



Manager's Report to the AGM 2025

Reporting period: 1 July 2024 – 30 June 2025

Presented by Murray Chapman, Manager

Introduction

The past year has once again been busy and, at times, challenging as economic conditions remain tough for many of our members. Despite this, One Mahurangi has continued to focus on delivering real value through advocacy, events, and direct support for local businesses.

Our work this year has shown the strength of collaboration. Between the committee, our sponsors, and the wider community, we've tackled complex infrastructure issues, supported local initiatives, and kept attention on what matters to Warkworth. As we look ahead, plans are already in motion to ensure a smooth leadership transition and sustainable growth of the association.



From 1st July 2024 to 30th June 2025

Advocacy and Planning

Advocacy has remained at the forefront of our work.

- **Auckland Transport (AT):** We have met regularly with AT to address traffic issues in and around the industrial area, improve town centre safety, and advocate for better transport options to Sandspit Wharf during peak holiday periods.
- **Transport & Infrastructure Forums:** Our bi-monthly forums continue to bring together a wide range of community, local, and central government representatives to identify issues and find collaborative solutions.
- **Watercare:** This year saw one of our most significant advocacy wins. Following sustained engagement. From meetings with engineers through to Board-level discussions, Watercare agreed to adopt the tunnelling option for the wastewater pipeline. This decision avoided the need to dig up Queen Street and prevented two years of disruption that would have devastated around 90% of our CBD. The **April public meeting in the Warkworth Town Hall** gave businesses and residents the opportunity to have their final questions answered. We are not aware of any other town that has successfully fought and won such a case with Watercare, and they have since acknowledged that our approach is helping shape how they engage with communities in the future.

We continue to work constructively with the Local Board, Auckland Council, NZTA, AT, and central government agencies to ensure the interests of Warkworth businesses remain a priority. The strong relationships we have built over time give us access and influence that few other organisations enjoy.



April 2024 Public Meeting with Watercare

Events and Business Networking

Despite the pressures of advocacy, we delivered a strong programme of events and initiatives throughout the year:

- **17 July 2024** – Business Networking Event
- **8 August 2024** – *Art in August* Opening Night (run in conjunction with Real Living)
- **7 December 2024** – *Warkworth Santa Parade* (our largest yet, with more floats than ever before; joined with *Carols in the Park* to keep people in town)
- **2 April 2025** – *Watercare Public Meeting*, Warkworth Town Hall
- **20 May 2025** – *Retail & Hospo Meet-Up: Open for Business* (Bridgehouse, Backbar)
- **June 2025** – *Modern Marketing Workshop Series* with Burgs Digital (4 weeks)

In addition to these major events, One Mahurangi has continued with:

- Bi-monthly OMBA Transport & Infrastructure Forums.
- Ongoing online promotion of sponsors and members via social media and our website business listings.
- Fortnightly newsletters providing updates, resources, and business support information.

Lauren and I also attended the National BID Conference in Auckland. It was valuable to exchange ideas with associations across the country and to see that many towns are grappling with similar challenges, particularly the number of empty retail spaces.



Warkworth Santa Parade 2024,

Art in August 2024 Exhibition



Business Support Initiatives

Workshops:

The June *Modern Marketing Workshop Series* was well attended and received positive feedback from members.

Business Health Check Survey 2024/25:

Towards the end of 2024, One Mahurangi ran a six-month *Business Health Check Survey* to better understand the needs of our members. The survey gathered insights from 54 local businesses, representing a strong cross-section of the community — from construction and retail to hospitality, professional services, and healthcare.

More than half of respondents (55%) reported a decline in business performance over the past year, with rising costs (79%) and reduced consumer spending (64%) cited as the main pressures. Recruitment challenges also continue to affect sectors such as hospitality and construction.

Despite this, the survey revealed optimism and a clear appetite for practical support. The top areas where businesses want help include:



**BUSINESS
HEALTH
CHECK**



How are you doing?
We want to hear
from you



- **Digital marketing** – 40% seek training in social media, SEO, and online advertising.
- **Technology and AI integration** – 31% are interested in learning how automation could improve efficiency.
- **Customer experience and market insights** – 29% want better tools for understanding customer needs.
- **Networking and collaboration** – 27% want more opportunities to connect with other local businesses.
- **Financial management** – 22% want advice on cash flow and cost control.

