



ANNUAL REPORT

2024-2025

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 wrap up another year as a Business Improvement District, I'm proud to reflect on just how far the Silverdale BID has come and how much of that progress has been a genuine team effort.

When I look back to our early days, we were busy laying foundations: building systems, policies, and connections. This year has been about putting those foundations to work and seeing real benefits for our members. It hasn't always been glamorous - some of it was spreadsheets and many late-night emails, but I genuinely believe it has been worthwhile and we are on the right track.

One of our biggest highlights was the Silverdale Pioneer Festival. It showed what happens when businesses, community groups and volunteers pull together. We not only showcased our heritage but drew fresh attention to the area and created real opportunities for local businesses. It reminded us that Silverdale is so diverse, it is a community with character. There were a huge number of people seeing the Silverdale village for the first time. We learnt a lot from this event.

Of course, it's no secret that the wider economic climate has been challenging. Rising costs, staff shortages and tight margins remain part of everyday business life. That's why safety and support have stayed at the top of our agenda. From security initiatives to our 'Be Local, Support Local' campaign, we've focused on practical ways to make a difference.

We've also continued to invest in networking and events, including our well-loved 'Women in Business' series. These events have been buzzing and always sold out - thanks to the calibre of speakers, the venue at the Botanic and the kind hospitality they offer.

None of this happens without people. Our operational team, led by Tasha, have been tireless. They are the reason our plans turn into action. And our board - a mix of hard-working, straight-talking people in our community, bring the insight and challenge we need to keep improving. I'm grateful to every one of them.

We are always open to new board members, so please do not think it is a closed shop. I look for representation from all sectors of the business community as diverse, constructive voices make a good board.

Looking ahead, our focus will be on deepening member engagement, sharpening our marketing efforts, and continuing to build Silverdale's reputation as a vibrant, connected business community. If you're not yet formally signed up as a BID member (despite paying through your rates), please jump on our website - it's quick, free, and the best way to stay in the loop.

Finally, thank you, the business owners, operators and teams who make Silverdale tick. Your resilience and passion are the reason this district works. We're here to back you, listen to you and help you thrive.

We've come a long way, and I'm excited for what's next. And if nothing else, remember: in Silverdale, there's no such thing as "just another year" - there's always another idea, another collaboration, another reason to be proud of our place.

Richard Worker
Chairman

EXECUTIVE COMMITTEE



Richard Worker
The Legal Team
Chairperson



Steve Wilkinson
Auckland Adventure Park
Treasurer



Vinod Bhaga
Pak n Save Silverdale
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



Bryan Fairgray
Laser Electrical
Silverdale
Board Member



Graeme Wallace
Go Vertical Events
Board Member



David Hooper CA
Board Member &
Financial Advisor



RESIGNED

Zane Dykman
Ze Build
Board member

General Manager Report



This year has marked an important step forward in cementing Silverdale Business' place as a strong and visible Business Improvement District. With our foundations firmly in place, our focus has shifted to delivering programmes that bring real, tangible value to our members, showcasing Silverdale as a dynamic place to live, work, and do business.

Our team has grown to four, expanding our expertise in marketing, events, and membership support. This growth has enabled us to deliver more, reach further, and engage deeply with our diverse business community. Engagement has been high across all portfolios, from our business coaching programme and event series to our crime prevention initiatives and marketing campaigns, ensuring every business has the opportunity to benefit, connect, and thrive.

Highlights from the year include the launch of the inaugural **Silverdale Pioneer Festival**, which attracted thousands and celebrated both our history and community spirit, shining a spotlight on Silverdale Village and the Pioneer Village as a destination. We've also expanded our "Be Local, Support Local" campaign across all precincts, strengthened our CCTV network through Safer Silverdale, and introduced new opportunities for connection through a vibrant calendar of over 32 events.

Despite ongoing economic challenges, particularly in hospitality and retail, Silverdale businesses have shown resilience and a commitment to collaboration. Our role remains to provide tools, support, and advocacy that help members navigate uncertainty while building confidence in our shared future.

We have continued to represent Silverdale's interests with local MPs, Auckland Council, Auckland Transport, and regional stakeholders. Engagement included hosting ACT Leader David Seymour, contributing to regional campaigns with neighbouring BIDs, and keeping members informed on policy and economic developments affecting their operations. We remain committed to ensuring Silverdale's voice is heard as major infrastructure, transport, and growth projects unfold.

Looking ahead, building on this year's momentum, we are excited to introduce initiatives that will further strengthen our community. **A six-month mentoring programme** will connect experienced professionals with emerging business leaders, fostering resilience, collaboration, and succession planning. Alongside this, our new **Sustainability** and **Wellbeing programme** will help businesses take practical steps to reduce waste, embrace low-emission options, and cultivate positive workplace cultures that support wellbeing and productivity.

I remain committed to advancing Silverdale's position as an economic powerhouse for our region. With a strong team, an engaged board, and the support of our members, we are on track to deliver on our vision for Silverdale as a thriving, sustainable, and connected 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



RESIGNED JUNE 2025

Michelle Keating
Event and
Membership
Coordinator

Silverdale's Population Growth (2013–2023)

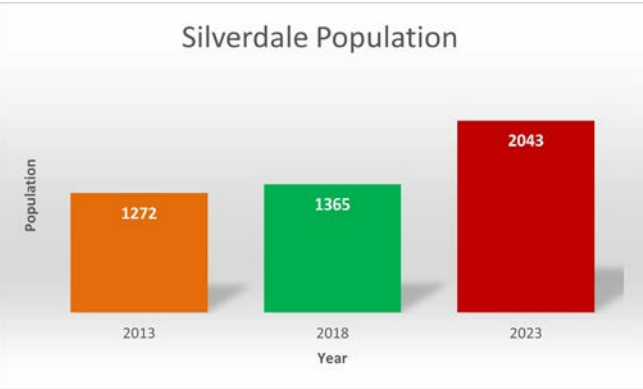
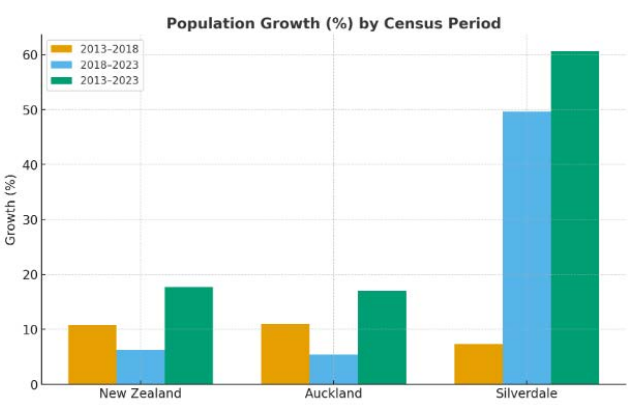
GROWTH BY PERIOD

2013–2018: The population grew slowly, adding 93 people (7.3%). Growth was steady and gradual.

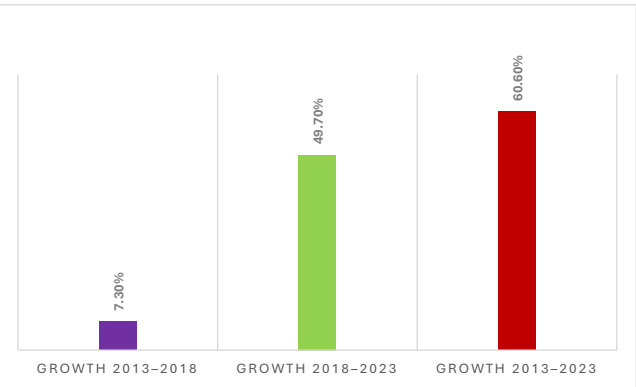
2018–2023: The population jumped by 678 people (49.7%) in five years. This shows rapid growth, likely due to new homes, better infrastructure, or more people moving in.

2013–2023: Over ten years, the population increased by 771 people (60.6%). This is a big change for a small community, affecting its services and economy.

This graph compares population growth by area over the past 10 years.



