

EXECUTIVE COMMITTEE UPDATE – APRIL 2020

1) Outlook

I have spent the last few weeks doing as much research as possible on what the likely scenarios will be as we move out of lock down. Obviously it is difficult to assess as even though we are slightly behind the situation in other countries, every other government has dealt with the situation differently with a variety of results.

What does seem likely is the following:

- The effects on daily life are likely to go on for some time, because we are going into winter when people are more likely to be ill restrictions on movements and gatherings of large numbers of people are set to continue for months. If COVID-19 cases rise we could go back to higher levels of lockdown which would be terrible for business.
- The country will go into a recession of some kind, how bad and how long is impossible to say. It will be a few months before we know.
- Unemployment will rise, by how much and in what sectors is unclear although it will hit tourism related industries hard.
- Some of our members are going to be significantly affected by this. Many will have had little or no income for over a month, the wage subsidy lasts for 12 weeks, many overheads are still there and if the economy is slow when we emerge from lockdown then some businesses will fail.
- The message from government that people need to stay in their bubbles and restrict movements is going to mean people are less likely to go out to places where other people are congregating, this will be an issue for businesses trying to reopen in some form. Click & collect may not be enough to keep businesses going.
- I managed to get a BID manager (Terence Harpur from Takapuna) on the Auckland Council Advisory Panel for recovery. This has been useful to ensure Government and Council is getting an SME perspective. BID managers are meeting weekly via Zoom to compare ideas. In a lot of cases it's wait and see, events and public promotions are on hold, some BIDs do security work that have been ramped up and some are now starting to look at buy local campaigns.
- Auckland Council is looking at budget cuts of hundreds of millions of dollars, the lower the rates increase the higher the cuts. It is still not clear where these will fall, however they will have an effect on a wide range of services and projects across Auckland.

2) Assistance

- There have been regular e-newsletters going out to members with advice and assistance.
- We have worked with Utopia to offer advice on getting set up online. This has only been taken up by three businesses so far.
- There have been other offers from local companies which we will promote through our newsletters.
- I am looking at what other options there are around assistance.
- **If anyone has any suggestions, please let me know.**

3) Strategy for coming month

- **Buy Local Campaign.** I have put together a 'Buy Local' brand based around helping our community, this is because local businesses employ locally and that will be one of the messages we need to get out there, plus that there is a wide range of products and services available on our doorsteps, there is no need to go into Westgate for example.
- **Print Advertising.** We are going to place ads in Kumeu Courier and Helensville News for the Buy Locally campaign plus we have editorial in those papers as well. We should also consider doing something with Stuff as well given they will be hunting for business.
- **Facebook Advertising.** We ran an ad on Facebook driving people to our website which is now set up to promote essential and online services. We spent \$300 over four days, reached 16,000 people and got 818 post engagements. We have also pushed out ads into the local Facebook groups. These filtered through to the website the report is below. We got over 2500 hits on the website in the last few weeks.

Given a lot of people are on Facebook asking about local businesses I think we should continue to do Facebook advertising pushing people to our website. It's also had the effect of attracting a few new members as well.

Feedback?

I would like to continue with Facebook and Google advertising promoting our website and pushing people to our members services. \$500 a week over the next four weeks will get our website in front of thousands of people and assist those getting back to business.

Does the executive support this?

Does anyone have any other suggestions for things we should be doing?

4) Historic Trail

- A brief has been sent out to historians who showed an interest in doing this work.
- I am awaiting quotes on the plinths and metal plates.
- The Regional Heritage Grant fund is on hold due to the current situation.

5) Accounts

Modify Direct Credit Payment

Payer Details Payment Number: 64

Payment Name* Account*

Particulars Code Reference

Due Date* Date Created Date Modified

Status Payment Total Payment Check Total

Show all payee lines on your statement. Account transaction fees may apply for each payee line. Import File Check Total

Authorised By: nwdba003

Payee Details

Payee Description*	Account Number*	Amount*	Show On Payees' Statement			Show On Your Statement			Internal Ref.
			Particulars	Code	Reference	Particulars	Code	Reference	
<input type="checkbox"/> Select All (5 of 5 payees)									
<input type="checkbox"/> Grow West Ltd	06-0193-0829359-C	7,302.50	Managnt Fe	NWC	0083	Mangmnt Fe			Mangmnt Fee
<input type="checkbox"/> Grow West Ltd (Goo	06-0193-0829359-C	10.78	Email Hostin	NWC	0084	Email Hostn		0079	Email Hostin
<input type="checkbox"/> Grow West Ltd (Wet	06-0193-0829359-C	17.19	Web Hostin	NWC	0085	Web Hosting		0081	Web Hosting
<input type="checkbox"/> Grow West Ltd (ZO	06-0193-0829359-C	48.30	Software Au	NWC	0082	Mangmnt Fe	Reimburse	VISA Payme	ZOHO
<input type="checkbox"/> North West Marketir	38-9000-0373932-C	645.00	SocialM Mrk	NWC	0420	Social Mediz			Social Media

Note: All payments will be directed to the account number you specify. The Payee Description is for your reference only.

6) General

- There have been some issues with the hosting of the website that has caused problems between ZOHO and the site, some images haven't been refreshing or data updating. Utopia is working to fix this.
- This has been a good opportunity to further improve the database as we have had more contact with businesses.
- We have picked up a few associate memberships and new businesses in the rating area. There are a number of outstanding associate membership renewals which I am going to have to chase up.
- Membership: 551 (plus 9 from March)