These results have helped shape our ongoing priorities: expanding business education opportunities, creating more peer-to-peer learning events, and continuing our advocacy with local authorities to address cost pressures and boost town foot traffic. The insights will guide One Mahurangi's business support initiatives through 2025 and beyond.



Consumer Spending (July 2024 – June 2025)

Marketview shows Rodney attracted \$1.6 billion in visitor spend this year, while locals spent \$201.1 million outside the district, yielding a **positive net inflow of \$1.4 billion**. Inflows peaked in November–December ahead of Christmas and the summer holidays, dipped in February, and recovered in March before stabilising through April–June.

Within the Auckland BID comparison, One Mahurangi ranked 15th out of 57 in 2024/25 (improving from 16th), with total card spend of \$319.1 million (up 1.3% year on year). Transactions rose to 5.05 million, while the average transaction value eased slightly to \$63.24. Our share of Auckland spend increased from 1.7% to 1.8%, indicating steady resilience and continued destination appeal despite challenging trading conditions.

| Metric | 2023/24 | 2024/25 | Change |
|--------------------------|-------------|-------------|--------------------|
| BID Rank (out of 57) | 16 | 15 | -1 (improved) |
| Total Spend (\$) | 315,047,358 | 319,088,508 | +4,041,150 (+1.3%) |
| Transactions | 4,960,813 | 5,045,432 | 84,619 |
| Average Transaction (\$) | 63.51 | 63.24 | -0.27 |
| Share of Auckland | 1.70% | 1.80% | +0.1 pts |

The data highlights both the resilience and the challenges of our local economy. Visitor spending continues to underpin growth in Warkworth, and our rising BID ranking shows that One Mahurangi is holding its ground against much larger centres. At the same time, the seasonal peaks and troughs remind us of the importance of supporting businesses through the quieter months and encouraging locals to spend within our district. Together, these insights reinforce the value of our advocacy, events, and promotions in keeping Warkworth a strong and attractive hub for both residents and visitors.

Community Engagement

I have always believed we are as much a community organisation as a business one. Our members employ people, and the well-being of the town matters to them as much as it does to business owners.

We remain actively engaged with groups such as the Warkworth Area Liaison Group (WALG), Springboard Advisory Board, Town Hall Trust, and Matakana Trail Trust to ensure our advocacy aligns with broader community goals.

Warkworth Information Centre



The Warkworth Information Centre had a slow start with visitors in the early months of 2024, but from November 2024 through to April 2025, we experienced a record number of both international and local visitors, averaging 22–25 people per day.

The Centre continues to serve as a key hub for information for both new and long-standing residents.

This year saw the launch of our new social media presence, @visitwarkworth on Instagram and a Facebook Page for the Warkworth Info Centre. Through these platforms, we are actively promoting local attractions, businesses, and activities across Warkworth and the wider Mahurangi area, including school holiday ideas and family-friendly experiences.

We also continue to promote local tourism businesses through external billboards, in-centre brochure displays, and our Info Centre webpage on onemahurangi.co.nz/warkworth-info-centre/.

A huge thank you goes to our dedicated team of volunteers, many of whom have been with us for over eight years. Their ongoing commitment and willingness to go the extra mile, often in their own time, play a vital role in the Centre's success and in providing visitors with a warm Warkworth welcome.



@visitwarkworth Instagram posts

One Mahurangi Sponsors

We remain very grateful for the continued support of our sponsors. Even in challenging times, their commitment to One Mahurangi enables us to deliver meaningful outcomes for our business community and the wider Mahurangi area.

