

An aerial photograph of a snow-capped mountain peak under a clear blue sky. Two skydivers in black jumpsuits and helmets are in freefall, one on the left and one on the right, both with arms outstretched. The mountain's ridges and valleys are covered in white snow, with some green vegetation visible in the lower right. The overall scene conveys a sense of adventure and high altitude.

DRAFT 2025-2027 STRATEGIC PLAN

NorthWest
COUNTRY

BUSINESS ASSOCIATION

North West Country Incorporated

www.northwestcountry.co.nz

CHAIR'S STATEMENT

This is a visionary document created by the Executive Committee of the North West Country Incorporated business association, and after a detailed business survey. Our committee regularly hears from the local community and speaks with other business owners, and we are dedicated to ensuring the business association performs at its best for our members.

This 3 Year Plan is a general overview of our over-arching strategy, and every year we will refine the concepts to develop the annual plan and budget.

The cost of living and inflation is driving costs up and we are finding we can deliver less for the same amount of money. Being creative with income streams is paramount to deliver what businesses are needing us to deliver with the limited budget available.

In 3 year's time we envision a thriving business community who enjoy being known as the best place to live and work in Auckland. The management of the business association will be high quality with excellent programmes for members, providing the most needed services.

We will continue to partner with neighbouring business associations and Auckland Council to maximise the benefit we bring to members. We will have an extensive suite of marketing materials and marketing channels available to use. We will support others to host a range of events across the region, and fill the gaps where needed.

We expect to be a pivotal support mechanism to help create a thriving community.

James Scott

Chair

North West Country Incorporated

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**

FORWARD STRATEGY

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.

STRATEGIC PLAN 2025-2027

HELPING GROW BUSINESS

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

Provide a Business Excellence Program for members.

Engage with organisations, agencies and council.

Support local events that bring visitors.

HOW IT WILL BE ACHIEVED

- Provide regular email newsletters to members
- Post to social media platforms with updates
- Provide bi-monthly business magazine content with West Auckland Business Club
- Provide free business advertising in newsletters and magazine
- Provide monthly influencer videos to social media platforms
- Maintain the website with updates of local events and grants/ assistance to members
- Provide details of membership benefits at local networking events

Maintain the Business Excellence Programme on our website and work with local business training experts to maintain content.

- Regularly communicate with and attend BID updates with Auckland Council
- Work closely with the West Auckland Business Club for joint member benefits
- Hold relationships with Waka Kotahi, Auckland Transport, Auckland Council, FENZ, Lions, Rotary, The Police, Neighbourhood Watch and other agencies.
- Regularly present to Rodney Local Board to showcase the achievements of the business association and seek continued support.
- Provide ongoing advocacy to central and local government around business issues on behalf of members.

- Hold an ongoing budget to provide grants and support to events being organised within the BID area that will provide benefits to BID members such as visitor attractions and area promotion.
- Run the annual Business Awards competition to encourage business excellence and support success

HELPING GROW BUSINESS

Provide regular training for local businesses and their employees.

Look for strategic partnerships that enhance benefits to members.

Look to attract new members and increase member reach.

Provide a range of member benefits at no cost to North West Country Incorporated

HOW IT WILL BE ACHIEVED

- Partner with a range of training providers to run relevant and needed training for BID members.
- Offer a range of free, discounted, or subsidised training sessions of varying lengths and at various locations to suit members needs.

- Continue to work with the West Auckland Business Club to bring joint member benefits.
- Collaborate with local venues to provide ongoing training spaces and networking events.
- Seek sponsorship from key organisations to help fund additional work streams of the BID as needed and identified by the Executive Committee.
- BID Manager and Executive Committee members to attend meetings of key partners to strengthen relationships.

- Encourage members outside the designated BID area to join as Associate Members to enjoy member benefits.
- Advertise for new members through our advertising channels.
- Ensure we always provide valuable services for all members to encourage associate memberships.
- Partner with neighbouring business associations and key supporting organisations to increase member reach and benefits.

- Seek member to member discounts which can be regularly advertised in marketing collateral.
- Encourage members to utilise the Promotion tab of their website business listing.
- Use the power of the size of the membership to attract discounts from goods and service providers for members.

PROMOTING OUR DISTRICT

HOW IT WILL BE ACHIEVED

Make our brand instantly recognisable.

- Ensure brand integrity and ensure logo appears on all marketing collateral.
- Install signage at key locations within the district to acknowledge NWC.
- Maintain consistent messaging and marketing platforms.
- Provide high quality communications, activities, services and promotions.
- Partner with key organisations that share our values and vision for the area and our members.
- Continue to promote the area and its businesses outside the area to attract investors and visitors.

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

- Provide support to local businesses when improvements are needed in townships.
- Organise meetings with key local and central government agencies to support township and infrastructure improvements.
- Develop strategic relationships with local iwi that are mutually beneficial.
- Work closely with the Rodney Local Board to seek Town Centre upgrades and infrastructure improvements.
- Develop partnerships with government agencies that provide ongoing business support and assistance.

Promote the district to visitors.

- Seek that the Rodney Local Board update the Rodney Visitor Strategy 2015.
- Place local events on Eventbrite and encourage visitors.
- Place local area promotional material into local magazines and newspapers.
- Place local area promotional material into the West Auckland Business Club bi-monthly magazine.
- Maintain the website of local visitor attractions and events.
- Run local competitions that will attract visitors to the area and showcase our attractions.
- Partner with regional tourism agencies to promote the area regionally and nationally.

PROMOTING OUR DISTRICT

Maximise marketing opportunities across all media types of our member businesses.

Continue to refresh our promotional activities to remain relevant for our members.

Encourage businesses to settle in the North West and thrive.

Engage dedicated marketing resource to promote local businesses and the district.

Run regular competitions to encourage local spending.

HOW IT WILL BE ACHIEVED

- Issue regular updates across all media outlets to maximise coverage.
- Partner with neighbouring business associations to promote the area and local businesses that benefit the wider region.
- Partner with media outlets and provide monthly content that can be placed in their publications.
- Look for partners that can provide discounted advertising to our members and the business association.
- Ensure that any events and grants that are awarded have a sponsorship agreement whereby NWC is acknowledged and promoted through the event.

- Engage a marketing expert to remain relevant to our audience and use the most relevant communication platforms.
- Ensure we regularly seek updates from members about local events and opportunities that we can showcase through our media outlets.
- Monitor other business associations and organisations for what they are doing that may benefit our members.

- Create relationships with real estate agents to promote our district as a good place to do business.
- Reach out to landlords of vacant tenancies and look for ways to encourage new tenants and support landlords.

- Engage a social media expert to run regular social media updates
- Engage a local influencer to provide regular short promotional videos that can be posted to social media and the website.

- Develop an annual events calendar that promotes local businesses.
- Partner with event organisers to provide grants for local events that benefit members.