

THIS IS US



Helping business thrive in Pukekohe



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Nau mai, haere mai Welcome to Pukekohe



PUKEKOHE IS AN EXCEPTIONAL PLACE TO WORK, LIVE, AND PLAY. WHEN YOU VISIT OUR TOWN AND HERITAGE MAIN STREET, YOU BECOME A PART OF OUR VIBRANT, DIVERSE AND WELCOMING COMMUNITY.

A warm welcome from the Pukekohe Business Association.

Pukekohe is an excellent place to base and grow your business. Whether you are supplying products and services to local residents, manufacturing for national distribution or growing produce to feed New Zealand and the world, we are thrilled to have you join us.

The town is named for its dominant feature, Pukekohe Hill. This dormant volcano contributes to the fertile soil that, along with a mild climate and high rainfall, has made the region famous as the food bowl of New Zealand. Pukekohe means "hill of the Kohekohe"; Kohekohe is a native hardwood tree. We acknowledge Ngāti Te Ata and Ngāti Tamaoho as Mana Whenua in this area.

Pukekohe is part of the Golden Triangle, the region between Auckland, Hamilton, and Tauranga which generates most of New Zealand's GDP. The Auckland Plan identified Pukekohe as a priority satellite town, growing by 50,000 people and creating 9,000 new jobs over the next 30 years.

Under the Auckland Unitary Plan, land around Pukekohe has been designated as a Future Urban Zone for residential, business and industrial use. Pukekohe is also receiving support from Eke Panuku, Auckland Council's property development arm, to develop and futureproof the town centre.

New developments are already underway, as part of a staged development process, and will create up to 6,000 new homes. These will include medium density dwellings and apartments, to accommodate a range of future demographics.

Even as it grows, Pukekohe will continue to deliver on its reputation as a well-connected town with outstanding lifestyle quality and a vibrant village atmosphere.

We look forward to working with you.

Pukekohe Business Association team,
Shawna Coleman, Manager
Kate Morgan, Administration Co-Coordinator
Chenay Douglas, Promotions Co-Coordinator





What is the Pukekohe Business Association?

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**WE ADVOCATE FOR,  
SUPPORT, & PROMOTE  
LOCAL BUSINESSES.**

The Pukekohe Business Association (PBA) is committed to the success of local business. We promote prosperity in Pukekohe by encouraging growth, development, and sustainability.

We support local businesses by working closely with business owners, the council, and community, to enhance business success and growth. Founded in 1992 to promote and represent local interests, we represent over 700 Pukekohe businesses.

The PBA is governed by a volunteer executive committee of local business owners who are passionate about business in Pukekohe. The Association administers the Pukekohe Business Improvement District (BID), a partnership between local government and the business community to develop, promote, and support the local economy.

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**'Our vision is that 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'**

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The PBA and the BID programme have four main objectives;

- Business creation and development
- Increased employment and local business investment
- An enhanced physical environment
- Promoting the profile of the business centre, commercial and industrial districts

The PBA is funded by a targeted rate that is applied to buildings on commercially zoned land. Any business that owns or operates from a commercial building within the BID Zone in Pukekohe is eligible for free membership. You can find this map on page 20.

For those businesses who are not eligible for free membership, businesses can apply to be an Associate Member. There is an annual fee per year and all business applications are presented to our executive committee and approval is at their discretion. Associate members have limited membership benefits and can not vote at our AGM or stand on the committee.

We also have membership options for landlords who own property within the BID zone.

We encourage all eligible members and landlords to join the PBA as there are many benefits and opportunities available to them.

We see Pukekohe as the business, commercial, and community hub of Franklin and aim to ensure it retains its distinctive country feel.

