

ANNUAL REPORT

2023-2024

Our vision is to be the driving force and trusted voice behind Silverdale's success, fostering vibrant connections between businesses and our community.



DRIVING LOCAL
BUSINESS
& COMMUNITY

Chairman's Report

As we approach our one-year mark as a BID, I want to express my gratitude to Tasha and our operational team. This past year has been a significant learning experience, and Tasha has risen to the occasion.

While eager to advance our BID objectives, we first had to establish our office, develop a new website, implement a member management system, and establish necessary policies and procedures.

Once we gained some momentum, we turned our focus to one of our main goals: enhancing area security. We quickly realised that collaborating with various stakeholders is a complex process requiring careful management and engagement.

Throughout this year, we've made considerable progress, notably raising awareness of Silverdale as a vibrant brand. Our efforts are anchored by six key pillars: Marketing & Promotions, Member Engagement & Support, Crime Prevention & Security, Connectivity and Advocacy.

In response to current economic challenges, we've launched the "Be Local Support Local" campaign, emphasising the importance of supporting local businesses during these tough times. We're also committed to providing a strong networking and event program, mindful of not overwhelming our members.

Our Women in Business events have been particularly successful, often selling out thanks to outstanding speakers and the generous hospitality of the Botanic.

Turning to security, it's a complex issue. While some believe businesses should manage their own security, I feel it's crucial for us as a BID to assist in crime prevention. We've made significant strides in enhancing security measures in our area, including establishing a CCTV platform that begins to create a safer network.

Business confidence remains a challenge, evident in rising costs everywhere. Many businesses are struggling, and we see increasing vacancies. However, the support of our local community is invaluable as we navigate these difficulties together.

We're aware of the mental health impacts on struggling business owners and are here to listen and offer guidance. Our mission is to support our business community in any way we can.

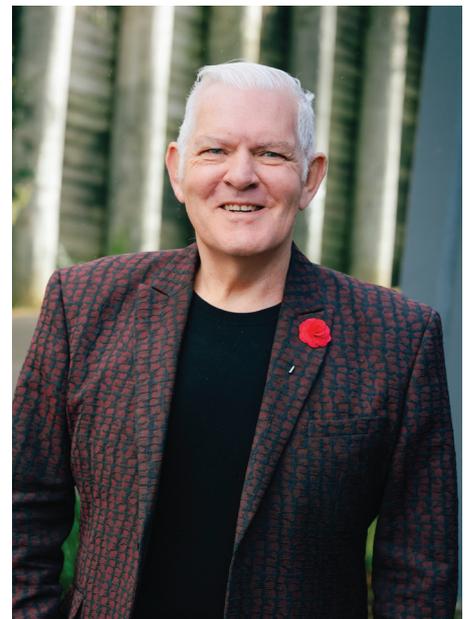
I appreciate all business owners who have engaged with our programs. Feedback indicates they've been beneficial in fostering connections among members.

A quick note: while all businesses in the BID area contribute through council rates, they must formally join to become BID members at no additional cost. We encourage all businesses to visit our website and sign up to stay informed about events and initiatives.

Finally, I want to thank my board for their time and invaluable insights. We strive for diverse representation across our BID area, and I welcome anyone interested in joining the board as openings arise.

I look forward to meeting more of you as we continue to strengthen the Silverdale community. I am proud to serve as your chairman.

Richard Worker
Chairman



EXECUTIVE COMMITTEE



Richard Worker
The Legal Team
Chairperson



Steve Wilkinson
Auckland Adventure Park
Treasurer



Zane Dykman
Ze Build
Board member



Rita Oliver
Barfoot & Thompson
Board Member



Gary Browne
Strategos Associates
Board Member
(non voting)



Michelle Pipping
The Botanic
Board Member



Joanna Jin
ENH Windows
Board Member



Vinod Bhaga
Pak n Save Silverdale
Board Member

RESIGNED



Matthew Edwards
Mars Digital
Board Member
(non voting)
Resigned, 7th Nov 2023



Dougall Cameron
Securitech
Board Member
Resigned, 20th March
2024



Kayleigh Wallace
Silverdale Mall Colliers
Board Member
Resigned, 6th August
2024



General Manager Report

I am incredibly proud of the achievements of the Silverdale Business team in our first year as a Business Improvement District (BID).

Our initial focus was on establishing a strong foundation—setting up the office and creating platforms for seamless communication and information sharing. This groundwork enabled us to effectively introduce our high-quality programmes and initiatives to support our business community. The team has shown unwavering dedication in meeting our goals, and we've had memorable moments along the way. The positive feedback we've received reflects the passion and authenticity that has driven our efforts this year.



As the General Manager of Silverdale Business, I am passionate about my role and genuinely committed to making a meaningful difference in our business community.

The first half of the year focused on establishing our office and creating a framework that facilitates efficient governance for our board. This included recruiting key roles to support the successful delivery of our goals and launching a new website to effectively communicate our BID information, plans, and successes, along with a business directory showcasing the diverse businesses in Silverdale. We also implemented a new member management system to enhance communication and maintain up-to-date information about our members, ensuring data integrity in a constantly changing business environment.

In the second half of the year, we introduced various events, initiatives and programmes, concentrating on our four key areas: Crime Prevention & Security, Marketing & Promotion, Connectivity, and Advocacy. Our diverse programming is designed to provide value to every member business. Notable highlights include the establishment of the CCTV security network for Silverdale, fostering connections through our well-attended events and networking programme, and our popular “Women in Business” quarterly series, which consistently sells out. Additionally, we rolled out roadside signage to unify our six precincts under one brand and one call to action: “Be Local, Support Local.” Our marketing campaign has successfully raised the profile of Silverdale businesses and showcased our local offerings.

Looking ahead, we are excited about our aspirational projects aimed at enhancing our community. The Pioneer Village project focuses on creating attraction that will draw people into Silverdale, while the River Pathway aims to connect the Hibiscus Park and Ride, Milldale, and Silverdale Village through a shared pathway. This initiative not only fosters community connections but also provides a safe travel option, aligning with our important health and wellbeing goals. Both projects have gained traction this year and have been submitted for resource consent.

I am excited to build on the successes of our first year and look forward to introducing a community event in year two, further enhancing our engagement and support for the Silverdale Business community.

Tasha Gummer
General Manager



OUR MISSION

We're devoted to cultivating and enriching Silverdale by providing powerful connections between businesses and our community. We will empower Silverdale businesses, property owners, and their people to unlock their full potential through knowledge, collaboration, and proactive engagement, driving commercial growth and ensuring sustainable success for the future.

