



Strategic Plan 2025–2027

The Future of One Mahurangi, Warkworth: Securing Financial Sustainability for Our Business Community

Introduction

Since 1941, the Warkworth Business Association, now named One Mahurangi Business Association (OMBA), has championed the success and vibrancy of Warkworth's business community. Since becoming a Business Improvement District (BID) under Auckland Council in 2020, OMBA has delivered real value to local businesses, from strong advocacy, promotion, events, and networking to visitor support via the Warkworth Information Centre.

But to keep pace with Warkworth's growth and economic pressures, OMBA must evolve.

This Strategic Plan outlines the steps OMBA is taking to ensure long-term financial sustainability, including a proposed shift to a Hybrid BID Funding Model. This change is about future-proofing the services that support our businesses and our town.

Why Change Is Needed

OMBA currently operates under a flat-rate BID model, which applies a uniform fee to all commercial properties in the BID area. While fair in its simplicity, this model is no longer sufficient:

- Costs have risen significantly (CPI up 28% since 2020), yet OMBA's BID income has not increased.
- Sponsorship, while generous, is unpredictable and unsustainable as a core funding stream.
- Without change, OMBA faces a \$52,500 shortfall in 2025/2026 and may be forced to reduce services **or cease operations**.

The Proposed Shift: A Hybrid Funding Model

To safeguard OMBA's future, the Executive Committee proposes a transition to a hybrid BID targeted rate, one that better reflects the size and scale of individual commercial properties and enables OMBA to

meet modern costs and opportunities.

This change will unfold in *two* key stages:

Stage 1 – July 2025

- Amend the OMBA Constitution at a Special General Meeting (SGM) on **Wednesday, 9 July** at the Bridgehouse Backbar.
- The change includes lowering the voting threshold for certain constitutional amendments, allowing greater flexibility in future funding models.
- The full proposed amendment to the constitution is available online from **18 June 2025**.

Stage 2 – 2025 to 2027

- Updating the constitution as required to align with the new Incorporated Societies Act.
- Following constitutional changes, OMBA will engage with members and Auckland Council to develop and consult on the Hybrid Funding Model.
- The model will be developed with member input and implemented only with strong member support and Council approval, culminating in a ballot of all members.

What This Means for Members

Members will continue to shape how OMBA is funded and what it delivers. The goal is fairness, transparency, and growth, not burden. OMBA is committed to clear, personal communication, especially with larger property owners who may have unique concerns.

Why It Matters

Without a sustainable funding base:

- OMBA will have to reduce advocacy, business support, and events.
- The Warkworth Information Centre – serving over 8,000 visitors annually – may close.
- Our ability to represent local business to government and champion Warkworth's interests will be weakened.

Our Commitment

The OMBA Executive Committee is focused on:

- **Transparency** – all proposed changes will be published and explained in plain language.
- **Engagement** – we're actively meeting with stakeholders and encouraging input at every stage.
- **Community-first thinking** – this isn't just about OMBA; it's about the future of Warkworth's business community.

Timeline Summary

- **18 June** – Proposed Constitution published online.
- **9 July** – SGM to vote on Constitution changes.
- **August – October 2025** – Member engagement around the hybrid funding model begins.
- **October 1** – OMBA AGM.
- **Late 2025 – 2026** – Campaign to build understanding and support for the Hybrid Model.

Get Involved

Now is the time to have your say. Join us at the SGM on Wed July 9th, talk to the OMBA team, and be part of shaping the future of Warkworth's business community.

For more details, including the new proposed constitution, visit: www.onemahurangi.co.nz

Questions or feedback? Contact **Murray Chapman** at murray@onemahurangi.co.nz



Image: Ian Anderson, Warkworth Santa Parade 2022