



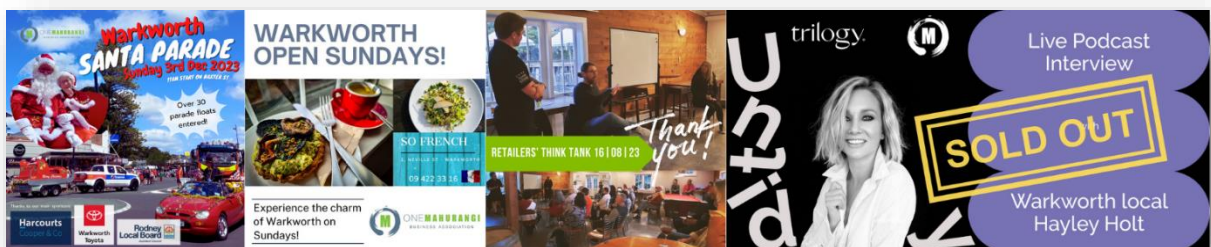
Manager's Report: One Mahurangi Business Association AGM 2024

Reporting Period: 1st July 2023 – 30th June 2024

Presented by: Murray Chapman, Manager

Introduction

The past year has been both busy and at times challenging for One Mahurangi Business Association and our members. As the Mahurangi region continues to grow and change, we have focused on supporting local businesses and driving initiatives that keep the momentum moving forward. This report highlights our efforts, achievements, and the ongoing challenges that we've faced from July 2023 through June 2024.



Events and Initiatives

We kicked off the year with the **Mahurangi Winter Festival of Lights**, a much-loved tradition that has brought thousands of visitors into Warkworth since 2018. This event continues to provide a boost to local businesses, especially cafes, restaurants, and bars, during what is traditionally a quieter period for trade.

In addition to the Winter Festival, One Mahurangi has hosted or participated in a range of events, including:

- **Breakfast with the Local Board** – A key event for communicating our work and priorities to decision-makers.
- **Meetings with Auckland Transport (AT)** – Ongoing discussions around regional transport issues to ensure that Warkworth's concerns are heard.
- **Transport and Infrastructure Forums** – Advocating for better local services and future-proofing our town's infrastructure.
- **Public Art Collaboration** – Through our relationship with Auckland Council's Public Arts Department, we secured "The Rainbow Machine," an interactive art piece displayed on the Wharf over Christmas. This installation was a hit with both locals and visitors, creating a vibrant holiday atmosphere.



- **Social Media Seminar** – Led by Rachel Callendar, the seminar helped our members improve their online presence and engagement.
- **Women's Events** – From live-streaming the "Untidy Podcast" to a wine tasting at Herons Flight, we've focused on bringing the community together through varied and creative engagements.
- **Meet the Police BBQs** – Strengthening ties between our business community and local law enforcement.
- **AI Technology Workshops** – In collaboration with Ten Past Tomorrow, we helped members explore how AI technology can assist their businesses.
- **Shopping Promotions** – Promotions for Mother's Day, Father's Day, Sunday Shopping, and Christmas Shopping have driven foot traffic into our local stores during key retail periods.
- **Art in August** – A partnership with The Oaks Retirement Village to deliver this annual event, which showcases local artistic talent.
- **Santa Parade 2023** – Our largest parade yet, despite the weather.



Advocacy and Planning

One Mahurangi's advocacy work continues to focus on key infrastructure projects that are critical to the long-term growth of Warkworth.

Our engagement with the **Hill Street Project** has involved ongoing meetings with AT's design team to ensure that the needs of local businesses and residents are considered. We've also been actively involved in discussions regarding proposed parking changes in the town centre and have worked closely with the Department of Education on plans for a new school on Woodcocks Road.

Urge Watercare to Reconsider the Warkworth Pipeline Route!

This is a call to action for every shop owner, business or landowner, every local, and every supporter of our vibrant community to unite and make our collective voice heard.

Sign the Petition!

Use your phone camera to scan here and sign the petition

Sign online or in person at the **Warkworth Information Centre, 1 Baxter Street**, or inside a number of Warkworth street front businesses

ONE MAHURANGI
BUSINESS ASSOCIATION
STRONGERTOGETHER

Watercare remains a significant focus, with our team advocating for transparency and timely communication around water infrastructure projects. We organised an online petition, which gained the support of over half the town's population.

"NZTA Waka Kotahi have agreed to provide additional signs to existing signage on the new motorway advising of the alternate route to Warkworth.