OUR VALUES

Delivering Value
Member Focused

Integrity
Authentic,
Accountable,
Trusted, Respectful

Continuous Improvement
Proactive, Adaptable,
Resilient

OUR TEAM



Tasha Gummer
General Manager



Carolina Lunt
Business Coordinator



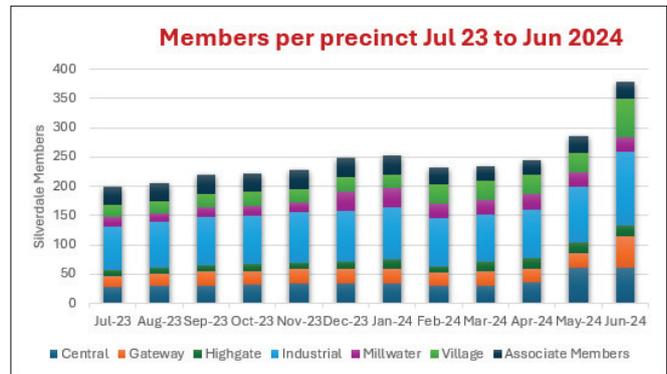
Vanessa Li
Marketing &
Communications Specialist

Growing Silverdale Business Membership

We are committed to making a positive difference for our businesses by building lasting relationships and ensuring their voices are heard.

Our strategic priority has been to engage with our entire membership, helping them understand the value of our programmes and encouraging their active participation in the Silverdale community. By focusing on understanding their needs, expectations, and challenges, we've strengthened communication and prioritised our members.

As a new BID, ensuring strong engagement from our local businesses has been critical to the success of our programmes. We set a clear goal: to convert 50% of affiliate members, who were already paying the BID levy but hadn't yet engaged, into full members. Guided by the principle of always adding value to our members, we knew that personal connections were essential. Recognising that emails alone often don't break through the noise, our team worked tirelessly to connect face-to-face with each business. Despite our geographically large area, we successfully achieved 51% full membership by 30 June 2024—a testament to the dedication and hard work of our team.



ASSOCIATE MEMBERSHIP

Associate Membership is essential for businesses in Silverdale that are not located within commercial properties, such as home-based businesses or those operating on the periphery of the BID area. For businesses outside the Silverdale BID or not operating within commercial premises, Associate Membership offers a valuable opportunity to access the benefits of standard membership, except for voting rights. Priced at \$350 + GST annually, this membership is charged on a pro-rata basis to align with the financial year ending 30 June.

Our goal has been to maintain Associate Membership through the transition into the BID establishment and then steadily grow, particularly within underrepresented sectors, creating a reliable income stream while broadening our network and support within the Silverdale business community.

28 Associate Members



EXECUTIVE REPORT

2023-2024

This summary highlights how we have promoted, represented, and supported Silverdale and our businesses in driving local business growth and community engagement throughout 2023-2024.





01 Crime Prevention & Security

CRIME PREVENTION APPROACH FOR SILVERDALE

A comprehensive review of the crime prevention strategy for Silverdale was conducted, featuring in-depth discussions with key stakeholders and industry experts. A high-level plan outlining a roadmap for the rollout of CCTV across key precincts was developed. Approval for the cameras was secured, and they were strategically placed at critical entry and exit points to maximize coverage and effectively ring-fence Silverdale.



SAFER SILVERDALE SECURITY NETWORK

Additionally, a Silverdale Business security hub was installed in our office, primed for the connection of the first precinct, the Village. With approval from Auckland Transport, this connection will be established as soon as possible. This significant development will enhance security, enabling police patrols to respond promptly to incidents, while securely viewing footage as needed.

CRIME INFORMATION PORTAL

A dedicated security and crime prevention information portal has been successfully added to the Silverdale Business website, offering members valuable insights, resources, and support for safeguarding their businesses.

COLLABORATION WITH COMMUNITY PATROL & LOCAL POLICE

Successful partnerships were forged with local police and community patrols. Regular meetings were held to strategise about crime prevention, and plans were made to expand monitoring efforts over the next two years. Silverdale Business continued to advocate for better security solutions, liaising with Auckland Transport and industry partners to ensure compliance with regulations and future-proofing for additional surveillance systems. Collaboration with funding bodies enabled continued development and sustainability for the crime prevention infrastructure.

WHATSAPP

Our WhatsApp network is expanding and serves as an effective tool for promptly notifying members about ongoing crime issues. This platform greatly supports our retail community, and we appreciate its use for sharing concerns. It has also proven valuable for the Silverdale Business team, allowing us to share important information and resources while guiding members on appropriate responses to incidents.





02 Connectivity

STATISTICS



Silverdalebusiness.co.nz
 Total website users: 1,323
 (Active users: 663, New users: 660)
 Total pageview: 1,514
 User stickiness is over 20%



E-newsletters
 12 Newsletter sent
 25% Ave Open Rate
 37.8% is the highest open rate



Linked In
 50% monthly growth



Facebook
 85.2% Growth
 794,000 Total Reach

Facebook Members Group
 8.5% monthly member growth



Instagram
 23.86% Growth
 28,000 Total Reach

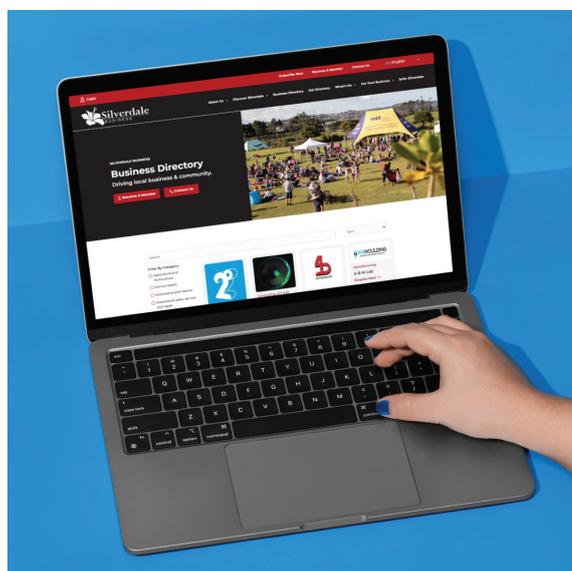


YouTube
 23% Growth
 Total view: 61

BUSINESS DIRECTORY

We have a new Business directory on our website launched in April 2024. Local businesses have been consistently encouraged to sign up for membership and update their details in the Silverdale Business Directory. Uptake has been steady, and this remains a core focus to ensure visibility and accurate representation of businesses in the area.

376 Business Directory Listings on our website



INFORMATION PACKS

A custom-designed folder for new businesses and members has been developed, providing essential information about Silverdale Business and our area, along with collaborative promotional material like the Millwater Magazine and the Hibiscus Coast App.

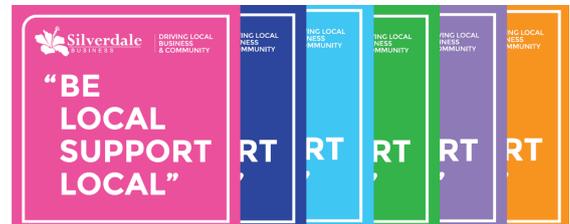
400 Silverdale Business Information Packs delivered

Efforts to drive membership and participation have been bolstered through personal visits and reminders, resulting in increased event attendance and steady membership growth.



