

Priority One:  
Supporting business prosperity

Provide resources and opportunities for businesses to grow, connect, and innovate.

Measure of Success: Business hub adding value to our members, successful events held, and increased member engagement

Target	Action	Measurment
<b>1a. Promotion of Pukekohe and its Businesses</b>  Bring local events to the community, attracting visitors, encouraging tourism, engaging the community, and driving business growth in the area.	<b>Promotional Marketing Campaigns</b> Launch campaigns to showcase local businesses, attractions, and events through social media, websites, and targeted advertisements.	✓ Marketing campaigns are conducted annually. ✓ Engagement metrics on social media platforms for campaign-related content.
	<b>Events that attract visitors to the area</b> Organise targeted events that showcase Pukekohe during major holidays and off-peak periods.	✓ Successful events and promotions are carried out. ✓ The impact during and after events on local business revenue.
	<b>Develop a Strong Brand Identity</b> Create a consistent and appealing brand for Pukekohe that highlights its unique offerings and encourages both businesses and visitors.	✓ Pukekohe branding utilised in business promotion. ✓ Monitor social media engagement and mentions related to Pukekohe's brand identity.
<b>1b. Business Support and Development</b>  Provide effective programmes, ensuring local businesses receive valuable assistance and resources to thrive and grow	<b>Small Business Support Hub</b> Establish a Small Business Support Hub and create a calendar of events for seminars and workshops focusing on customer service, Xero, social media, management ect	✓ Workshops and training sessions offered for businesses. ✓ Participation rate in the Small Business Support Hub activities.
	<b>Subsidy Programme Expansion</b> Develop the Subsidy programme to offer tailored and targeted support.	✓ Number of businesses benefiting from the expanded Subsidy program.
	<b>Mentorship Programme</b> Launch a mentorship initiative pairing experienced business leaders with newcomers to provide guidance and insights.	✓ Number of mentor-mentee pairings established.
<b>1c. Connect &amp; Collaborate</b>  Strengthen communication, collaboration, and engagement with members to gain valuable feedback and insights	<b>Strengthen Membership Engagement</b> Organise regular networking sessions to facilitate business connections and encourage knowledge sharing.	✓ Attendance rate and member participation at networking sessions and PBA initiatives.
	<b>Communication</b> Strengthen communication channels and engagement with members. Launch a member feedback system to understand needs and expectations.	✓ Launch a member feedback system and record response rates and qualitative feedback. ✓ Engagement across communication channels.
	<b>Community Connectedness</b> Foster engagement between business leaders and younger generations	✓ Partnerships formed with local community assets and educational institutions.
	<b>B2B Initiatives</b> Encourage organic relationships between businesses that will support and enhance business-to-business trading.	✓ Monitor the growth of inter-business trading and its impact on local business revenue.

Priority Two:  
Enhancing a safe & attractive business environment

Elevate the visibility and attractiveness of Pukekohe whilst encouraging a safe, secure, and pleasant business environment

Measure of Success: Members' perception of safety increases, Pukekohe is a fantastic place to shop and do business

Target	Action	Measurment
<b>2a. Safety &amp; Security</b>  Work with local authorities and community organisations to improve safety and support the reduction of crime	<b>Community Engagement</b> Collaborate with local authorities and community organisations to improve safety.	✓ Collaborate with Police, Māori wardens and truancy staff at local schools to launch Z number of community safety initiatives annually.
	<b>Maintain &amp; Expand the CCTV Network</b> Support a comprehensive surveillance network through the expansion of the CCTV and number plate recognition network.	✓ Increase the coverage area of the CCTV network by 40% within 3 years.
	<b>Crime Reduction</b> Contribute to crime reduction in the business district. Work with local authorities and community organisations to improve safety and support the reduction of crime.	✓ Collaborate with local authorities to achieve a decrease in reported crimes within 5 years.
<b>2b. Placemaking &amp; Beautification</b>  Collaborate with Council organisations, commercial lease agents, community groups and landlords to enhance the visual appeal of the business district	<b>Attractive Commercial Spaces</b> Enhance the visual appeal of our main retail spaces through commercial lease agent collaboration, creative window displays, and strong relationship building with landlords.	✓ Collaborate with landlords to maintain attractive window displays of vacant stores to attract high-quality businesses
	<b>Community Placemaking Projects</b> Enhance the district's visual appeal through community placemaking projects.	✓ Collaborate with local artists, musicians, performers and community members to complete a number of community projects annually.
	<b>Beautification Initiatives</b> Measure the impact of beautification initiatives on the district.	✓ Conduct surveys to gauge community satisfaction with the visual improvements, aiming for a 40% increase in positive feedback.

Priority Three:  
Advocacy leading to positive changes

Advocate for policies and initiatives that lead to positive changes for our businesses and the community.

Measure of Success: The number of advocacy initiatives achieved in a year

Target	Action	Measurment
<b>3a. Advocacy &amp; Representation</b>  Advocate for policies and initiatives that lead to positive changes for our businesses and the community	<b>Advocating on Council Plans</b> Advocating on Council plans and updates for the benefit of our members.	✓ Coordinated submissions representing local businesses made on Council-led plan changes/ updates.
	<b>Infrastructure Upgrades</b> Advocate for infrastructure upgrades to enhance the district's attractiveness.	✓ Collaborations with local authorities to achieve infrastructure improvements (e.g., road upgrades, public transportation access, parking facilities)
	<b>Policy Monitoring and Advocacy</b> Monitor policies affecting businesses and advocate for favourable changes.	✓ Regular review and analyse of local, regional, and national policies impacting businesses.
	<b>Collaboration with Industry Associations</b> Collaborate with industry associations to amplify advocacy efforts.	✓ Media coverage, policy changes, infrastructure improvements, and key relationships formed through joint advocacy.