



The Havelock North Business Association is a non-profit, incorporated society made up of owners and representatives of many diverse businesses based in or around Havelock North.

Our 2 key roles are to provide a support network for local businesses and to develop strategies to enhance, promote, and advance Havelock North as a destination. We aim to continue to make Havelock North Village a vibrant destination for visitors. Our website aims to be a one-stop directory for all that Havelock North has to offer.

## Stay – Play – Eat – Shop – Live

Annual membership runs from 1st July to 30th June. You have the choice of 2 tiers of Association membership. Notice of renewal will be sent out automatically on the 1st of June each year.

NOTE: If you are in the CBD catchment levy area a basic membership is at no cost to you, but membership upgrade will incur a fee.

### BASIC

#### **\$150 +GST, PER ANNUM**

Lower priority profile listing on the website  
Business name, address, phone, email, website and enquire button on the website  
Inclusion of 1 image showcasing your business, provided by you  
Basic listing description of up to 10 words  
Listing loaded under 1 category  
Representative and accompanying staff welcome at Meet and Greet networking events  
1 Representative at AGM

### ENHANCED

#### **\$300+ GST, PER ANNUM**

CBD levy members can opt to upgrade to enhanced membership for \$150 +GST, per annum

#### Basic level inclusions, plus +

Higher priority profile listing on the website  
Social media links included for 2 platforms  
Up to 9 images showcasing your business, provided by you  
A listing description of up to 25 words  
A click-through profile listing of up to 100 words  
Listing loaded under 2 categories (if appropriate)  
Representatives at AGM (2) and workshops (1)  
Priority sites at HNBA organised events, extra charge for power or hire items may apply  
One posting on our public Facebook page per year to promote your business  
(Basic members can only be promoted as part of a collective of at least 6 members)

### NON-PROFIT

#### **NON-PROFIT AND COMMUNITY ORGANISATIONS**

Please apply in writing for a free basic listing stating your organisations case.

### THE BENEFITS TO YOU OF BECOMING A MEMBER INCLUDE:

- Access to Public communications regarding business from local council and govt via newsletters.
- Advocacy on policy/grant applications on behalf of the local business community.
- National promotions funded by the Business Association to promote Havelock North as a holiday and event destination
- Part of Havelock North events and promotions are organised by the Business Association to bring people into the village.
- Access to promotional materials under the 'Love Havelock North' and 'Love the Village' branding.
- Social networking at Meet and Greet.
- Introduction at our next Meet and Greet to HNBA members.
- Presence on Havelock North website directory website.
- Your business will be recognised at our annual Business Awards event at significant milestones. (10/25/50/75 years to honour longevity in business).

### HNBA COMMUNICATIONS ARE PRIMARILY THROUGH 4 CHANNELS:

#### 1. MAILCHIMP

Regular Email newsletters covering important information and updates. We try to keep this brief and informative so do read them

#### 2. SOCIAL MEDIA

Events, promotions, and important public announcements are via our Facebook and Instagram pages - like and follow @LoveHavelockNorthnz. This page is managed in accordance with our social media policy.

Note: Basic members can only be promoted as part of a collective of at least 6 members. Enhanced members can request 1 post per year, subject to our social media policy guidelines.

After registration and payment 1x business representative can request to join a closed Facebook page for Havelock North Business Association members only. This page is Havelock North business-specific information to be shared. For example sharing positive news about your business, roadworks planned for the village, shoplifters in action and meet and greets.

#### 3. ASSOCIATION MANAGER

HNBA has appointed a part-time Association Manager who will endeavour to touch base with members regularly and keep you updated. This is the person to contact initially if you have good news regarding your business i.e. an industry award you've achieved, a constructive suggestion, or a problem.

**Contact: [info@havelocknorthnz.com](mailto:info@havelocknorthnz.com)**

#### 4. MEET AND GREETs

We aim to hold a regular Workshops, Meet and Greet as an informal way for the association to keep in touch with members and hear about what you are up to.

### THE CURRENT HAVELOCK NORTH BUSINESS ASSOCIATION BOARD MEMBERS

David Sorenson	President	<a href="mailto:sorensenco@xtra.co.nz">sorensenco@xtra.co.nz</a>
Carl Leipst	Co-President	<a href="mailto:carl@divabar.co.nz">carl@divabar.co.nz</a>
Louise Thompson	Treasurer / Co-president	<a href="mailto:louise@mackdev.co.nz">louise@mackdev.co.nz</a>
Amy Roberts		<a href="mailto:amyroberts.vivosalon@gmail.com">amyroberts.vivosalon@gmail.com</a>
Heather Murphy		<a href="mailto:heather.murphy@harcourtshb.co.nz">heather.murphy@harcourtshb.co.nz</a>
Damon Harvey	Hastings District Council Rep	<a href="mailto:councillor.harvey@hdc.govt.nz">councillor.harvey@hdc.govt.nz</a>