BRANDING FOR THE SIX SILVERDALE PRECINCTS

Our “Be Local, Support Local” campaign aims to unite Silverdale’s six precincts under a shared identity while recognising their unique personalities.



By promoting local business through vibrant signage, retail support, and collaboration, we are driving foot traffic and encouraging the community to shop and do business locally. This initiative fosters a sense of unity, as all businesses work together towards the common goal of strengthening our local economy. Our campaign embraces individuality while focusing on the collective purpose of building a thriving, connected business community. Through consistent communication, networking, and branding, we’re making strides toward greater visibility and local engagement.

In support of introducing our “Be Local, Support Local” campaign, we successfully distributed campaign stickers to businesses across all six precincts. Each precinct received its own uniquely coloured sticker, encouraging businesses to proudly display them in their windows. We also provided sign holders for members wishing to showcase the campaign instore on their counters.

521 Stickers delivered

Signage was successfully installed in four out of the six precincts, each represented by a distinct colour to give it a unique identity while aligning with the overarching “Be Local, Support Local” campaign. The feedback from the community has been overwhelmingly positive. In addition to promoting local engagement, the vibrant signage has also enhanced the area’s visual appeal, adding a bright and welcoming element to the roadside.

62 Signs installed across 4 Precincts – Village, Industrial, Highgate, Millwater



Events

In our first year as a BID, we successfully delivered 16 events, creating valuable opportunities for our members to connect, collaborate, network, and support each other. Our event programme included a diverse range of activities such as training sessions, seminars, and networking functions aimed at enhancing business knowledge and fostering relationships. To accommodate varying schedules, we hosted morning breakfasts, mid-day sessions, and after-hours events across different venues, ensuring that all members had the opportunity to engage and benefit from our efforts.

NEIGHBOURHOOD NETWORKING – BUSINESS SHOWCASE

Our Neighbourhood Networking Series is all about bringing local businesses together in a relaxed, informal setting. Each event is hosted by a different business, offering a fantastic opportunity for them to showcase what they do while building valuable connections with their neighbours. These bi-monthly gatherings have attracted a great mix of sectors, and one of the most memorable was an exciting luge experience at Auckland Adventure Park!



Silverdale BUSINESS DRIVING LOCAL BUSINESS & COMMUNITY

BREWS & BANTER

Thursday, 23 May 2024 | 4:30 - 6:00PM

The Wade Bar & Bistro
2 Tavern Road, Silverdale

MEMBERS ONLY FREE EVENTS

Come to unwind and connect at our networking event within the Industrial Precinct.

Free beers and bites on us.

No registration needed. Just call in and enjoy!

More information **+021 650 186** Visit our website **silverdalebusiness.co.nz**



WOMEN IN BUSINESS

In 2023, we proudly launched our Women in Business quarterly series at The Botanic, and it quickly became one of our most successful initiatives. We delivered two sold-out events in March and May, solidifying this programme as a key fixture in our event calendar.

The series kicked off on International Women’s Day with an energising lunch, lively discussions, goodie bags, and invaluable tips from Nicki Osbaldiston on ‘Speaking up about your Business.’ The warm and inclusive atmosphere fostered a strong sense of community among the women in Silverdale, with attendees bonding over shared experiences and a collective goal of nurturing business growth.

Our second event in May continued the momentum, featuring a powerful talk by Shyr Godfrey on ‘Nurturing a People-Centric Business Culture,’ further emphasising unity and inclusivity. Both events were met with overwhelmingly positive feedback, and we are excited for the future of this vibrant series. A huge thanks to The Botanic, our generous sponsors, and the supportive businesses that helped make these events so successful.



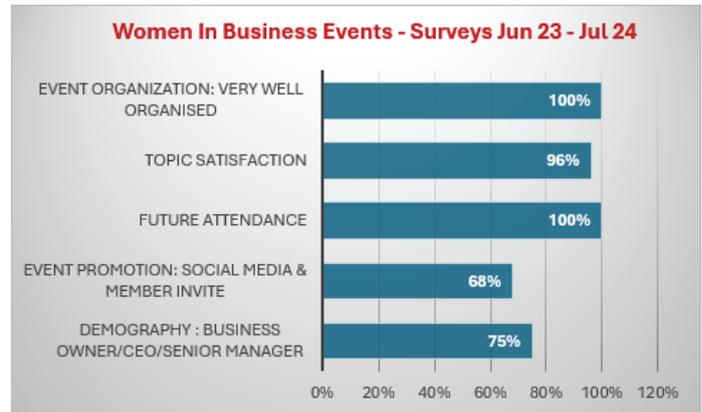
Feedback:

So nice to have a different format to ‘networking meetings’. Food was yummy, and the venue beautiful. Congratulations for a really well-run event!

Loved it, felt very spoilt with the goodie bag and met some lovely ladies. It was a very enjoyable event and I look forward to the next one.

Thanks for a really well organised event. The venue, food and connections made were fantastic!

*This was hands down one of THE BEST I’ve ever been to. Thanks again. **Anna McG***

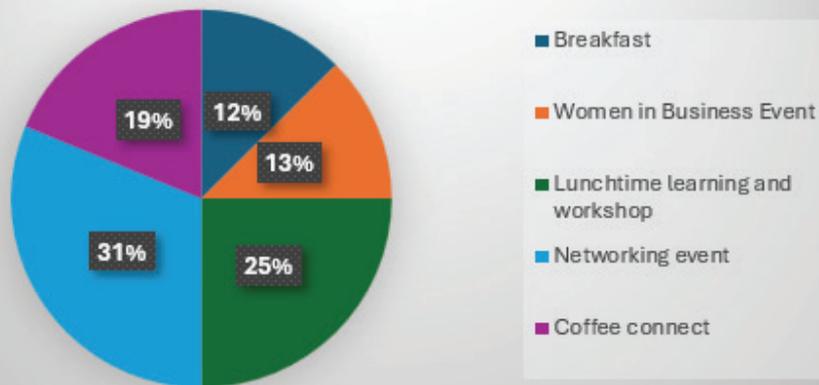


COFFEE CONNECT

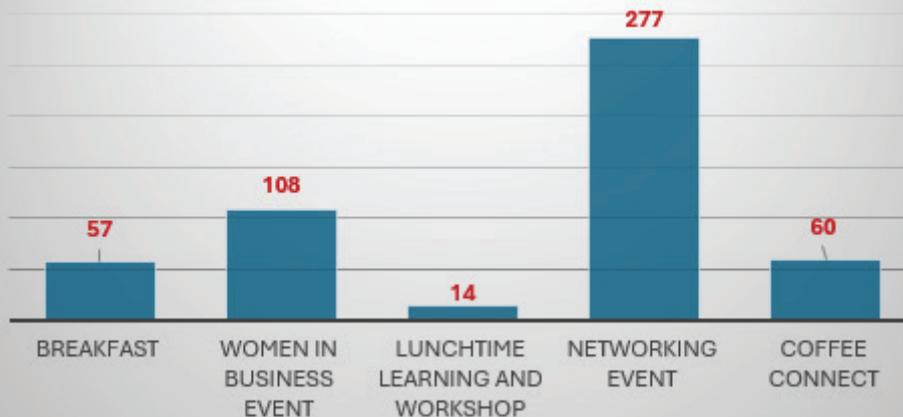
Our Coffee Connect initiative was created to offer members, both affiliate and full, a chance to have a one-on-one chat over coffee, giving us the opportunity to hear how we can better support them and engage them in our programs. By partnering with local cafes across different precincts, we've fostered connections and signed up new members while promoting local businesses. These casual meet-ups have been a huge success, with over 60 new members joining our community and vibrant discussions taking place across Silverdale.



