

# Annual Plan

## Work plan overview for FY26 & FY27

| PRIORITY 1 : SUPPORTING BUSINESS PROSPERITY |   |             |             |   |
|---|---|-------------|-------------|---|
| INITIATIVE                                  | ACTIONS   | BUDGET FY26 | BUDGET FY27 | SUCCESS CRITERIA  |
| <b>Advertising &amp; Marketing</b>          | <b>Marketing &amp; Advertising-</b> launch promotional campaigns, advertising and giveaways to showcase local businesses, attractions, and events and promote these through social media, print media, including Christmas and celebration promotions.  | \$26,000    | \$26,000    | <ul style="list-style-type: none"> <li>Promotions and strategies developed and undertaken.</li> </ul>                                     |
|   | <b>Website-</b> continue to use the PBA website as a way to communicate to our members and the public highlighting the new commercial brand- Pukekohe- The High Street of Franklin.   | \$5,000     | \$5,000     | <ul style="list-style-type: none"> <li>Increased website traffic and SEO rankings</li> </ul>  |
| <b>Events &amp; Promotions</b>              | <b>Events-</b> continue to organise well-targeted events to showcase Pukekohe during major holidays and off-peak periods including School Holidays in the Square (April & October), Farmers Markets & Town Square activations, (September - May), Christmas on the Green (November/December), Large scale member event (FY26) | \$68,000    | \$60,000    | <ul style="list-style-type: none"> <li>Events/ Promotions held &amp; number of people estimated to have attended</li> </ul>               |
|   | <b>Social Media &amp; Commercial promotions-</b> continue to strengthen our social media channels with monthly sector focus and high engagement content. Introduce 2 new commercial promotions and continue with Christmas promotions.  | \$10,000    | \$15,000    | <ul style="list-style-type: none"> <li>Number of new 'likes' and 'Follows' on our Facebook page and general engagement.</li> </ul>        |
| <b>Pukekohe Branding Project</b>            | <b>"Pukekohe - The High Street of Franklin" Brand development-</b> continue to evolve the Pukekohe branding, in conjunction with the Franklin branding and website highlighting its unique offerings and encourages both businesses and visitors to the area.   | \$36,000    | \$10,000    | <ul style="list-style-type: none"> <li>Produce a strong marketing plan utilising Pukekohe - The High Street of Franklin Brand.</li> </ul> |
| <b>Business Support &amp; Development</b>   | <b>Business Hub-</b> Utilising the small business support hub, offering workshops, training, and seminars on various aspects of business management.  | \$3,000     | \$3,000     | <ul style="list-style-type: none"> <li>Hold at least six member workshop events in the Financial year</li> </ul>                          |
|   | <b>Subsidy Programme-</b> Continue to encourage utilisation. Allow businesses to reapply after 5 years  | \$31,000    | \$31,000    | <ul style="list-style-type: none"> <li>100% allocation</li> </ul>   |
|   | <b>Mentorship Programme-</b> Pairing PBA members together to establish working relationships and support  | \$1,000     | \$1,000     | <ul style="list-style-type: none"> <li>5 business mentor pairings established</li> </ul>  |
| <b>Connect &amp; Collaborate</b>            | <b>Strengthen Member Engagement -</b> Hold regular sector meetings and monthly Business & Beers to understand the needs of our members  | \$8,000     | \$8,000     | <ul style="list-style-type: none"> <li>Hold at least six member networking events in the financial year</li> </ul>                        |
|   | <b>Communications-</b> Continue to produce the Bi Monthly Loop magazine and provide information to our members via our weekly EDM   | \$32,000    | \$27,500    | <ul style="list-style-type: none"> <li>Produce 6 high quality publications in the financial year</li> </ul>                               |
|   | <b>Community Connections</b> support community-led initiatives via sponsorship that align with our Strategic outcomes and goals   | \$5,500     | \$5,500     | <ul style="list-style-type: none"> <li>Sponsor local events &amp; initiatives that are strategically aligned</li> </ul>                   |
|   | <b>Business to Business-</b> Establish a Initiatives and events that support business to business trading   | \$1,000     | \$1,000     | <ul style="list-style-type: none"> <li>Produce a B2B trade initiative</li> </ul>  |

