buy Local points scheme where you will have the chance to win monthly prizes, and information about all the North West businesses, integrated with maps and the ability to search for the business you need. The app will be available on both Android and Apple, so keep an eye out on the North West Country website and social media for its launch!



A key project we were pleased to initiate and support, was the installation of in-store broadcasting monitors in a number of businesses around the North West! The advertising platform includes community and business messages, local events and live feeds (including news & traffic). This is a fantastic way to support our local community and keep local businesses connected by staying in the know for local events, fundraisers

and charities. The Business Association does not make any money from this - we are simply partnering with Chameleon TV to offer local businesses this excellent opportunity to promote themselves further.

The NWDBA has recognised that the lack of viable public transport options for people to get to North West Country, results in thousands of lost opportunities for tourists and Aucklanders alike. This year we piloted a new transport initiative (North West Country Access Project) over the summer season. We partnered 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	KPI	Comments
Produce cluster group brochures to highlight range of North West businesses to members, visitors & residents	Additional cluster promotion brochures produced; feedback from participants.	Achieved
Run a Signature event in March 2017 - Wine, Beer & Food Festival involving local producers.	Attendance numbers; feedback from visitors and participants.	Achieved
Participate in various shows 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; well-resourced Christmas parades with good attendance.	Achieved
Produce a Business Directory to promote local businesses.	Directory produced and distributed.	Achieved
Maintain an engaging website with links to all businesses and events; run a social media campaign including Facebook; investigate Google adwords.	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	Coverage in local publications. Themed editorial columns in Kumeu Courier etc.	Achieved



# NORTH WEST WINE, BEER AND FOOD FESTIVAL

This inaugural one-day boutique festival featured a brilliant musical line-up of *Dave Dobbyn*, *Trinity Roots* and *nomad*, alongside the finest local wine, beer and food the North West region has to offer. The festival will be returning in 2018, with a different musical line-up, but the same great atmosphere, wine, beer and food!

Check out [northwestcountry.co.nz](http://northwestcountry.co.nz) for all the photos!



# NORTH WEST BUSINESS AWARDS 2017

The inaugural North West Business Awards were held across April - May this year, with the aim to profile the businesses across the wider district that have demonstrated innovation and excellence, while at the same time celebrating their success and promoting that to the wider Auckland region.

More than 150 local business operators and their staff, friends and family enjoyed the Awards Dinner held at The Riverhead with Wallace Chapman as MC.



*Left: Supreme Winner 2017 - Physio Flex from Helensville*



*Right: People's Choice Award Winner - Woodhill Mountain Bike Park*



*Business & Professional Services Winner - Gumboots Childcare*



*Health & Beauty Winner - Physio Flex*



*Hospitality (Licensed) Winner - Hallertau*



*Hospitality (Non-Licensed) Winner - Shark'N'Tatties*



*Manufacturing & Trade Winner - Helensville Mowers*



*Recreation Winner - Kaipara Coast Sculpture Gardens*



*Retail Winner - Stihl Shop*



*Rural Winner - Country Meat Processors*

View the full list of award winners and all the photos at:

[northwestcountry.co.nz](http://northwestcountry.co.nz)

# BUSINESS DEVELOPMENT

## UNITING THE NORTH WEST BUSINESS COMMUNITY

This year we launched our inaugural Business Awards. The aim of the “North West Country Best in Business Awards 2017” is to find the ‘Best in Business’ amongst a range of categories, 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.

144 nominations were received and finalists were then selected, a mystery shopping firm assessed all of the entrants on customer service attributes and formal entries were invited from the finalists. The event culminated in a black tie Awards Dinner in early May (refer to page 11 for all category winners).

This event will return in 2018 and in addition we are working on developing a one-day Business Expo to be held mid-year in Kumeu, that will provide an opportunity for other businesses such as those in trade or rural businesses to raise their profile within the local community.



We have continued our monthly E-Newsletter to provide regular communication with our members. It provides us with an opportunity to keep members up-to-date on with current events, spotlight new businesses and promote any special offers.