Silverdale Business - Events Jul 23 - Jun 24



Event Attendance Jul 23 - Jun 24



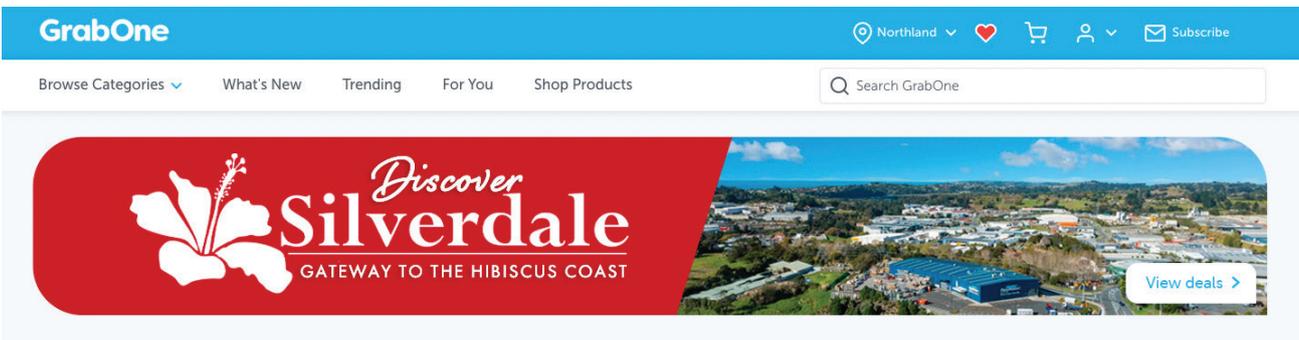
03 Marketing & Promotion

GRABONE

The GrabOne campaign in Silverdale, running from September 7 to November 30, 2023, successfully promoted local businesses by offering exclusive deals to customers.

With 37 active deals from participating Silverdale Business members, the campaign created excitement and anticipation, starting with a lead-in period in July. Email marketing proved to be the standout channel, achieving a remarkable unique open rate of 99.68% and generating significant engagement through a solus email campaign that reached 50,000 subscribers.

Radio exposure in September further enhanced visibility for Silverdale, receiving positive feedback from local businesses and community members. The campaign highlighted consumer preferences for leisure activities, dining experiences, and entertainment, with impressive sales numbers for various deals, such as Snowplanet's day pass combo and Auckland Adventure Park's entry tickets. Overall, the campaign fostered community engagement and showcased the vibrant offerings of Silverdale, laying a strong foundation for future initiatives.



Feedback

"I would like to thank Tash for the excellent work and innovative idea to promote our business with GrabOne. We are seeing a real tangible benefit, which we have never seen before from a business association in other locations we have had our factory. Well, done Silverdale Business association for providing us real support."