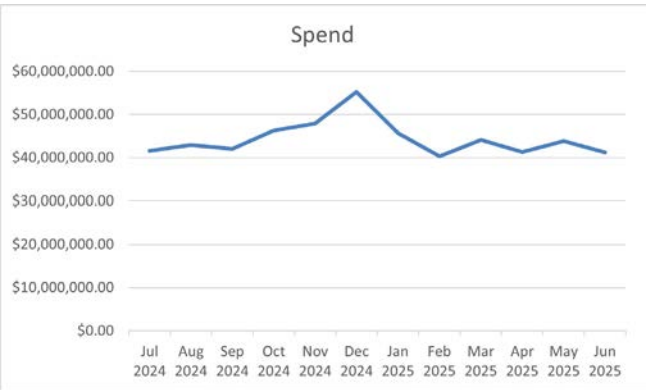
Silverdale Population Growth



MARKETVIEW INSIGHTS

Since November 2024, we have partnered with Marketview to access their comprehensive spending data and economic insights. Leveraging this information, we analyse Silverdale's spending patterns, track local economic trends, and monitor the impact of community events on retail activity. We also share these insights with our members to help them make informed business decisions, including weekly spending updates posted in our private Facebook Member Group to keep the community up to date with the latest trends.

Location	Spend	Change
Birkenhead	\$113.9M	+4.5%
Browns Bay	\$168.8M	-1.0%
Business Manukau	\$1.0B	-2.4%
Business West	\$917.9M	-1.3%
Dominion Road	\$205.3M	-1.6%
Glen Eden	\$83.4M	-0.3%
Glen Innes	\$247.9M	+2.5%
Howick Village	\$102.7M	+1.1%
Karangahape Road	\$118.4M	-9.6%
Manurewa	\$301.7M	-1.2%
Milford	\$168.5M	-1.0%
Newmarket	\$709.2M	-7.1%
Northcote	\$38.9M	+1.4%
Onehunga	\$297.8M	-11.1%
One Mahurangi	\$319.1M	+1.3%
Orewa	\$176.2M	-0.1%
Otahuhu	\$133.4M	-3.3%
Panmure	\$84.5M	-0.7%
Papakura	\$279.6M	-2.6%
Parnell	\$151.6M	-8.5%
Ponsonby	\$278.3M	-8.4%
Pukekohe	\$690.9M	-2.0%
Silverdale	\$532.3M	-1.9%
Takapuna	\$311.7M	+1.3%
Te Atatu Peninsula	\$63.9M	-8.8%
Rest of East Auckland	\$2.0B	-1.5%
Rest of Auckland Region	\$16.1B	-2.3%





The Year at a Glance

- Our team grew from 3 to 4, expanding operational capacity and delivering greater value to members
- A full board of 11 was elected, ensuring strong representation for Silverdale businesses
- Recognised across Auckland as a high-performing new Business Improvement District
- Introduced Windcave to streamline online payments and enhance convenience for members
- Launched a new Silverdale Business Employee Handbook to guide our team with clear policies and HR best practice
- Introduced 10 new operational policies and procedures to guide our team in best practice and better serve the Silverdale community
- Successfully upgraded and continuously improved our website, ensuring members stay informed, engaged, and connected, demonstrating our commitment to innovation and member support

“Over the past few months, we’ve been following the Silverdale Business Association’s “Be Local Support Local” campaign with great interest. Although we haven’t been directly involved, it’s evident that the campaign’s eye-catching signage and stickers have made a significant effort to boost foot traffic and raise awareness for local businesses in Silverdale.

To further support this initiative, we suggested adding a “Silverdale Buzz” button to the Hibiscus Coast App. The Silverdale Business Association enthusiastically adopted the idea, and the button was quickly launched. It now connects our 39,000+ active users to the Silverdale Business website, showcasing local businesses and enhancing community engagement.

At the Hibiscus Coast App, we’re committed to connecting local businesses with the community through affordable, easy-to-use mobile app advertising. Our data-driven approach eliminates guesswork, delivering real results. We’re excited about the positive impact of this collaboration and are ready to help even more businesses grow.”

Steve Pulley
Managing Director, The Hibiscus Coast App

“I just want to thank Silverdale Business for organizing once again a lovely event. They really managed to get the local business community together to help us to get to know each other better so that we can truly support our local businesses.”

Liljanie Viljoen
Dignified Mediation and Divorce Settlements

“If you are one of the local business owners who have haven’t tapped into the SBA offerings, I think you’re seriously missing out. So, whenever you see one of these local events coming down, give them a visit. You will definitely rejoin me.”

Keerti Siag
Keerti Siag Photography



EXECUTIVE REPORT

2024-2025

This summary highlights how we have promoted, represented, and supported Silverdale and our businesses in driving local business growth and community engagement throughout 2024-2025.

01 Member Value

MARKETING & PROMOTION

SILVERDALE SHOUTOUT

Silverdale Shoutout was created to showcase local businesses and bring their stories to the community. The aim was to not only promote products and services but also highlight the people behind them, building trust and local pride.

Over the year, **10 businesses were featured in The Coasties Mag**, supported by promotion through SB social media channels and newsletters. Each feature combined compelling visuals with storytelling, giving businesses both hard advertising and authentic exposure.

The project strengthened visibility, created personal connections with the community, and delivered positive feedback from participating businesses who appreciated the recognition and support.



MEMBER-TO-MEMBER OFFER

The Member-to-Member Offer programme was developed to encourage local businesses to buy from and work with each other. By cultivating business-to-business connections, members could access exclusive deals while building stronger, more efficient local supply chains.

In 2024/25, we promoted **five exclusive member offers**, shared through targeted EDMs and FB member group to our community. Offers were also personalised to reach the most relevant businesses, making it easier for members to connect, meet, and collaborate locally.

The initiative generated strong interest, with businesses eager to share and take up offers. It reinforced the value of local connections, helping members increase sales and grow through B2B opportunities.



FREE 1-1 BUSINESS COACHING

Supporting members with practical tools and expert advice is at the heart of Silverdale Business. To help local businesses upskill and grow, we introduced **free 1-on-1 business coaching sessions** with local experts in finance, marketing, and business growth.

10 businesses took part, receiving tailored 60-minute coaching designed to address real challenges and provide actionable strategies. Sessions focused on building stronger foundations in areas such as financial management, branding, digital marketing, and growth planning.

The programme was well received, with excellent feedback from participants who valued the personalised guidance and opportunity to learn directly from industry professionals. By making expert knowledge accessible, the initiative helped members gain confidence and set their businesses up for long-term success.



BLOGS & INSIGHTS

To support ongoing learning and growth, we launched a series of blogs and insights designed to share business knowledge, skills, and stories with our members. By collaborating with local experts, we created content that was both practical and relevant to the challenges businesses face.

During the year, we partnered with **four members** to publish blogs covering topics such as LinkedIn for business growth, storage solutions, team performance, and wellbeing. These pieces offered valuable takeaways while showcasing the expertise within our community.

Alongside this, we partnered with **CreditWorks and Marketview** to deliver monthly insights through our newsletters. These included Silverdale commercial updates, credit trends, retail spending statistics, and Auckland BID comparisons, giving members a clearer picture of the local business landscape.

The combination of expert blogs and data-driven insights provided members with both inspiration and practical tools to support smarter decision-making.



MARKETING CAMPAIGNS

SILVERDALE SEASON OF JOY

Running from **1 December 2024 to 30 January 2025**, the Silverdale Season of Joy campaign celebrated the holiday season by encouraging locals and visitors to explore, shop, and enjoy Silverdale. The goal was to boost foot traffic, highlight local businesses, and showcase Silverdale as a festive destination.

A dedicated **Season of Joy landing page** was created on our website, linked to the Hibiscus Coast App for mobile reach. This guide featured shopping, dining, and activities alongside exclusive business offers, with a holiday hamper giveaway to grow our newsletter database.



Promotion ran across multiple channels, including **Google Search Ads, social media campaigns, bus advertising, and MoreFM radio announcements**. Social content featured holiday deals, category spotlights, giveaways, and user engagement through **#SilverdaleSeasonofJoy**.

The campaign successfully raised awareness of the Business Directory, reinforced Silverdale's identity as a vibrant shopping and lifestyle hub, and provided measurable results through website traffic, Marketview spending data, and social engagement.



