

Thursday, 25 July 2024

*Te Hui o Te Kaunihera ā-Rohe o Heretaunga*

**Hastings District Council**

**Performance and Monitoring Committee Meeting**

*Kaupapataka*

# Attachments – Vol 1

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*Te Rā Hui:*  
Meeting date: **Thursday, 25 July 2024**

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*Te Wā:*  
Time: **9.00am**

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*Te Wāhi:*  
Venue: **Council Chamber  
Ground Floor  
Civic Administration Building  
Lyndon Road East  
Hastings**

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**HASTINGS DISTRICT COUNCIL**  
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Phone **06 871 5000** | [www.hastingsdc.govt.nz](http://www.hastingsdc.govt.nz)  
**TE KAUNIHERA Ā-ROHE O HERETAUNGA**

ITEM	SUBJECT	PAGE
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<b>6.</b>	<b>HAVELOCK NORTH BUSINESS ASSOCIATION 2024-2025 ANNUAL PLAN</b>	
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# EXECUTIVE SUMMARY

**Hastings City Business Association proudly supported over 420 businesses during the Financial Year 2023/2024. Our region faced more catastrophic challenges and we came together as a Hastings City community, supporting each other and connecting on a more relevant level.**

Hastings has pleasingly seen growth in customer spend in the last year, but we always see quite a cross section across our business members. Many are thriving and unfortunately few can't continue to sustain their business model. Although this percentage remains low at 10%. Our initiatives for the year supported our members and encouraged people to visit Hastings CBD, locally and from out of the region. We created vibrancy in the CBD to uplift businesses and the community and motivated spend across all our sectors.

We have amplified our social media presence this past year which has allowed us to highlight a far larger quantity of businesses on a mass scale. We are seeing excellent results in engagement with this media strategy.

Cyclone Gabrielle devastated our region and as we continuously rebuild, thankfully our Hastings City Businesses were able to thrive again promptly. It is testament to the professionalism and resilience within our membership. Despite economic uncertainties, we continued to connect and build deeper relationships with our members, with a focus on what is important to them.

Hastings City Business Association is poised for continued growth and innovation in our CBD. In discussions with Council and Property Developers, we are all in agreement of the incredible momentum built to date. which lends itself to further exciting and sustainable change. With a solid financial foundation, remaining within our planned budget for the year, and a proactive approach to challenges, we are well-positioned to maximise opportunities and drive growth for our business members.

Lucinda Perry  
General Manager

# COMPLETED INITIATIVES



## CBD WINTER ACTIVATION

We worked alongside Hastings District Council on their Matariki and 150 Year celebrations to include Matariki decals for people to interact with and be inspired.



## BLOSSOM FESTIVAL

Managed an additional entertainment zone in CBD Mall to complement council activity on the Saturday of the Blossom Festival.



## DISCOVER MARKETING ACTIVITY

Continuation of digital and social campaign activity on a local and regional level, during the course of the year. We have individual reports for this campaign and all others, should you wish to view these.



## SUMMER PROMOTIONS

- CBD Activation for Christmas, Santa scavenger hunt
- Radio, Print and Digital advertising
- SHOP & WIN PROMOTION to win a trip to Bali.

These were encouraging and successful campaigns.



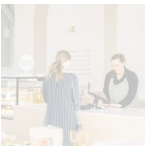
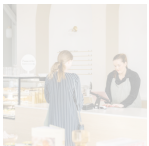
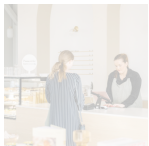
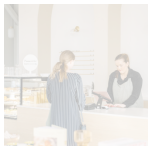
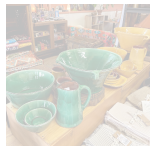
## AGM

Held on 13th September 2024, meeting our quorum of 20 financial members. Our new board was elected, with returning members including Leah Bernie, Bramwell Bate Lawyers, and Angus Thomson, Thomson's Suits



## FOCUS ON BUSINESS – PARTNERSHIP

Partnered with Hastings District Council as a sponsor for two of their breakfasts which included 2 x tables for members.



# COMPLETED INITIATIVES



## EASTER CAMPAIGN

Continued our successfull Hop hop hop campaign for another year. We chose the same four locations and changed up the positioning of our egg decals.



## HASTINGS HAPPY HOUR

We held three informal netorking evenings for members, 5-7pm, where we put on drinks and nibbles for two hours and allow members to connect with no pressure. Venues included Brave, Common Room and Rosie's.



