

NORTH WEST COUNTRY INCORPORATED

2021 ANNUAL REPORT

2022-2023 BUSINESS PLAN & BUDGET

Adopted 8th February 2022

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ANNUAL REPORT 2021

2021, like 2020, has been dominated by the uncertainty and disruption of the Coronavirus pandemic.

Our year started with the cancellation of the North West Festival, followed by a number of other planned events as rules and the unpredictability of the virus increased the risks of last minute cancellations and losses.

By August we were back into lock down with the arrival of the Delta variant and this led to the pausing of our North West Business Awards. As so many entrants were not operating the decision was made to re-start the awards in 2022.

During the lockdown we lobbied government MP's for more flexible arrangements for health sector and hospitality around vaccine passes to enable them to get back to business quickly.

August saw more pain for businesses in Kumeu as flooding swept through the area deluging buildings causing devastating flood damage. We provided emergency cash grants to business, coordinated donations from Westgate Mitre 10 with Civil Defence crew to assist with the clean-up, set up a Give a Little page, and ran a Facebook group so people could connect their donations with those in need. The community and businesses got behind the effort to assist those affected which was hugely positive however sadly some businesses did not survive the twin blows of Covid19 and the flooding.

At the end of 2021 the government announced funding for events to 'Activate Auckland' and we had a successful application of \$58,000 for a series of family focused events in our townships of Huapai, Parakai, Helensville, Kaukapakapa and Muriwai which will be held through February and March 2022.

Looking towards 2022 it seems like it will be another year of uncertainty for businesses and the need to be agile in reacting to the pandemic. The association executive will work through the year to stay on top of the rapidly changing situation. We will continue to provide up to date information to businesses, lobby council and government on behalf of our members, and step in to assist when there's an emergency.

Mark Dennis
Chair
North West Country Inc

STRATEGIC PLAN

OUR 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.

OUR 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

- Coronavirus Pandemic.
- 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.
- Resilience and recovery from the effects of climate change, natural disasters, and pandemics

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.
- Bounce back with business post pandemic.

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.

Engage with members through annual 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 our website to provide better information for tourists to the area.

BUSINESS PLAN JULY 2022 – JULY 2023

HELPING GROW BUSINESS

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

- Continue to improve accuracy of database to ensure we’re reaching all businesses in the district.
- Ensure there is regular monthly communication with members of the associations’ activities, members programs & assistance.
- 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.

- Provide retail sales data to business via Verisk Reports including ability for individuals to request customised reports.
Budget \$5,000pa.
- Offer training grants for businesses to assist with skills and business development.
Budget \$4,500 pa.
- Deliver the 2023 Business Awards.
Budget \$35,000 pa
- Offer a business promotional program in local papers and social media for members.
Budget \$20,000 pa
- Assist businesses with addressing climate change through tools that allow

PROMOTING OUR DISTRICT

Make our brand instantly recognisable.

- **Ensure our online presence is up to date and relevant.**
Budget \$2,800
- **Continue online advertising to raise profile of area.**
Budget \$8,000
- Complete Kumeu entrance project.
- Issue window stickers to all businesses.
- Hold events that raise the associations profile and recognition.
- Assist in forming a West Auckland Tourism Cluster Group.

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

- **Purchase additional Christmas Trees for another town centre.**
Budget \$10,000 pa
- Actively work with Auckland Unlimited to update the Visitor Destination Management Plan in 2022.
- Work with council agencies and the Local Board to improve 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.

measuring carbon emissions, how to become carbon neutral, and assistance with certification schemes and government support.

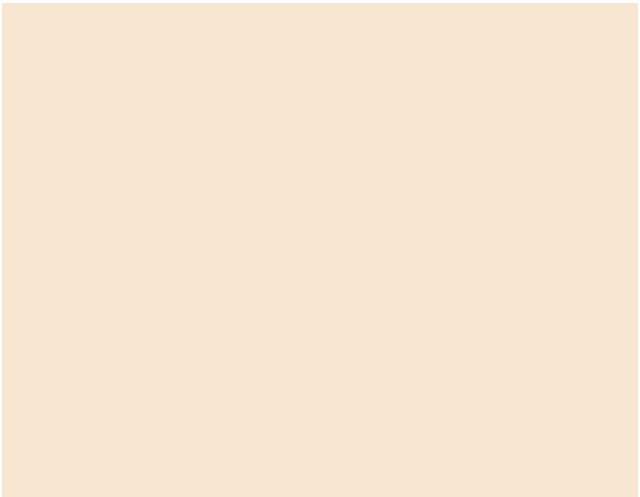


Engage with organisations, agencies, and council to advocate on behalf of the business community

- 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.

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

- Deliver the first two areas of the North West Heritage Trail, Riverhead & Kaukapakapa. Start on stage two of the trail.
Budget \$10,000 pa



Promote the District to Visitors

- Provide an event support fund to assist events that help promote out townships.
Budget \$4,500
- Change the format of the North West Festival to lower the financial risk around COVID19 if necessary.
Budget \$50,000

NORTH WEST COUNTRY
ANNUAL BUDGET JULY 2022 – JULY 2023

Income

Associate Membership Fees	\$4,000.00
BID Targeted Rate	\$180,000.00
2023 North West Festival	\$50,000.00
Total Income	\$234,000.00

Operating Expenses

Accountancy Fees	\$2,748.00
Audit Fees	\$1,860.00
XERO Accounting Software	\$330.00
Bank Charges	\$50.00
Management & Phone Costs	\$76,200.00
Insurance	\$550.00
Office Expenses & Printing	\$800.00
CRM System Zoho	\$980.00
Email & Web Hosting	\$450.00
Meeting & AGM Expenses	\$200.00
Zoom	\$235.00
Total Operating Expenses	\$84,403.00

Overheads

Helping Grow Business

Sales Data Reports - Verisk	\$5,000
Training Grants Program	\$4,500.00
North West Business Awards	\$35,000.00
Business Promotional Program	\$20,000.00

Promoting Our District

Website Development	\$1,800.00
New photography for website/media	\$1,000.00
Social Media Marketing	\$8,000.00
New Christmas Tree & Annual Storage	\$10,000.00
Heritage Trail Project	\$10,000.00
Event Support Fund	\$4,500.00
2023 North West Festival	\$50,000.00

Total Overheads **\$149,800.00**

Total Expenses & Overheads **\$234,203.00**

Net surplus **-\$203.00**