ADVERTISING MADE EASY

Running in 2025, the Advertising Made Easy initiative gave Silverdale Business members affordable and accessible opportunities to promote their businesses. The goal was to simplify advertising for SMEs, helping them save time, reduce costs, and achieve measurable results.

All newspaper and bus ad slots were fully booked, with seven businesses taking part and four receiving expert consultations to optimise their campaigns. Members accessed exclusive rates across trusted local and digital advertising platforms, including print, outdoor, and online channels.

The initiative not only made advertising simple and results-driven but also strengthened member engagement, built confidence in running campaigns, and showcased the collective strength of Silverdale's local business community.

CRIME PREVENTION & SECURITY

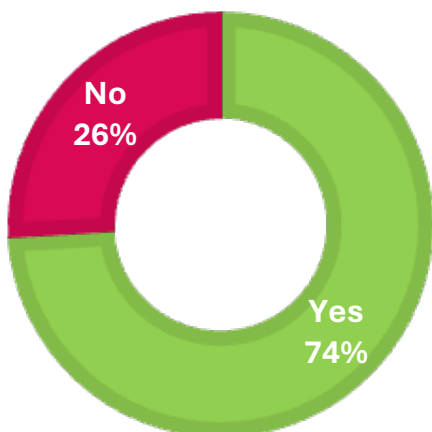
CRIME PREVENTION & SECURITY

This year we kept safety front and centre, strengthening partnerships with police and agencies, sharing real-time crime updates, and adding **four new cameras** to our CCTV network. These investments are building a safer, more resilient Silverdale and delivering real value back to our members.

WHATSAPP

Our Security WhatsApp group has grown from **78 to 146 members** this year, providing fast, real-time updates and support for local businesses. Updated guidelines ensure professionalism and confidentiality, while police continue to encourage formal reporting of all incidents.

Do you find the information on the Silverdale Security group in WhatsApp useful?



CRIME INFORMATION PORTAL AND CCTV

This year we delivered a major milestone with the **Milestone Security Hub** and Silverdale Village cameras now live and accessible to police. Approval was secured for three final streetscape cameras, with installation delayed by licensing processes, but strong advocacy has won commitments to streamline approvals for all BIDs. Expansion has begun in the industrial precinct, with the first **ANPR camera** installed at The Wade, marking the next stage of wider coverage.



SECURITY PATROLS

We introduced regular patrols in Silverdale Village during the peak season, tackling graffiti, anti-social behaviour, and public disorder. These patrols acted as a visible deterrent and provided valuable reports to help businesses improve safety.



HIBISCUS COAST-WIDE SAFER COMMUNITY

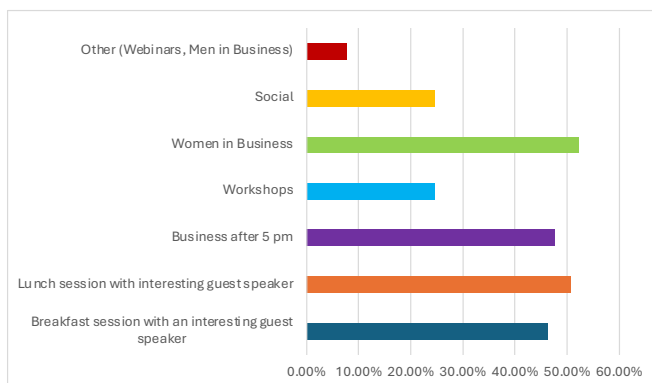
Strong partnerships have driven our safety work. We led two **Safer Hibiscus Coast meetings** with police, fire services, the Local Board, and community reps, and launched **Coffee with a Cop** at The Daily Grind alongside NZ Police and Neighbourhood Support. These initiatives give businesses a direct voice on issues like theft and homelessness, and Coffee with a Cop is set to continue across the Hibiscus Coast.

SAFER SILVERDALE WEBPAGE

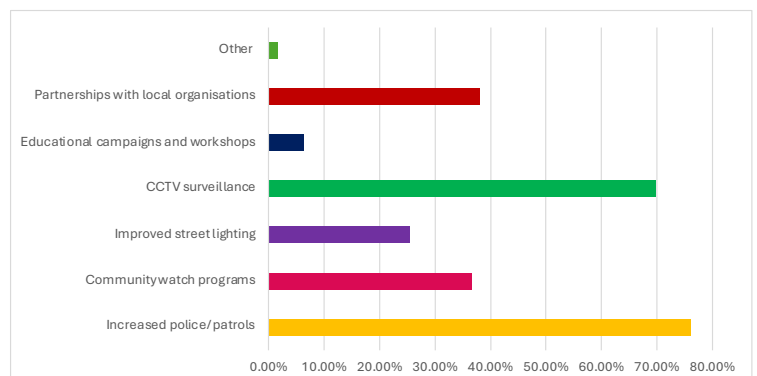
We refreshed the **Safer Silverdale** webpage as a one-stop hub for crime reporting, graffiti removal, cyber tips, and security provider offers. A new member deal with GE Security and Allied Security gives access to discounted services, new tech trials, and future opportunities like a local security expo, making safety resources easier and more valuable for our members.



Which of the following security measures do you currently have in place at your business?



What are the most effective community-based crime prevention strategies that you believe could be implemented in Silverdale?

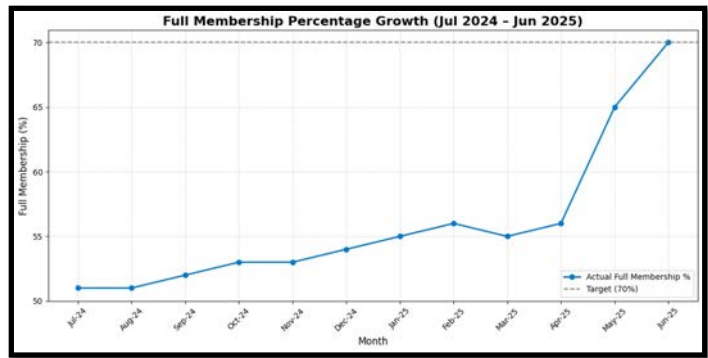


MEMBER ENGAGEMENT & SUPPORT

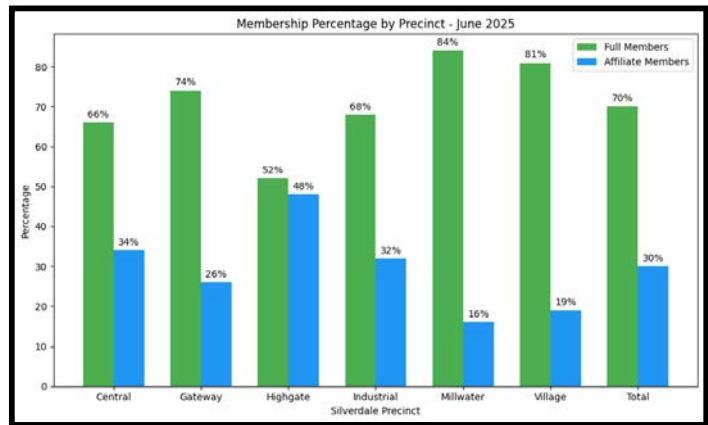
GROWING SILVERDALE BUSINESS MEMBERSHIP

This year, engaging the final 20% of our members was much easier, thanks to Silverdale Business' growing visibility and a proven track record of tangible results. Businesses across all sectors, including manufacturing, trade, and industrial, have been keen to collaborate and take part in our initiatives, knowing that their specific needs are understood and addressed. Tailored programmes and clear value have helped build stronger connections and wider participation across our community.

Our big goal was to convert 70% of affiliate members, those already paying the BID levy but not yet fully engaged, into active members. By going beyond emails and connecting face-to-face with each business across our large area, we achieved this target by 30 June 2025. This milestone is a testament to our team's hard work, persistence, and dedication, and we're incredibly proud to see so many businesses now actively involved in shaping Silverdale's thriving business community!



