

VISION: The North West – New Zealand’s creative playground and premiere place to live, work and do business and the location of choice for Aucklanders looking for a day trip destination.

MISSION STATEMENT: Inspiring and enabling businesses to thrive in Auckland’s Creative playground.

COMPETITIVE ADVANTAGE

- History - A history of early habitation, adventurous and spirited people.
- Environment - It offers a beautiful natural environment that helps visitors escape, unwind and connect with nature. Sweeping from coast to coast with rolling hills, forests and waterways.
- Food bowl - The place where Auckland’s best quality produce and wine is produced. To be taken home or enjoyed at its restaurants and wineries.
- Spirit - Passionate spirited people, who are adventurous, express themselves and strive to deliver exceptional experiences.
- Adventure - A chance to discover new places, meet new people. It offers exhilarating experiences that will ignite the senses.

VALUES

- Adventurous - we are positive, we challenge, we explore and we express ourselves passionately.
- Welcoming- We are down to earth, friendly and helpful.
- Nurturing- We look after our people, our communities and our natural environment.

OBJECTIVES

- Become the network connector for businesses in the North West
- Provide relevant and timely support and information to members
- Promote the North West as Auckland’s creative playground
- Celebrate the cultural history of our area
- Enable a strong business brand of North West Country
- Build internal structure and strength

CHALLENGES

- Transport connections
- Communicating the vision - how to reach our target audiences,
- Alignment with other key stakeholders - NZTRI, ATEED, tourism agencies
- Geographic spread of North West area.
- Appearance of our commercial centres ie: signage clutter
- Perceptions around the value the Association can add and getting support from existing members
- Enhancing the value and perception North West Country adds

OPPORTUNITIES

- Northwest’s offering very closely matches all the desires of Auckland day trippers and a huge range of activities.
- North West is seen as unknown but full of potential and therefore offers visitors a sense of new discovery.
- The North West is closer to Auckland than many people realise (and one of its key competitors Matakana). There is a huge untapped audience in Auckland ready to be wowed.
- New commercial and residential development and a growing local population offering good reasons for new businesses to set up in the district
- Building on the things we do well now eg: adventure tourism

PRIORITIES

Key elements:

- Understand the community needs in area.
- Establish relationships with other business associations and actively partner in initiatives.
- Make submissions on issues important to community.
- Find ways to actively build associate membership.
- Work with education providers to run training in the NW.
- Develop a local business directory
- Local meetings to engage wider in local communities (many work from home)

Key elements:

- Develop clear policies on how organisation and NWC governance operates, including review of the constitution
- Invest time in induction and training of members to understand better their governance role
- Greater use of sub-committees with clear mandates.
- Review the meeting structures to be clearer in purpose.
- Respectful & democratic

Key elements:

- Create effective networking opportunities that are advertised widely and in a timely manner both internally and partnering with external organisations.
- Provide training and support for businesses to attract repeat business and strengthen basic business services.
- Timely support & training, Social Media, Safety & Wellbeing, Business mentoring
- Offer mentoring programme for members.
- Active advocacy on issues important to members.
- Develop Business awards programme or link to existing awards.
- Lift Quality of Service Experience, have locals trained up to back up in peak periods.
- Ease red tape through submissions to relevant agencies

Goal 2: Provide relevant and timely support and information to members

Goal 3: Promote the North West as Auckland's Creative Playground'.

Key elements:

- Build the brand of 'creativity' for the area.
- Work with industry clusters e.g. creative
- Work with townships and key agencies to develop attractive centres
- Strong focus on 'Buy Local' and create tangible buying power benefits
- Run events based on key industries across the region.
- Utilise local Social Media channels
- Ensure other websites profile our brand and purpose.
- Develop a signature event for the area
- Promote our arts and creative sector to promote our history and offering

Goal 1: Become the network connector for businesses in the North West

Goal 6: Build internal structure and strength

Goal 5: Enable a strong business brand of North West Country.

Goal 4: Celebrate the cultural history of our area.

Key elements:

- Support for changing the name of the Association to North West Country
- Refocus as forward focused support rather than just another levy
- Develop a project for each town to demonstrate value of what NWC can do.
- Active visible promotion of brand through badges, car stickers etc.

Key elements:

- Understand Iwi plans and how we complement and can support each other – e.g Maori tourism.
- Build the history of Maori in to the story of business in the NW.
- Use cultural history to promote creative community
- Recognition of 1000 year trading history.
- Matariki celebrations.
- Croatian community Kumeu – important calendar events.
- Heritage trail.

