

STRATEGIC PLAN 2024 - 27



Love
HAVELOCK NORTH

The Havelock North
Business Association

HAVELOCK NORTH BUSINESS ASSOCIATION STRATEGIC PLAN 2024 - 27

MISSION

To create tangible value for members by promoting Havelock North as
a top destination to locals and tourists

VISION

To be the best place to Shop, Stay, Eat, Play and Live in New Zealand

VALUES

Connected, Active, Transparent

Havelock North Business Association is made up of owners and representatives of a number of businesses in Havelock North.

The Association will create tangible value for members, promote Havelock North as the “go to” for all Hawkes Bay locals, and as a special destination for visitors, offering a unique blend of thriving retail stores, renowned cafes and bars, great businesses and fun activities.

KEY GOALS 2024 TO 2027

GOAL 1 – A STRONG AND WELL SUPPORTED BUSINESS ASSOCIATION

- Support member connection and networking
- Ensure regular, transparent, clear communication
- Support new and existing business owners
- Encourage members to engage with the Business Association

GOAL 2 – PROMOTE HAVELOCK NORTH

- Promote Havelock North proactively and effectively whilst ensuring the protection and evolution of its brand identity
- Promote Havelock North through a schedule of targeted events, promotions and other marketing initiatives
- Ensure Havelock North is a preferred location for a diverse range of businesses

GOAL 3 – VIBRANT, MODERN, EVOLVING VILLAGE

- Ensure Havelock North is an attractive destination for customers and clients
- Lobby Council for continued investment and beautification
- Connect with businesses and investors with development plans

Goal 1 - A strong and well supported Business Association

Priority initiatives	Timeframe	Key relationships	Measurement
MEMBER ENGAGEMENT - Proactively engage with existing members via visits, e-newsletters, networking, private Facebook group	Ongoing	Manager / Board	Minimum of 4x member networking events per year, Member feedback
- Connect with new business owners to explain services of the Business Association and share new business on LHN social media	Within 2 weeks	Board/manager/ Members	Membership engagement, Social media
- Ensure transparent, clear communication and accountability with the membership	Monthly	Board/manager/ Members	Newsletters
- Facilitate and encourage business 2 business connection among the membership	Quarterly networking event. Annual service guide update	Board/manager/ Members	Networking, updated business guide
- Ensure the board positions are filled with a varied representation of the whole membership and stable board turnover to bring in new perspectives	Annually	Board/manager/ Members	Management report, Talking about board positions at member events
REVIEW THE PLAN - Review the strategic plan implementation; The review should include reporting achievements, update on outstanding actions and assessing readiness for 'future initiatives'.	First board meeting of the new year – Jan/Feb	New board	Plan reviewed, updated, and approved for implementation
- Strategic plan 'traffic light' stage updated and provided with board meeting documents for board discussion.	Bi-monthly	Manager	Management report
MEMBER SATISFACTION - Undertake an annual membership satisfaction survey to gain feedback from members in relation to initiatives and performance.	1 st Quarter	All members	Survey results
- Provide opportunity for members to share feedback year-round	Ongoing	Manager / Board / Membership	Feedback shared
- Use member networking events as an opportunity to gauge members needs and share responses to feedback	Bi-monthly	Manager / Board / Membership	Satisfied members
REGULAR COMMUNICATION WITH MEMBERS - Maintain membership database to ensure accurate contact details.	Monthly	Manager	Engagement with newsletters
- Quality member networking events	Quarterly	Board / Members	Attendance
- Manager presence in the Village	Frequent	Manager / Members	Strong, positive relationship between manager and businesses
- Regular member updates with digital newsletter and members only Facebook group	Monthly	Manager / Members	12 per year
BUSINESS TRAINING AND SUPPORT - Provide members access to business development workshops, mentoring and relevant programs through local groups; to support skills and business growth	As available, Talk about at member networking	Chamber of commerce, HDC, Focus on business	Level of engagement,

Goal 2 – Promote Havelock North

Priority initiatives	Timeframe	Key relationships	Measurement
MARKETING & PROMOTION - Promote Havelock North proactively and effectively whilst ensuring the protection and evolution of its brand identity	Annually	Manager	Implemented annual plan
- Development and delivery of annual plan.	Annually	Manager / Board / HDC	Delivery of plan
- Follow an annual plan of targeted events, promotions, and other marketing initiatives to make Havelock North a vibrant CBD	Ongoing	Manager / Admin	Attendance and engagement, Reporting Metrics
- Maintain business listings on website	Ongoing	Manager	Up to date content
BRAND IDENTITY - Maintain existing brand with clear visual identity and Love Havelock North imagery and logos.	Ongoing	Manager	Cohesive promotional activity
- Engage with businesses to increase visibility of the LHN brand.	Ongoing	Manager / Admin	Members sharing LHN branding
- Upkeep and regular updating of website	Ongoing	Manager / Admin	Up to date, relevant website
- Manage a positive LHN social media presence and grow following	Bi-monthly	Admin	Engagement and growth reporting

Goal 3 - VIBRANT, MODERN, EVOLVING VILLAGE

Priority initiatives	Timeframe	Key relationships	Measurement
- Ensure Havelock North is an attractive and well-maintained destination for all to enjoy.	Bi-Monthly	Board members / Councillor reps / / HDC	Clean, tidy and well-maintained CBD
- Lobby council and other organisations for continued investment and beautification and sculptures – invest where appropriate.	May/June	Manager / Councillor reps / HDC	Successful submissions
- Connect with businesses and investors with development plans.	Ongoing	Manager / Board / HDC	Low availability of space
BUSINESS ATTRACTION - Promote Havelock North as a preferred place of business in the district through real estate agents, property owners, developers, and business investors.	Ongoing	Board / HDC / Manager	Low building vacancies
LOBBY - Continue to lobby and maintain Hastings District Council relationships in relation to infrastructure maintenance, security, parking, waste disposal, gardens, and artwork to ensure a vibrant village center.	Ongoing	Council rep / Board	Alignment with council LTP
- Make submissions for the Hastings District Council Long Term Plan based on members feedback and future CBD planning	Annually	Manager / Council Rep	
- Foster and work alongside other entities including but not limited to Hawke’s Bay tourism, local Business Associations, Hastings District Council, Chamber of Commerce, City Assist	Ongoing	Manager	
FINANCIAL - Robust and transparent budgeting and reporting	Bi- Monthly, Annually	Manager, chair, treasurer, board	Bi- Monthly financial reporting to board Annual budget
- If cash reserves go below \$25,000 the board needs to have a financial assessment carried out and look at alternative funding options.	Bi-monthly	Board	Cash reserves remain above \$25,000.
- Have an annual account review and accounts report complied using external services.	Annually, 3 rd Quarter	Manager, Chairperson, BM accounting, external auditor	Review outcome
- Maintain the association details on the NZ societies register	Annually, 3 rd Quarter	Manager	Annual application completed

STAGE KEY: RED = NOT IN ACTION, ORANGE = IN PROGRESS, ONGOING, GREEN = COMPLETE, ONTRACK

Calendar – TBC after annual plan

JANURARY	FEBURARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
NEW YEARS	TRIPLE PEAKS WAITANGI		EASTER		FAWC QUEENS BDAY		MATARIKI		LABOUR WEEKEND	FAWC	CHRISTMAS