As the whole of Warkworth is bypassed via the new route, the wording Warkworth via the Twin Coast Discovery Route has been chosen."

Warkworth via →

"This wording is in line with the accepted naming rules, sign information rules and sign face space availability rules.

The contractor has been instructed to modify the signage on the motorway and at the Puhoi interchange." - Blair Monk, NZTA Waka Kotahi, January 2024

This year, we also celebrated a victory with **NZTA Waka Kotahi**, who finally installed directional signage at the Johnsons Tunnels exit to help drive traffic into Warkworth from the Puhoi off-ramp—a result we’ve been pushing for over 18 months.

Sponsorship

Earlier this year, One Mahurangi reviewed our sponsorship structure in light of the changing economic conditions. As a result, we returned sponsorship rates to pre-Covid levels and introduced new **Gold** and **Platinum Sponsorship tiers**. We are pleased with the results, having gained several new Gold sponsors and one Platinum sponsor, ensuring our financial security moving forward.

Our sponsors play a vital role in allowing us to continue the work we do. Their support not only helps fund our activities but also strengthens the community by driving local business growth. We’re committed to promoting our sponsors’ businesses across our marketing channels in the coming year.

The banner is divided into three vertical sections. The left section features the One Mahurangi Business Association logo (a stylized 'M' in a circle) and the text 'ONEMAHURANGI BUSINESS ASSOCIATION', 'STRONGERTOGETHER', and 'onemahurangi.co.nz'. Below this is the address '1 Baxter Street Warkworth Information Centre'. The middle section is titled 'PLATINUM SPONSOR' and features the Templeton logo (a stylized 'T' in orange) and the text 'TEMPLETON CREATING SPACES FOR PEOPLE'. The right section is titled 'GOLD SPONSORS' and features logos for Bayleys, buckton, Composite Joinery, Pipeworks, Hutchinson, Matakana Coast App, and Kaha Ake. Below the gold sponsors is a section titled 'SILVER SPONSORS' with a list of names: BARFOOT & THOMPSON WARKWORTH | COOK PROPERTIES | DAVCO ELECTRICAL SERVICES LTD | DOMINATOR GARAGE DOORS RODNEY | FROST FITNESS 24/7 | ITSS ENGINEERING | KGA ACCOUNTING | MASON CONTAINERS LTD | MITRE 10 MEGA WARKWORTH | NORTHLAND WASTE | RHODES FOR ROADS | ROBERTSONS BOATS | STONEWOOD HOMES | TRANSCON | TREETING WARKWORTH | TURNSTONE | TYREPOWER WARKWORTH | WARKWORTH CRANES | WARKWORTH MENSWEAR | WARKWORTH TOYOTA | WRMK LAWYERS.

Community Engagement

Maintaining strong ties within the community is central to our mission. Over the past year, I’ve actively engaged with several key groups, including the **Warkworth Area Liaison Group (WALG)**, the **Springboard Advisory Board**, and the **Town Hall Trust**. These relationships ensure that One Mahurangi’s initiatives align with wider community goals.



One Mahurangi also hosted a successful **Retailers' Think Tank** early in the year, which allowed local businesses to come together, share ideas, and brainstorm potential promotions. Additionally, our regular **Marketview Reports** continue to show that spending in Warkworth ranks among the top 10 in all Business Improvement Districts (BIDs) across the region, a significant achievement for our town.

Challenges and Achievements

This year has undoubtedly been demanding for the team. Balancing our usual activities—newsletters, events, and promotions—with the added workload of dealing with Watercare's ongoing projects has tested our resilience. Despite these challenges, we've continued to deliver value to our members.

I'd like to take a moment to acknowledge the hard work and dedication of our operations team—**Lauren, Claire, and Alison**—as well as our Warkworth Information Centre volunteers. Their commitment has been instrumental in managing this busy period.

Final Thoughts

In closing, I would like to extend a heartfelt thank you to **Dave Stott** and **Bevan Morrison**, our Co-Chairs, for their ongoing support. I'd also like to express my deep gratitude to our sponsors, whose backing allows us to continue the work we do. And finally, thank you to the people of Warkworth and the surrounding areas. Your feedback, whether through conversations in town or quick emails, keeps us focused on what truly matters to our community.

We've made significant progress this year, but there is still plenty of work to be done. I'm confident that, with your continued support, we can build on our successes and continue to make Warkworth a better place to live, work, and do business.

Murray Chapman

Manager, One Mahurangi Business Association

murray@onemahurangi.co.nz