## CBD ACTIVATION - BUMPER BOATS

Activated the City Mall with Bumper Boats 17 - 20 January 2024. This initiative brought families of all ages and allowed mulitple users at one time. We repeated our spend incentive, to encourage local spend.



## CBD ACTIVATION - BUMPER CARS

Activated the City Mall over Waitangi long weekend 2024. We did this in conjunction with Council running mini golf which allowed double the fun and increased foot traffic through the mall.



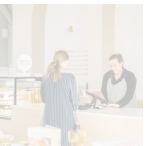
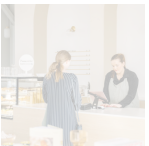
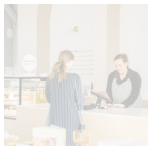
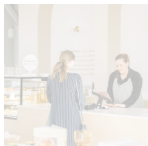
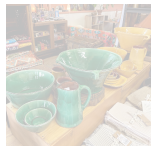
## BAY PLAZA PROMOTION

We delivered a mass marketing campaign for Hugh Lambie, and all Bay Plaza businesses across radio, digital advertising and social media.



## SOCIAL MEDIA

We contracted a social media specialist to assist us with informed, relevant and targeted content on facebook and instagram. We are seeing 25% more engagement across these platforms.



# MEMBERS

Thank you to our members for always showing up, even in times of devastation and when the going gets tough. Delivering world class products and services to our local community and inbound tourists. We are so humbled to work with such an inspiring bunch of people, who are at the heart of what we do.

Hastings is thriving and it wouldn't be possible without the dedication, motivation and passion from our business members and landlords. Thank you to our partners, Hastings District Council and other relevant organisations and industry bodies that have guided us during the year.

In consultation with our members we were able to develop a 2023/2024 plan to support business growth and we delivered on what we set out to achieve. The 2023/24 Budget was a \$38k loss, using underspend from prior years to fund initiatives. HDC contestable funding was less than budgeted but we decided to carry on with initiatives using our reserves to fund them. At 30 June 2024 we still have reserves in excess of \$50k.

We look to the year ahead with much excitement, despite economic challenges, with a foundation of solid relationships within our membership.





AIMS

- 
- Promote and support the success of CBD businesses, enhancing the overall experience for residents and visitors.
  - Showcase the diverse culinary scene, shopping opportunities, wellness, beauty, arts, and entertainment options available.
  - Facilitate collaboration and networking among businesses, fostering a sense of community and partnership.
  - Advocate for the interests of our members and provide resources, tools, and support to help them thrive.
  - Collaborate with stakeholders, local organisations, and government bodies to drive economic growth and sustainable development in Hastings CBD.

# INITIATIVES

## Q1

**NZME Hastings City Celebration Awards**  
August 29, Assembly Ballroom, Toitoto

**North Island BID Managers Catch up**  
September 4, Tama Room, Toitoto

**Blossom Festival activity**  
CBD Activation during Blossom Festival

**AGM**  
September 20, Hastings HIVE



## Q2

**Expression Project**  
Competition to share inspiring words about Hastings on empty windows. Completed and installed during October.

**Happy Hour Series**  
New hospitality location

**Interactive decals**  
Create interactive window decals around CBD, partnering with local artists.

**Christmas Promotion**

- CBD Activation
- Radio, print and digital advertising





# INITIATIVES

## Q3

**CBD Activation**  
February/March - around Horse of the Year.

**Hastings Great Sausage Roll Off**  
Vote for your favourite sausage roll in Hastings CBD.

**Marketing Campaign 'Discover Hastings' Continuation**  
Shop, Dine, Discover. Online presence.

**Focus on Business Breakfast series**  
Continue partnership with HDC to sponsor twotables for members.



## Q4

**Easter Campaign**  
Easter treasure hunt around CBD.

**Food Tour experience of Hastings**  
Five foodie places over three months and go in the draw to win: prize (food related)

**Quiz Night Series**  
Involve hospitality in quiz night fun.



# INITIATIVES

## YEAR ROUND

### Business Attraction

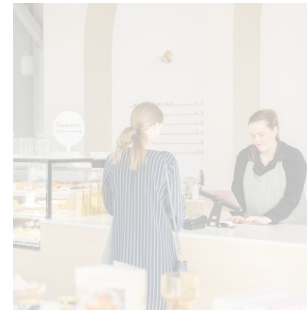
Target 2-3 buildings and partner with key commercial brokers to find relevant tenants e.g. Old i-Site building, Old Westpac ground floor.

