



ONE **MAHURANGI**
BUSINESS ASSOCIATION

Annual General Meeting 2021

~ 28th October 5pm on Zoom ~

Manager's Report – Murray Chapman

As I sit down to write this report in lockdown once again it reminds me of what an up and down year it has been.

Up and down for me as I climbed a ladder a few days after the AGM last year and then fell down, head-first onto concrete with the ensuing concussion that effectively side-lined me for quite a few months. I must compliment my One Mahurangi Operation team during that time of Rachel Callender, Alison Hitchcock and Melanie Lambert who all stepped up and kept things moving while I was out of action.

We had some team changes during the year as Melanie left us and then Rachel who had been my go-to person for so many things, also left to pursue other opportunities but has always been there for advice and ideas during the year.

We were very lucky to find Lauren Kumerich who has joined us as our Marketing and Communication Manager, joining us from Karangahape Road Business Association where she had a similar role. We currently have a great operations team which includes Lauren and Alison, who as well as running the Information Centre, also does a lot of the accounting admin for us.

It is always interesting to look back and see some of the events and discussions we have been involved in during the year. Some of these collaborative events have included:

- The Mahurangi College Employment Expo
- A BNZ Identifying Online Scam Workshop
- A Retailers' "Think Tank" discussion on looking at opportunities once the Motorway goes through
- An Art Expo at the Warkworth Hotel put on by the Oaks

- The Transport Forum has been successfully run by us and meets every two months. It is from this Forum that as a group of local organisations we have been able to make progress on the Hill Street intersection and arrange meetings with the CEO of Auckland Transport and a member of the senior management team of NZTA.
- We have run very popular and interesting business networking evenings at places such as *Jason Morrison Funeral Services* and *Fishers Jewellers*.
- We have attended and helped with advice to the *Big Buzz Festival* and the *Tradies Breakfast* hosted by *Barfoots* and the new *Mahurangi Heritage Group*.
- I have attended most of the *WALG* meetings to update them on what One Mahurangi actions. I have advocated for our business community in discussions with Auckland Transport, Watercare and the power companies that insist on doing work around the town during work hours when a lot of it could very easily be done at night with little disruption to business.
- I have met with Local Board, Council and Auckland Transport, and concerned businesses in the Industrial Area over transport and parking issues and will continue to advocate on behalf of our businesses.
- I have spoken at *Rotary* and *Wellsford Plus* meetings on what is happening around Warkworth and what further actions and developments are taking place.
- I am a part of the *River Restoration Trust* and the *Town Hall Trust* as we work to make the river the jewel in our crown and to help the Town Hall trustee's in running the hall.
- I was also asked this year to become a part of the Advisory Board at *Springboard* which I was proud to accept and to assist in any way I can to help young people into employment.
- Mark Macky our Chairman has mentioned the *Mahurangi Winter Festival* which for me personally has been one of my highlights for the year. To see over 5000 people in town for *the Parade of Lights* and then another 3000 the next week for the *Laser Lights Show* and Ice-Skating rink, and knowing that local businesses who stay open do very well out of this event, is very satisfying. I have to acknowledge all of the hard work done by the committee of the *Mahurangi Winter Festival*, it wouldn't happen without them.
- *The Kowhai Festival* and the *Santa Parade*: While both cancelled last year due to Covid restrictions, we did manage to take Santa out in his Sleigh to Kindergartens and Primary schools plus a little visit to Somerset as well.

I can't finish without thanking the One Mahurangi Operations Team of Lauren and Alison but also a huge thank you to Mark Macky our Chair with Dave Stott and Chris Murphy as Deputy Chair and the One Mahurangi committee for your ongoing support and encouragement over what has been a challenging year. Finally, I want to also acknowledge our family of sponsors, some of whom have been with us from the start and also the new sponsors who have supported us throughout the year. One Mahurangi really could not do what we do without their support.

