



Annual Plan 2021/22 Report



Prepared By:
Havelock North Business Association

1 Executive summary

The Havelock North Business Association has had another big year, promoting, engaging and supporting our CBD businesses. COVID resurgence caused us to amend our plans a few times but, overall, we delivered a range of exciting promotions as well as provided support and development opportunities for our members during a turbulent year.

When working on plans for 2021 we put a strong focus on supporting CBD business owners, as we expected it would be another year of uncertain times. We were lucky to have the majority of our board stand again to provide stability and advocate for continuous improvement for our membership.

The board is extremely pleased to have accomplished expanding our rated levy area. It was big but, necessary piece of work to ensure future viability of the Havelock North Business Association. As always, We are grateful to the Hastings District Council for your support not only financially but for the direct assistance provided by councilors and council staff.

2 Completed initiatives

LOVE LOCAL |

The Havelock North Business Association (HNBA) wanted to jumpstart the Havelock North business/shopping precinct with a strong campaign following a national COVID lockdown. We ran our second “Love Local, Shop Havelock North” campaign and ‘shop to win’ competition targeted at the Hawke’s Bay region through October 2021. This promotion was expanded on with economic recovery funding from Hastings District Council. We used a range of paid promotional activities to reach a broad audience such as print, radio and digital with NZME, our own social media campaigns, and flyers and billboards around the Village.

DOMESTIC TOURISM |

The purpose of this domestic tourism promotion was to continue to bring visitors to Havelock North through Autumn and Winter 2021 to shop, eat, stay, play and maybe even live one day!

We ran a digital competition alongside our domestic tourism promotion with Hawke’s Bay Tourism in the second quarter of 2021. The focus of the competition was to drive traffic to our new website encouraging people to explore listed businesses and showcase all the great things to do in Havelock North.

With over 3,000,000 impressions targeted to kiwis over social media and digital platforms, it was a hugely successful campaign marketing our amazing Havelock North as the place to Eat | Shop | Stay & Play. It was also the most link clicks Hawke’s Bay Tourism had ever received for a Mailchimp Campaign.

GIVE LOCAL |

A Christmas-themed version of ‘shop local’ is all about encouraging people to think about using local businesses for their Christmas giving. Ran for 6 weeks through the end of November and December up until Christmas. The promotion was very well received by members and the general public it was carried out with posters and a social media campaign.

2 Completed initiatives

HOLLY JOLLY HAVELOCK NORTH |

Sadly, COVID restrictions changes made this event virtually impossible to carry out with its original intent which was for families to come along and catch up with Santa during weekends in December, all while enhancing CBD vibrancy. We did not want to give up on the event as the Association was determined to spread some Christmas cheer, it became a late-night shopping event adhering to all restrictions, with live Christmas Carolers, Santa driving around in his sleigh and gift wrapping stalls. It was a shame to not see our full vision come to life, but, we are excited to try again this year.

SUPPORT LOCAL, SERVICES CAMPAIGN |

The Havelock North Business Association acknowledged the need to promote our members under our Live and Services categories as we recognise that they too were impacted by the August 2021 lockdown and enhanced level restrictions. While we acknowledged that our retail and hospitality members have been the most directly impacted. We also saw the trickle effect on our professional service members. Because of these factors, we want to provide support through promoting service businesses to locals through digital and social media avenues we engaged Mogul to carry out a 3 month SEO and Digital 'Hello, Havelock North' campaign.

WORKSHOPS |

The HNBA supports our membership by providing them with the tools to not only survive but thrive during these turbulent times. Many of our members are small business owners who in uncertain times tend to limit spending rather than paying for services to enhance their own and staff members' skillsets. Due to this, we wanted to provide free access to high-quality workshops held by industry professionals giving our members tools for ongoing business success. These workshops were

- A Mental Health in the workplace workshop for Owners and Managers to help with managing their own stress, and supporting their teams.
- 6 weeks of free exercise taster classes hosted by our member Eastern Energetics. These included yoga, pilates, boxing and more.
- Creating effective digital platforms for small businesses - website, google ads & SEO focus
- 2x Human resources workshop hosted by Grow HR to cover changes to employment law
- Virtual speaker event with Dave Letele, talking about mental health as a business owner, overcoming business failures and widening your support networks for success.

2 Completed initiatives

NETWORKING |

The HNBA held 4x of our Meet and Greet networking events in the first half of 2021. Following the August lockdown, we asked our members how they felt resuming networking as we moved down levels and it was a resounding not comfortable attending / to high risk when members have businesses to run. Due to this, we didn't carry out any member networking for the second half of the year. To ensure members felt connected and supported we increased digital communications and 'pop-ins' from the Association Manager.