### Discover Marketing

Social, print, radio, digital.

### Bay Plaza Promotion

- Radio
- Digital Advertising
- Social Media



BUDGET

OPERATING EXPENSES

<b>Administration</b>	
Office Rental / Insurance etc	22,000
Accountancy/ Audit & AGM / Depreciation	16,000
IT / Computer / Website	3,000
Subscriptions	3,500
Meeting expenses / functions	2,000
General office expenses	4,000
Wages	155,000
	<hr/>
	205,500
<b>Economic Development &amp; Marketing</b>	
Focus on Business partnerships	5,000
Advertising / Marketing (Radio, Print, Digital)	42,500
Marketing BID Managers Conference	3,000
	<hr/>
	50,500
<b>Vibrancy &amp; Events</b>	
Celebration Awards	35,000
Christmas Campaign	5,000
Bay Plaza Promotion	4,000
CBD / Street Activations	45,000
	<hr/>
	89,000
	<hr/>
<b>Total Expenditure</b>	367,000

INCOME

BID Targeted Rate	320,000
HDC Vibrancy Funding	12,000
Celebration Awards Ticket Sales	12,000
	<hr/>
<b>Total Income</b>	367,000

# Annual Plan 2023/24 Report



Prepared by:

Havelock North Business Association



The Havelock North Business Association has experienced another significant year, dedicated to promoting, engaging, and supporting our CBD businesses. We implemented a range of innovative promotions and provided essential support and development opportunities for our membership.

In our strategic planning for 2023, we focused on getting more people into our CBD. We used vibrancy and events to attract locals and leveraged social media and digital avenues to educate key domestic visitor markets on Havelock North village.

This year, we saw a substantial transition with half of our board, including the Chairperson, standing for re-election. Their ongoing support has been crucial in facilitating the seamless integration of our new board members. The board is pleased to report that we successfully executed all our promotional plans and received positive feedback from our members on new initiatives.

We are deeply grateful to the Hastings District Council for their steadfast support, both financially and through the direct assistance provided by councillors and council staff.

## The Board 2023/24



Casey Anderson  
Chairperson  
RTA Studio



Jacqueline Supra  
Vice Chairperson  
Trade Aid



Sarah Loza  
Treasurer  
Forsyth Barr



Natalie Berry  
Arataki Honey



Julia Paul  
Crisp Home + Wear



Nait Scott  
Mackersey  
Development



Aaron Mills  
Harvest Motor Lodge

## 2. Completed initiatives

### Magazine Advertorial

#### BAY BUZZ

4 double-page advertorials, heavy on imagery and highlighting a collective of businesses and getting in front of locals.

July | Enjoy Local, Shop Havelock North

September | Eat the Village

January | Stay a Little Longer in Havelock North

March | Discover Health & Wellness in the village

### Enjoy Local

#### WINTER VIBRANCY

Window art and posters created with a range of 'Support Local' messaging.

Annual Autumn/Winter social media campaign promoting Havelock North businesses to locals. A bright and cheerful campaign that runs through winter, the quietest time for retail and hospitality.

### Domestic Tourism

#### ROADY NZ

We collaborated with top travel content creators RodyNZ to highlight how much you can pack into a weekend in the Village.

Four reels and a digital campaign were created, featuring 17 retail, hospitality, and accommodation businesses.

This project also provided us with high-quality imagery and video content for future marketing. Hawkes Bay Tourism invested for joint access to produced content.

### Hospitality

#### EAT THE VILLAGE

Spring Campaign - 30 days of hospitality offers and special dishes.

A dual social media campaign mentioning all hospitality businesses collectively, plus four voucher giveaways.



### Vibrancy

#### SIP & SOUNDS

Spring music series

Wednesday & Thursdays in September we provided live music to hospitality venues to get people out after work.



### Christmas

#### GIFT LOCAL

Window decals with "Gift Local" messaging offered to all retailers.

2023 Gift Guide: Over 30 retailers submitted their top 3 gift ideas for the holiday season, which we compiled into a digital guide.





## 2. Completed initiatives

### Event

#### VILLAGE ON SALE

Winter Clear Out & Black Friday Sale days

30+ retailers offered one-day-only deals that we collectively promoted.

The Winter Sale Day included live music, photobooth activations, and a 'Win Your Shop Back' competition.



### Event

#### CHRISTMAS FESTIVITIES

Each year, we connect with and support local businesses by providing event planning and marketing assistance for their events and activations.



