

Buy Local Campaign

A proposal to the Rodney Local Board

The **One Warkworth Business Association** is the one voice for business in the Rodney North area.

The objectives of the association are:

- A: Unite the Warkworth business community, this includes Puhoi to Pakiri areas.
- B: Provide one strong voice for the business and wider community.
- C: Help member's businesses grow.
- D: Build a strong membership and funding base to ensure that appropriate resources are in place to achieve our goals.

Our five priority initiatives are:

1. Structure plan for Warkworth
2. Roads and car-parking
- 3. Buy Local campaign**
4. Revitalise CBD
5. Fibre Connectivity

Background

Our **Buy Local** campaign is a core component of our plan for this year, not just to support our member businesses, but also to help build community and membership of the Association.

We have developed an online web directory as part of the new One Warkworth website. All our member's businesses are on this site, and we have created a campaign to promote the need to 'buy local' and support the local community. We promote the website and directory, thus directly sending leads to our member's businesses.

Achieving success with this campaign will help us provide a tangible and easy to measure benefit of not only membership but of being a part of the Warkworth business community. We are directly trying to help promote our members and enhance their growth.

We are using a creative campaign with some humour, specifically targeted to industries where our members have businesses.

We have placed high profile signs around town and there is ongoing advertising in the local newspaper (Mahurangi Matters).

BUY LOCAL SUPPORT OUR COMMUNITY

NEED A SPARKIE?



ONEWARKWORTH
BUSINESS ASSOCIATION
STRONGERTOGETHER

LOCAL DIRECTORY www.onewarkworth.co.nz

BUY LOCAL SUPPORT OUR COMMUNITY

NEED A SURGEON?



ONEWARKWORTH
BUSINESS ASSOCIATION
STRONGERTOGETHER

LOCAL DIRECTORY www.onewarkworth.co.nz

BUY LOCAL SUPPORT OUR COMMUNITY

NEED NEW SHOES?



ONEWARKWORTH
BUSINESS ASSOCIATION
STRONGERTOGETHER

LOCAL DIRECTORY @ onewarkworth.co.nz

There are 12 different versions of this campaign.

The goal of the campaign is to not only get people to think about buying local but also to drive people to the directory to contact local businesses and buy goods and services.

Proposal

To drive the **buy local** message home these signs, need to be changed and moved on a regular basis, if this is not done the message becomes diluted and people stop seeing the signs.

The committee have worked hard to identify key strategic locations for the signs to be erected and permission from a number of local landowners has already been received.

The signage is at this point on temporary locations so that they can be moved around the town, the idea behind this is so people don't get bored with seeing them in the same place each time and they will be looking to see the different messages as they change each time.

One Warkworth would like the Local Board to fund the printing of additional signs, to help cover the costs involved in erecting these signs and some advertising costs for the campaign and to support the sign drive. This includes creative, printing, marketing and erection of signage costs.

Budget

Creative	800
Printing	2,000
Advertising	
- Facebook promotion	400
- Mahurangi Matters	800
Sign placement	800
Market Survey costs	200
Total	5,000

One Warkworth has budgeted to spend over \$25,000 on this campaign in the 2016-2017 financial year, and are on track for this expenditure. We are asking for a contribution of \$5,000 to cover 20% of those costs.

Quantifying Buy Local Promotion Success

We will quantify the return on investment by:

1. A short questionnaire will be designed with a maximum of four questions designed to find out:
 - What knowledge they have of the campaign?
 - How did they hear about it?
 - Have they had customers saying they are buying local, if so approx. number?
 - What if any increase in business has the Buy Local campaign generated for them?

One Warkworth members will be sent the survey by email and the balance will be delivered by hand to as many businesses as possible in both the retail and industrial precinct. A summary of the survey results will be provided to the Rodney Local Board.

2. Directly tracking web visits to our Membership directory. A very quantifiable measure.
3. The Directory will be promoted to all local residents as the go to place to find local businesses, this will be done through promotion in the local media and through our Facebook page.

4. Membership numbers; by helping promote the **Buy Local** campaign we are increasing the profile of **One Warkworth** which should further boost membership numbers

Summary

This proposal provides an easy and tangible way for the Rodney Local Board to support One Warkworth, raise the awareness of the benefits of buying locally and supporting local businesses, and drive enquiry and business to the local business community. We hope to gain your support.