

# Business Plan for 2020/21

As at 30<sup>th</sup> September 2020.

## Background

Designated as one of two satellite towns in Auckland's Unitary Plan, Warkworth and the broader Mahurangi district is now seeing the start of the significant growth. From a sleepy rural & coastal service town of circa 4,000 people, Auckland Council growth forecasts indicate there will be an additional 7,500 dwellings, up to 2,000 new jobs, and a population of over 25,000 people in Warkworth over the next 25 years. Over 1,000ha of rural land around Warkworth has been re-zoned Future Urban and a structure plan process has recently been completed for the future planning of the growth of the town.

The Puhoi to Warkworth Road of National Significance (RoNS) is expected to be completed in late 2021, creating greater accessibility between urban Auckland, Warkworth and the greater Mahurangi district. Under the Future Urban Land Supply Strategy (FULSS), Warkworth is expected to be development-ready with the necessary infrastructure in place between 2022 – 2035.

Undeniably, Warkworth will attract greater business interest and there will be a need for new retail, service, manufacturing, and distribution activities, as well as business support services, visitor attractions and hospitality to service the growing population.

The vote for Warkworth to become a Business Improvement District (BID) passed with an 86% vote in favour in March 2020. This becomes operative in August 2020, which essentially protects a funding base for the Association and provides a strong platform to move forward to achieve our goals.

**The primary focus of a Business Improvement District (BID) in Warkworth is to deliver local economic development outcomes, advocate to Auckland Council & the CCO's for appropriate infrastructure that supports business activity, and provide a business perspective on local and central government policies and initiatives that affect our town.**

One Warkworth is also an important conduit for other community groups to ensure that their advocacy is heard by the CCO's, the Council and the Government. This is particularly pressing given the growth that is currently planned for Warkworth.

## Purpose of Business Plan

This business plan identifies what the One Warkworth Business Association will focus on now that a BID is established. It guides the actions necessary to make progress to achieve our goals and gives transparency to members as to what the Board of the Association are targeting as priority areas for the year ahead.

## Our Vision for the Mahurangi Business Community

The Mahurangi district will be a thriving, appealing, accessible, and well-connected area with Warkworth as its hub. It will be a district that attracts and retains a diverse range of successful businesses that meet the needs of loyal customers, clients, residents, and visitors, and make us all prosperous and proud.

## Our Mission

One Warkworth will deliver activities and initiatives that create business and employment opportunities and contribute to improved profitability, to achieve a strong and sustainable local economy. We will advocate to council, central government and other agencies for appropriate infrastructure and have significant input to plans, policies and initiatives that impact on the prosperity of our business community. We are stronger together.

## Goals (our focus):

1. **ADVOCACY:** We will ensure the Mahurangi district has an effective, strong and coordinated approach that successfully influences Auckland Council and governmental decision making for the benefit of Warkworth businesses and the broader community.
2. **ACTIVITIES:** We will provide support and deliver activities that make doing business in Warkworth and Mahurangi easier, safer and more profitable.
3. **ATTRACTION:** We will attract and retain diverse, high-value commercial tenants and businesses and an increasing number of loyal customers, clients and visitors to Warkworth and the Mahurangi district.
4. **ACCOUNTABILITY:** We will have appropriate, robust and transparent measures in place so our members can contribute to decision making and know what is being done (outputs) and achieved (outcomes).

These goals are broken down into specific initiatives and areas of focus below, where Priority 1 is the most important and Priority 5 is the least important.

The budget amount allocated against each item is targeting spending available to promote those specific issues. It should be noted that a large proportion of One Warkworths' funding is used to provide core services and covers human resources; the full-time Town Managers role, together with part-time administration and marketing/ communications resources. Other initiatives will require specific funding that have not been allocated from the 'general fund', these will be fundraised for as required from either sponsorship or grants 'as required'.

## 1. ADVOCACY

We will ensure the Mahurangi district has an effective, strong and coordinated approach that successfully influences Auckland Council and governmental decision making for the benefit of Warkworth businesses and the broader community.