The pillars of our strategic plan are to;

- Promote Pukekohe as a place to work, live and play
- Advocate in the best interests of local businesses
- Provide Pukekohe businesses with opportunities for networking and sharing knowledge
- Encourage businesses to build and enhance particular skills



# Support for Business



## WE SUPPORT OUR MEMBERS TO THRIVE AS BUSINESS OWNERS AND GROW THEIR BUSINESSES

The Pukekohe Business Association is always looking for opportunities to support our members to grow their skill set, networks, and businesses. This includes our subsidy programme, training and seminars, and networking opportunities.

Investing in and maintaining relationships is critical to the PBA meeting its organisational goals. We endeavour to connect with every member, which helps us stay informed of what is important to member businesses and what challenges they are facing. Our office is open to anyone who wishes to speak with us.

### Subsidies

Full members are able to apply for subsidies up to the value of \$3000 + GST, to improve their premises, their business, or their capabilities as a business owner. Subsidies are not available for associate members.

### Marketing Subsidy

Whether a business is new or established, marketing is critical to growth. We offer eligible members up to \$500 + GST to put toward marketing related costs such as advertising, website development, design and print, branding, developing a marketing plan and more.

**"The process of applying for and using the subsidies has been so easy. I have been so grateful for the support of the team at the PBA and found them really good to work with. I've used both the marketing subsidy and the CCTV subsidy for my business."**

Ange Hook, Baby on the Move

### Business Advice & Training Subsidy

This subsidy offers eligible members up to \$500 + GST to work with a business mentor, an accountant, lawyer or other business professional and can even cover the cost of sending staff on a training course.

### CCTV & Security Subsidy

Installing a CCTV system is an important step to ensure the security and safety of your business and staff. Eligible members can apply for up to \$500 + GST to purchase a quality system to protect their premises. It can also cover the costs of security patrols, guards, alarm installation or securing your site.

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**"We used the subsidy to extend our CCTV system. Every dollar counts when you are in business, so the subsidy really made a difference to us."**

Brad Smith, Winner Winner

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## Shop Front Tidy Subsidy

A clean, tidy and inviting exterior is important for any bricks and mortar business, as a first impression can make a big difference. The Shop Front Tidy subsidy offers eligible members up to \$500 + GST to put toward visible improvements to fixed assets, such as painting, repairs, cleaning and signage.

**"When we bought the business it was so important to us to make our mark on it. Using the Shop Front Tidy subsidy helped us extend the new look and brand on to our street front, and we used the e-Commerce subsidy to upgrade and modernise our website. The PBA have been so supportive of our business and we really enjoy working with their team."**

Leilani Steadman, Vintage Love

## Health & Safety Subsidy

An up-to-date health and safety plan is an important aspect of running a business – both for meeting compliance obligations but also ensuring you are taking the best care of your clients, customers and employees. This subsidy gives eligible members up to \$500 + GST to help them access services and other support that will assist in improving workplace health and safety. This could include developing or updating your plan or investing in training for employees.



## e-Commerce Website Subsidy

Investing in an online retail presence is more important than ever for retail businesses. Making sure customers can easily and conveniently purchase products or services online is an important part of future-proofing any business. Eligible members can access up to \$500 + GST to enable e-Commerce capability on a new or existing website.

**"When you are in retail every sale makes a difference. When we decided to refresh our website we knew it was time to include online sales - the e-Commerce subsidy helped us do this. It is great to know the PBA backs local businesses by offering these subsidies."**

Francesca Abernethy, David Mills Ltd

## Training, seminars and networking opportunities

When we identify a need for training, have important information about Pukekohe to share with the business community, or find an interesting speaker, we create events to inform and inspire our community of member businesses. We create learning opportunities with business breakfasts and information evenings, and these also provide opportunities for our members to network with other business owners and strengthen local connections.