We did manage to hold our AGM In September with a successful turn out of members looking to hear about what we had planned for the coming year.

Having carried out limited networking events and no end of year get together for members the The board decided to use saved funds on radio advertising through December thanking locals for supporting Havelock North Businesses this year. NZME was used, there was limited radio spots left on local radio due to short notice so, we paired with newspaper advertisement with a Give Local and thank you for support message.

BUSINESS AWARDS |

We managed to carry out our 2021 Havelock North business awards event after having to cancel in 2020 due to COVID. We refreshed the event to a submission process vs member voting following previous member feedback. We have categories for excellence in – customer experience, business services, innovation, outstanding employees and longevity in business. The Awards ceremony was a lovely celebration of Havelock North businesses; ticket sales were slightly down on previous years with many not comfortable attending large group events.

RATED LEVY AREA EXPANSION |

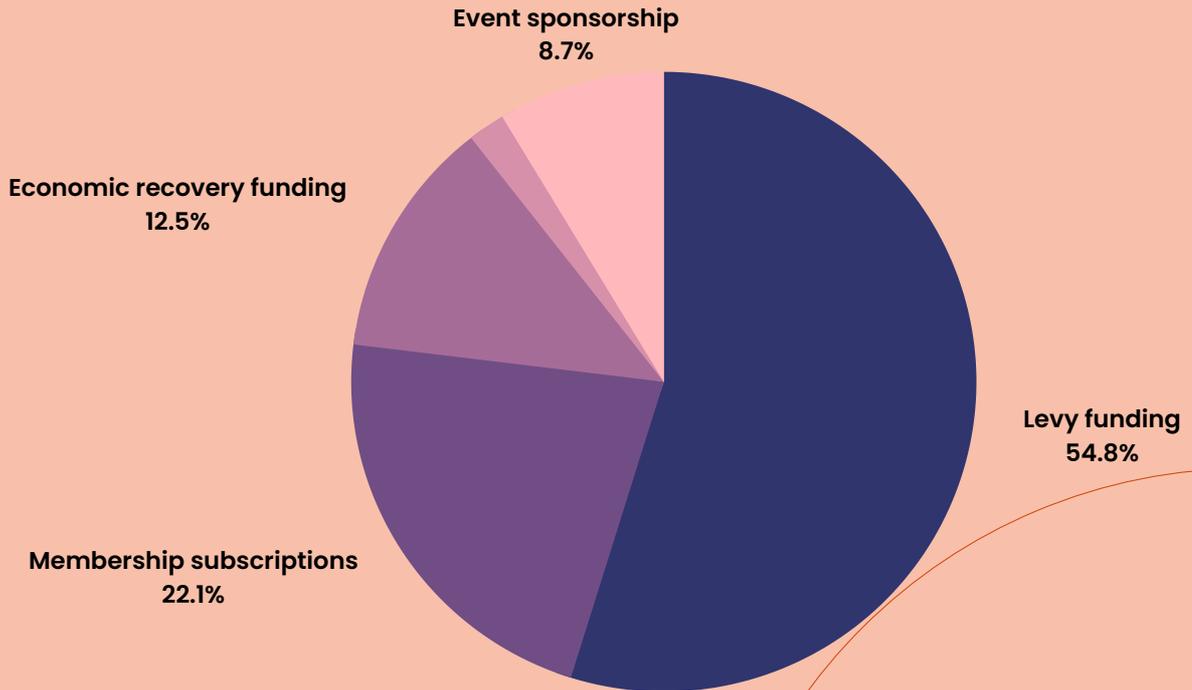
The campaign to expand the HNBA's rated levy area has been raised by previous boards over the years, the current board is grateful for past work, as it has paved the way for the recent confirmation of our expanded rated levy zone. About 15 months ago our current board reignited the discussion after recognising that our emergency funding from the water crisis and economic recovery had almost been fully utilised. We were unsure how our association could continue to viably run offering the expanded promotions, events and support that our members had come to expect over the last 5 years. After 8 months of campaigning including a vote run by Elections NZ, we are thrilled to have had Council accept and pass our expansion. We are very excited to be underway with actioning our annual plan with a budget that allows us to continue to promote, support and advocate for Havelock North businesses.

