

One Mahurangi Business Association – Business Plan 2026–2027

Purpose

This plan outlines One Mahurangi Business Association's (OMBA) focus for the 2026–2027 year. It guides our efforts to support local enterprise, strengthen advocacy, and ensure the Association remains financially sustainable while continuing to deliver value to our members.

Context

Warkworth and the wider Mahurangi region are experiencing ongoing growth and change. OMBA continues to provide leadership and representation for local businesses through advocacy, promotion, and collaboration.

As operating costs rise and community expectations expand, the Association recognises the need to evolve its structure and funding approach to remain effective and sustainable in the years ahead.

Strategic Priorities

1. Financial Sustainability

- Progress the development of a more resilient and sustainable funding model to secure OMBA's future.
- Review the Association's governance and operational structure to ensure efficiency and alignment with long-term goals.
- Continue to diversify income through sponsorships, grants, and partnerships that support OMBA initiatives and the Warkworth Information Centre.

2. Advocacy and Representation

- Advocate to Auckland Council, Auckland Transport, and central government on key local issues including transport, infrastructure, and town-centre development.¹
- Work collaboratively with planning authorities to ensure Warkworth's growth is well-supported by infrastructure and services.
- Strengthen OMBA's position as the unified voice for the Mahurangi business community.

3. Member Services and Communication

- Deliver regular updates, workshops, and networking events that connect and support local businesses.
- Maintain consistent, transparent communication across digital and print channels.
- Continue to provide sponsor recognition and promotion in line with partnership agreements.

4. Community and Visitor Engagement

- Operate the Warkworth Information Centre as a valued hub for visitors and local business promotion.
- Support and promote local events (Eg. Warkworth Santa Parade) that foster community connection and economic activity.

Measuring Success

OMBA will measure success through:

- Financial stability and operational efficiency.
- Member engagement and satisfaction.
- Visible advocacy outcomes and business participation in initiatives.
- Sustained delivery of community-facing services such as the Warkworth Information Centre.

Summary

The coming year is a period of review and renewal. OMBA will continue to advocate strongly for local business while working towards a sustainable financial business model that supports long-term success.

Together, we will protect the services our community values and ensure Warkworth remains a thriving centre of the Mahurangi region. *We are Stronger Together.*