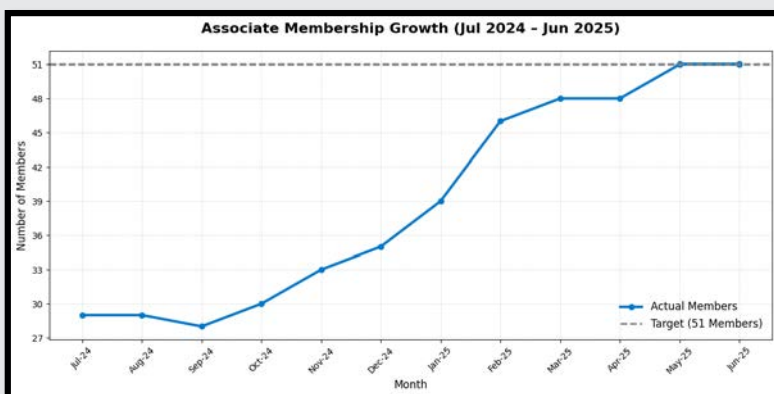
Membership Percentage by Precinct - June 2025



ASSOCIATE MEMBERSHIP

Associate Membership offers a valuable way for businesses outside commercial premises, including home-based businesses and those on the edges of the BID area, to access the benefits of Silverdale Business membership, excluding voting rights. Priced at \$350 + GST annually and pro-rated to the financial year ending 30 June, it provides an accessible way for more businesses to connect and engage with the Silverdale business community.

Over the past year, we have almost doubled our Associate Membership, demonstrating our growing visibility and the strong value businesses see in being part of Silverdale Business. By being selective with approvals, we've ensured that those contributing at the targeted rate remain a priority, while continuing to expand our network, build connections, and support a broader range of local businesses. This growth is a clear sign of the trust and interest in collaboration across our community.



51 Associate Members

MEMBERSHIP PERFORMANCE OVERVIEW

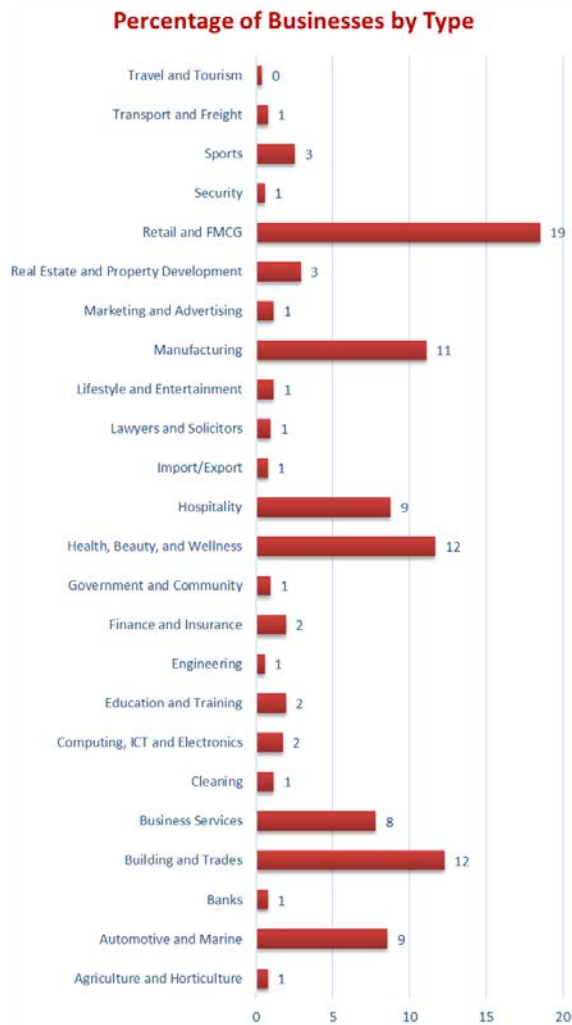
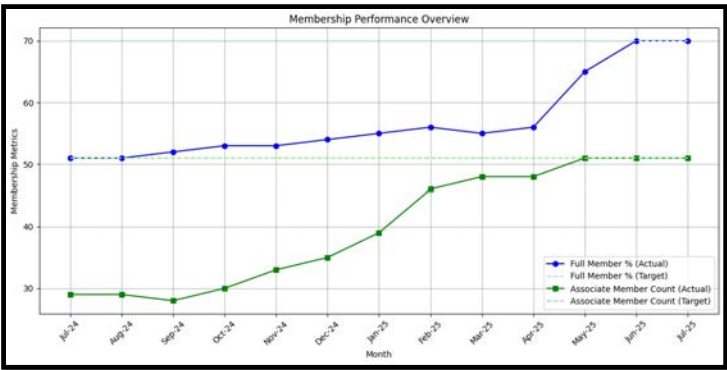
Over the past twelve months, the Silverdale Business Association has demonstrated steady and strategic growth in both Full and Associate Membership categories. This progress reflects the collective efforts of our team, the engagement of our members, and the increasing visibility of our precincts.

Full Membership has shown consistent improvement, rising from **51% in July 2024** to **70% by June 2025**, successfully meeting the target set for the year. This upward trend highlights the value proposition of full membership and the effectiveness of our outreach and retention initiatives.

Associate Membership has also experienced notable growth, increasing from **29 members in July 2024** to **51 members by June 2025**, aligning precisely with our strategic goal. This expansion underscores the Association's commitment

to inclusivity and its ability to attract a broader network of engaged businesses.

These results are an indication to the Association's proven track record in fostering business development, strengthening community ties, and delivering tangible benefits to its members. We extend our gratitude to all members and landlords for their continued support and collaboration.



YEARLY MEMBERSHIP
PERFORMANCE OVERVIEW

MEMBERS
TOTAL

AFFILIATE MEMBERS 218

FULL MEMBERS 509

ASSOCIATE MEMBERS 51

PROPERTY OWNERS 522

SILVERDALE MEMBERS 560

TOTAL BUSINESS IN
SILVERDALE AREA 727



“

“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, services 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
Business and Marketing Manager,
Maddren Homes

“

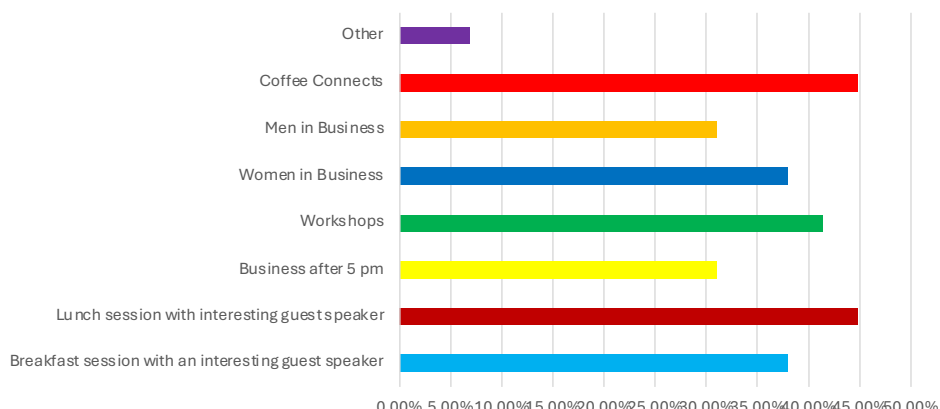
“I can’t say enough about how incredible it is to see Silverdale Business standing strong for local businesses. The “Support Local” signs are everywhere, you just can’t miss them, and they truly resonate. In these challenging times, it’s heartwarming to see such dedication. From the signage along the 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!”

