



NORTH WEST COUNTRY INCORPORATED
ANNUAL REPORT 2018/2019

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MESSAGE FROM THE CHAIR

2019 CHAIR'S REPORT

- *NWF Record attendance*
- *New website and members portal*
- *Regular networking events*
- *Inorganic collection service*
- *Improvement in association membership fees +211% \$987 to \$2979*
- *High level of participation in this year's business awards from new businesses plus public voting.*

Tony Forlong

Chair, North West Country Executive Committee.



NWC COMMITTEE

2019 NORTH WEST COUNTRY COMMITTEE

The Executive Committee of North West Country Inc is elected from representatives of each township in the North West Business Improvement District. There is also a representative from the Rodney Local Board of Auckland Council.

CHAIR

TONY FORLONG, KTS ACCOUNTING

KAUKAPAKAPA

GERALDINE BAYLY, SHARKNTATTIES

HELENSVILLE

SHONA OLIVER, NGA MAUNGA WAKAHII O KAIPARA

BERNIE FLYNN, HELENSVILLE MOTORCYCLES

LIV MCGREGOR, MAMAS BREW SHOP

PARAKAI

DION TILSON, PARAKAI SPRINGS

WAIMAUKU

VACANT FOLLOWING RESIGNATION OF CONNIE PETERSON

KUMEU/HUAPAI

KAREN ALLEN, ALLEN'S PHARMACY

ANDY CUMMINGS, KUMEU MEAT PROCESSORS

HAYLEY PLOWMAN

RIVERHEAD

PAULA PEPPERELL, THE RIVERHEAD

RODNEY LOCAL BOARD

CAMERON BREWER

ACTIVITIES

OPERATIONS

The Business Association team was led by BID Manager Phelan Pirrie.

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

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

| OBJECTIVES | ACHIEVEMENTS |
|--|---|
| NWDBA Committee Meetings Review progress against Strategic and Business Plan and hold AGM | Progress against business plan and budgets reviewed. Annual report to members via AGM. |
| Engage a BID Manager (plus Member Services & Support Manager / Marketing Manager) | 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 | All reporting requirements met. Unqualified audit achieved. |
| IT costs / subscriptions to cover Microsoft hosted exchange, Zoho and Survey Monkey. | Efficient communications systems maintained. |

BUSINESS PLAN 2018/2019 REVIEW

HELPING GROW BUSINESS

OBJECTIVES

Help our businesses understand their market better through customer data collection using the app, service feedback, social media behaviour, market view reports and other market data collection.

- Develop regular reporting of market trends in the district.

Develop a business excellence program for members with relevant promotion, training opportunities, mentoring and support to help grow their businesses and encourage them towards participating in the business awards.

- Partner with education providers to run training programs.
- Lift quality of service experience of members.
- Raise participation of members in social media platforms.
- Develop a promotional program that helps all types of business.

ACHIEVEMENTS

The last twelve months have been focused on getting our database, CRM system and web presence into a form that allows us to achieve our objectives.

Integrating the website and CRM system has been an essential part of tying together our membership database to ensure accuracy.

Separating membership and association information from our public website so it can focus on providing better information to consumers.

Creation of a member's portal to allow members to update their own details, access a range of information about the associations, and find out about our activities.

Full update of membership database including categorisation of businesses that allows seamless integration into a new website.

Creation of a new website that provides an up to date business directory and allows the association to quickly create pages to promote a particular sector, event or promotion.

The budget previously allocated to Market View data was invested in website and portal development. Now this work is complete it is recommended that the association consider purchasing Market View data in 2020.

The Business Excellence Program focused on providing monthly advertising opportunities for members which involved an interview with the owners and the stories published in the Helensville News and Kumeu Courier each month. These stories were then shared onto our Facebook Page and onto local Facebook Groups.

The new members portal provides the ability for members to log in, check and update their business details and access information about the association and its activities.

No specific training programs were provided in 2019. This should be reconsidered as a priority for 2020.