Leilani Steadman from Vintage Love



John Mills and Francesca Abernethy from David Mills



Mike and Ange Hook from Baby on the Move



# Our Events & Promotions

**THE PBA DELIVERS A CALENDAR OF EVENTS AND PROMOTIONS THROUGHOUT THE YEAR TO CREATE A VIBRANT AND PROSPEROUS BUSINESS CENTRE FOR OUR COMMUNITY TO ENJOY.**

Pukekohe Business Association members are the essence of our town; they provide a level of service and value that are key to creating a thriving community. Our events and promotions reward and recognise the efforts of our members, promote their businesses to local consumers and promote Pukekohe as a destination.

## Events for locals

Our local events add vibrancy and activity to the town, showcase Pukekohe and encourage people to visit and shop. The PBA organise and host events like School Holidays in the Square and Pukekohe's Final Rumble Parade & Park Up, and sponsor and collaborate with local organisers of events including trade shows, arts and entertainment, festivals and more. These include, The Franklin Home and Lifestyle Show, V8 Cardboard Car Rally, Veggie Basket Festival and the Franklin Arts Festival.

**"The events held by the PBA add a vibrancy and positive atmosphere to the town square. With a business bordering the square we love the energy it brings to the area, this is what a town square should be like."**

Carl Shields from Yakety Yak

## Social media giveaways

The Pukekohe Business Association Facebook & Instagram pages are key communication tools for the PBA and their significant following continues to grow. This on-line presence means the PBA are able to reach a large audience and run successful giveaway promotions. These promotions result in money being reinvested straight into the local economy and wide coverage for local businesses.



## Best in Business

The Pukekohe Business Association Best in Business Awards celebrate business success and the black-tie awards evening gives business owners an opportunity to celebrate their hard work with their team and other local businesses.

For over nine years the awards evening has grown and become an important event for local organisations. The business benefits are diverse, as attendees utilise local services in preparation for the evening and use the entry process as an opportunity to review their business.

**"Winning the Supreme Award at the 2019 Best in Business Awards was absolutely incredible for our team.**

You put so much into your business, so to have that recognised and to know that our point of difference is really resonating with our customers is an amazing feeling. It has increased the local awareness of our brand and given our staff pride in the work we do.

All the benefits of winning were also spent in Franklin, so it was great to be able to give back to the local economy as well."

2019 Best in Business Supreme winners, SBA Pukekohe



Best in Business Awards 2019

## Regular communications

We communicate regularly with our members and the local community. We use these communications to further promote our member businesses, advocate in their interests and provide important local information and relevant business updates.

**The Loop** – This monthly magazine informs our members of local projects, celebrations, and activities of interest. Every issue has a feature article on a member business, encouraging the support of local businesses. The Loop is also available on our website.

**Website** – Our website is a critical avenue to communicate with members and the community and provides;

- Information on the PBA
- Information on Pukekohe
- Business listings for all member businesses
- Situations Vacant and upcoming events page

The website generates high traffic and gives members without a website, an online presence. This adds significant value to these businesses.

