



## OUR OPPORTUNITIES

### Location

Pukekohe is part of the Golden Triangle formed by Hamilton, Auckland and Tauranga. This area contributes to over half of New Zealand's GDP growth. Quality retail, hospitality and accommodation options are essential to retain local spend and to attract visitors from out of town.

### Growth

Pukekohe is projected to be a key satellite location for 50,000 more people, creating over 9,000 more jobs by 2050. The PBA has a unique advocacy role to play in ensuring infrastructure underpins this growth. This is particularly important for parking, roading, public transport and land zoning.

### Connectedness

Pukekohe's location means it is well connected for business. Accessibility is continuing to increase with improved road and public transport links.

### Liveability

Pukekohe offers the best of town and country living with social and recreational opportunities. Pukekohe has a unique charm that attracts both residents and businesses. Retaining its rural character is central to its ongoing success.



## DESIRED OUTCOMES

### 1. Strong Business Environment

Strong commercial and retail business environment that links together Pukekohe's key business areas.

### 2. Advocacy

A facilitator for the Pukekohe business community and beyond, communicating a united voice on important strategic issues.

### 3. Build Organisational Relevance

The local business and wider community view the PBA as a natural partner to their activities, recognising and appreciating the value and expertise the PBA provides.

## OUR VISION

Pukekohe provides the best of town and country with thriving businesses supported by a strong Business Association and quality opportunities to live, learn, work and play.

## OUR ROLE

The Pukekohe Business Association (PBA) is committed to creating a prosperous business environment through the Pukekohe Business Improvement District (BID) Programme. Our main stakeholders are our local member businesses.

To grow Pukekohe's economic capacity we work in partnership with Auckland Council and are supported by the Franklin Local Board and Auckland Tourism, Events and Economic Development (ATEED).

We encourage collaboration with other key groups such as landlords, community groups and the rural sector, among others, to achieve greater local outcomes.

## OUR UNIQUENESS

Pukekohe is an exceptional town. It is a place where you can feel part of a vibrant and welcoming community. There are abundant recreation, school, sports and entertainment options, no matter what age you are.

It is also a special place to base your business and succeed, whether you are meeting the local community's needs, manufacturing for national distribution or supplying produce and products to the global market.



# STRATEGIC PLAN

January 2018–2023



## DESIRED OUTCOME 1 – STRONG BUSINESS ENVIRONMENT

Strong commercial and retail business environment that links together Pukekohe's key business areas.

	Priority	Key Relationships	Measurement
<b>Promotion of Pukekohe</b> Marketing of Pukekohe as a destination through promotions and events which encourages people to utilise local businesses and services. This includes business to business promotion.	Ongoing	Member businesses Franklin Local Board ATEED	Successful events and promotions carried out.
<b>Facilitate networking</b> Provide Pukekohe businesses with support and opportunities for networking and knowledge sharing. This includes creating the right business environment in which businesses can grow and flourish.	Ongoing	Member businesses Franklin Local Board ATEED Auckland Council	Networking and knowledge sharing opportunities offered for businesses.
<b>Safety</b> Support customer and retailer safety through education and the provision of security initiatives.	Ongoing	Member businesses Franklin Local Board	Increased crime prevention.
<b>Build business capacity</b> Encourage businesses to make the most of the upcoming growth opportunities through resiliency, innovation and adaptability by building and enhancing skills. Recognise success through the Best in Business (BIB) Awards.	1	Member businesses Franklin Local Board ATEED Auckland Council	Businesses upskilled through education opportunities such as online resources or events. BIB Awards organised and held.
<b>Encourage new business investment</b> Promote the advantages of business investment in Pukekohe. Leverage the Investment Prospectus to enhance Pukekohe's retail and hospitality options and retain its vital function as a service centre for nearby communities.	1	Franklin Local Board ATEED Auckland Council	Investment Prospectus promoted to Pukekohe businesses, especially banking and real estate.
<b>Seamless shopping experience</b> Advocate for a seamless experience for shoppers through effective promotions and consistent opening hours.	2	Local retailers and hospitality businesses	Co-ordinated promotions held for at least one business / retail cluster. Organise discussion on consistent opening hours.

## DESIRED OUTCOME 2 – ADVOCACY

A facilitator for the Pukekohe business community and beyond, communicating a united voice on important strategic issues.

	Priority	Key Relationships	Measurement
<b>Promote the PBA's advocacy role</b> Increase member and community awareness of the advocacy role of the PBA and empower members to be proactive.	Ongoing	Member businesses Pukekohe business and resident communities Franklin Local Board	Increased attendance at events.
<b>Lobby government</b> Support both central and local government in their economic development initiatives.	Ongoing	Franklin Local Board ATEED Auckland Council	Appropriate support and assistance given to governing bodies for relevant economic development activities.
<b>Policy and planning issues</b> Represent the business community to advocate for specific policies, plans and asset developments that are in the best interests of business in Pukekohe. These include land use, town cleanliness and safety.	1	Auckland Council Franklin Local Board	Co-ordinated submissions, representing local businesses issues and position, made to Auckland Council.
<b>Traffic congestion issues</b> Represent the business community to advocate for improved traffic flows and long term congestion solutions that are aligned with Pukekohe's growth.	1	Auckland Transport Auckland Council Franklin Local Board	Co-ordinated submissions, representing local businesses issues and position, made to Auckland Transport.
<b>Placemaking</b> Enhance linkages between different parts of town through developments such as pedestrian friendly access ways and easy parking. Promote the importance of presentation, cleanliness, repairs and regular maintenance to businesses.	2	Member businesses Franklin Local Board Auckland Council Auckland Transport	Placemaking activities discussed with local government and plan developed. High presentation standard in town centre. Issues reported in a timely manner.

## DESIRED OUTCOME 3 – BUILD ORGANISATIONAL RELEVANCE

The local business and wider community view the PBA as a natural partner to their activities, recognising and appreciating the value and expertise the PBA provides.

	Priority	Key Relationships	Measurement
<b>Ambassadors</b> PBA Committee members act as active ambassadors for the PBA in Pukekohe and through their business networks.	Ongoing	Regional businesses	The PBA's achievements are promoted by Committee members in their networking activities.
<b>PBA Communication Channels</b> Increase awareness of PBA's activities, events and successes through the weekly email, advertising, promotion and social media channels.	Ongoing	Member businesses	Increased awareness of PBA's role and achievements.
<b>Be visible in the community</b> Engage face to face with businesses to increase awareness of the support that the PBA can offer them.	1	Member businesses	Increased PBA-business interactions.
<b>Engage wider commercially</b> Engage with other commercial groups to develop partnerships and working relationships.	2	Local businesses Local commercial groups	Increased PBA-business/ commercial group interactions.
<b>Utilise community expertise</b> Actively seek involvement from members, and other interest groups, for the planning and execution of PBA initiatives.	2	Local businesses Local community groups Auckland Council	Expertise from the wider community sought for relevant PBA activities.