Siggy - Living Green

CREATE AN ATTRACTION FOR VISITORS TO SPEND AND VISIT OUR REGION

Pioneer Village Community Market & Event space

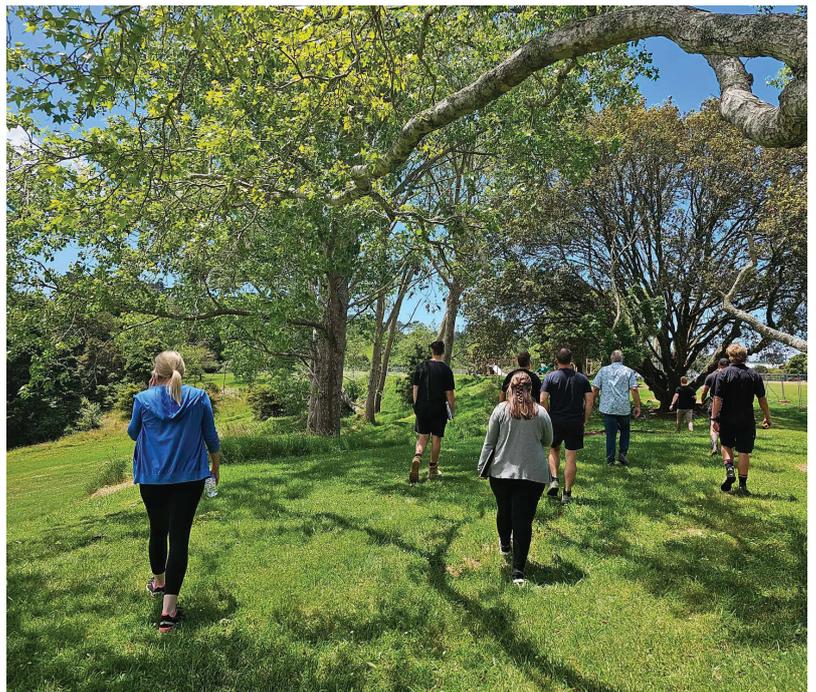
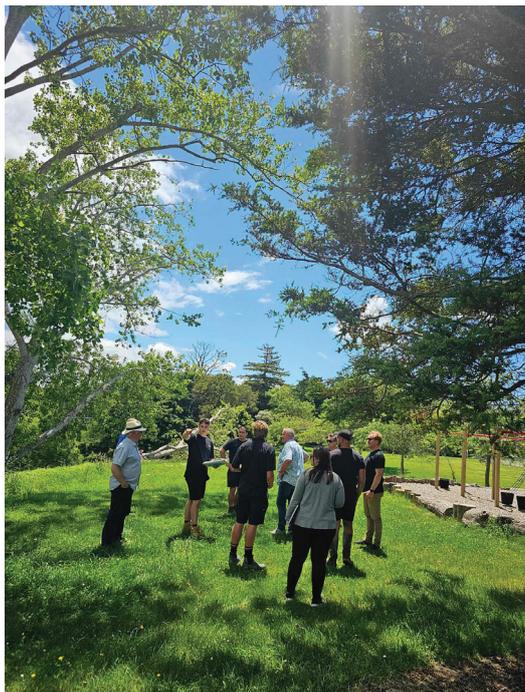
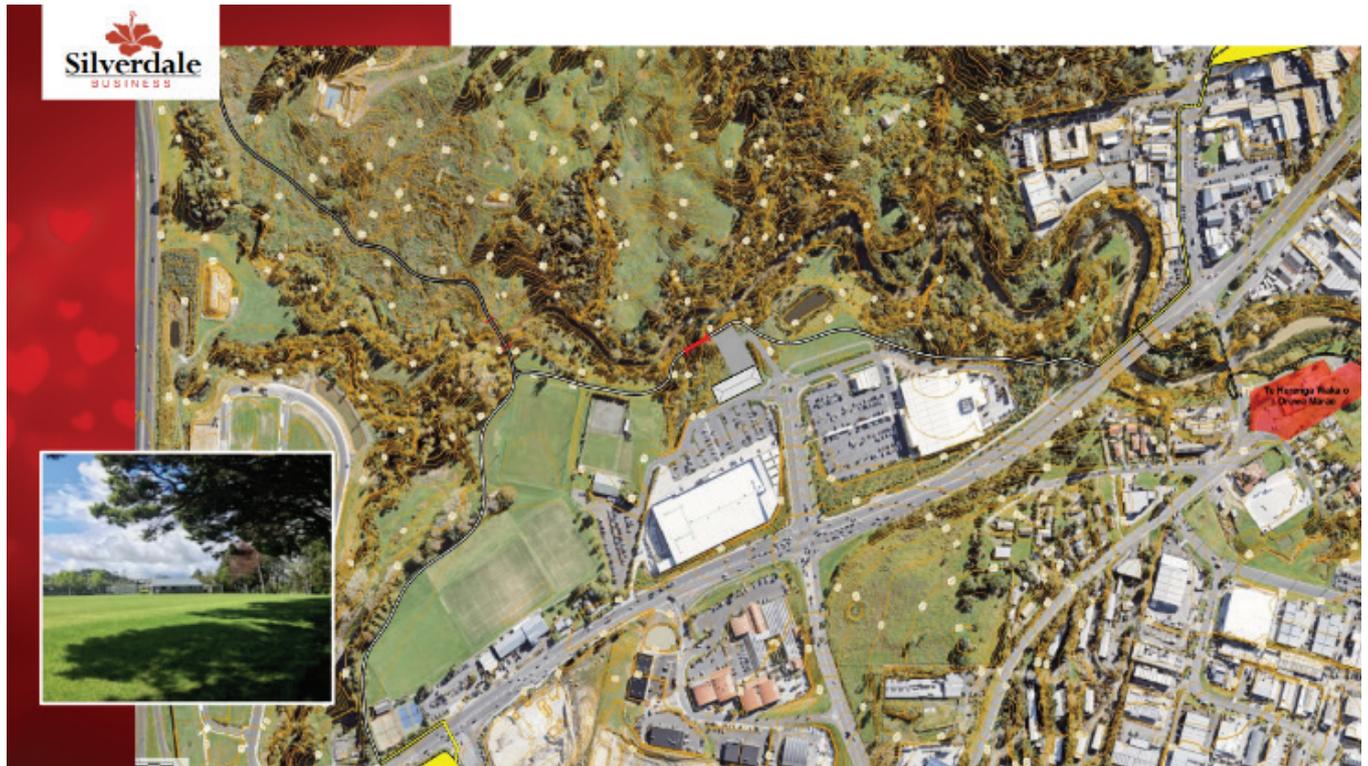
The Pioneer Village project is progressing and will be marketed as a key attraction for Silverdale. Silverdale Business seeks support for the project, including assistance with consent and consent fees, advocacy, streamlined approval processes, and facility management guidance upon completion. Optimising funding avenues is crucial for community benefit, and we welcome ideas and support. The architects are currently handling the planning in preparation for the next stage to proceed with relocating the existing building.



CREATE AN ATTRACTION FOR VISITORS TO SPEND AND VISIT OUR REGION CONTINUED...

River Pathway

The River Pathway project is moving forward following a walkthrough meeting with stakeholders in November, focusing on securing the necessary approvals for the consent process. This initiative aims to enhance Silverdale's appeal as a destination for locals and tourists by promoting safe and efficient transport options and connecting infrastructure. Support for the project, as well as collaboration among relevant parties, is encouraged to ensure its success.



BE LOCAL SUPPORT LOCAL MARKETING CAMPAIGN

The “Be Local, Support Local” campaign has made a remarkable impact within our community. During the campaign period, we recorded over 6,000 page views, attracting more than 2,000 active users, with key pages such as the Homepage, Campaign Page, and Business Directory collectively accounting for nearly 3,000 views. This high level of interaction underscores the value of the campaign in promoting local businesses and fostering community involvement. We are particularly pleased to report that we registered 125 new members during this period, reflecting growing interest in our initiatives.

Our social media efforts also thrived, achieving a net reach of 50,000 on Facebook alone, while engaging campaigns, such as the \$300 voucher giveaway in partnership with Mitre 10 MEGA Silverdale, encouraged community participation and newsletter subscriptions.

Community feedback has been overwhelmingly positive, with locals expressing strong support for the campaign’s messaging.

The installation of outdoor signs across four precincts and the distribution of window glazing stickers and 50 car stickers helped to further elevate the #BeLocalSupportLocal advocacy. We believe this campaign not only increased brand awareness but also created a sense of unity within our community, encouraging residents to shop locally and connect with one another. Overall, the estimated reach of the campaign was impressive, with 387,000 people potentially reached through various channels, solidifying the campaign’s role in enhancing the vibrancy and resilience of the Silverdale business community.

MARKETING CAMPAIGN RETRO



BE LOCAL SUPPORT LOCAL MARKETING CAMPAIGN CONTINUED...

Feedback

"I can't say enough about how incredible it is to see Silverdale Business standing strong for local businesses. The "Support Local" signs are everywhere—you just can't miss them, and they truly resonate. In these challenging times, it's heartwarming to see such dedication. From the signage along the major roads to the Silverdale Business branding on the back of buses, monthly networking events plus other knowledge sharing sessions to help equip local business owners, this association feels like a close-knit business family, always ready to support one another. A huge thank you to the team for your outstanding efforts. Your commitment is making a real difference!"

Luca, Achiva

"Thank you to Silverdale Business for promoting our business within the community. The Silverdale Shoutout project spotlights local businesses, helping them share their unique stories and products with the community. By highlighting these businesses monthly, the initiative fosters greater visibility, engagement, and support for the local economy. Their "Be Local, Support Local" campaign is thoughtfully designed to help local businesses reach a wider audience across various channels, increasing brand exposure within the community. We were privileged to participate in this campaign, and Vanessa has been fantastic in planning and executing the initiative, with both digital and print ads seamlessly scheduled. A fantastic effort in supporting local businesses!"

