

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
1a. Promotion of Pukekohe and its Businesses Bring local events to the community, attracting visitors, encouraging tourism, engaging the community, and driving business growth in the area.	Promotional Marketing Campaigns 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.
	Events that attract visitors to the area 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.
	Develop a Strong Brand Identity 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.
1b. Business Support and Development Provide effective programmes, ensuring local businesses receive valuable assistance and resources to thrive and grow	Small Business Support Hub 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.
	Subsidy Programme Expansion Develop the Subsidy programme to offer tailored and targeted support.	✓ Number of businesses benefiting from the expanded Subsidy program.
	Mentorship Programme Launch a mentorship initiative pairing experienced business leaders with newcomers to provide guidance and insights.	✓ Number of mentor-mentee pairings established.
1c. Connect & Collaborate Strengthen communication, collaboration, and engagement with members to gain valuable feedback and insights	Strengthen Membership Engagement Organise regular networking sessions to facilitate business connections and encourage knowledge sharing.	✓ Attendance rate and member participation at networking sessions and PBA initiatives.
	Communication 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.
	Community Connectedness Foster engagement between business leaders and younger generations	✓ Partnerships formed with local community assets and educational institutions.
	B2B Initiatives 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
2a. Safety & Security Work with local authorities and community organisations to improve safety and support the reduction of crime	Community Engagement 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.
	Maintain & Expand the CCTV Network 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.
	Crime Reduction 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.
2b. Placemaking & Beautification Collaborate with Council organisations, commercial lease agents, community groups and landlords to enhance the visual appeal of the business district	Attractive Commercial Spaces 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
	Community Placemaking Projects 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.
	Beautification Initiatives 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
3a. Advocacy & Representation Advocate for policies and initiatives that lead to positive changes for our businesses and the community	Advocating on Council Plans Advocating on Council plans and updates for the benefit of our members.	✓ Coordinated submissions representing local businesses made on Council-led plan changes/ updates.
	Infrastructure Upgrades 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)
	Policy Monitoring and Advocacy Monitor policies affecting businesses and advocate for favourable changes.	✓ Regular review and analyse of local, regional, and national policies impacting businesses.
	Collaboration with Industry Associations Collaborate with industry associations to amplify advocacy efforts.	✓ Media coverage, policy changes, infrastructure improvements, and key relationships formed through joint advocacy.