

# WAIUKU BUSINESS & DEVELOPMENT ASSOCIATION BUSINESS PLAN 2025/26



INITIATIVES	ACTION	MEASUREMENT/ CRITERIA
<b>ADVERTISING &amp; PROMOTION</b> <b>Branding for Waiuku</b>	Information Centre facility, Franklin Map brochure, Our Auckland, Local newspapers, Town Vouchers, Town Flags, Increased regional digital presence, new tourism branding, ongoing improvements to website, Social media promotions, Networking. Visitor signage, Electronic noticeboard, updated Waiuku Town brochure. New branding merchandise and signage at Info Centre. Membership pack given to all businesses.	Increased exposure, visitors and enquiries to; Waiuku Information Centre, businesses, website, social media channels. New businesses opening, new members.
<b>Event promotions</b>	Website, Social Media, Stuff online, Print media- Our Auckland, local newspapers, Flyers, Posters, Regular communications to members/ previous event participants.	Event attendance and participation, businesses' feedback, community awareness /feedback, sponsors' feedback.
<b>BUSINESS DEVELOPMENT</b> <b>Supporting businesses and economic growth</b>	<ul style="list-style-type: none"> <li>• Regular Networking Connectives with guest speakers of interest.</li> <li>• Workshops; Business Resilience, Digital Marketing, Collaborating with other businesses, technology to manage point of sale and rewards.</li> <li>• Fortnightly Online Wrap newsletter with updates on business activity, successes, opportunities &amp; events.</li> <li>• Retail and other promotions throughout the year; Support Local Business showcase reels, Shop &amp; Win promotions, Window dressing competitions, more town centre activations to increase foot traffic.</li> <li>• Engaging with business and property owners, stakeholders, subsidised initiatives, database of shops for lease and businesses looking for space.</li> <li>• Job vacancies section, member information and business support on website.</li> <li>• Growing associate membership, Membership pack</li> </ul>	Business engagement, attendance and participation at events workshops and for promotions. Beneficial connections made between members. Increase in sales/enquiries for businesses, increased foot traffic due to events and activities.
<b>Placemaking</b>	<ul style="list-style-type: none"> <li>• Beautification initiatives to help make Waiuku an attractive, safe place to shop, dine out and do business. Christmas fringe lighting in town centre and town tree. Subsidies for façade maintenance, shop front lighting and CCTV. Encourage and demonstrate environmental responsibility. Community activities, art installations, Police &amp; Community group pop up events.</li> </ul>	Positive perception of Waiuku, increased in visitors, foot traffic, visitors to businesses, interest from new businesses to open in Waiuku.
<b>BID Expansion</b>	<ul style="list-style-type: none"> <li>• Planned BID expansion to take in Fernleigh business park development which will increase members, BID income and contribute to economic growth in the area.</li> </ul>	Increased membership and business growth. Increased interest from new businesses to open. Increased expenditure on business development, events, branding and promotions.
<b>EVENTS</b>	<ul style="list-style-type: none"> <li>• Twilight Eats &amp; Beats school holidays event – Oct 2025</li> <li>• Waiuku Christmas Festival &amp; Parade - Dec 2025</li> <li>• Christmas Shopping event/ Santa Grotto - Dec 2025</li> <li>• Waiuku Steel 'n' Wheels Festival - April 2026</li> <li>• School holiday events with activities such as giant Chess board, face painting, arts and crafts.</li> <li>• Working with stakeholders, sponsors, collaborating with other community organisations/businesses.</li> <li>• Supporting or helping promote other community events where possible</li> </ul>	Event attendance and participation, businesses' feedback, community awareness and feedback, sponsorship provider's feedback. Success of local fundraising efforts and participants. Increased visitors to Waiuku, the website and to businesses from across Franklin and all over NZ.
<b>SECURITY</b>	<ul style="list-style-type: none"> <li>• Ongoing maintenance and improvements to WB&amp;DA town CCTV system.</li> <li>• Crime Prevention meetings with Waiuku/Counties Mku Police &amp; businesses</li> <li>• CCTV members subsidy</li> </ul>	A safer town where businesses feel informed and connected and the community feels secure we are doing our

	<ul style="list-style-type: none"><li>• Ongoing support of Waiuku Community Patrol for running costs</li><li>• Ongoing facilitation of business community WhatsApp sharing platform</li></ul>	best with the tools available to us, to help reduce crime and assist Police to apprehend offenders.
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