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Thursday, 25 July 2024

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*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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| ITEM      | SUBJECT  | PAGE |
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| <b>5.</b> | <b>HASTINGS CITY BUSINESS ASSOCIATION 2024-2025 ANNUAL PLAN</b>  |      |
|           | Attachment 1: 2023-2024 HCBA Annual Report                       | 3    |
|           | Attachment 2: 2024-2025 HCBA Annual Plan                         | 9    |
| <b>6.</b> | <b>HAVELOCK NORTH BUSINESS ASSOCIATION 2024-2025 ANNUAL PLAN</b> |      |
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Item 5

# 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.



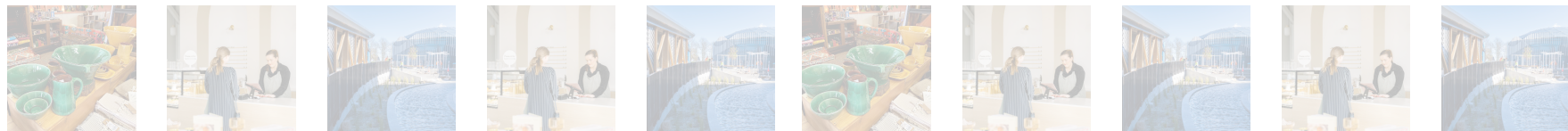
## AGM

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



## CBD ACTIVATION - BUMPER BOATS

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



## BAY PLAZA PROMOTION

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



## HASTINGS HAPPY HOUR

We held three informal networking 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 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.



## 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.

