



ONEMAHURANGI
BUSINESS ASSOCIATION

Business Plan 2023 - 2025

Background:

As we enter the 2023/24 fiscal year, the Mahurangi region stands at the cusp of significant growth. Formerly a quiet rural and coastal service town with around 4,000 residents, Warkworth and the broader Mahurangi region are now poised for transformation. Auckland Council's projections estimate the addition of 7,500 new dwellings, up to 2,000 jobs, and a population nearing 30,000 in Warkworth over the next 25 years. Over 1,000 hectares of rural land surrounding Warkworth has been rezoned for Future Urban development, and a comprehensive structure plan has recently been finalized to guide the town's growth.

The completion of the new Puhoi to Warkworth highway has enhanced connectivity between urban Auckland, Warkworth, and the greater Mahurangi district. Under the Future Urban Land Supply Strategy (FULSS), Warkworth is expected to become development-ready with essential infrastructure in place between 2022 and 2035. As this growth unfolds, Warkworth will inevitably attract increased business interest, necessitating the emergence of new retail, service, manufacturing, and distribution ventures. Moreover, the rising population calls for business support services, visitor attractions, and hospitality establishments to cater to the evolving community.

Purpose of Business Plan:

This business plan serves as a compass for the One Mahurangi Business Association, defining our focus and charting the course to accomplish our objectives. It provides clarity to our members regarding the priorities of the Committee for the forthcoming year.

Our Vision for the Mahurangi Business Community:

The Mahurangi region aspires to become a thriving, accessible, and interconnected region, **centred around Warkworth**. The One Mahurangi BID will nurture a diversity of successful businesses, which, in turn, will cater to the needs of both residents and visitors.

Our Mission:

One Mahurangi commits to launching initiatives that generate business and employment prospects, enhancing overall profitability and contributing to a strong local economy. We pledge to advocate for vital infrastructure from council, government, and other relevant entities. Additionally, we will exert influence over plans, policies, and projects that impact our business community. The essence of our mission is unity. We are *Stronger Together*.

Goals (Our Focus):

1. ADVOCACY: We will orchestrate a unified, potent, and coordinated strategy that effectively shapes decisions by Auckland Council and government bodies, thereby benefiting the Mahurangi businesses and the broader community.

2. ACTIVITIES: Our objective is to render support and deploy activities that facilitate smoother, safer, and more profitable business operations within Warkworth and Mahurangi.

3. ATTRACTION: Our mission involves attracting and retaining diverse, high-value commercial entities, along with cultivating an expanding base of loyal patrons, customers, clients, and visitors to the Mahurangi district.

4. ACCOUNTABILITY: We shall uphold robust transparency measures, enabling members to participate in decision-making while ensuring clarity on both undertaken actions (outputs) and achieved results (outcomes).

Initiatives and Focus Areas:

1. ADVOCACY:

- Continue guiding the planning and private plan change processes for Warkworth's growth, emphasising suitable industrial land allocation. (Priority 1, Budget: \$3,000)
- Collaborating with local experts who donate their time and skill - Advocate to Council and AT for essential local business requisites, improved infrastructure, and expanded connectivity. (Priority 1, Budget: \$0)
- Promote necessary infrastructure enhancements through engagements with Council, CCOs, and government bodies. (Priority 1, Budget: \$0)
- Foster relationships with local community groups and iwi to ensure holistic advocacy. (Priority 2, Budget: \$0)

- Strengthen ties with educational institutions for coordinated workforce planning. (Priority 3, Budget: \$0)

2. ACTIVITIES:

- Maintain and enhance the website as a pivotal communication platform, spotlighting the Association and its members. (Priority 1, Budget: \$5,000)
- Reevaluate the Association's branding to ensure relevance to members and associates. (Priority 1, Budget: \$500)
- Organize networking, training, and development opportunities tailored to member needs. (Priority 1, As required)
- Support and engage in community events that foster unity and business opportunities. (Priority 1, Budget: \$5,000)
- Operate a self-sustaining Warkworth Information Centre that promotes local businesses. (Priority 1, Budget: \$21,000)
- Collaborate with security agencies to implement crime prevention strategies. (Priority 1, Budget: \$3,000)
- Nurture lasting relationships with sponsors to benefit both parties. (Priority 1, Budget: \$5,000)
- Ensure local businesses access government and Council support. (Priority 1, Budget: \$0)
- Establish and fund through grants a comprehensive marketing plan to promote Warkworth as the Centre of the Mahurangi region and a tourist destination. (Priority 1, Budget: unknown)
- Maintain and promote the member services directory and benefits package. (Priority 2, Budget: \$0)
- Identify alternate funding avenues for local groups to ease business contributions. (Priority 2, Budget: \$0)
- Foster inter-BID collaboration for mutual learning and savings. (Priority 3, Budget: \$0)
- Facilitate youth-to-employment collaborations with community and business. (Priority 4, As required)

3. ATTRACTION:

- Highlight Warkworth's appeal as a central Mahurangi destination through effective digital campaigns. (Priority 1, Budget: \$5,000)

- Collaborate with Council to enhance signage and wayfinding in the district. (Priority 2, Budget: \$5,000)
- Promote the district's business benefits to potential investors and commercial tenants. (Priority 2, Budget: \$4,000)
- Elevate the district's aesthetic appeal through strategic beautification projects. (Priority 3, Budget: \$2,000)

4. ACCOUNTABILITY:

- Regularly communicate updates to stakeholders through newsletters, websites, and social media. (Priority 1, Budget: \$0)
- Maintain accessible records for members and adhere to the constitution and BID Policy. (Priority 1, Budget: \$0)
- Implement outcome-focused measures to report activity results. (Priority 2, Budget: \$0)
- Provide monthly work in progress updates to the committee. (Priority 2, Budget: \$0)

In conclusion, the One Mahurangi Business Association's leadership envisions this plan as a catalyst for progress. By enacting this plan, we collectively advance the Association's mission, echoing the voice of our members and key stakeholders while supporting the broader Mahurangi region's prosperity. Through collaboration and continued diligence, we aim to achieve meaningful results.