Our Gold Sponsors:



Marketing and Communications Manager's Report

Lauren Kumerich

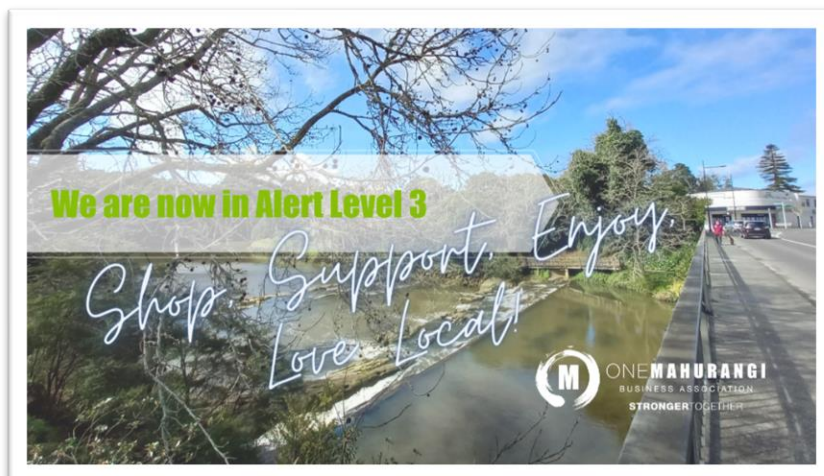
My role as Marketing and Communications Manager with One Mahurangi Business Association started on 21st June 2021, just a few days out from the end of the financial year. I would like to thank Rachel Callender and Melanie Lambert for all

their work previous to me taking over their combined roles and for supporting One Mahurangi through the challenging year of 2020.

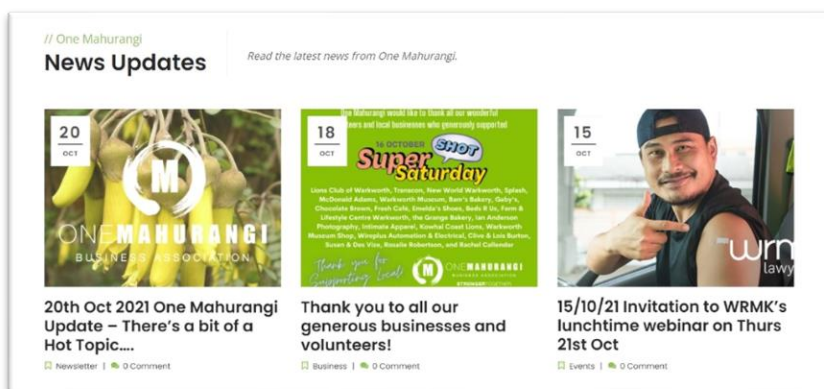
www.onemahurangi.co.nz

I was only a few weeks into my new role when the Lockdown of August 2021 commenced. I have therefore made communicating with businesses regularly and online support a priority. Newsletter campaigns now run every week and we have been encouraging our businesses to boost their digital presence. We have been directing online traffic to our website for customers to use our business directory so they can contact businesses directly. The website is also a place businesses can visit to catch up on our regular newsletters and of course stay updated with Covid developments effecting business. We have hosted links to invaluable recourses and support for our businesses and recently hosted an online event for legal advice from one of our sponsors WRMK Lawyers.

- The Covid Support page can be visited here > <https://onemahurangi.co.nz/about-one-mahurangi/covid/>



- The Newsletter updates are located here > <https://onemahurangi.co.nz/blog-grid/>



We continue to work with Warp IT on updating the efficiency and functionality of the One Mahurangi website as now, more than ever, online engagement and communication with customers is an essential tool for business success.

Due to the current upgrades, we have not been able to access website statistics for this past year in time for the AGM 2021. We will be sure to make those analytics publicly available at our soonest opportunity.

Social Media

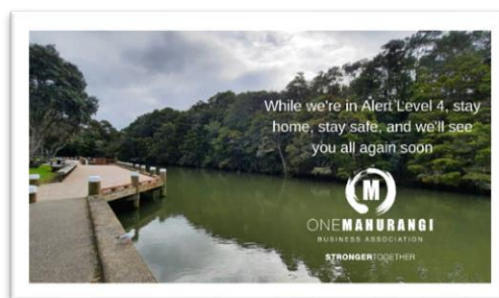
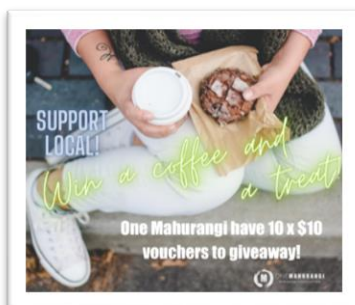
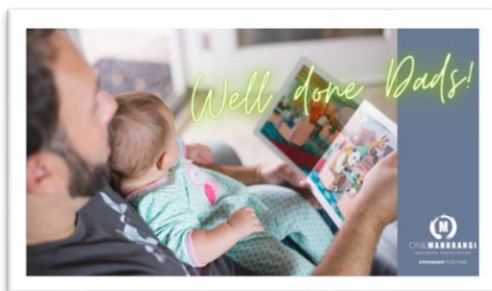
As previously mentioned, public and online community engagement with One Mahurangi businesses has been a focus of my role during lockdown. We have used our social media platforms on [Facebook](#) and [Instagram](#) to engage both the public and support our businesses. We have created online campaigns to engage the public and encourage them to Support Local.