Luna Zhang
Achiva NZ

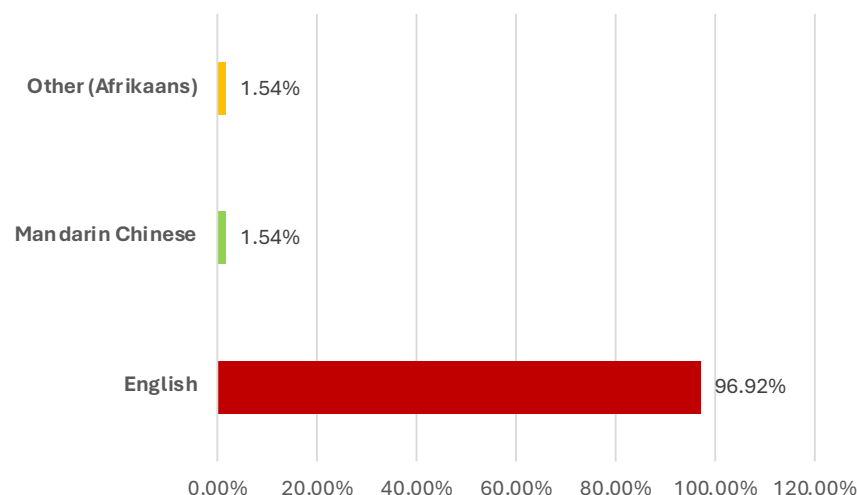
SILVERDALE BUSINESS – MEMBERSHIP SURVEY

We would like to thank everyone who took the time to complete our recent Membership Surveys. Your feedback is invaluable and plays a key role in helping Silverdale Business shape core programmes, enhance our services, and identify new opportunities to better support our members.

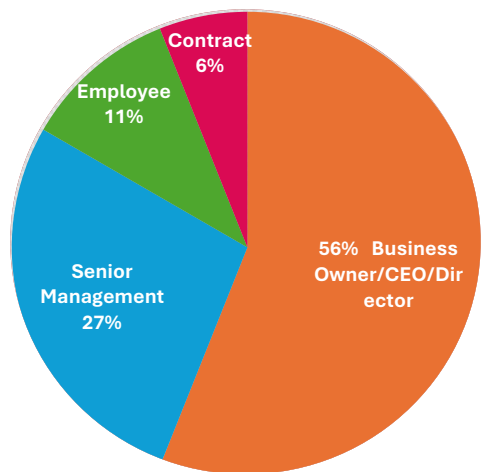
What type of business networking functions do you prefer? (Choose all that apply)



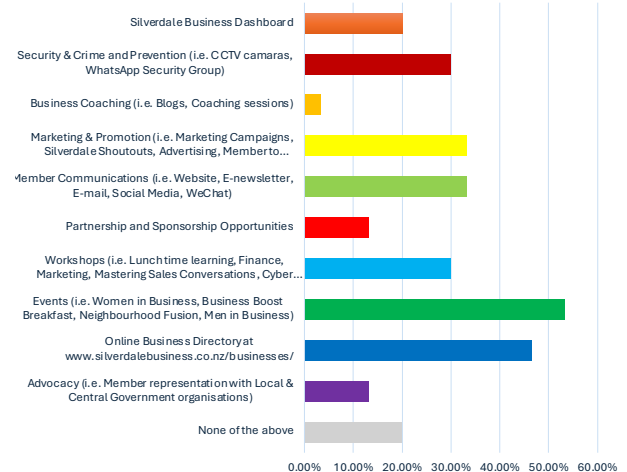
What languages does your business primarily use for customer and stakeholder communication?



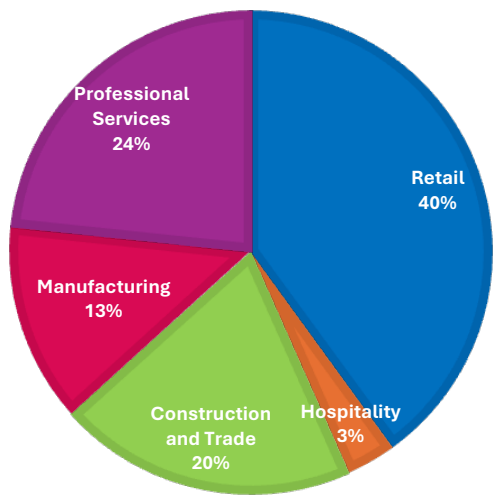
What Option best describes you?



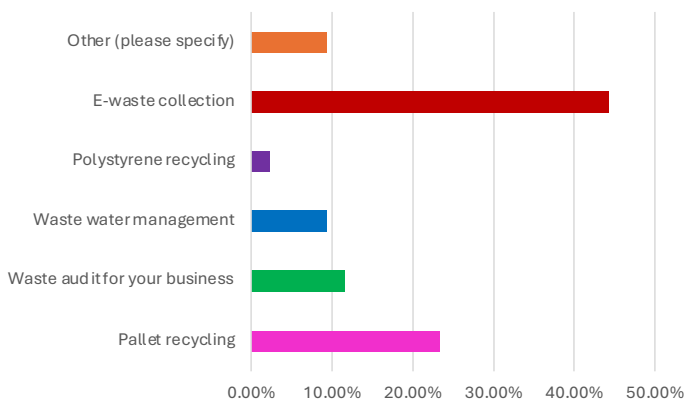
Of the services we offer our members, which do you currently take advantage of?



What is your primary business type?



What is most important to your business in relation to implementing effective waste management and environmental initiatives?



Do you receive our monthly newsletter?



What are the most important issues facing businesses in Silverdale that you would like Silverdale Business to advocate for?



02 Engagement

CONNECTIVITY

This year the Silverdale Business Directory has seen strong growth, with increased membership and targeted marketing campaigns driving a significant rise in listings. It remains a core focus, ensuring visibility and accurate representation of our local business community while connecting members with each other and the wider public

533 Business Directory Listings on our website - 42% growth this year

A custom folder for new members provides key information about Silverdale Business, local resources, and promotional materials, helping them access value from their membership from the start.

200 Silverdale Business Information Packs delivered

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

Branding for the Six Silverdale Precincts


The ‘Be Local, Support Local’ campaign celebrates Silverdale’s six precincts while uniting them under a shared identity. Through signage, retail support, and collaboration, we’re boosting foot traffic, supporting local businesses, and strengthening community connections

This year we completed signage in Silverdale’s last two precincts, Gateway and Central, each featuring a distinct colour to maintain a unique identity while aligning with the overarching ‘Be Local, Support Local’ campaign. Feedback from the community has been overwhelmingly positive, with the vibrant signage not only promoting local engagement but also enhancing the area’s visual appeal with a bright, welcoming presence


38 Signs installed across 2 Precincts – Gateway and Central

Social Media 2024-2025 Snapshot (1st July 2024 – 30th June 2025)


Channel	Total Followers	Followers Earned	Total Reach	Total Interactions
Facebook	2,231	296	257.9k	6847
Instagram	593	141	46.7k	645
LinkedIn	490	293	35k	1365




Silverdalebusiness.co.nz
Total website users: 22 000
(Active users: 11 000,
New users: 11 000)
Total pageview: 29 000
User stickiness is over 20%




Social media
Linked In:
1809% growth
Current Followers 210




Facebook
89.5% Growth
257,900 Total Reach



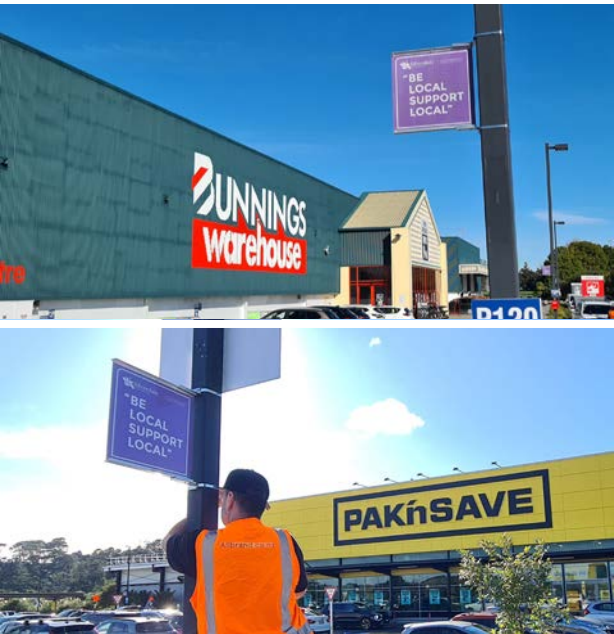
Instagram:
390% Growth
46,700 Total Reach



E-newsletters:
12 member newsletters and
4 consumer newsletters sent
41% Ave Open Rate
56% is the highest open rate



Consumer Database:
Established a new
following of 226





Events

KEY ACHIEVEMENTS

Over the past year, our events programme has grown in both scale and impact, delivering 32 diverse events that supported capability development, encouraged collaboration, and strengthened our business community. These events were strategically designed to offer tangible benefits to members at both a personal and business level, while also ensuring broad accessibility through varied formats, times, and venues.