Deliverable	Priority	Budget
Continue submission process for <b>planning</b> and private plan change processes for Warkworth's future growth, including advocating for more appropriate and better industrial land to meet the needs of the town.	1	\$3,000
Continue advocating to Council & AT for <b>local business needs, roading</b> (e.g. Hill St, Southern Interchange, Western Collector), <b>parking</b> , public transport, connectivity and place-making.	1	\$0
Continue advocating to Council, CCOs and government agencies for necessary <b>infrastructure improvements</b> to support business expansion (river restoration and quality of potable water).	1	\$0
Continue attending broader Mahurangi area <b>community group</b> local meetings and providing support as appropriate.	2	\$0
Develop stronger and closer ties with <b>secondary and tertiary institutions</b> for better coordination with future workforce planning.	3	\$0

## 2. ACTIVITIES

We will provide support and deliver activities that make doing business in Warkworth and Mahurangi easier, safer and more profitable.

Deliverable	Priority	Budget
Develop a new <b>website</b> as a key communications and engagement channel, promoting the association, the area itself and our members businesses	1	\$5,000
Review the <b>branding</b> of the Association to ensure continued relevance to both our members (within BID area) and also associate members in the broader Mahurangi district.	1	\$500
Provide a series of relevant <b>networking, training and professional development</b> opportunities to meet the different needs of our members.	1	As required
Develop an events/ activities calendar for the year and make available to members	1	\$0
Run and/or support ' <b>Hero Events</b> ' through the community that bring the community together and create opportunities for our businesses <ul style="list-style-type: none"> <li>- Santa Parade (Dec 20)</li> <li>- Wine &amp; Food Festival (Mar 21)</li> </ul>	1	\$10,000

- Mahurangi Festival of Lights (Jul 21) - Kowhai Festival (as a major sponsor – Oct 20)		
Run a <b>Warkworth Information Centre</b> that supports local businesses and generates new business	1	Self-sustaining
Obtain input from members regarding local <b>safety, security</b> or nuisance issues in the area, and work with the Police and security firms on behalf of all businesses to develop and implement crime prevention initiatives.	1	\$5,000
Drive a strong family of <b>sponsors</b> for the association and provide benefits to the sponsors to ensure long term relationships	1	As required
Develop a member services <b>directory</b> and benefits package.	2	\$0
Identify <b>alternative funding streams</b> and support local groups' access this funding to reduce pressure on local businesses to contribute.	2	\$0
Collaborate with neighbouring BIDs for <b>best practice learning</b> and cost savings.	3	\$0
Work with community agencies and business members on <b>youth into employment</b> schemes.	4	As required

### 3. **ATTRACTION**

We will attract and retain diverse, high-value commercial tenants and businesses and an increasing number of loyal customers, clients and visitors to Warkworth and the Mahurangi district.

<b>Deliverable</b>	<b>Priority</b>	<b>Budget</b>
Promote <b>'buy local'</b> and Warkworth as a destination at the centre of the Mahurangi district, offering our members businesses exposure to the broader community. A new website, and effective email and social campaigns are a critical element of this, together with ongoing promotion in local media.	1	\$5,000
Work with Council to improve gateway <b>signage</b> on SH1, Matakana and Sandspit roads. Improve wayfinding signage for all business precincts and key community facilities.	2	\$5,000
Promote the <b>benefits of doing business in Warkworth and Mahurangi</b> for potential business investors, new businesses and commercial tenants e.g. purchase and distribute local market view data	2	\$4,000
Identify <b>beautification opportunities</b> and priorities around Warkworth and the Mahurangi district, and work with community groups to implement key findings that will enhance the physical environment.	3	\$0

#### 4. ACCOUNTABILITY

We will have appropriate, robust and transparent measures in place so our members can contribute to decision making, and know what is being done (outputs) and achieved (outcomes).

Deliverable	Priority	
Develop and implement a <b>communications plan</b> to ensure all stakeholders are kept informed. May include website, print, social media, EDM etc.	1	\$0
Agendas, minutes, correspondence and <b>reports are easily accessible</b> by members and in accordance with the constitution and BID Policy (member only website pages).	1	\$0
Ensure all activities undertaken have appropriate <b>measures</b> in place so that outcomes as well as outputs can be reported. Development of these measures will be done in the first few months of the year.	2	\$0
Provide <b>monthly work in progress</b> updates.	2	\$0
Undertake bi-annual <b>member surveys</b> ensuring satisfaction levels of the members are inline with benchmarks.	3	\$500

The board of One Warkworth believe that the effective execution of this plan will ensure that we make good progress towards the Vision and Mission of the Association and the broader business community in the Mahurangi district.

We look forward to working with our members, associate members, stakeholders and broader community to progress the interests of the area.