

2025-2026

**DRAFT  
BUSINESS  
PLAN**

*NorthWest*  
**COUNTRY**

**BUSINESS ASSOCIATION**

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North West Country Incorporated

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

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**2024**

# CHAIR'S MESSAGE

We have come a long way in the last 12 months after significant flooding and our businesses are starting to recover. Times, however, have still been tough with a deflating economy and reduced customer spending. Our members have let us know that they are struggling and need as much help as they can get to make it through another year.

On the back of this, we are continuing to make member support a priority for 2025. To do this we are focusing on the areas that mean the most to members such as business support grants, training grants, member discounts, increased area marketing and supporting community events. We have now established a Business Assistance Grant where members can seek funding to support a range of business activities that will enhance their business success.

We commenced our Business Solutions programme which has seen the introduction of the Business Mentors programme which we will be continuing into 2025.

Our communication has improved and we are now hearing more from you our members, so we will continue to strengthen how we listen to your needs. It is important that we represent all businesses in our area so we will be undertaking a membership drive to reconnect and engage with your our members.

The Executive Committee have been considering our budgets moving forward and how we continue to deliver value in a more expensive world. We debated the need for increased revenue to cover rising overheads and have agreed that we need to seek a rates increase from our members. We have been wise with our funds, have invested wisely with our savings, and managed our programme within budget.

I want to take this opportunity to thank our Executive Committee members who donate their time and energy to tirelessly work for our members - every person is passionate about the North West and making this a thriving business community.

We look forward to serving you again in 2025.

James Scott

**Chair**

# VISION AND VALUES

## Vision

The North West - Auckland's creative playground and premiere place to live, work and do business and the location of choice for Aucklanders looking for a new experience.

## Mission Statement

Your business support for a thriving community.

## Values

- Adventurous - we are positive, we challenge, we explore, and we express ourselves passionately.
- Welcoming- We are down to earth, friendly and helpful.
- Supportive - of each other with a strong sense of community.



**BUSINESS ASSOCIATION**

**YOUR BUSINESS SUPPORT FOR A THRIVING  
COMMUNITY**

# PURPOSE

This is a living document which we will update on a regular basis to ensure we are always providing the best service to our members. This plan provides direction to the Executive Committee to guide decision making. All descriptors in the Business Plan highlighted in red font below are directly aligned with the Annual Plan budget line items.

## Committee

- Executive Committee members are empowered to be champions for the business association and local businesses
- Executive Committee members are welcomed onto the board with a strong onboarding programme.
- Business leaders are attracted to and welcomed to the Executive Committee positions.
- Executive Committee members are provided with guides for how to communicate with businesses at all levels.

## Communication

- We provide clarity to our members.
- We provide regular and meaningful communications to all members in a format that they can interact with.
- We are responsive and able to help all business members.
- We will promote events in our area and in neighbouring areas that will benefit our members.

## Connectivity

- We provide connections and connectivity opportunities for all members.
- We connect with neighbouring business improvement districts to maximise the benefits and reach for our members.
- Executive Committee members connect individually with business owners within their individual districts.
- We bring a range of specialist trainers to the area to add benefits to members.

# BUSINESS PLAN

## 2025-2026

### HELPING GROW BUSINESS

#### Provide relevant information to members about the association's activities and the opportunities for promotion and assistance.

- Provide bi-monthly business **magazine** to be delivered to members
- Undertake a complete update of **website** including full business and member survey
- Build information database on **website** for members
- Provide monthly e-newsletters to members.
- Provide regular networking **events**
- Upgrade the **business hub** to a **business resilience centre** with support from AEM and grants.

#### Provide a Business Excellence Program for members.

- Adding relevant **promotion, training** opportunities, mentoring and support to help grow their businesses and encourage them towards participating in our annual business awards.
- Provide **training** seminars and programs for members.
- Lift participation in 2025 **Business Awards**.
- Develop and host **promotional** programmes for members.
- **Assist** businesses through the provision of a business hub for meetings and hot desks, as well as a location for staff training.

#### Engage with organisations, agencies and council.

- Ensure the association understands the issues affecting its members.
- Be a strong **advocate** both at local and national government level on behalf the association's membership.

### PROMOTING OUR DISTRICT

#### Make our brand instantly recognisable.

- Ensure our **online** presence is up to date and relevant.
- Update **online** presence to clearly indicate business association as well as businesses we represent.
- Issue window stickers to all businesses.
- Continue online **advertising** to raise profile of area.
- Hold **events** that raise the associations profile and recognition.

#### Work with businesses, agencies and iwi to improve our townships and key destinations.

- Work with council agencies and the **Local Board** to improve the look and feel of our townships.
- Investigate **partnerships** with businesses, council and other agencies to progress town centre improvements.
- **Advocate** for a community response plan for all townships.
- **Advocate** to the Rodney Local Board on member issues.
- **Assist** business members with infrastructure issues and communicating issues to the relevant authorities for maintenance and repair.

#### Promote the District to Visitors

- **Support events** across the area to encourage locals to visit the business centres.
- Assist businesses in **local promotions**.
- Run **competitions** to encourage visitor spend.
- Update **website** to provide better visitor information.