A record level of participation in this years Business Awards. There were new categories and

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| | <p>a high level of public engagement in voting through social media promotion.</p> |
| <p>Develop a regular networking program for businesses across the district to help NWC engage with its members and for them to share ideas and issues with each other and NWC.</p> <ul style="list-style-type: none"> Local meetings with either training opportunities or presentations to engage with members and encourage associate membership. Engage with members and seek feedback from members to ensure our activities are relevant. | <p>Monthly networking meetings were held in Riverhead, Kumeu, Waimauku, Helensville and Kaukapakapa.</p> <p>These had a range of speakers on various topics.</p> <p>Attendance has been varied. It is suggested that in 2020 the association consider running quarterly events with high profile speakers.</p> <p>We provided monthly newsletters to members and conducted a member satisfaction survey.</p> |
| <p>Create value for members and build associate membership.</p> <ul style="list-style-type: none"> Develop a package of member benefits e.g. group discounts. Increase paid associate membership. | <p>Income for associate membership has increased by 211% in 2019 (\$897 to \$2797) with a steady level of interest from potential members from outside the BID zone.</p> <p>Interest in associate membership has increased as we have offered more tangible services to members such as the Business Excellence Program.</p> <p>While we have encouraged businesses to provide group discounts to members this has only been taken up by a small number of businesses.</p> <p>In August we launched a subsidised inorganic collection service in conjunction with the Helensville Community Recycling Centre partly funded by Auckland Council's Waste Management Initiatives Fund.</p> |
| <p>Engage with organisations, agencies and council to advocate on behalf of the business community</p> <ul style="list-style-type: none"> Ensure the association understands the issues affecting its members. Be a strong advocate both at local and nation government level for the association's membership. | <p>We have provided regular information on Council and Government issues that affect business.</p> <p>The association has provided feedback on a number of council plans and infrastructure projects over the last year.</p> <p>We have been involved in the town centre upgrades in Helensville which will start in 2020.</p> |

PROMOTING OUR DISTRICT

OBJECTIVES

ACHIEVEMENTS

Make our brand instantly recognisable.

- Complete the entryway sign project.
- Ensure our online presence is up to date and relevant.
- Issue regular media statements to raise the level of awareness of the association and its activities.
- Develop an annual event that covers the whole of the district.

Planning underway in Kumeu for upgrade of sign and part of main street in partnership with Auckland Transport and Kumeu Village Body Corporate.

Helensville sign replacement on hold, to be investigated as part of town centre upgrades.

North West Burger Challenge to be launched at the end of October which will cover a wider selection of businesses and food suppliers to showcase our food industry. This is modelled on successful Burger Wellington event.

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

- Work with council, agencies and the community to improve the look and feel of our townships.
- Develop regular contact with sector groups and iwi to improve communication.

Planning underway in Kumeu for upgrade of part of main street at the entrance to Kumeu in partnership with Auckland Transport and Kumeu Village Body Corporate.

Continue to work with Council on town centre upgrades.

Maintain regular contact with iwi over projects such as the Triple Harbour Trail promotion.

Incorporate the history of our district and creative sector as part of our promotional program

- Incorporate cultural history in our promotions.
- Grow the current signature event and look at opportunities to create new events, or partner with existing ones in the district.

Worked with ATEED to develop Triple Harbour map which will form our online tourism marketing when complete. This will allow fine grained detail to be incorporated about businesses and the history of the area.

New website is to have township information updated to better reflect history of the area.

The North West Festival held this year was the most successful yet with over 2500 people attending the sell-out event. Planning with well underway with a subcommittee appointed to ensure the event meets the associations strategic objectives around promoting the district and its businesses.



BUSINESS PLAN 2020 - 2022

VISION

The North West – New Zealand’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

Inspiring and enabling businesses to thrive in Auckland’s Creative Playground.

COMPETITIVE ADVANTAGE

- History - A history of early habitation, adventurous and spirited people.
- Environment - It offers a beautiful natural environment that helps visitors escape, unwind and connect with nature. Sweeping from coast to coast with rolling hills, forests and waterways.
- Food Experience - The place where Auckland’s best quality food, wine and beer is produced.
- Spirit - Passionate spirited people, who are adventurous, express themselves and strive to deliver exceptional experiences.
- Adventure - A chance to discover new places, meet new people. It offers exhilarating experiences that will ignite the senses.
- Lifestyle – A great place to live with a strong 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.

OBJECTIVES

- Become the network connector for businesses in the North West.
- Provide relevant and timely support and information to members.
- Promote the North West as Auckland’s creative playground.
- Celebrate the cultural history of our area.
- Create a strong business brand of North West Country.
- Provide strong and transparent operational foundation.
- Become the face and voice of the business community.

CHALLENGES

- Transport connections.
- Communicating the vision.
- Geographic spread of North West area.
- Appearance of our commercial centres ie: signage clutter.
- Perceptions around the value the Association can add and getting support from existing members.
- Enhancing the value and perception North West Country adds.

OPPORTUNITIES

- Northwest's offering closely matches all the desires of Auckland day trippers with a huge range of activities.
- North West is seen as unknown but full of potential and therefore offers visitors a sense of new discovery.
- The North West is closer to Auckland than many people realise.
- There is a huge untapped audience in Auckland ready to be wowed.
- New commercial and residential developments and growing local population offer opportunities for existing business reasons for new businesses to set up in the district
- Building on the things we do well now eg: adventure tourism.