Nita Wong, Maddren Homes



04 Advocacy & Achievements

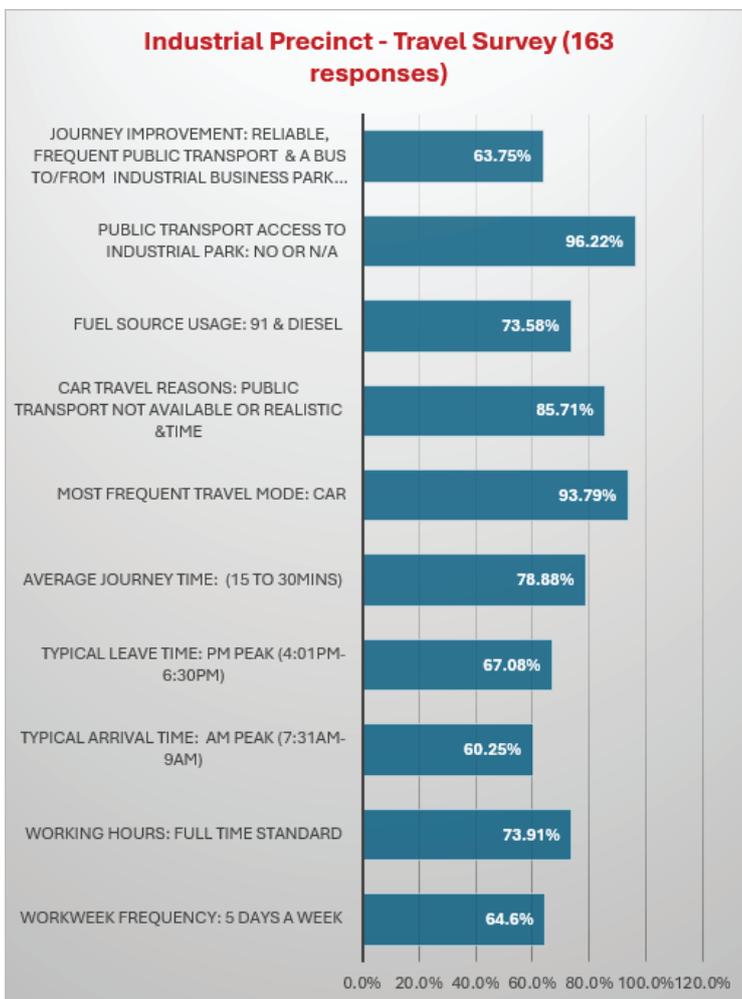
ADVOCATING FOR PUBLIC TRANSPORT AND TRAVEL SOLUTIONS IN THE INDUSTRIAL BUSINESS PARK

We made progress in advocating for public transport and parking solutions within the Industrial Business Park. Initial collaborations with Auckland Transport (AT) explored the feasibility of restricted vehicle zones, though this approach was ultimately deemed unviable due to resource challenges.

To better understand local transport needs, we launched a comprehensive survey, including a SurveyMonkey questionnaire and an in-person travel survey conducted by ActionActors. With 163 responses collected, the results will help shape future transport solutions in the precinct. Additionally, we fostered connections with Ngāti Manuhiri and the Travel Wise team, both of which expressed support for our long-term initiatives. While full implementation is ongoing, this year's efforts have laid a strong foundation for addressing transport and parking concerns for our local businesses.

We remain dedicated to supporting efficient commuting solutions for businesses and employees, and we value the input provided by our members through the survey process. The data gathered will be key to developing effective travel planning initiatives, with further progress expected in the upcoming year.

To improve connectivity between the Industrial Business Park and the Village, we worked closely with Auckland Transport to explore the feasibility of implementing a crossing or traffic lights. Auckland Transport has advised that this matter will be revisited following the completion of the Penlink project. This recommendation reflects the prioritisation of funds for Penlink and the current high traffic volumes in Silverdale, particularly to and from the Whangaparaoa Peninsula.



STAKEHOLDER ENGAGEMENT

We have successfully strengthened stakeholder relationships across key agencies such as the Hibiscus & Bays Local Board (H&B LB), Auckland Transport (AT), Auckland Council (AC), and the Police.

Regular engagement was initiated, including a meeting with the CEO of Auckland Transport, Dean Kimpton, which addressed BID representation and Silverdale's needs. Our interactions ensured Silverdale was well-represented and discussed potential solutions.

We initiated meetings that included the local board and Community patrol. We are working on adding NZ Police to these meetings to enhance coordination. Moreover, Silverdale Centre and Mall were engaged as essential stakeholders.

We actively contributed feedback and input into town centre planning, Auckland Transport's long-term plans, and worked closely with community groups and the Silverdale Community Trust. These relationships will be a key focus for further development over the next two years, as Silverdale experiences significant growth. Strengthening these partnerships is crucial to ensuring the area's sustainable development and long-term success.



General Achievements



BUSINESS PLAN 2024-2026





Business Plan 2024-2026

The development of the two-year business plan is guided by our strategic framework in consultation with our Executive Committee. This plan aligns with the 2024-25 budget and the 2025-26 indicative budget.

Member Value, Engagement, Advocacy and Leadership

There are seven key pillars that drive our outcomes, **Marketing & Promotions, Member Engagement & Support, Crime Prevention & Security, Connectivity, Advocacy & Leadership, Sustainability & Wellbeing.** Under each one of the pillars is a range of initiatives that are reviewed, added to, and prioritised annually. Our reporting and planning, both financially and practically, is aligned with these areas of activity and their associated goals.

Silverdale Business has successfully established the BID and will continue to develop programmes started in the first year of operation. We will continue to consult with members to ensure that, as far as is practicable, we are providing, events, workshops, programmes, initiatives and communications that are relevant and engaging.

We will focus on Sustainability in the 2025-26 year with our first objective being waste minimisation.

By implementing feedback mechanisms, ensuring financial transparency, and establishing clear metrics for success, we aim to foster a collaborative and thriving business community that addresses the needs and concerns of all members.

Strategic Priority 1 MEMBER VALUE

Marketing & Promotions

| PRIORITY | OBJECTIVE | TIMEFRAME |
|---|--|-----------|
| Grow the Silverdale Business Profile | <ul style="list-style-type: none"> Continue to build our brand utilising a range of marketing channels. Managing Silverdale Business social media, Linked In, YouTube & Print and apps Develop new and innovative ways to communicate with our community | 2024-2026 |
| Promote our Silverdale Businesses | <ul style="list-style-type: none"> 'Silverdale Shout Outs' highlighting businesses in our local Millwater magazine Develop innovative ways to promote our Businesses and build pride in the Silverdale district using marketing, advertising and social media campaigns | 2024-2026 |
| Create an attraction for visitors to spend in our region. | <ul style="list-style-type: none"> Facilitate the Pioneer Village Market and Event project Facilitate the River Pathway Project Introduce a large Community Event to solidify Silverdale's character and attract visitors and locals to spend in Silverdale Goal: Attract at least 5,000 visitors and generate \$20,000 in direct revenue for local businesses. | 2024-2026 |
| Marketing campaigns to increase visitors and spend in Silverdale. | <ul style="list-style-type: none"> 'Be Local Support Local' Campaign Seasonal & Occasion Campaigns | 2024-2026 |