### Event

#### A DAY ON THE GREEN

A family day out with lots of fun and free activities on the Village Green.

Bouncy castles and face painting for \$2-\$5. Over \$2700 was raised for the Havelock North Volunteer Fire Brigade, helping them continue to serve the community in times of need.



### Brand

#### BRAND REFRESH

This year, we updated our brand with fresh colours, fonts, and a edited logos while maintaining our Love Havelock North identity.

We have produced an updated brand guideline document to ensure continuity and successful brand recognition in all our marketing and promotional efforts.

### Brand

#### WEBSITE UPDATE

We modernised the homepage and members page, and simplified the search functions. Changes to the overall look were made to match the updated brand guidelines.

Our website is more eye-catching, encouraging visitors to explore and learn about what Havelock North has to offer.

### Professional services

#### SERVICES GUIDE

A comprehensive digital resource highlighting the exceptional businesses in our area.

This directory guide features imagery, profiles, and videos to make it more engaging.

It was created to facilitate business-to-business connections and encourage residents to support and utilise the quality services available right on our doorstep.

### 3. Member Support & Events

The HNBA hosts quarterly social events, attracting 70-120 attendees each. These gatherings provide members with the opportunity to engage with board members and offer a space for informal networking.

Open to owners, managers, and their teams, these events foster connections, support, and collaboration within our business community, helping it to thrive together.



#### July | Mid-Winter

A 'Local Legends' celebration - A fun night out for members to get together following the cyclone. Celebrating the support and efforts of local businesses and their teams in cyclone clean up and recovery.



#### September | AGM

Our AGM, followed by a social gathering afterwards, making it more appealing for members to attend what is usually a lengthy seated event.



#### November | End of Year

A year-end gathering organised with the Havelock North Volunteer Fire Brigade, Our largest annual event for members to connect and celebrate together before Christmas / Summer period begins.



#### Feb | New Year Catch-Up

Post Summer season networking. An opportunity for members to engage with the board, providing thoughts and input for our upcoming annual planning.



#### Business Development |

The HNBA continues to collaborate with external agencies such as the Chamber of Commerce, HB Business Hub, and HB Tourism to provide quality business development and workshop events for our members. We remain committed to covering attendance costs to remove barriers for our local businesses, ensuring they have access to the training they need.

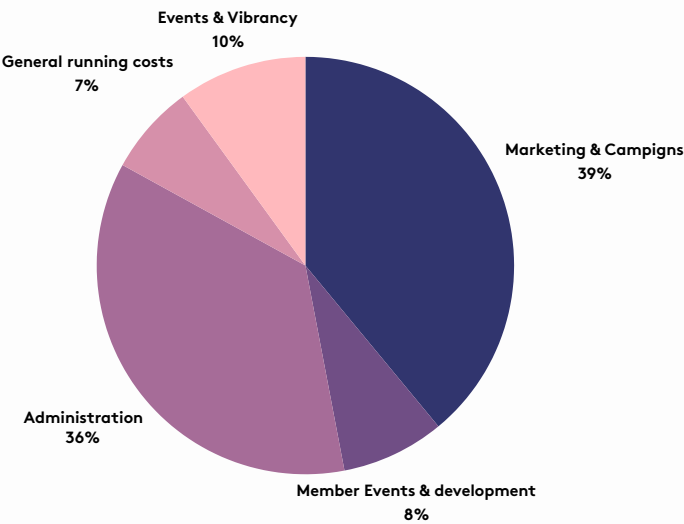


4. Measure of success

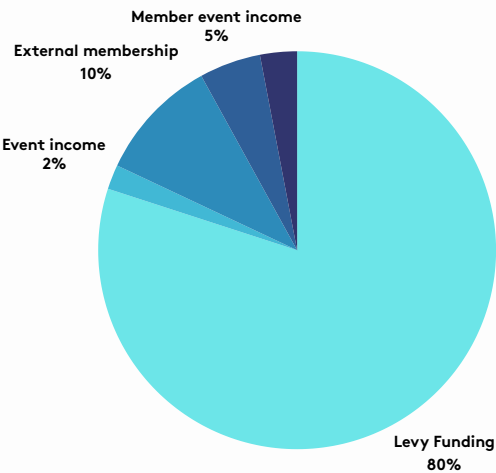
	CAMPAIGN METRICS
Support Local	Reached 45,000 with social media business highlights and giveaways
Domestic tourism	Reached 227,000 across LHN & RodyNZ Socials 196,000 reel interactions 13% increase in social media following during the campaign
Gifting guide	6817 social media views, 443 link clicks 1509 guide opens and 2437 interactions
Social Media	A 116% increase in our Facebook reach A 191 % increase on Social media reach Started a Love Havelock North Tik Tok  and 2789 new followers
Website Analytics	89,000 Page Views 367,000 interactions