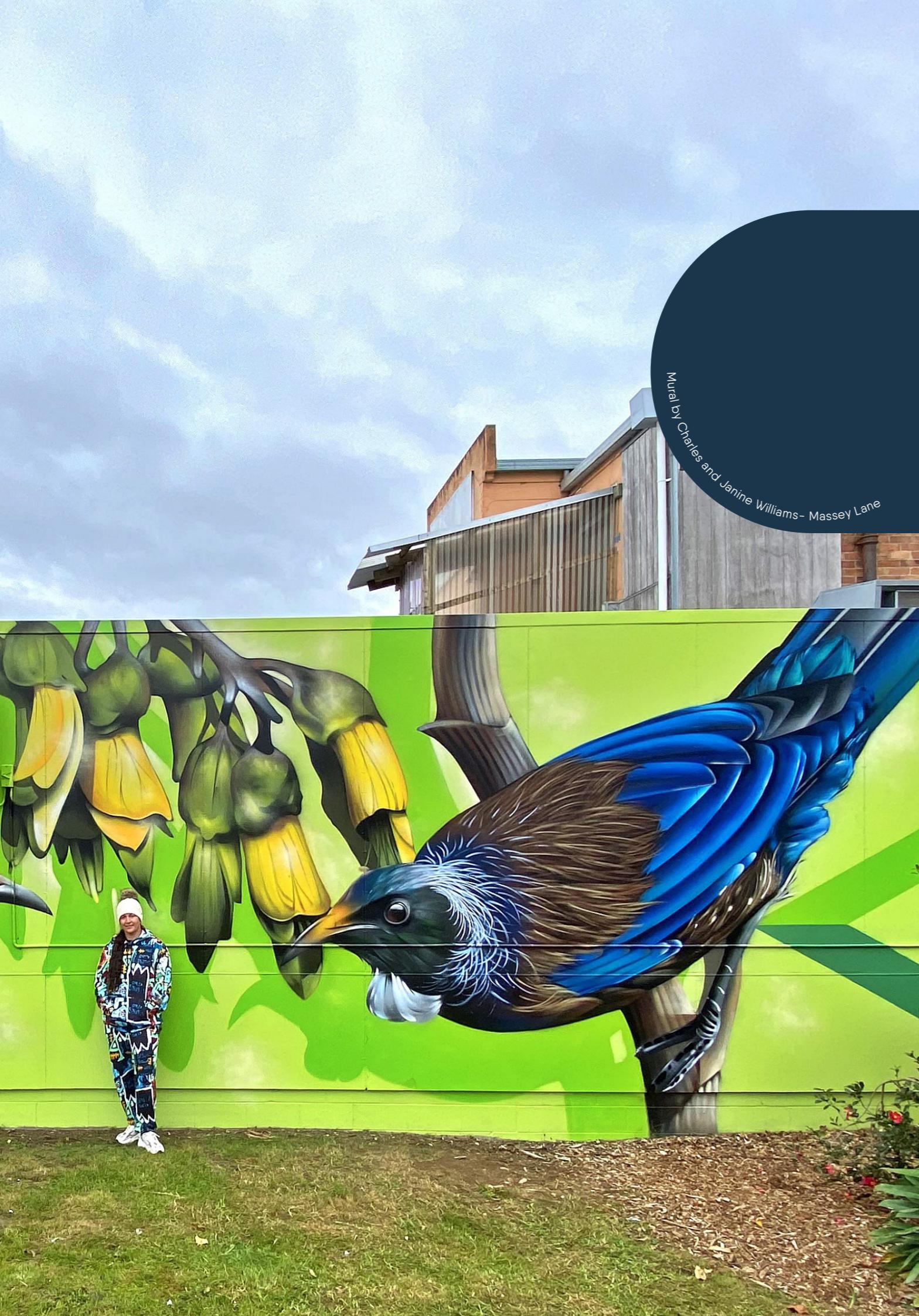
**Weekly Email** – Our email is well read and keeps businesses informed of networking events, business development opportunities, important business compliance updates and information, and local news.

## Promoting Businesses and Services

Support and promotion of local businesses is a core objective for the PBA and we regularly produce publications advocating the benefits of shopping and investing locally. These include the Where to Eat booklet showcasing local hospitality businesses and the Pukekohe Prospectus promoting the opportunities of Pukekohe as a business investment region.

We also run annual promotion campaigns to incentivise consumers to discover and support local retail and service businesses.





# Placemaking & Advocacy

## CREATING A VIBRANT AND WELCOMING TOWN CENTRE AND ACTING AS A VOICE FOR BUSINESS

### Placemaking

Maintaining inviting laneways, commissioning street-art murals and installing information signs around the town centre are all ways the Pukekohe Business Association makes the town centre more inviting to visitors.

We provide free Wi-Fi in King Street and The Zone on Manukau Road, and the digital information kiosk in the town square is used to advertise events, competitions and promotions and includes functionality for visitors to search for local businesses and information about the area.