Member Engagement & Support

| PRIORITY | OBJECTIVE | TIMEFRAME |
|---|---|-----------|
| Engage with our entire membership to ensure they understand the value of our programs and remain active in our community. | Build relationships to convert affiliate members to full members to support growth and opportunity. <ul style="list-style-type: none"> • Understand needs, expectations and pain points • Communicate through improved communication channels • Wellbeing and Resilience | 2024-2026 |
| Inform and educate our members | Offer a diverse and broad range of learning opportunities utilising various platforms. <ul style="list-style-type: none"> • Introduce Business Coaching • Host Waste Reduction Workshops to promote sustainability. | 2024-2026 |
| Build relationships and engage with ethnic Communities | Create opportunities to bring diverse groups together | 2024-2026 |
| Prioritise connecting talented local with job opportunities in Silverdale to strengthen our local economy. | Grow recruitment in Silverdale by utilising the job section on our website. <ul style="list-style-type: none"> • Collaborate with local recruiters | 2024-2026 |



Crime Prevention & Security

| Priority | Objective | Timeframe |
|---|--|-----------|
| Support a safe, secure and resilient business area | Work with police, local board and other agencies to implement safety strategies and crime prevention initiatives <ul style="list-style-type: none"> • Continue to build resilience through information sharing • Create member resource package of discounted security options | 2024-2026 |
| Continue to add to our community business focused CCTV network and security hub | Enhance crime prevention and detection by Installing a minimum of 6 cameras in the network to ring-fence Silverdale | 2024-2026 |

Strategic Priority 2 **ENGAGEMENT**

Connectivity

We will provide members with access to subject-matter experts to support their capability development and offer tangible benefits at both a personal and business level.

| Priority | Objective | Timeframe |
|--|--|-----------|
| Offer a diverse and broad range of opportunities to connect | Provide relevant workshops, seminars, events and networking options to cater for all member segments | 2024-2026 |
| Connect the geographical areas of Silverdale together | Finish the rollout of our area branding signage across all six precincts of Silverdale to unite as one Silverdale with a call to action 'Be Local Support local' | 2024-2026 |
| Ensure all new businesses are informed and engaged from the beginning | Ensure Silverdale information pack is up to date, engaging and relevant | 2024-2026 |
| Build capability to connect businesses to one another | Create opportunity for collaboration and introductions between Businesses in our network. Ensure our business directory is up to date and well visited | 2024-2026 |
| Attract and retain diverse, sustainable businesses to reduce Silverdale's commercial vacancies | Foster a vibrant, thriving business hub that supports local economic growth through strategic partnerships, targeted marketing, and community engagement. | 2024-2026 |

Strategic Priority 3 **ADVOCACY**

Advocacy & Representation

We will continue to advocate strongly on a variety of topics with and on behalf of our members to achieve the best possible outcomes and mitigate any negative impacts, making written submissions as and when appropriate.

This advocacy will be important for the significant growth proposed within our area, which includes a variety of major commercial, roading, transport and residential developments, comes to fruition. Any future development must be introduced in a planned manner.

| Priority | Objective | Timeframe |
|---|---|-----------|
| Local Infrastructure | Maintain/build new relationships with key stakeholders and decision makers who influenced decisions | 2024-2026 |
| Lobby to influence transport decisions enabling our businesses to operate more efficiently. | <ul style="list-style-type: none"> Continue to represent community interest in the Penlink Project Proactively track and address any transport or roading issues | 2024-2026 |
| Collaborate with key stakeholders and other BIDs | Engage with decision-makers at all levels within key stakeholder organisations, including Auckland Council, H&B LB, Auckland Transport, Waka Kotahi, Tātaki Auckland Unlimited, and NZ Police. <ul style="list-style-type: none"> Make written submissions as appropriate. | 2024-2026 |
| Establish a prominent presence in the local community | Act as a vital connector between businesses and the community, representing Silverdale | 2024-2026 |



Strategic Priority 4 **LEADERSHIP**

Sustainability

| Priority | Objective | Timeframe |
|--|--|------------|
| Lead the development of Sustainable Transport for Business in Silverdale | Develop next steps as part of the sustainable transport project to influence travel behaviour in Silverdale <ul style="list-style-type: none"> • Analysis of Silverdale Transport Survey data to better understand travel behaviour • Identifying a sustainable transport model through consultation with experts in the field of sustainable transport • Partner with other Silverdale businesses and Auckland Council's Travel wise programme to potentially fund alternative transport options | 2024 -2026 |
| Establish communication and opportunities to encourage collaboration among businesses, developers, and the council, fostering a supportive environment for future growth | <ul style="list-style-type: none"> • Build relationships with local property owners and developers • Seek opportunities to provide input into planning and development for Silverdale | 2025-2026 |
| Empower our business community to take environmental action | <ul style="list-style-type: none"> • Implement initiatives to promote effective waste management, reduce landfill waste, and foster business engagement in innovative waste reduction initiatives. • Increase connections and support between our business community and environmental/community groups | 2025-2026 |

Wellbeing

| Priority | Objective | Timeframe |
|--|--|------------|
| Promote positive workplace wellbeing initiatives that drive business transformation. | We will advance workplace wellbeing by organising events, sharing knowledge, and providing access to current trends. | 2024 -2026 |

Success Indicators for 2024/2025

MARKETING AND PROMOTION

500 LinkedIn followers

2000 Instagram followers

10K Facebook likes

10K Facebook Followers

50 YouTube Followers

100% Growth Rate in Consumer Database

Increase visitor numbers by **20%** to silverdalebusiness.co.nz

Increase active users by **15%** to silverdalebusiness.co.nz

Send a minimum of **12 issues** of Silverdale Buzz e-newsletters

Increase average open rates by **10%** and reduce bounce rate by **5%**

A minimum of **10 Silverdale Shout Outs'** highlighting businesses in our local Millwater magazine

Develop a partnership engagement strategy aimed at generating revenue while offering businesses the opportunity to feature on our website and communications, for increased brand visibility.

MEMBER ENGAGEMENT AND SUPPORT

70% Full members by 30 June 2025

Implement **2** Member surveys to understand needs, expectations and pain points

EVENTS

4 Women in Business Events

6 Neighbourhood Networking Events

2 Lunchtime learning

6 Business Breakfasts

1 Large Community Event to attract at least 5,000 visitors and generate \$20,000 in revenue for local businesses.

1 Wellbeing Event

6 Coffee Connect

1 Safer Silverdale Event

CRIME PREVENTION & SECURITY

4 cameras added to our CCTV network this year

Introduce our Safer Silverdale programme to our members with **20%** uptake.