# 5. Budget Summary

SPENDING BREAKDOWN |



INCOME SUMMARY BY SOURCES |



# 6. Summary

Overall, the Havelock North Business Association is extremely pleased with the results achieved over the last 12 months. We focused on listening to our members' feedback rather than sticking to the status quo, ensuring our association remains relevant and beneficial for our members. Despite one of the toughest financial years for businesses across all industries, positivity is rising for a better 2025.

We are confident that our activities best served our membership. Our promotional campaigns effectively attracted local and domestic tourism spending to Havelock North, contributing to the vibrancy of our CBD.

We are excited about the next 12 months as we continue to learn, grow, and adapt to provide enhanced promotions and support for Havelock North businesses.



# Annual Plan 2024/25



Prepared by:

**Havelock North Business Association**



The Havelock North Business Association (HNBA) is a non-profit, incorporated society comprising owners and representatives from a diverse range of businesses within Havelock North. The association is managed by a full-time Association Manager, alongside a part-time Admin and Social Media Coordinator, who oversee day-to-day operations, marketing, and event activities.

HNBA has two primary objectives: to provide a robust support network for local businesses and to develop strategies that enhance, promote, and advance Havelock North as a premier destination.

Funded through a promotional CBD levy rate, the HNBA expanded its rated area in 2022 with the support of our membership. This expansion has strengthened our ability to support local businesses and market Havelock North effectively as the best place to shop, eat, stay, play, live and work.

## The Board



Casey Anderson  
Chairperson  
RTA Studio



Jacqueline Supra  
Vice Chairperson  
Trade Aid



Sarah Loza  
Treasurer  
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Development



Aaron Mills  
Harvest Motor Lodge

## Our Mission

The Havelock North Business Association's purpose is to conserve, promote and advance the interests and welfare of retailers, merchants, traders and other commercial concerns promoting services to the public in Havelock North, Hawke's Bay.

We work to promote, beautify, revitalise and develop Havelock North in order to attract and encourage local residents and visitors to use the centre of Havelock North for leisure, work or otherwise.

We promote Havelock North as a destination to shop, eat, stay, play, live and love!

## Our Goals

### **A STRONG AND WELL SUPPORTED BUSINESS ASSOCIATION**

- Support member connection and networking
- Ensure transparent, clear communication and accountability
- Support new and existing business owners

### **PROMOTE HAVELOCK NORTH**

- Promote Havelock North proactively and effectively whilst ensuring the protection and evolution of its brand identity
- Promote Havelock North through a schedule of targeted events, promotions and other marketing initiatives
- Ensure Havelock North is a preferred location for a diverse range of businesses

### **VIBRANT, MODERN, EVOLVING VILLAGE**

- Ensure Havelock North is an attractive destination for customers and clients
- Lobby Council for continued investment and beautification
- Connect with businesses and investors with development plans

# Promotional activity

## Professional services SMALL BUSINESS RADIO COMPETITION

Encouraging local business owners to pitch their businesses in a brief elevator pitch. Participants will have the opportunity to win a comprehensive prize package, sourced from local businesses. For example a six-month flexi-desk, accounting support, printing vouchers, hospo vouchers, workshop event access, and more.

This initiative aims to provide valuable support to small businesses while showcasing why Havelock North is a great place to do business.

+ Complimentary campaign promoting our new services guide

## Love Local REELS SERIES

This year, we are investing in our social media content by producing a Reels series in place of support local campaign.

Producing 2 per months, these will be list Reels highlighting 10-15 businesses across various categories. Topics will align with seasonal and festive occasions, as well as general interest.

## Domestic Tourism WELLINGTON RADIO GIVEAWAY

Collaborating with NZME, the HNBA will offer three weekend prizes in Havelock North.

The two-week campaign will span three stations with prizes tailored to their audience: a girls' weekend, a romantic getaway, and a food and wine weekend.

## Hospitality EAT THE VILLAGE

30 days of hospitality offers and special dishes.

A dual social media campaign mentioning all hospitality businesses collectively, plus four voucher giveaways.

