

2026-2027

DRAFT BUSINESS PLAN

NorthWest
COUNTRY
BUSINESS ASSOCIATION

North West Country Incorporated

www.northwestcountry.co.nz

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.



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

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HELPING GROW BUSINESS

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

- Provide quarterly business **magazine** to be delivered to members.
- Undertake an update of business **directory on website** including.
- **Engage** face-to-face with members and increase member understanding.
- Provide monthly e-newsletters to members.
- Provide regular networking **events**.
- Maintain the **business hub** as a **business resilience centre** for member use.

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.
- 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.
- **Partner** with local Police and security companies to provide a community-led security programme.

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** 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.
- Encourage members to add their business to www.aucklandnz.com and **build tourism** itineraries.

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.
- Support ways to provide better visitor information.
- Look to develop a Destination Tourism Organisation for the North West to **promote** the area.
- Continue to sit on the Auckland Cycle Trails Steering Group.