We also engaged a social media specialist to run a social media campaign for us across Facebook and Instagram and our followers have continued to grow.



The Association was pleased to support the Public Transport Users Association (PTUA) which has launched a campaign to push Auckland Transport to start a rail diesel shuttle service from either Swanson or Henderson to Huapai. The North West District Business Association strongly supports this initiative to achieve a regular commuter rail service to

Huapai, as one of its key aims is to increase the profile of North West Country as a visitor destination.

## THE YEAR IN REVIEW

Action Operations	KPI	Comments
Provide networking events in partnership with external organisations to provide members with networking and educational opportunities.	Networking sessions held, number of attendees and feedback from attendees.	Our focus this year was on delivering this via the Business Awards.
Hold regular Business Support seminars to enable members to network and learn about relevant topics.	Regular meetings held as scheduled, number of attendees and feedback from attendees.	Our focus this year was on delivering this via the Business Awards.
Produce twice yearly printed publications for members to keep them up to date with activities and news & to profile members.	Two publications produced and distributed to businesses and landlords.	Achieved
Establish a North West Country Business Awards programme to encourage business excellence.	Number of businesses nominated; number of finalists and success of awards dinner.	Achieved
Run regular Buy Local instore promotions as well as promoting coupon cards aimed at leveraging off key attraction businesses.	Feedback from participants. Increased spending in the North West Advertising in local publications.	Achieved

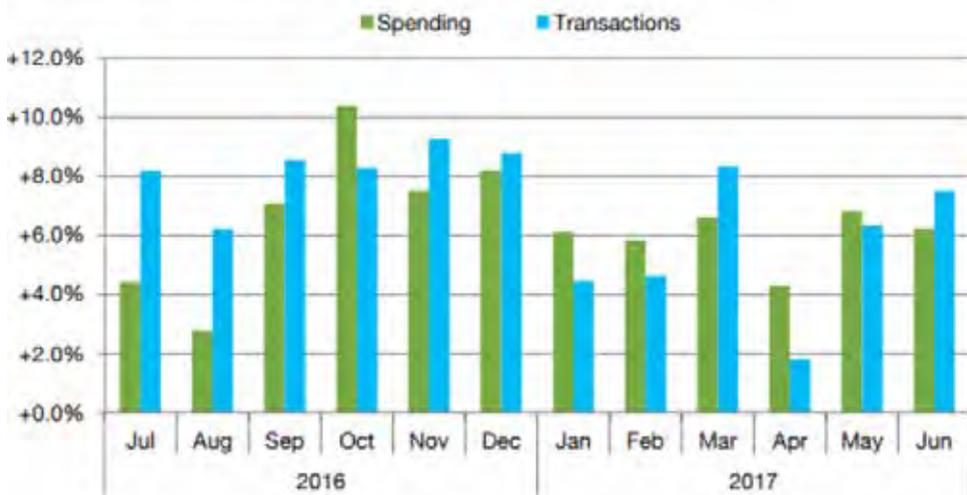
# MARKETVIEW

## REPORT - 2016 / 2017

In partnership with Auckland Council, the North West District Business Association receives regular retail spend survey reports that measure retail spend via electronic transactions. This information provides us with retail spend statistics and other consumer information to highlight areas that may need improvement. This summary is a 12 month overview of the North West District's performance against key indicators for the period July 2016 to June 2017 in comparison to the same period 2015/16.

Annual Retail Spend 1 July 2016 to 30 June 2017		
Annual Performance Summary - spending in North West marketplace	Amount spent % change	Number of transactions % change over last year
Auckland Region Spend	+2.8%	+4.4%
North West Spend	+6.4%	+6.9%
Spend from international visitors was up 14.1% from last year		