4 Measure of success

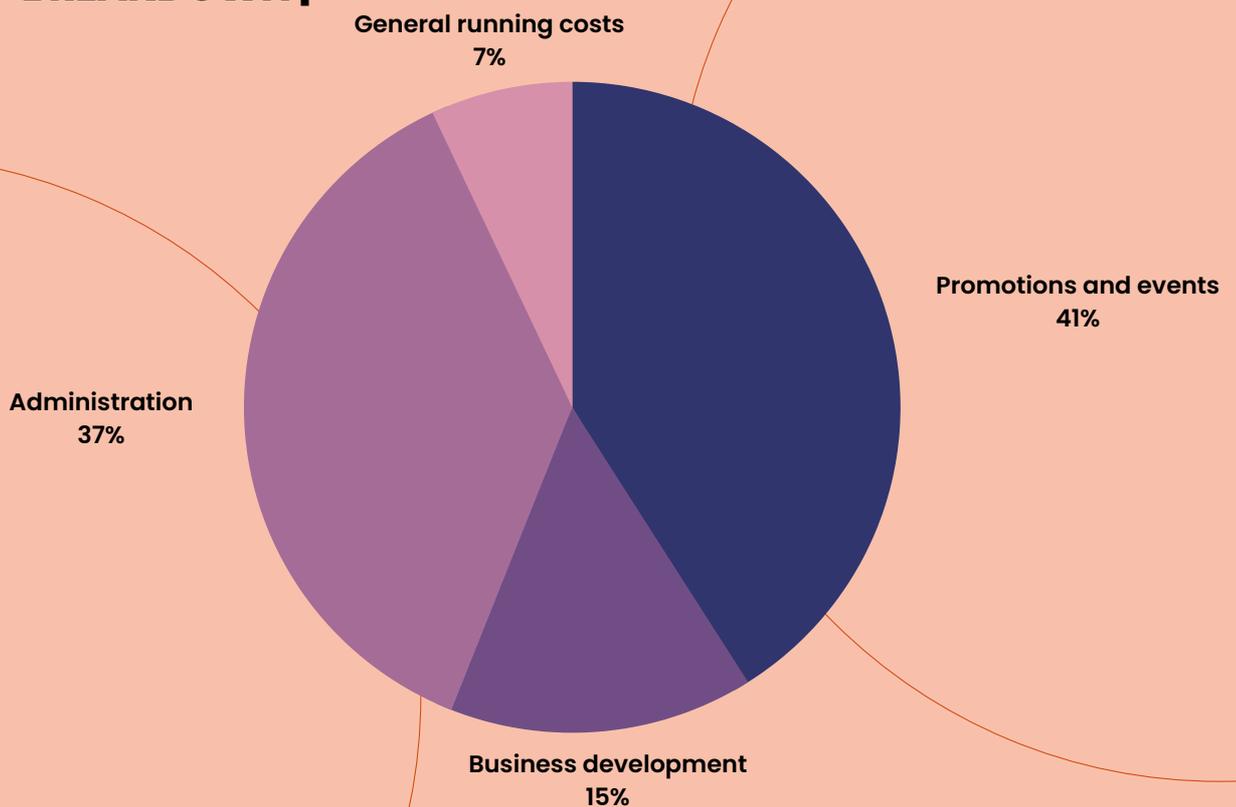
ACTIVITY 	RESULTS
Love Local Campaign	<p>The digital advertising with NZME reached it's 40,000 impressions.</p> <p>Our social media ads reached 15,000 and had 172 link clicks.</p> <p>210 entries were received and the entry page was viewed 510 times – conversion rate of 39.6%</p>
Domestic tourism campaign	<p>Over 3,000,000 impressions</p> <p>Most link clicks for any Hawke's Bay tourism e-news campaign ever.</p>
Give Local campaign	Local reach of 37, 935 on Love Havelock Social Media
Support Local campaign	<p>Search engine visibility up 10.89%</p> <p>37 of 50 ranking keywords moved up</p> <p>only 11 of 50 keywords did not make top 50 search results</p>
Social Media	<p>19.8% increase in reach compared to the previous year</p> <p>27.6% increase in followers compared to previous year</p>
Website Analytics	164,000 page views

5 Budget summary

INCOME SUMMARY BY SOURCES |



SPENDING BREAKDOWN |



6 Summary

Overall, the Havelock North Business Association is extremely pleased with the results that we have achieved in the last 12 months. Our promotional campaigns were effective at attracting local and domestic tourism spending to Havelock North and contributing to our CBD vibrancy.

Same as most, there was a lot of pivoting to accommodate changes beyond our control, such as lockdowns and gathering restrictions. However, we are confident that our activities best served our membership during tough times.

We want to take this opportunity to thank the Hastings District Council for their support and quick action in regards to economic recovery funding; a large portion of our promotional activity was only able to be carried out due to our receiving this extra funding.

We are excited looking ahead at the next 12 months with our increased levy funding meaning we can continue to provide enhanced promotions and support for Havelock North businesses, without requiring an emergency to fund our activities.