## Christmas GIFT LOCAL

Gift Guide with over 30 retailers submitted their top 3 gifting ideas for the holiday season, which we compiled into a digital guide.

## CHRISTMAS FESTIVITIES

Each year, we connect with and support local businesses by providing event planning and marketing assistance for their events and activations.

# Events & Vibrancy

## Event

### VILLAGE ON SALE

Winter Clear Out

30+ retailers offered one-day-only deals that we collectively promote through a range of channels.

## Event Series

### MEMBER COLLABORATION EVENTS

A series of ticketed masterclass type events hosted by and within local businesses; the goal being that multiple businesses work together on an event. These events, will cover a diverse range of engaging topics

Potential topics include:

- Hair and Beauty fundraisers - eg Barber cuts for mental health, Skin clinic workshop for Daffodil day
- Spring Fashion Trends: Discover the latest styles and how to wear them.
- Coffee Tasting: Learn about different coffee varieties and brewing techniques.
- Home Styling: Interior design ideas to refresh your living space.
- Dad and Daughter Hair Styling: Fun and practical hairstyling techniques for fathers and daughters.
- Wellness Workshops: Mindfulness and self-care practices for a healthier lifestyle.

This initiative aims to engage the community, showcase local expertise, and foster a stronger connection between businesses and residents.

## Vibrancy

### WINDOW ART

We will collaborate with local artists to decorate CBD shop front windows during Winter, Spring, and Christmas.

This initiative aims to make our streets more vibrant and visually appealing, enhancing the overall atmosphere for locals and attracting more visitors to the Village.

## Vibrancy

### VALENTINES DAY

This year, Valentine's Day falls on a Friday, providing the perfect opportunity to activate the CBD playing on our "Love Havelock North" brand.

We'll set up a 'Love Seat' photo space centrally in the CBD. Plus, have people walking around hospitality during dinner, handing out red roses and taking Polaroid photos. This initiative aims to create a festive, romantic atmosphere, encouraging people to spend their Valentine's Day in Havelock North.

## Vibrancy

### CHRISTMAS

Santa Mail is coming back to the village, allowing children to decorate postcards to send letters to Santa.

Additionally, we will encourage retailers to decorate their shop windows, enhancing the festive spirit and creating a joyful atmosphere throughout Havelock North.



## Member Support & Events

The HNBA will continue to provide quarterly member celebration events. Our events received great engagement over the past year, all well providing our members space to informally network.

These are events are open to owners, managers and their teams as the HNBA wants our business community to connect, support and thrive together.



### August | Mid-Winter

A murder mystery evening hosted by Wardini Books. Celebrating the launch of their new Havelock North Based Murder mystery Novel.



### October | AGM

Our AGM, followed by a social gathering afterwards, making it more appealing for members to attend what is usually a lengthy seated event.



### December | End of Year

A year-end gathering, it is our largest annual event for members to connect and celebrate together before Christmas / Summer period begins.



### March | New Year Catch-Up

Post Summer season networking. An opportunity for members to engage with the board, providing thoughts and input for our upcoming annual planning.



### Business Development |

The HNBA continues to collaborate with external agencies such as the Chamber of Commerce, HB Business Hub, and HB Tourism to provide quality business development and workshop events for our members. We remain committed to covering attendance costs to remove barriers for our local businesses, ensuring they have access to the training they need.

# Budget

## Income

HDC – Levy Funding	\$151,000.00
External Membership Subscriptions	\$ 8,500.00
Event Income	\$ 6,500.00
Other Income	\$ 3,000.00
Total Income	<b>\$169,000.00</b>

## Less Expenditure

Event Outgoings – Member events	\$12,000.00
Event Outgoings – Village on Sale	\$ 2,500.00
Event Outgoings – Collaboration Event Series	\$ 8,000.00
Marketing – Domestic Promotion	\$12,000.00
Marketing – Love Local Reels	\$ 4,000.00
Marketing – Hospitality promotion	\$ 2,500.00
Marketing – Professional Service Campaign	\$ 8,000.00
Marketing – Social Media Co-Ordinator	\$23,000.00
Marketing – Christmas	\$ 3,000.00
Marketing – General & Vibrancy	\$ 12,500.00
General Running Costs	\$10,000.00
Administration	\$77,000.00
Total Spend	<b>\$174,500.00</b>

The Havelock North Business Association (HNBA) has surplus funds from last year's budget savings and unplanned income, which will be utilised to cover expenditures exceeding income for the initiatives mentioned above.