



NORTH WEST COUNTRY INCORPORATED
ANNUAL REPORT 2019 / 2020

CONTENTS

MESSAGE FROM THE CHAIR

EXECUTIVE COMMITTEE

ACTIVITIES

BUSINESS PLAN 2020-2022

BUDGET 2021-2022

MESSAGE FROM THE CHAIR

2020 CHAIR'S REPORT

Well what a year we have had dominated by Covid19 pandemic. When I helped Judge the business awards, I was impressed with how the finalists overall dealt with this and what their plans for recovery are. Of course, there are businesses who have not been able to cope and have sadly had to close or lay off staff. One positive I have seen in my Accountancy practice are people, who this has happened to starting again, with staff that were laid off opening their own business and those who lost there businesses actively looking for and finding new opportunities. This brings home to me the sense of spirit inherent in New Zealanders.

Many of our activities have been disrupted and delayed by Covid19. We were fortunate to hold our North West Festival prior to lockdown with perfect weather coupled with a capacity crowd made this another successful year.

During lock down we worked to get information out to assist businesses and organise initiatives like our QR code register, it has required nimbleness and flexibility which was just what all out members were having to do.

The standard of entries in the business awards this year has improved even more that last year with a very high standard of entry coming in. I was surprised by how much people knew what makes their business tick and the awards event was a chance to recognise some of our best businesses.

We have worked to support local events and we proud to get behind Arts in the Ville this year which drew thousands of visitors to Helensville to see over 30 different art studios.

The association is going to brighten up our townships with lights and giant Christmas trees and looking into next year we have a Covid19-proof tweaked version of our North West Festival with will spread the event over a month and across the district. We are also moving forward with our Heritage Trail project which was stalled due to no grants being available, we can add the unspent budget from this year to next years to get things moving.

With no clear end in sight with Covid19 he coming year will require continued flexibility and innovation to assist our members through a difficult time.

For me on a personal level it brings a level of sadness as after 5 years as Chairman, I have decided to step down. I wish my successors well and would like to thank all those who have contributed over my time as chairman.

Tony Forlong
Chair, North West Country Executive Committee.



2020 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 (DEPUTY CHAIR)

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

JON WILLIAMSON, WILLIAMSON WATER ADVISORY

KUMEU/HUAPAI

THERESA NOBLIO-HEALY, ZUBU

ANDY CUMMINGS, KUMEU MEAT PROCESSORS

GUY WISHART, KUMEU ARTS CENTRE

RIVERHEAD

HAYLEY PLOWMAN, HALLERTAU

RODNEY LOCAL BOARD

VICKI KENNY

ACTIVITIES

OPERATIONS

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

The North West Country Inc 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. All funds collected to the level agreed in the annual budget are then passed directly to the association to complete projects, activities and programmes that achieve the goals of the strategic plan.

OBJECTIVES	ACHIEVEMENTS
<p>NWC Committee Meetings Review progress against Strategic and Business Plan and hold AGM</p>	<p>Progress against business plan and budgets reviewed. Annual report to members via AGM.</p>
<p>Engage a BID Manager (plus Member Services & Support Manager / Marketing Manager)</p>	<p>Efficient Business Association maintained by contract staff; KPIs set via Business Plan achieved.</p>
<p>Financial, Association and Auckland Council BID reporting requirements met. Annual financial audit completed</p>	<p>All reporting requirements met. Unqualified audit achieved.</p>
<p>IT costs / subscriptions to cover Microsoft hosted exchange, Zoho and Survey Monkey.</p>	<p>Efficient communications systems maintained.</p>

HELPING GROW BUSINESS

OBJECTIVES

ACHIEVEMENTS

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.

A full physical audit of members has been carried out so gaps in the database can be updated.

Ongoing improvements to the website and portal have been made throughout the year.

MarketView reports have been purchased and will be available to members from late 2020.

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 the service experience of members businesses.
- Raise participation of members in social media platforms.
- Develop a promotional program that helps all types of business.

It has been difficult to hold many face to face events through COVID19 so the association pivoted to providing increased support too, and increased promotion of business during the lockdowns.

It has not been possible to partner with training providers however it is suggested that in 2021 there is a move towards funding online learning.

There has been a lift in social media engagement this year with heavy promotion through our buy locally campaign to assist in recovery.

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.

- 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.

Networking and physical events have been difficult in the COVID19 environment.