In return, we work hard to ensure that every sponsor receives visible and valuable recognition throughout the year. Each sponsorship level: Platinum, Gold, and Silver includes a range of promotional benefits such as:

- **Regular online promotion** across One Mahurangi's website, newsletters, and social media channels.
- **Logo placement** on our website homepage, event banners, signage, and marketing collateral.
- **Inclusion in the One Mahurangi membership Welcome Pack** and **annual AGM reporting**.
- **Sponsor features** in email campaigns to over 1,000 local business contacts.
- **Discounted advertising opportunities** at the Warkworth Information Centre.
- **Networking invitations** and opportunities to connect directly with other local businesses through One Mahurangi events.

These initiatives not only celebrate our sponsors' investment but also strengthen their connection with the local business and community networks they help to support. We view our sponsors as long-term partners in building a thriving, resilient Warkworth and we sincerely thank every one of them for standing alongside us.

Who are we?
One Mahurangi Business Association is dedicated to supporting and representing the interests of over 400 businesses and property owners within our Business Improvement District (BID) in Warkworth and the surrounding Mahurangi area. United under our banner, we champion local enterprise, drive economic growth, and represent your interests in crucial discussions impacting local business.

How do we help your business?

- Advocacy**
We act as a unified voice for Mahurangi businesses and property owners, addressing issues that impact the local business community and environment. We serve as a liaison to help businesses navigate challenges with Auckland Council/infrastructure regulatory issues, saving you time and frustration through our advocacy on your behalf.
- Marketing & Promotions**
We offer opportunities on various platforms to enhance your business's visibility through our website, membership newsletters, social media, advertising at the Warkworth Info Centre, free directory listings, sponsorship, community festivals and events.
- Events and Networking**
We provide opportunities to learn new skills and expand your business connections through regular networking events, business workshops, and seminars.
- Crime Prevention**
Our initiatives and community collaborations aim to make the local area safer for everyone to thrive.
- Business Support**
We connect you with current business resources and information, supporting your business's growth.

Contact Us: One Mahurangi Business Association | Phone: 0274-968 550
Email: murray@onemahurangi.co.nz | Address: Warkworth Information Centre, 1 Baxter St
onemahurangi.co.nz

PLATINUM

TEMPLETON
CREATING SPACES FOR PEOPLE

GOLD

buckton **COMPOSITE JOINERY**
an expert in all materials

PIPEWORKS **COOK PROPERTIES**

Kaha Ake **Matakana Coast App**

SILVER

BLAKEYS **ITSS** **STRONG WOOD**
CRIBBS **Warkworth Signage** **TRAVELLERS**
LETTICE **Warkworth Signage** **Warkworth Signage**

onemahurangi.co.nz



New Businesses Welcome Pack Flyer

Acknowledgements

This past financial year has been one of the hardest in my nine years as Manager, largely due to the intensity of the Watercare issue. Despite this, we have continued to deliver a full programme of events, training, and advocacy.

I want to acknowledge:

- **The Operations Team** – Lauren Kumerich (Marketing & Communications Manager, and administration support) and Alison Hitchcock (Warkworth Information Centre Manager, also providing administrative and accounting support for One Mahurangi). Their dedication and willingness to go above and beyond have been critical to our success.
- **OMBA Committee Leadership** – Co-Chairs Dave Stott and Bevan Morrison, along with the full One Mahurangi committee, for their consistent support and guidance.
- **The Community** – To the people of Warkworth and the surrounding Mahurangi area, thank you for your encouragement, straight-talking conversations, and passion for our town.

It has been a privilege to serve as Manager of One Mahurangi and to work alongside such committed people who care deeply about the well-being of Warkworth and its businesses.

Closing

As I prepare to retire from my role at the end of March 2026, I feel both proud and grateful to reflect on what we have achieved together over the past nine years. It has been a privilege to serve as Manager of One Mahurangi and to work alongside so many dedicated people who care deeply about Warkworth's future.

Our progress has always come from collaboration. Between businesses, sponsors, volunteers, and our wider community. I have every confidence that this spirit will continue to drive One Mahurangi forward long after I step down.

In the months ahead, my focus will remain on supporting a smooth transition and ensuring the association is well-positioned for the next stage of its journey.

Thank you all for the trust, support, and friendship you've shown me over the years. It's been an honour to play a part in shaping this vibrant and resilient business community.

- Presented by **Murray Chapman**