Events 2024 - 2025



1. Capability building through expert-led workshops

We delivered targeted training and coaching sessions to help members grow their skills and confidence:

- **Sales Confidence Workshop** with Natalie Tolhopf and follow-up coaching sessions.
- **Mastering Sales Conversations** workshop in February 2025.
- **Lunchtime Learning** and **Wellbeing Breakfasts** to support professional and personal development.



2. Consistently Sold-Out Women in Business Series

Our **quarterly Women in Business** events became a flagship initiative, consistently selling out and attracting long waitlists. Speakers like Suzanne Paul, Natalie Tolhopf, Natalie Coombe, and Julie Chapman inspired attendees with stories of resilience, leadership, and people-centric business practices. These events fostered a strong sense of community and empowerment among local businesswomen.

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



3. Launch of the Men in Business Series

Responding to member feedback, we launched our **Men in Business** series in March 2025 with guest speaker **Sir Graham Lowe**, followed by another event planned for November with **Mark Powell**. These events created space for meaningful conversations and peer support among male business owners.

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



4. Neighbourhood Fusion – Business Showcases

Our **bi-monthly Neighbourhood Fusion** events provided a platform for local businesses to host and showcase their work. From **Insurance People, ENH Windows, Placemakers, Sweet Disorder to GMC Cycling** these events highlighted the diversity of our business community and encouraged cross-sector collaboration.



5. Coffee Connects – Grassroots Engagement

Held across various precincts, **Coffee Connects** offered informal, one-on-one engagement opportunities. While attendance varied, the quality of conversations led to **over 60 new members joining**, and valuable insights were gathered to shape future programming.



6. Speed Networking & Business Breakfasts

We reintroduced **Speed Networking** and hosted multiple **Business Boost Breakfasts**, which were praised for their energy, structure, and ability to spark new collaborations. These events were particularly effective in connecting members across industries.

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



7. Local Voices – Political Engagement

We hosted **MP engagement events** with **Brooke van Velden** and **Mark Mitchell**, giving members a chance to discuss local business issues directly with political leaders. These events were well-attended and received positive feedback for their relevance and accessibility.

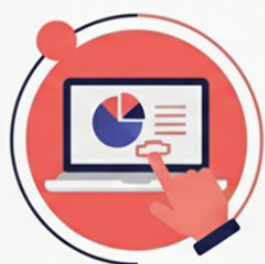
8. Community Integration & Social Events

- The **Pioneer Festival** planning and execution brought together sponsors, stakeholders, and the wider community, reinforcing our role as a connector beyond business.



9. Strategic Partnerships & Member Benefits

- Collaborations with **PlaceMakers**, **RMA Financial**, and **NZ Police** added value to our events and introduced new member benefits like the **PlaceMakers Community Card**.
- Our **Coffee with a Cop** initiative opened new channels for community safety dialogue and ongoing newsletter contributions from NZ Police.



Event Tickets
Per Sales Order

1,431



Member Interaction

8,387



Number of Visits to the
Dashboard & MC Site

528,338



Silverdale Pioneer Festival 2025

A NEW HIGHLIGHT IN OUR CALENDAR

On **Saturday, 5 April 2025**, Silverdale Business delivered our first-ever Silverdale Pioneer Festival, a landmark event designed to celebrate our heritage, strengthen community spirit, and position Silverdale as a vibrant destination.

The festival drew an estimated **4,000** people, filling Silverdale Village and the Pioneer Village with energy, colour, and connection. Families, businesses, and visitors came together to enjoy music, food, market stalls, heritage tours, and entertainment, all while shining a spotlight on our local history.

Key Achievements:

- **Community Impact** – The festival created a dynamic atmosphere, bringing together food vendors, market stalls, and local businesses to deliver a vibrant community experience.
- **Heritage Celebrated** – Pioneer Village exhibits and activities were a crowd favourite, with strong engagement across all ages.
- **Visibility & Engagement** – The festival generated thousands of online interactions, extensive local media coverage, and excellent public feedback.
- **Economic Value** – The event provided a significant boost in foot traffic, supporting vendors and showcasing the potential of Silverdale as a destination.
- **Sustainability** – Partnering with Hibiscus Coast Zero Waste, **75% of festival waste was diverted from landfill**, demonstrating our commitment to sustainable events.
- **Safe & Inclusive** – Delivered with no major incidents, supported by strong planning and collaboration with emergency services, and local stakeholders.

Feedback from businesses, vendors, performers, and the community was overwhelmingly positive. Many praised the organisation, atmosphere, and opportunity to connect in such a meaningful way. The event has already created demand for its return and positioned itself as a **cornerstone on Silverdale's annual calendar**.

The success of the Pioneer Festival reflects the passion and investment of our members and partners. It is a proud example of how we can come together to deliver something truly special for Silverdale, celebrating our past while building a stronger future.



26 FOOD TRUCKS

29 MARKET STALLS

12 LOCAL BUSINESSES
(outside the Village)

4000
Estimated people

\$133,120

Increase In Spending Compared To The Previous Saturday

Free Activity Zone for families

Record-breaking foot traffic – the highest ever recorded in the pioneer village's history

Overwhelmingly positive feedback from attendees and vendors

Showcased Silverdale as a destination

Strong demand for the event to return next year



SILVERDALE PIONEER FESTIVAL 2025 – MARKETING PROMOTION

The marketing promotion for the Silverdale Pioneer Festival, held on 5 April 2025, aimed to attract 5,000 attendees through a multi-channel strategy including print, radio, outdoor, digital advertising, email, the Hibiscus Coast App, and social media with local targeting.

A key partnership with More FM Rodney helped amplify the campaign, with a successful on-air and online promotion giving listeners the chance to win \$100 to spend at the festival.



The campaign generated significant awareness and engagement, attracting around 4,000 attendees. Coverage across multiple channels reinforced the festival's brand, created excitement in the community, and established a strong foundation for promotion of next year's festival.



03 Advocacy

This year, senior leadership has focused on strengthening and solidifying relationships with key stakeholders to ensure Silverdale's interests are represented and advocated for effectively. While building these connections has been a slow burn, significant progress has been made, particularly in engagement with Auckland Transport, the Hibiscus & Bays Local Board, Auckland Council, Police, and other key agencies.

A major advocacy achievement was extensive consultation regarding the CCTV network. Silverdale Business addressed Auckland Transport's encroachment license requirements, highlighting the bureaucratic and financial challenges for a non-profit BID. Following multiple meetings, calls, and emails, a direct discussion with Auckland Transport CEO Dean Kimpton secured a commitment to streamline the process, reduce costs, and implement a consistent approach across all BIDs, reinforcing the Safer Silverdale initiative and support for police efforts.

Visibility and connection within the community have also been enhanced. Social media has become a key connector between businesses and the wider community, and a growing consumer database enables quarterly communication with locals. Silverdale Business continues to champion all things local, becoming a trusted source of information and a valued voice in Silverdale.



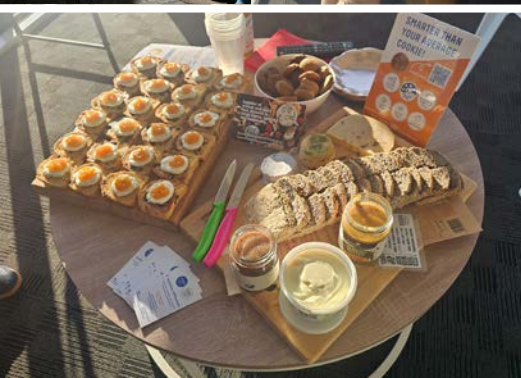
Regular engagement with stakeholders, including the local board, community patrol, commercial real estate contacts, and property developers, has ensured Silverdale's voice is heard in town centre planning, long-term transport strategies, and community development initiatives.