Beautifying the town helps build a sense of place and pride and encourages visitors to linger

### Advocacy

A key function of the Pukekohe Business Association is advocacy for our member businesses.

We collaborate and maintain productive relationships with organisations such as the Police, Government Agencies, Auckland Council and its subsidiary organisations and the Franklin Local Board, among others.

This includes meeting regularly with key Local Board members to liaise on plans that can impact or benefit Pukekohe and our member businesses. When there is information that needs to be shared with the business community we hold events to facilitate this.

Our advocacy has an impact on our town. For example, the Council agreed to install additional street lighting in Pukekohe which has helped customers feel safer, resulting in them coming into town more regularly and for longer.

We strive to keep lines of communication open with our members, so they can bring concerns to us so we can investigate and advocate on their behalf.

### Safety & Security

We have created and maintain a WhatsApp group which is used solely for members to alert one another to suspicious or threatening behaviour. The Police Communities Team are part of the group, which recognises and preserves this important relationship. This group has been incredibly effective and is a great example of businesses coming together to support each other.

The PBA has built a network of CCTV cameras around the town centre, including implementation of multiple ANPR (Automatic Number Plate Recognition) cameras. We strongly believe that both projects complement each other and gives opportunity to reduce crime or gain more intelligence if a crime is committed.

We liaise with Auckland Transport on lighting, logging jobs for maintenance and graffiti removal as they arise, to ensure a safe and welcoming town centre. Our security review has outlined areas of concern and our CCTV, Shop Front Tidy and Health & Safety subsidies help members take steps to mitigate these risks.





# Christmas in Pukekohe

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CHRISTMAS IS AN ESSENTIAL PART OF THE BUSINESS AND RETAIL CALENDAR AND A GREAT OPPORTUNITY FOR PLACEMAKING AND CELEBRATION

Celebrating the festive season

The Christmas season is a fantastic opportunity for our members to benefit from an increase in people looking to celebrate, shop, eat, socialise and be entertained.

The Pukekohe Business Association decorates Pukekohe in the spirit of the holidays, which includes hanging decorations and flags throughout the town and installing the eight-metre high tree in the town square.

Christmas promotions

Christmas naturally boosts the foot traffic to retail businesses, and the PBA adds value with Christmas promotions and advertising, and hosts events that create a festive atmosphere and draw people in to the shopping district.

Christmas promotions and advertising include our 12 days of Christmas Facebook Giveaways, Christmas Scavenger Hunt, Letters to Santa and flyer drops to the local community promoting events and shopping hours.

Festive events

The Pukekohe Business Association has been the major sponsor of the Pukekohe Christmas Parade for the past ten years. Due to a steady decline in float participation, it was decided in 2022 that the Parade will be replaced with a new signature Christmas event for Pukekohe, called Christmas on the Green.

This family friendly event features live music, entertainers, amusement rides, food trucks, face painting and more!





Telling Pukekohe's story

SELLING PUKEKOHE BEYOND THE BORDERS OF FRANKLIN CREATES NEW OPPORTUNITIES FOR MEMBER BUSINESSES

Member businesses come from a range of industries including professional services, manufacturing and trade, health and beauty, retail, hospitality and more. Landlords and property owners are also important stakeholders. These businesses all need trade from outside of Pukekohe to thrive. Holding promotions and events in Pukekohe to encourage locals to shop local is an important part of the work the PBA does. However, promoting Pukekohe as a retail and dining destination and a great place to invest and do business to those outside our region is critical to create opportunities for member businesses and ensure that Pukekohe continues to grow and prosper.

Advertising

The Pukekohe Business Association promotes Pukekohe as a destination across Auckland. This includes an ongoing investment in advertising on radio, digital advertising, social media, and print publications.