Facebook and Instagram @onemahurangi:

We have been using Facebook and Instagram to reach the public to:

1. Amplify the content of One Mahurangi businesses by on sharing to our online audience on our Page. (Including tagged Instagram Stories)
2. Communicating government announcements that will affect businesses
3. Sharing our comms/newsletters across community FB Groups to reach larger audiences.
4. Marketing campaigns that encourage community engagement to support our businesses.
5. Before lockdown we hosted and promoted business support and networking events.

Examples of recent campaigns and content:



Total Facebook Page Likes from July 1st 2020 – June 30th 2021:



Print Advertising: Mahurangi Matters

Our current print marketing campaign has been about directing members of the community to our website directory so they can Shop, Support, Enjoy, Love Local:



The year ahead:

As I am still finding my feet within this role and doing so while in lockdown, I look forward to further developing and implementing a marketing and communications plan that supports One Mahurangi businesses through and post this lockdown. I have enjoyed the warm welcome businesses have shown me and it's been a real privilege to work in my childhood hometown again. I am looking forward to future events and projects that continue to strengthen the identity and success of the Mahurangi business community.

Warkworth Information Centre Manager's Report

Alison Hitchcock

The Information Centre has had a varied 12 months to the year ending June 30, 2021.

We retained the number of Volunteers during these 12 months with the total being 11.

In July Judy Semenoff commenced as an Admin assistance 2 days per week and Alison Hitchcock reduced her hours to 3 days per week but continued her role as Centre Manager and assisted One Mahurangi with Accounting Support.

Due to COVID 19 and the closure of the NZ borders the lack of International Tourists caused a considerable decrease in foot-traffic within the Centre which also affected the ability to book accommodation and activities such as Horse riding, River Cruises, Kawau Island Cruises etc and resulted in very low Voucher income.

August and September 2020 not only affected International Tourists but also reduced the number of NZ tourists travelling to our area and continuing North

October 2020 to February 2021 saw NZ Tourists back travelling and we had a number of Visitors from all parts of the Country visiting the North for the first time, many of them in their Caravans or Motor Homes looking for Maps and places of interest to visit. Not a lot of income generation but due to the wealth of local knowledge our Volunteers have we had some very happy Customers.

COVID in 2020 and early in 2021 has had a very substantial effect on Brochure Income as during lockdowns our Brochure Display Customers did not in most cases have any Visitors and therefore their income was nil and in some cases they closed for good. We were advised that they would not be displaying brochures in the future and in some cases not re-printing brochures even though they would continue to operate they believed their occupancy would come from websites, facebook etc.

The Information Centre operation changed quite dramatically during this time and we found ourselves providing many and varied types of information to our local Community.

Some examples of the information we were asked for were, can you arrange a JP for me (now), where can I buy a battery for my watch, where can I take my 2-year-old to a gym class, is there a swimming pool in Warkworth I can use to train, can you help me get transport to North Shore hospital, Auckland Hospital, Green Lane Hospital, many requests in this area. The examples are endless, and this gave the Centre a real feeling of helping people, so we updated our information on many aspects of local activities, retail, services, clubs etc. Unfortunately, this service does not generate the income we need to continue to operate successfully.

We have recently approached the Rodney Board to ask if they can assist us with some funding as we review our way forward after this recent lockdown that again effects every brochure display customer we have in the Centre. Therefore, effecting our annual income once again.

The Warkworth Information Centre is an integral part of our community and those of us involved are passionate about keeping it open and providing the service our Visitors and our Community need.

Thank you, Murray and Lauren, for your support during this challenging time and a huge thank you to our Volunteers who are the most amazing, willing, and helpful people you could ever work alongside.

