



# One Mahurangi Business Association Strategic Business Plan for 2025/2026

## Executive Summary

The One Mahurangi Business Association (OMBA) aims to foster a vibrant, sustainable, and thriving business community within Warkworth and the surrounding Mahurangi area. In 2025, our focus will be on strengthening our advocacy, enhancing member engagement, and expanding our funding streams to support key projects. This plan outlines our strategic objectives, key initiatives, and financial projections to ensure continued growth and success for our member businesses.

## Vision and Mission

- **Vision:** To be the leading advocate and support organisation for businesses in Warkworth and the Mahurangi area, driving economic growth and community wellbeing.
- **Mission:** To support and represent the interests of our members by providing effective advocacy, valuable networking opportunities, and initiatives that enhance the business environment.



# Strategic Objectives for 2025/2026

1. **Enhance Member Engagement and Support**
2. **Strengthen Advocacy and Influence**
3. **Expand and Diversify Funding Streams**
4. **Promote Warkworth as a Destination**
5. **Improve Organisational Efficiency and Governance**

## Key Initiatives

1. **Enhance Member Engagement and Support**

### Initiatives:

- Regular community updates: Use newsletters, the website, social media, and the Warkworth Information Centre to communicate the association's achievements.
- Open forums: Provide a platform for feedback and listen to business owners' challenges.
- Proactive relationship management: Direct engagement with businesses, building trust.

### Budget Allocation:

- Communications: **\$30,000**
- Member support: **\$14,000**

2. **Strengthen Advocacy and Influence**

### Initiatives:

- Work with key stakeholders, including council planners and local government, to address the challenges faced by businesses.
- Develop targeted advocacy campaigns addressing traffic management and public amenities.

### Budget Allocation:

- Advocacy/Specialist advice: **\$0**

### **3. Expand and Diversify Funding Streams**

#### **Initiatives:**

- Strengthen tiered sponsorship packages to attract more sponsors.
- Identify local businesses for event sponsorship and apply for grants.

#### **Budget Allocation:**

- Marketing: **\$9,000**
- Events: **\$9,000**
- Sponsorships/Grants: Aim for **\$94,800** in sponsorship and **\$5,000** from grants.

### **4. Promote Warkworth as a Destination**

#### **Initiatives:**

- Execute destination marketing campaigns with local businesses to promote Warkworth.
- Organise community events to attract visitors and support local businesses.

#### **Budget Allocation:**

- Marketing/Destination promotion: **\$9,000**
- Community events: **\$9,000**

### **5. Improve Organisational Efficiency and Governance**

#### **Initiatives:**

- Establish a tiered committee structure with defined roles.
- Implement processes for better internal coordination and communication.

#### **Budget Allocation:**

- Reporting/Admin: **\$33,600**
- Human resources (Town Manager, Comms/Marketing, Info Centre Staffing): **\$161,270**



## Financial Projections for 2025/2026

<b>Income</b>	<b>Amount</b>
<b>BID Target Rate Income</b>	\$149,500
<b>Sponsorship/Associate Membership</b>	\$94,800
<b>Grants/Sponsorship Supporting Events</b>	\$5,000
<b>Info Centre Grants/Display Advertising</b>	\$21,500
<b>Total Income</b>	<b>\$270,800</b>

<b>Expenditure</b>	<b>Amount</b>
<b>Human Resources (Town Manager etc.)</b>	\$161,270
<b>Communications</b>	\$30,000
<b>Reporting/Admin</b>	\$33,600
<b>Info Centre Staffing</b>	\$40,170
<b>Audit/Accounting/Office Costs</b>	\$8,441
<b>Marketing/Destination Promotion</b>	\$9,000
<b>Advocacy/Specialist Advice</b>	\$0
<b>Business Support</b>	\$3,000
<b>Community Events</b>	\$9,000
<b>Contingency</b>	\$5,500
<b>Total Expenditure</b>	<b>\$269,211</b>

| Surplus | \$1,589 |

## Conclusion

The 2025/2026 Strategic Business Plan for One Mahurangi Business Association is designed to build on our strengths, address challenges, and seize opportunities to foster a thriving business environment in Warkworth. By focusing on enhancing member engagement, strengthening advocacy, diversifying funding streams, promoting Warkworth as a destination, and improving organisational efficiency, we aim to create a sustainable and prosperous future for our members and the wider business community.



[onemahurangi.co.nz](http://onemahurangi.co.nz)