



Special Resolution – One Warkworth Business Review of Association Name

Background to Association name;

The name 'One Warkworth Business Association Incorporated' was adopted by the Business Association approximately four years ago.

This was immediately after a divisive failed BID process and the resignation of the majority of the Association's then committee. It was a time when there was a need for unity within the business community. The adoption of the name One Warkworth reflected a break from the past, a focus on the future and the Association's goal of a unified business community.

Prior to this change the name was 'The Warkworth Area Business Association'. This prior name reflected the fact that the Association worked for the benefit of all businesses in the wider region and sensibly so given fact that Puhoi, Kaipara Flats, Warkworth, Snell's Beach, Sandspit, Algies Bay, Matakana, Omaha, Leigh and Pakiri had historically identified with each other as a business community.

This change in name coincided with Council's roll out of the new Unitary Plan which provided for Warkworth to grow from 4,000 people to 28,000 over 20 years and the wider region to grow to 50,000 permanent residents. With this announcement the Association's focus shifted from the historic focus on growth of existing business income to the need for appropriate zoning (residential, commercial and industrial land allocation and placement) and infrastructure, (roading networks in particular), being factors that would best enhance the future of business in the region as the Unitary Plan changes unfolded.

The dramatic extent of change to result from the Unitary Plan presented both a challenge and an opportunity.

The Association has answered the challenge by actively engaging on behalf of the wider business community with Auckland Council, Auckland Transport, NZTA and Local and central Government. In the course of doing so the Association has united the business community achieving significant gains for business not just in Warkworth but for business in the wider region. Examples of Association actions that will be significant in the context of the greater region are;

1. The success in retaining a four lane MLR and having it built in a timely manner (Having firstly focused on central roading infrastructure the future focus of the Association will be broader,

with the Sandspit Link Road and Matakana and Sandspit Roads now agenda items for the traffic forum), and

2. The Government funding of the Mahurangi River Restoration being an initiative that may be the primary driver of local employment and tourist based business opportunity in years to come.

Merit of a change in name;

So in practice the work of the One Warkworth Business Association is not and has never been solely Warkworth focused.

The Association wants, to the extent possible, for the 28,000 people who are to live in Warkworth and the 50,000 people that are to live in the Mahurangi region to have the opportunity to work, trade and be successful in business locally rather than drive to Auckland each day. For this to be achieved the Associations focus must be broader than Warkworth alone.

The Association is now uniquely placed to use its recognised relationship with Council and Government to enhance business opportunity in the wider Mahurangi region.

The Committee raise a change of name due to concern that the phrase “One Warkworth” does not reflect the wider business community focus of the Association and may deter wider area Associate membership.

Proposed new name;_

Should the Association sees merit in a change in name does the Association wish to adopt the either of the names “One Mahurangi Business Association” or “The Mahurangi Business Association”.

Both of these new names;

1. Reflect the objectives of the current constitution of the Association,
2. Reflect the Association’s wish to maximise local business, trade and employment opportunity,
3. Retain a strong association with the existing name, which has developed strong recognition in recent years.

The first option allows for continuity of existing Association branding, imagery and recognition. The second is simpler .

A change in the Associations name requires a Special Resolution to be passed by the Associations members.

So we put the following two questions to the membership for vote by way of Special Resolution;

1. Does the Membership wish to change the Association name to one which is more inclusive of the wider business community ? and if so,
2. Does the membership wish to change its name to;
 - a. The One Mahurangi Business Association incorporated or
 - b. The Mahurangi Business Association?