STRATEGIC PLAN

HELPING GROW BUSINESS

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

Continue to develop the Business Excellence Program for members by adding relevant promotion, training opportunities, mentoring and support to help grow their businesses and encourage them towards participating in our annual business awards.

Develop a quarterly networking and seminar program for businesses across the district. Engage with members through quarterly surveys to allow them to share ideas and issues with the association.

Create value for members to build both general and associate membership.

Engage with organisations, agencies and council to advocate on behalf of the business community.

PROMOTING OUR DISTRICT

Make the North West Country brand instantly recognisable.

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

Incorporate the history of our district and creative sector as part of our promotional program.

Investigate an additional annual event that promotes the business services and manufacturing sector of the North West

Develop the website to provide better information for tourists to the area.

BUSINESS PLAN 2020 - 2022

HELPING GROW BUSINESS

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

- Purchase Market View Data for 2020.
- Continue to improve accuracy of database.
- Ensure we have got all eligible members signed up to the association.

Continue to develop the Business Excellence Program for members by adding relevant promotion, training opportunities, mentoring and support to help grow their businesses and encourage them towards participating in our annual business awards.

- Partner with education providers to run training programs.
- Lift quality of service experience of members.
- Raise participation of members in social media platforms.

Develop a quarterly networking and seminar program for businesses across the district. Engage with members through quarterly surveys to allow them to share ideas and issues with the association.

- Carry out quarterly surveys of members on key issues.
- Develop a quarterly seminar series with well-known or relevant speakers followed by the opportunity to network afterwards.

Create value for members and build associate membership.

- Continue to partner with businesses to offer group discounts to members.
- Increase paid associate membership.
- Investigate an additional annual event that promotes the business services and manufacturing sector of the North West.
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PROMOTING OUR DISTRICT

Make our brand instantly recognisable.

- Complete Kumeu entrance project.
- Ensure our online presence is up to date and relevant.
- Investigate opportunities for online advertising to raise profile of area.
- Get better branding leverage at our events and promotions.

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.

Incorporate the history of our district and creative sector as part of our promotional program

- Investigate a historic trail through the North West using post & QR code with access to visual and audio online. This will require partnerships with community groups and iwi.

Promote the District to Visitors

- **Develop the website** to provide better information for tourists to the area using the Triple Harbour trails map that has been developed by ATEED.

Engage with organisations, agencies and council to advocate on behalf of the business community

- Ensure the association understands the issues affecting its members.
- Be a strong advocate both at local and nation government level for the association's membership.



NORTH WEST COUNTRY 2020 / 2021 ANNUAL BUDGET

INCOME

| | |
|---|---------------------|
| Associate Membership Fees | \$3,500.00 |
| BID Targeted Rate | \$185,000.00 |
| WMIF Grant (inorganic Collection Service) | \$17,700.00 |
| North West Festival | \$70,000.00 |
| Total Income | \$276,200.00 |

OPERATING EXPENSES

| | |
|---------------------------------------|--------------------|
| Accountancy Fees | \$2,800.00 |
| Audit Fees | \$2,000.00 |
| Insurance | \$900.00 |
| Mileage Allowance | \$1,000.00 |
| Office Expenses | \$500.00 |
| Software Subscriptions (ZOHO, Google) | \$900.00 |
| Management Contract Fee | \$85,000.00 |
| Meeting & AGM Expenses | \$200.00 |
| Telephone & Internet | \$1,200.00 |
| Total Operating Expenses | \$94,500.00 |

OVERHEADS

Helping Grow Business

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|--|-------------|
| Business Promotion - Business Excellence | \$14,000.00 |
| North West Business Awards - Business Excellence | \$32,000.00 |
| The Great North West Burger Competition | \$14,000.00 |
| North West Networking Events | \$3,200.00 |
| Social Media - Member Services | \$6,000.00 |
| Website Development - Member Services | \$2,000.00 |
| New Initiative to promote Service & Manufacturing sector | \$10,000.00 |
| Inorganic Collection Service | \$22,700.00 |

Promoting Our District

| | |
|---|-------------|
| Township Improvement Fund - Working with Business | \$10,000.00 |
| North West Festival | \$50,000.00 |
| Event Support Fund | \$7,800.00 |
| Historic Trail | \$10,000.00 |

TOTAL OVERHEADS **\$181,700.00**

TOTAL EXPENSES **\$276,200.00**

NET SURPLUS **\$0.00**