Install number plate screws to member vehicles and tool engraving at our Safer Silverdale Event

CONNECTIVITY

Successfully complete the rollout of area branding signage across all six precincts, uniting Silverdale under the "Be Local Support Local" campaign.

ADVOCACY AND REPRESENTATION

Collaborate with other BIDs, particularly on the Hibiscus Coast, to strengthen our advocacy efforts

Advocate both formally and informally to critical decision-makers on pivotal topics affecting business, transport and development

Continue to develop positive relationships with significant stakeholders when appropriate

Budget 2024-2025 & Draft Budget 2025-2026

Silverdale Business Incorporated Society Budget

| | | 2024/2025 | INDICATIVE 2025/2026 |
|---------------------------|-----------------------------------|--|-------------------------|
| Income | Targeted Rate | \$ 500,000.00 | \$ 530,000.00 |
| | | *Proposed 6% increase 2025/2026 | |
| | Interest Received | \$ 3,200.00 | \$ 3,400.00 |
| | Sponsorship & Event Activity | \$ 20,000.00 | \$ 30,000.00 |
| | Associate Member Fee Income | \$ 14,000.00 | \$ 17,000.00 |
| | Total Income | \$ 537,200.00 | \$ 580,400.00 |
| Programmes | Advocacy | \$ 2,000.00 | \$ 4,000.00 |
| | Connectivity | \$ 40,000.00 | \$ 40,000.00 |
| | Sustainability | \$ - | \$ 5,000.00 |
| | | **Introduction of Sustainability program | |
| | Crime Prevention & Security | \$ 25,000.00 | \$ 43,500.00 |
| | Marketing & Promotions | \$ 110,000.00 | \$ 110,000.00 |
| Operating Expenses | AGM Expenses | \$ 2,100.00 | \$ 2,100.00 |
| | Accountant | \$ 3,000.00 | \$ 3,150.00 |
| | Bank Charges | \$ 200.00 | \$ 210.00 |
| | Bookkeeping | \$ 5,405.25 | \$ 5,513.36 |
| | Audit Fee | \$ 5,800.00 | \$ 3,500.00 |
| | Entertainment | \$ 3,100.00 | \$ 3,162.00 |
| | HR & Recruitment | \$ 700.00 | \$ 714.00 |
| | Insurance | \$ 2,500.00 | \$ 2,550.00 |
| | Internet Web Design & Hosting | \$ 1,068.00 | \$ 1,089.36 |
| | Website Maintenance | \$ 2,500.00 | \$ 2,550.00 |
| | IT Support & Security | \$ 7,000.00 | \$ 7,140.00 |
| | Learning and Development | \$ 5,000.00 | \$ 5,000.00 |
| | Legal Expenses | \$ 500.00 | \$ 510.00 |
| | Minor Assets | \$ 2,000.00 | \$ 2,040.00 |
| | Motor Vehicle Allowance - Mileage | \$ 1,500.00 | \$ 1,575.00 |
| | Office General Expenses | \$ 2,000.00 | \$ 2,040.00 |
| | Office equipment | \$ 2,000.00 | \$ 1,000.00 |
| | MarketView | \$ 5,000.00 | \$ 5,100.00 |
| | Computer equipment | \$ 4,850.00 | \$ 1,800.00 |
| | Power | \$ 1,200.00 | \$ 1,260.00 |
| | Printing & Stationery | \$ 1,000.00 | \$ 1,050.00 |
| | Rates | \$ 1,000.00 | \$ 1,050.00 |
| | Rent | \$ 37,916.72 | \$ 37,916.72 |
| | Subscriptions | \$ 2,350.00 | \$ 2,465.00 |
| | Telephone, Tolls & Internet | \$ 5,100.00 | \$ 5,355.00 |
| | Salaries | \$ 272,000.00 | \$ 278,000.00 |
| Total Expenditure | | \$ 553,789.97 | \$ 580,340.44 |

*The 6% increase (\$30,000) in the 2025/2026 budget will be allocated to:
 - Address inflationary adjustments in operational and staff costs
 - Introduction of a sustainability programme for our member businesses
 - Additional funding to ensure a robust CCTV network across all six precincts
 This decision was unanimously approved by the Silverdale Business Board of Directors.

**BID funding will be allocated for a pallet collection in conjunction with an eco-waste collection. We will also seek additional funding through Auckland Council's Waste Minimisation Fund to explore the opportunity for a second collection, leveraging opportunity for our members.

BUDGET 2024/25 VARIANCES

As far as is practicable, providing cost neutrality between the targeted rate levy and the programmes and services available to Silverdale Business members remains a priority for the Executive Committee and management. Whilst the current rate of inflation is finally decreasing, overall increases in general operating costs continue to make achieving this an ongoing challenge.

The targeted rate total of \$500,000, approved by members at AGM 2023, constitutes a major portion of the operational budget for the current financial year.

The overall variance between the final budget figure and the draft budget presented last year is reasonable, and allows for depreciation.

We are confident that we will be able to maintain the same level of programme and service delivery to members during this financial year.

BUDGET 2025/26 VARIANCES

Silverdale Business is committed to financial and operational transparency and the draft budget for 2025-26 is aligned with the business plan and our strategic priorities.

Income:

* Sponsorship – will be increased in 2025/26 to incorporate additional Sponsorship gained from our new programme and potential additional funding opportunities.

** Targeted Rate Grant 2025/26 - allowance for an 6% increase in grant income as expanded below.

*** Events - income increase to allow for more ticket sales.

**** Associate Members subscriptions predicted increase due to visibility and engagement in our community.

Expenditure:

The operational expense lines have increased by a minimum of 2% which the Executive Committee believe is reasonable to allow for anticipated inflation up to June 2026 and to deliver on our business plan objectives.

The Executive Committee has agreed to prioritise our Safer Silverdale Security Network by purchasing a further four cameras to ensure all entry and exit roads in and out of Silverdale are captured.

The introduction of our fourth strategic priority will focus on Leadership. Initial focus will begin in Sustainability with a key focus on Waste Minimisation. We will support our member businesses by collecting pallets and eco waste twice per annum.

The proposed 6% increase in the BID targeted rate and the additional BID funding of \$30,000 will ensure we can deliver on this.

CHANGES TO THE BID TARGETED RATE AMOUNT

The proposed 6% increase in the 2025-26 proposed Targeted Rate is in line with the projected 2% increase in inflationary adjustments in operational and staff costs.

- Additional funding to ensure a robust CCTV network across all six precincts
- Introduction of a sustainability programme for our member businesses

Current BID targeted rate grant (2024/2025) - \$500,000

Proposed 6% increase to BID targeted rate (2025/2026) - \$30,000

Total BID targeted rate grant (2025/2026) - \$530,000

FINANCIAL STATEMENTS TO YEAR END 30 JUNE 2024

Comprehensive financial statements, including full audited accounts and the treasurer's report for the year ending 30 June 2024, are available on the Silverdale Business website, www.silverdalebusiness.co.nz or on request.



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