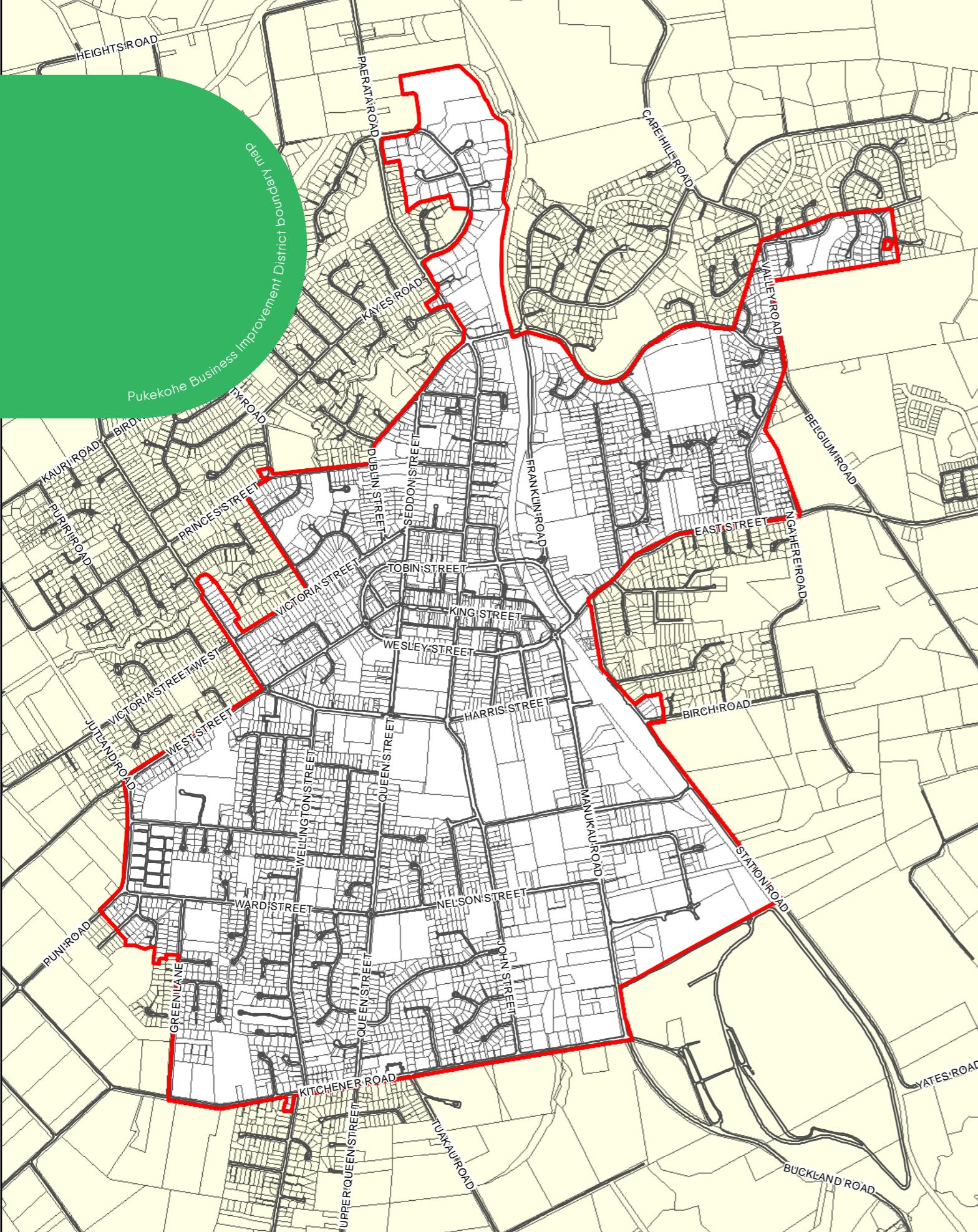
Our sponsorship of local events, such as the Franklin Home & Lifestyle Show also contribute to increased visitor numbers.