### 2.3 Percentage change over the same month last year



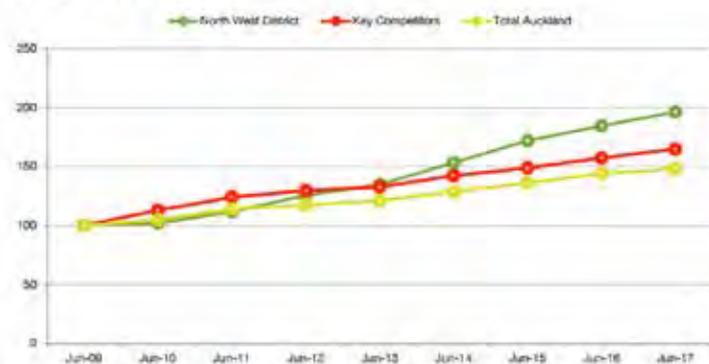
This graph shows the % change compared to last year of both spending and the number of transaction in the North West District marketplace.

## 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 46% over the past five years, compared to 22% for Auckland as a whole and 24% 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 2017 there has been a significant increase in the amount of spending in the North West (+6.4%) and the number of transactions (+6.9%) with the average amount spent remaining about the same (-0.4%). 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 (82%) come from within the business district boundaries indicating support for buying local.

The worst trading month was August last year and the best trading month was October 2017 where there was a 10.4% 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%	\$38.66
Automotive	28%	- 0.6%	\$61.20
Hospitality	11%	- 5.0%	\$25.51
Core retail	6%	+ 1.4%	\$108.02
Medical Services	3%	+ 25.1%	\$134.39
Other store types	2%	+ 4.6%	\$98.71
Other retail	2%	- 0.0%	\$32.57
Professional Services	1%	+ 15.8%	\$83.83
Recreational	1%	+ 22.4%	\$57.96

# NWDBA BUSINESS PLAN 2017-18

Administration		Budget \$88,000	
Action	Timeframe	Budget	KPI
NWDBA Committee Meetings Review progress against Strategic and Business Plan 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 Auckland 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.
Mileage allowance	Annual	\$5,000	Branded vehicle on the road.



# North West COUNTRY UPDATE

AUGUST 2017

## CHAIR'S MESSAGE TONGY FORLONG

It is great to see all the current changes within the North West area, including new commercial developments popping up in Kumeu, and potentially new existing businesses planning to locate in Helensville.

As part of the change in our district, the Business Association is proposing a name change to North West Country Inc which will be considered by Association members at our

AGM later in August. The rationale for this is to align with our brand for the area and to help mark the North West as a destination in the minds of visitors.

The Committee has developed some exciting plans for the coming year which include supporting the Child in the Villa Festival and running an inaugural North West Business Expo in middle of next year. The popular North West Beer and Food Festival will return in February

as will the Business Awards which demonstrated the high calibre of many of our businesses. We are also very excited to launch our Mobile App in the next couple of months.

I want to publicly take this opportunity to thank my supportive and hard working committee who all give of their time freely to support the North West Country area.

## MOBILE APP



Over the last six months, we have been working to bring you an app that features everything you need to know for your local area, and the entire North West.

This feature will include a buy local points scheme where you will have the chance to win monthly prizes, and information about all the North West businesses, integrated with maps and the ability to search for the business you need.

The app will be available on both Android and Apple, so keep an eye out on the North West Country website and social media for its launch!

**FATHER'S DAY SPECIAL**

We're celebrating all the Dads, Fathers, Grandfathers, and any of the other special men in our lives this month! Win them some great prizes in our upcoming Father's Day promotion - just \$10 or more in any participating store.

The promotion will run from 14th - 27th August, and the winners will be announced Wednesday 30th August. Keep an eye out on our Facebook page: [www.facebook.com/nwcbia](http://www.facebook.com/nwcbia) for more details.



North West Wine, Beer and Food Festival, February 2017



**TRAINS TO HUAPAI**

The Public Transport Users Association (PTUA) has launched a campaign to push Auckland Transport to start a direct shuttle service from either Swanson or Henderson to Huapai.

The North West District Business Association strongly supports the initiative to achieve regular commuter rail service to Huapai, as one of the key areas to increase the profile of North West Country as a viable destination however the lack of viable public transport options for visitors to get to the area is resulting in thousands of lost opportunities for tourists and Aucklanders alike to visit the area each year.