The planned seminars were not able to go ahead, we worked with the Kumeu resident's association on a joint Candidates Debate around the general election. Unfortunately, due to the second lockdown we were forced to take this online.

Create value for members and build associate membership.

- Develop a package of member benefits e.g. group discounts.
- Increase paid associate membership.

Income for associate membership has increased by 83% in 2020 (\$2797 to %5139)) with a steady level of interest from potential members from outside the BID zone.

A number of third party assistance packages for recovery and business growth have been offered to members this year.

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.

We have continued to work with Waka Kotahi, Auckland Transport and Auckland Council on town centre upgrades and transport issues.

PROMOTING OUR DISTRICT

OBJECTIVES

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.

ACHIEVEMENTS

Construction on roading projects has been delayed due to COVID19 and will start again towards the end of 2020. There will be opportunities

North West Burger Challenge did not proceed due to lack of support from businesses. Funds were instead allocated to post COVID19 promotion.

The planned Huapai Hub series of music events did not proceed due to the facility not being finished and COVID19.

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 work has been completed for Kumeu Village and the main street in Kumeu. Implementation will be carried out by the Kumeu Village body corporate and in the main street by Auckland Transport and Council.

Due to the cancellation of Christmas Parades in Helensville and Kumeu the association purchased giant Christmas trees for Kumeu and Helensville.

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.

The North West Festival had another sell-out event in 2020 cementing the festival in place and a drawcard for the area.

The planned Heritage Trail did not progress due to grants not being available due to COVID19. This budget will be rolled into the same program in 2021 so this project can progress.



BUSINESS PLAN 2021-2023

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

PROMOTING OUR DISTRICT

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

Make the North West Country brand instantly recognisable.

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.

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

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.

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

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

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

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

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

BUSINESS PLAN 2021-2023

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 2021.
- 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.

- Investigate offering training vouchers for members for online courses.
- Lift participation in 2021 Business Awards
- Raises engagement with business promotional program in local papers and social media

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 national government level on behalf the association's membership.

PROMOTING OUR DISTRICT

Make our brand instantly recognisable.

- Complete Kumeu entrance project.
- Ensure our online presence is up to date and relevant.
- 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.
- Support the implementation of the Kumeu Huapai Centre Plan and the town centre upgrades in Helensville.
- Investigate partnerships with businesses, council and other agencies to progress town centre improvements.
- Purchase additional Christmas Trees for another town centre and support the Light Up the North West event.
- Offer a township improvement fund to work with business and council to improve the appearance of our townships.

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

- Start work on a historic trail through the North West using post & QR code with access to visual and audio online. Unused budget will be rolled over so this can start without requiring grants. The first areas will be Riverhead and Helensville.

Promote the District to Visitors

- Hold a series of evening concerts at the Huapai Hub to encourage people into the town centre.
- Change the format of the North West Festival to lower the financial risk around COVID19.



NORTH WEST COUNTRY 2021/2022 ANNUAL BUDGET

INCOME

Associate Membership Fees	\$6,000.00
BID Targeted Rate	\$180,000.00
North West Festival	\$20,000.00
Carried over funds unspent from 2020 due to Covid19	\$15,000.00
TOTAL INCOME	\$221,000.00

OPERATING EXPENSES

Accountancy Fees	\$3,200.00
Audit Fees	\$1,800.00
Insurance	\$600.00
Office Expenses & Printing	\$800.00
Software Subscriptions (ZOHO, Google)	\$1,200.00
Management Contract Fee (incl phone & vehicle costs)	\$76,200.00
Meeting & AGM Expenses	\$200.00
Email & Web Hosting	\$1,500.00
TOTAL OPERATING EXPENSES	\$85,500.00

OVERHEADS

Helping Grow Business

Business Promotion - Business Excellence	\$20,000.00
North West Business Awards - Business Excellence	\$35,000.00
Training Grants Program	\$2,000.00
Website Development - Member Services	\$2,000.00

Promoting Our District

Township Improvement Fund - Working with Business	\$12,000.00
North West Festival Summer Series	\$40,000.00
Christmas Decorations 2021	\$7,000.00
Event Support Fund	\$10,000.00
Heritage Trail Project	\$12,000.00
TOTAL OVERHEADS	\$140,000.00

TOTAL EXPENSES **\$225,500.00**

NET SURPLUS **-\$4,500.00**