Chairperson's Report for Waiuku Business & Development Association

July 2025- June 2026

It is a pleasure to once again present this year's Chairperson's report, reflecting on another successful year for the Waiuku Business & Development Association (WB&DA). As always, it is great to have new businesses arrive and welcomed by our community.

Our Steel n Wheels and Christmas Parade events continue to attract people from outside Waiuku, with our other local initiatives, Matariki, Twilight Eats and Beats and WINFest which are well established and celebrated. All these events contribute to strengthening our local business community and bring a vibrant atmosphere to the Town.

We are always aware of our guiding documents and this year we have updated our Strategic and Business Plans. This keeps the organisation on our agreed track and confirms marketing is a key focus for WB&DA along with Business Development, Safety and Security, Advertising and Promotion. Placemaking (which WB&DA have always done) has been introduced to highlight the beautification initiatives we continue to develop for a fresh look around Town. We will keep searching for creative ways to promote all things Waiuku to support and celebrate our town and businesses while exploring Grant Funding opportunities to encourage further growth and investment into the community.

A growing community leads to a thriving business environment, and our commitment to this will remain through two-way communication with our members. The regular "connectives" continue as a great way for our businesses to collaborate and share information with each other and WB&DA. There is always the opportunity for our members to become more involved as committee members in an environment that encourages sharing of ideas.

The issues resulting from criminal activity continue to be challenging and we have continued our focus on crime prevention through regular updates, and meetings with Police and the community. Our CCTV system and monitoring serve us well and with Town Centre lighting we continue seeing improved community safety.

We have reviewed the BID Targeted Rate and as we are confident that our budget is sufficient for us to meet our commitment to supporting Businesses and Events, no increase has been recommended.

There have been some changes in the office with Vanessa moving on from the Town Manager Role earlier in the year and we are working on options for maximising the skill sets of our Assistant and a new Town Manager to provide the best financially viable office structure.

We continue to work closely with Franklin Local Board and once again extend our gratitude for their continued support. Maintaining a strong relationship remains crucial to aligning our interests and securing the necessary funding to keep Waiuku prosperous.

A sincere thank you to our dedicated Executive team: Julie Powell (Treasurer), Angie Wilson, Raewyn Hambling, Grainne Strachan and Alex Smith. Your contributions and volunteer hours are invaluable. Special thanks to Michelle, our Town Co Ordinator for her continuing support particularly as we navigate next steps for the Town Manager role.

We would also like to take this opportunity to thank you, our members, as we look forward to supporting our Town into the future and celebrating with you, the success it brings.

Yours Sincerely

Sherilyn Fretton

Chairperson WB&DA