Significant consultation has taken place this year between business owners, police, the local board, and other stakeholders to address safety concerns in Silverdale Village. Issues such as homelessness, drug-related behaviour, vandalism, and intimidation have created unease for businesses and visitors. We have worked closely with police and stakeholders to reduce unwanted activity, and concerns were also raised with MP Mark Mitchell, who continues to advocate for our community.

Evidence of this recognition is businesses and locals now approaching Silverdale Business for support and connection, demonstrating the trust and credibility that has been established.

These strengthened partnerships and ongoing advocacy lay the foundation for sustainable development, supporting Silverdale's growth while ensuring the area's long-term success.

04 Leadership



WELLBEING

In 2024–25, Silverdale Business Association launched our **Wellbeing for Business** programme, a new initiative aligned with our strategic priority of **Leadership**. This programme is designed to promote positive workplace wellbeing initiatives that drive business transformation and strengthen community resilience.

As part of this, we held our first **Winter Wellbeing Kickstart** event in June 2025 at The Connection. The morning brought together members and guests for a practical and inspiring session focused on building healthier, more productive workplaces over the winter season.

Highlights included:

- A practical talk on **preventing burnout and identifying early warning signs** in yourself and your team, presented by Dr Ali Postles and Dr Kirsten Glover.
- **Guided relaxation exercise** delivered by Bel from Kowhai Wellness.
- A tour of The Connection, Silverdale's inspiring space for wellness, community, and collaboration.
- Delicious coffee and snacks provided by OMG Goodness and Ground Control Café.
- Great networking opportunities and prizes in our business card draw.

The event was free for members and offered both practical tools and connections to help local businesses prioritise wellbeing. Member feedback was positive, with attendees valuing the fresh format, interactive activities, and focus on workplace health.

Continuing the Journey

Building on the success of this event, we will continue to develop our **Wellbeing for Business** programme throughout 2025–26. Key activities include:

- **Regular wellbeing content** shared with members via LinkedIn and our private Facebook group including facts, tips, best practices, and blog posts.
- **Integration of wellbeing themes** into SBA's broader events programme (e.g., business breakfasts, Coffee Connect, workshops and networking events).
- Delivering a second Wellbeing Event later in the year, building on the success of the Winter Kickstart.
- **Advocating for community initiatives**, such as the River Pathway project, which supports safe travel options and fosters healthier, more connected environments for our people and businesses.

Our vision is to embed wellbeing as a **core part of business culture in Silverdale**, creating a thriving, resilient, and connected business community.



BUSINESS PLAN

2025-2027



Business Plan 2025-2027

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 2025-26 budget and the 2026-27 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.

Now that our foundations are firmly in place the Silverdale Business BID will continue to solidify 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, Wellbeing and Mentorship in the 2025-26 year as this is clearly the support that our members require.

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	Continue to build our brand utilising a range of marketing channels. <ul style="list-style-type: none"> Managing Silverdale Business social media, Linked In, YouTube & Print and apps Develop new and innovative ways to communicate with our community 	2025-2027
Promote our Silverdale Businesses	<ul style="list-style-type: none"> Develop innovative ways to promote our Businesses and build pride in the Silverdale district using marketing, advertising and social media campaigns 	2025-2027
Create an attraction for visitors to spend in our region.	<ul style="list-style-type: none"> Facilitate the Pioneer Village Market and Event project 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. 	2025-2027
Marketing campaigns to increase visitors and spend in Silverdale.	<ul style="list-style-type: none"> 'Be Local Support Local' Campaign Seasonal & Occasion Campaigns 	2025-2027

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 	2025-2027
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 • Introduce Mentoring programme 	2025-2027
Build relationships and engage with ethnic Communities	Create opportunities to bring diverse groups together	2025-2027
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 	2025-2027



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 	2025-2027
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	2025-2027

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	2025-2027
Ensure all new businesses are informed and engaged from the beginning	Ensure Silverdale information pack is up to date, engaging and relevant	2025-2027
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	2025-2027
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.	2025-2027

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	2025-2027
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 ProjectProactively track and address any transport or roading issues	2025-2027
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.	2025-2027
Establish a prominent presence in the local community	Act as a vital connector between businesses and the community, representing Silverdale	2025-2027



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"> Identifying a sustainable transport model through consultation with experts in the field of sustainable transport Partner with other Silverdale businesses and Auckland Council's Travelwise programme to potentially fund alternative transport options Facilitate the River Pathway Project as an active and safe mode of transport 	2025 -2027
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 	2025-2027
Empower our business community to take environmental action	<ul style="list-style-type: none"> Implement sustainability 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 	2025-2027

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.	2025 -2027

Success Indicators for 2025/2026

MARKETING AND PROMOTION

- **7%** Increase in social media following and interactions
- **10%** Growth in Silverdale Business Facebook Membership Group
- **20%** Growth Rate in Consumer Database
- Increase visitor numbers by **10%** to silverdalebusiness.co.nz
- Increase active users by **10%** to silverdalebusiness.co.nz

- Send a minimum of **12** issues of Silverdale Buzz e-newsletters and 4 issues of Consumer Quarterly newsletters
- Increase average open rates by **5%** and reduce bounce rate by 5%
- A minimum of **6** Silverdale Shout Outs' highlighting businesses in the Coasties Mag.
- Post minimum **10** blogs for business sharing and coaching
- Deliver minimum **12** member-to-member offers

MEMBER ENGAGEMENT AND SUPPORT

- Maintain **70%** full membership this year
- Implement **2** Member surveys to understand needs, expectations and pain points
- Deliver two series of 1:1 business coaching sessions per year, with at least **4%** of members participating in each series, and achieve a satisfaction rating of **80%** from participants
- Successfully run a six-month pilot mentoring programme for 20 mentor-mentee pairs, achieving 80% session completion and 80% participant satisfaction, with measurable improvements in business confidence and capability.

EVENTS

- **3** Women in Business Events
- **2** Men in Business Events
- **6** Neighbourhood Networking Events
- **2** Coaching & Learning Workshops
- **4** Business Boost Breakfasts
- **1** Wellbeing Event
- **1** Sustainability Event
- **6** Coffee Connect
- **2** Safer Silverdale Events
- **1** Large Community Event to attract at least 5,000 visitors and generate \$20,000 in revenue for local businesses.

CRIME PREVENTION & SECURITY

- **3** cameras added to our CCTV network this year
- Install number plate screws to member vehicles and tool engraving at our Safer Silverdale Event
- Deliver **3** Safer Silverdale – Coffee with a Cop events during the year
- Hold **4** Safer Hibiscus Coast meetings to facilitate stakeholder involvement and build strong local partnerships

ADVOCACY AND REPRESENTATION

- Advocate collaboratively with other BIDs, particularly on the Hibiscus Coast and
- 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

SUSTAINABILITY

- Environmental Actions: Launch eco-waste, pallet reuse, and polystyrene collection initiatives for local businesses
- Provide resources to support members on their sustainability journey
- Support the River Pathway project to encourage safer, low-emissions commuting
- Promote low-waste business practices and share practical sustainability tips with members through social media campaigns

WELLBEING

- Run wellbeing webinars and Social media campaigns covering mental health, team culture, and workplace resilience.
- Recognise businesses prioritising employee wellbeing through the Wellbeing Champion initiative