This Annual Plan has been written in accordance with our 2023-2028 Strategic Plan and covers planned activities over the 26 & 27 financial years.

| PRIORITY 2 : ENHANCING A SAFE & ATTRACTIVE BUSINESS ENVIRONMENT |  |             |             |   |
|---|--|-------------|-------------|---|
| INITIATIVE  | ACTIONS  | BUDGET FY26 | BUDGET FY27 | SUCCESS CRITERIA  |
| <b>Safety &amp; Security</b>                                    | <b>Community Engagement for Safety-</b> support the progression of monitoring for town CCTV and ANPR system at the Pukekohe Police station by CPNZ.  | \$5,000     | \$5,000     | <ul style="list-style-type: none"> <li>Town CCTV and ANPR to be monitored overnight</li> </ul>  |
|   | <b>CCTV Project-</b> collaborate with law enforcement, Auckland Council, Auckland Transport, Franklin Local Board and other key organisations to help progress the CCTV network to create a safe environment for businesses and customers. | \$12,000    | \$12,000    | <ul style="list-style-type: none"> <li>Additional cameras installed in the BID area</li> </ul>  |
|   | <b>Crime Reduction and Other Safety Initiatives-</b> continue to expand and support The Good Guys programme and celebrate the benefits of their work   | \$61,750    | \$61,750    | <ul style="list-style-type: none"> <li>Consistent reporting and completion of maintenance and security issues by The Good Guys</li> </ul> |
| <b>Placemaking &amp; Beautification</b>                         | <b>Attractive Commercial Spaces-</b> continue to install, purchase and maintain Christmas decorations, and maintain the King Street fringe lighting project  | \$55,810    | \$15,000    | <ul style="list-style-type: none"> <li>Install Christmas decorations and ensure Fringe Lights operate effectively</li> </ul>              |
|   | <b>Commercial Placemaking-</b> Enhance our commercial areas by advocating for the approval of FlagTrax and collaborate with key partners for new Welcome to Pukekohe signs.  | \$10,000    | \$35,000    | <ul style="list-style-type: none"> <li>Successful FlagTrax approval from Auckland Transport and the installation by FY27</li> </ul>       |
|   | <b>Beautification Initiative-</b> continue to advocate for town centre cleanliness, including reporting of unclean pavements, mowing needs, weeds removal, lighting maintenance, graffiti management and town tidiness.                    | \$1,000     | \$1,000     | <ul style="list-style-type: none"> <li>Decrease time taken to remove graffiti</li> <li>Decrease in maintenance issues</li> </ul>          |

| PRIORITY 3 : ADVOCACY LEADING TO POSITIVE OUTCOMES |   |             |             |  |
|--|---|-------------|-------------|--|
|  | ACTIONS   | BUDGET FY26 | BUDGET FY27 | SUCCESS CRITERIA   |
| <b>Advocacy</b>                                    | <b>Advocacy on Plans &amp; Infrastructure-</b> continue to advocate in the interests of business in Pukekohe by providing feedback on changes in bylaws and other proposals by Council and CCO's. | -           | -           | <ul style="list-style-type: none"> <li>Advocate on changes in bylaws and other proposals by Council and CCO's</li> </ul> |
|  | <b>BID Legal Expense-</b> Ensure the Association operates under the BID Policy and follows the PBA Constitution requirements  | \$2,000     | \$2,000     | <ul style="list-style-type: none"> <li>Process and policies adhered to</li> </ul>  |
|  | <b>Policy Monitoring &amp; Advocacy</b> continue to monitor and advocate in the best interests of our members   | \$-         | \$-         | <ul style="list-style-type: none"> <li>Submissions given on topics and issues of interest</li> </ul>                     |
|  | <b>Collaboration with Industry Associations-</b> continue involvement with the BID advocacy group speaking directly with Auckland Council.  | \$3,000     | \$3,000     | <ul style="list-style-type: none"> <li>Involvement with BID advocacy group continue annual visits</li> </ul>             |