Pukekohe Prospectus

Pukekohe represents a key development and investment opportunity close to Auckland, Hamilton and Tauranga, with an exceptional population growth forecast. This growing town with its unique character of rural culture and an increasingly urban vibe is one to watch for investors.

Telling that story is the Pukekohe Business Association's Pukekohe Prospectus. This document is regularly updated, and outlines the demographics, key industries, commercial opportunities, growth forecasts and zoning changes of the region, keeping potential investors and developers informed and enticed.





Business Improvement District - Pukekohe

Scale at A4 - 1:20000

Date: 27 June 2012

Ref Number: SD330063

Published Name: \\Projects_Programmes\\Rates modelling\\mxd\\Targeted Rating Maps Auckland Council - Portrait.mxd



Organisation & Governance



WE ADVOCATE FOR, SUPPORT, AND PROMOTE LOCAL BUSINESSES TO HELP CREATE A PROSPEROUS ECONOMIC ENVIRONMENT

The Pukekohe Business Association is actively involved with the development, support and promotion of business in Pukekohe and in ensuring that the district provides a clean, safe and secure environment in which to live and do business.

Governance

The Pukekohe Business Association is run by a voluntary committee of passionate local business owners. Any eligible member of the Pukekohe Business Association can be elected to the Committee through a formal nomination process at our Annual General Meeting. Each committee member represents the diversity of Pukekohe businesses, from trades to professional services to retail, industrial and hospitality.

Management

The association employs three full-time permanent employees. This includes a manager, events and promotions coordinator, and an administration coordinator. The Manager reports to the Committee each month and is charged with overseeing the efficient and accurate operation of the Business Association and its activities.

Funding

The association is funded by a targeted rate that is applied to all commercial properties within the Pukekohe Business Improvement District boundary (as pictured left). This rate is collected by Auckland Council on our behalf.

The Pukekohe Business Association uses this funding to execute the annual plan, which aligns with the strategic plan. The Pukekohe Business Association also reports to the Franklin Local Board and Auckland Council annually as part of our partnering agreement. This keeps them apprised of our progress and achievement over the past financial year, as outlined in our annual plan and budget.

Annual General Meeting

The PBA holds its Annual General Meeting in October each year. All eligible members including landlords, are encouraged to attend.

At our AGM, we advise our members of what we have achieved over the past financial year and what we are looking to implement in the next. This is also an opportunity for members to tell us what they would like to see happen in the next financial year.



Get in touch



If you would like more information about the Pukekohe Business Association or to discuss any of the opportunities and initiatives outlined in this booklet, please contact us on 09 910 0137 or email, info@pukekohe.org.nz.

If you would like to join the PBA and are operating from a commercial property within the Pukekohe BID Boundary, please complete the membership form and return it to our office, via email, or pop in and see us at 217 King Street Pukekohe between 9am - 5pm Monday to Friday.

Follow us,
[@pukekoheba](#) on Facebook and Instagram.



pukekohe.org.nz



LOVE
PUKEKOHE

Membership Registration

COMPANY DETAILS

Company Name			
Trading As			
Type of Business			
Website		Facebook	
Opening Hours		Date/Year Established	
Phone		Mobile	
Fax		Email	
Street Address			
Postal Address			

KEY CONTACTS

Name		Mobile	
Position		Email	
(Please note that this person holds the vote on behalf of the business and must be the signatory)			
Name		Mobile	
Position		Email	
(Please note that this person has no voting rights for your business)			

PROPERTY OWNER / PROPERTY MANAGER

Name		Email	
Phone		Mobile	
Postal Address			

We would like our company details to be on the pukekohe.org.nz website and also in the Pukekohe Business Guide. Yes No

We agree to the above information being passed on to the NZ Police. Yes No

We agree to being sent information from the Pukekohe Business Association electronically. Yes No

We agree to being sent information from the Auckland City Council in relation to the Business Improvement District. Yes No

Signed Name Date