Budget

Silverdale Business Incorporated		25/26	26/27
	ACCOUNT	BUDGET	INDICATIVE
Trading Income		<i>Proposed 3% Increase 2026/2027</i>	
	Targeted Rate	\$530,000.00	\$545,900.00
	Interest Received	\$3,300.00	\$3,450.00
	Sponsorships and Event Activity	\$14,800.00	\$19,000.00
	Associate Membership fees	\$21,000.00	\$23,500.00
	Total Income	\$569,100.00	\$591,850.00
Programmes	Advocacy	\$500.00	\$400.00
	Connectivity	\$28,500.00	\$29,000.00
	Sustainability	\$5,000.00	\$5,500.00
	Crime Prevention & Security	\$30,000.00	\$32,000.00
	Marketing & Promotions	\$40,000.00	\$41,500.00
	Member Value Projects	\$1,000.00	\$1,000.00
	Business Mentoring	\$3,000.00	\$3,100.00
	Business Coaching	\$10,000.00	\$10,000.00
	Destination Marketing Project - Pioneer Village Market & River Pathway	\$10,000.00	\$10,000.00
	Silverdale Pioneer Festival	\$22,500.00	\$22,750.00
Operating Expenses	ACC	\$400.00	\$400.00
	Accountant	\$3,000.00	\$3,100.00
	AGM - Expenses	\$2,500.00	\$2,500.00
	Audit	\$3,600.00	\$3,600.00
	Bank Charges	\$290.00	\$300.00
	Body Corp	\$3,300.00	\$3,380.00
	Bookkeeping	\$9,000.00	\$9,000.00
	Cleaning & Maintenance	\$3,000.00	\$3,090.00
	Computer Equipment	\$500.00	\$3,100.00
	Entertainment	\$1,600.00	\$1,648.00
	Entertainment - Non Deductible	\$1,600.00	\$1,648.00
	Holiday pay	\$4,000.00	\$4,150.00
	HR & Recruitment	\$1,800.00	\$1,854.00
	Insurance	\$2,809.00	\$2,900.00
	IT Support & Security	\$8,000.00	\$8,100.00
	Kiwisaver Employer Contributions	\$8,000.00	\$8,240.00
	Learning and Development	\$4,000.00	\$4,000.00
	Legal Expenses	\$520.00	\$540.00
	Licences, Subscriptions & Registrations	\$4,560.00	\$4,560.00
	MarketView	\$5,250.00	\$5,512.50
	Minor Assets	\$3,000.00	\$3,000.00
	Motor Vehicle Allowance - Mileage	\$1,900.00	\$1,957.00
	Office Expense	\$3,500.00	\$3,605.00
	Office Equipment	\$1,700.00	\$1,700.00
	Power	\$1,200.00	\$1,250.00
	Printing & Stationery	\$2,300.00	\$2,400.00
	Rates	\$2,700.00	\$3,800.00
	Rent	\$35,000.00	\$36,500.00
	Repairs, Renewals & Maintenance	\$500.00	\$500.00
	Staff Contractors	\$4,900.00	\$5,000.00
	Subscriptions	\$2,400.00	\$2,500.00
	Telephone, Tolls & Internet	\$4,164.00	\$4,200.00
	Travel - Local	\$40.00	\$50.00
	Wages & Salaries	\$285,000.00	\$295,000.00
	Web Hosting	\$1,100.00	\$1,150.00
	Website Maintenance	\$1,000.00	\$1,500.00
	Windcave Service fee	\$360.00	\$400.00
Total Expenditure		568,993.00	591,384.50

*The 3% increase (\$15,900.00) in the 2026/2027 budget will be allocated to: Address inflationary adjustments in operational and staff costs
This decision was unanimously approved by the Silverdale Business Board of Directors.

Financial Notes

BUDGET 2025/26 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 \$530,000, approved by members at AGM 2024, 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 allowing 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 2026/27 VARIANCES

Silverdale Business is committed to financial and operational transparency and the draft budget for 2026-27 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 programme and potential additional funding opportunities.

** Targeted Rate Grant 2026/27 - allowance for an 3% increase in grant income as expanded on 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 2027 and to deliver on our business plan objectives.

The proposed 3% increase in the BID targeted rate and the additional BID funding of \$15,900 will ensure we can deliver on this.

CHANGES TO THE BID TARGETED RATE AMOUNT

The proposed 3% increase in the 2026-27 proposed Targeted Rate is in line with the projected 3% increase in inflationary adjustments in operational and staff costs.

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

Proposed 3% increase to BID targeted rate (2026/2027) - \$15,900

Total BID targeted rate grant (2026/2027) - \$545,900

FINANCIAL STATEMENTS TO YEAR END 30 JUNE 2025

Comprehensive financial statements, including full audited accounts and the treasurer's report for the year ending 30 June 2025, are available on the Silverdale Business website, www.silverdalebusiness.co.nz or on request.

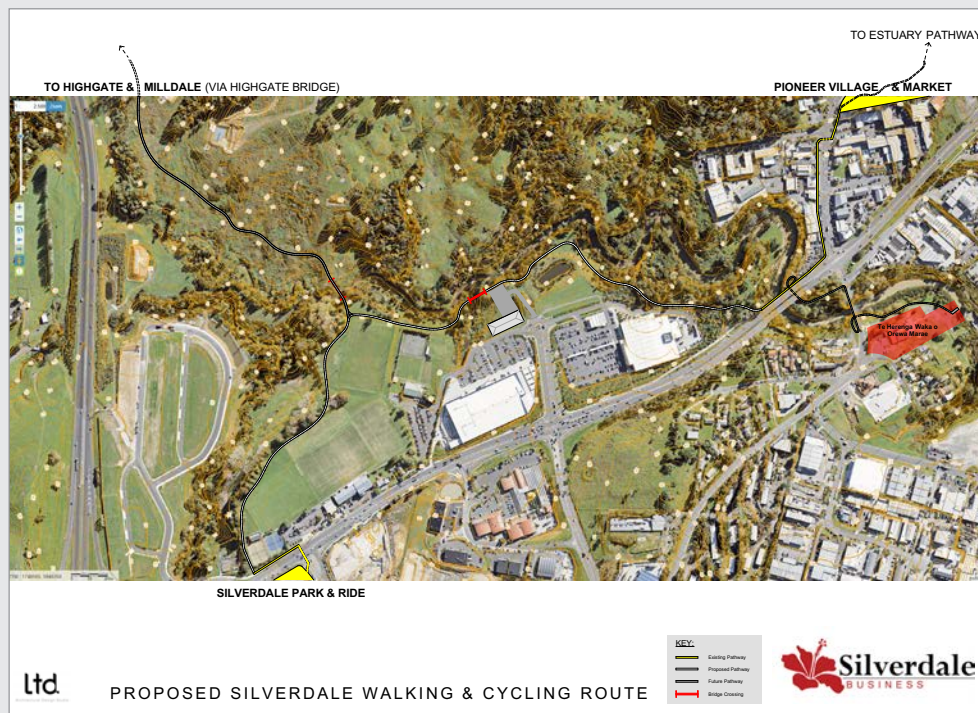
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“Silverdale Business has been an incredible support to our community. Their dedication to helping local businesses has provided us with invaluable opportunities for exposure and visibility within the community. This support has significantly contributed to attracting new regular customers and building loyalty for our business. We truly appreciate everything they have done for Mitre 10 MEGA Silverdale and can't thank them enough for their ongoing contributions and support!”

Mitre 10 MEGA Silverdale

RIVER PATHWAY PROJECT HIGHLIGHTS

Updated River Pathway map showing the shared pathway alignment, a vital step toward safer travel choices and improved community health and wellbeing



This year we refined the River Pathway design following consultation and a stakeholder walkthrough, setting the alignment 20m back from the river edge, moving it further from the road for safety and ensuring accessibility with a gentle 1:20 gradient. The project has strong support from the Local Board, Auckland Transport, iwi, Te Herenga Waka o Orewa Marae, Fulton Hogan, local businesses and the community, and is now awaiting landowner consent for a key section.

The pathway will deliver a safe and accessible walking and cycling alternative, strengthen connectivity between the Park and Ride, Pioneer Village and town centre, encourage sustainable transport, and enhance public safety, wellbeing and enjoyment of the riverside. Our end goal is a high quality, shared pathway that supports community health, sustainable transport and showcases Silverdale as a vibrant hub for business, recreation and tourism.

PIONEER VILLAGE MARKET & EVENT SPACE HIGHLIGHTS

This year we reached a significant milestone with our resource consent for the Pioneer Village Market and Event Space lodged with Auckland Council. The process has required extensive feedback and now a request for public consultation, and we are working closely with stakeholders to ensure we meet all requirements to move forward.

Our goal is to create a vibrant heart for Silverdale, a destination where people can gather, celebrate and trade, while highlighting the Pioneer Village and its rich history. This project will also provide sustainable



funding opportunities for the Business Association, allowing reinvestment back into our business community, while offering a welcoming space for community connection, learning and celebration.

Pioneer Festival



“Brilliantly organised – a great day for the whole family





silverdalebusiness.co.nz | info@silverdalebusiness.co.nz | 021 595 048