[www.aucklandtransport.co.nz](http://www.aucklandtransport.co.nz) and [www.aucklandtransport.co.nz](http://www.aucklandtransport.co.nz) each North West District Business Association manager

[WWW.NORTHWESTCOUNTRY.CO.NZ](http://WWW.NORTHWESTCOUNTRY.CO.NZ)

North West ad in the August issues of local publications.

Advertising, Marketing & Promotions			Budget \$62,000
Action	Timeframe	Budget	KPI
Run a Signature event in February 2018 - Wine, Beer & Food Festival involving local producers.	February 2018	\$20,000	Attendance numbers; feedback from visitors and participants.
Support a secondary event in Sept / Oct 2017 run at Parakai Springs.	Late 2017	\$10,000	Attendance numbers; feedback from visitors and participants.
Support for Helensville and Kumeu Christmas parades	December 2018	\$5,000	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.	On-going	\$7,000	Number of visits to website listing; Facebook likes; Number of posts; engagement.
Advertising / Media - promote North West via regular editorial columns and advertising in local newspapers	Monthly	\$20,000	Coverage in local publications. Themed editorial columns in Kumeu Courier, Helensville News, Helensville Community News, The Gannet and Kaukapakapa Courier.



*Hospitality (Licensed) Highly Commended - The Riverhead*



*Rural Services Highly Commended - Dr Bob's Veterinary Clinic*



<b>Business Development</b>		<b>Budget \$95,000</b>	
<b>Action</b>	<b>Timeframe</b>	<b>Budget</b>	<b>KPI</b>
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.
Continue to run a North West Country Business Awards programme to encourage business excellence	April 2018	\$25,000	Number of businesses nominated; number of finalists and success of awards dinner.
Additional funding to provide mystery shopper reports to Business Award entrants.	April 2017	\$5,000	Feedback from businesses on value of mystery shopper reports.
Establish a North West Business Expo to give local businesses an opportunity to showcase their products to the general public.	July 2018	\$20,000	Number of participating businesses; feedback from participants and attendees.
Continue to run regular Buy Local in-store promotions in conjunction with Buy Local App.	September, December, February, May	\$5,000	Feedback from participants. Increased spending in the North West
Local business project funding to enable NWDBA to carry out specific projects on an as required merit based assessment	As required	\$30,000	Projects delivered on time and within budget.
Investigate support for a Workplace Training Scheme in conjunction with outside providers. Identify a Workplace Training champion from within the Committee.	On-going	\$5,000	Feedback from participants.

# North West Business Association

## 2017/18 Budget

### Operating Expenses

#### ADMINISTRATION

AGM & Committee Meeting Expenses	3,000
BID Management / Staffing allocation	75,000
Accountant / Audit fee	3,500
IT costs / subscriptions	1,500
Mileage	5,000

#### ADVERTISING & PROMOTIONS

Beer Wine & Food Festival	20,000
Parakai Springs Event	10,000
Other event support costs	5,000
Website / Social media campaign	7,000
Advertising in local publications	20,000

#### BUSINESS DEVELOPMENT

Networking events	5,000
Business Awards	25,000
Business Awards – Mystery Shopping enhancement	5,000
Business Expo	20,000
Buy Local Programme	5,000
Local business project funding	30,000
Work Place Training	5,000

**Total Expenses** **245,000**

#### Income

North West BID Targeted rate	180,000
Additional Income	50,000
Est. Festival payback	15,000

**Total Income** **245,000**



# NorthWest COUNTRY

## **CONTACT US:**

**North West District Business Association**

**[www.northwestcountry.co.nz](http://www.northwestcountry.co.nz)**

0274 966 283 - Gary Holmes, Manager

021 379 351 - Jenny Murray, Member Services and Support

**ADVOCACY  
NETWORKING  
ECONOMIC DEVELOPMENT  
INFRASTRUCTURE  
TRANSPORT**