Date: Wednesday 11 December 2019  
Time: 3:00pm  
Meeting Room: Warkworth Town Hall  
Venue: 21 Neville Street, Warkworth

Rodney Local Board
OPEN MINUTE ITEM ATTACHMENTS

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<th>ITEM</th>
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</thead>
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<td>8.2</td>
<td>Pestfree Warkworth</td>
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<td>A.</td>
<td>11 December - Rodney Local Board, Item 8.2 - Pestfree Warkworth presentation</td>
<td>3</td>
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<tr>
<td>8.1</td>
<td>Friends of Awa Matakanakana (FOAM)</td>
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<td>A.</td>
<td>11 December 2019 - Rodney Local Board, Item 8.1 - Friends of Awa Matakanakana presentation</td>
<td>21</td>
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<td>8.4</td>
<td>One Warkworth Business Improvement District</td>
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</tr>
<tr>
<td>A.</td>
<td>11 December 2019 - Rodney Local Board, Item 8.4 - One Warkworth Business Improvement District presentation</td>
<td>31</td>
</tr>
</tbody>
</table>

Note: The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.
DID YOU KNOW THAT OVER 68,000 OF OUR NATIVE ANIMALS ARE KILLED BY INTRODUCED PREDATORS EACH DAY!

Koromiko

Kakariki

Long-tailed Bat

Copper Skink

Ornate Skink

Green Gecko
Attachment A

"Mai i nga mahi iti ka puta he hua nui"

"From small actions come big results"
Background

- 2013 - Bucket list project
- Mid 2019 - project discussed at Warkworth Area Branch F & B meeting
- October 2019 – Public release through local newspaper
- October 2019 – Kowhai Festival
- December 2019 – Where are we today?
Currently

- Planned and sectored urban Warworth (610 ha)
- Have co-ordinators for each sector
- Created website, email address and logos
- Chosen eCoTrack
- Built database of information/residents
- Meetings with Auckland Council and DOC
- Regular contact with groups (Takatu Landcare, Forest Bridge Trust, Predator Free Leigh, Pest Free Kaipatiki)
Attachment A

Item 8.2

A: Viv Davie-Martin Dr
B: Mahurangi College
C: Urban Commercial
D: Urban Residential
E: Cement Works
F: Urban Residential
G: Urban Mix
H: Urban Residential
I: Tomlinson's Bush / Showground / Kowhai Park
Project Management

Significant Council Involvement

Sector A – Viv Davie-Martín Rd/Wairere Scenic Reserve (DOC/Council)
Sector B – College/Bush area (Council)
Sector E – Old Cement Works (Council) – (significant ecological Value areas adjacent to project area)
Sector I - Tomlinsons Bush/Showgrounds/Kowhai Park (Council/QE2)

Backyard Trapping

Other 5 sectors are urban but……….. Council managed properties within
Attachment A

Item 8.2
Where to from here?

- Council contractor scoping sectors A & E
- Council committed to supply 25 rat traps
- eCo Track training
- Public meeting
- School Visits
- Aware of Strategic Pest Plan funding
- Aware of Rodney East Landscape proposal
- Funding - $5000 seed funding
Wouldn’t we all like to see more of these in our community?
Hauiti to Grange Walkway

Forest and Bird Warkworth Area Restoration Project 2019+
The Plan - Renewing a whole Warkworth Catchment
The progress mid December.

The problem mid September.
Attachment A

Item 8.2

Before

After
To this

And this
A sneak preview
Next Steps

- Complete weeding
- Plant in May 2020
- Next Spring move to Next section
Awa Matakana is the traditional Māori name for the Matakanan River.
Whole of Catchment
Limit Sediment
Stop Contamination
Promote Enjoyment

✓ Understanding the Issues
✓ Working towards the solutions

Our commitment is to the protection and enjoyment of the waterways of the Glen Eden and Matakana Rivers and Sandspit estuary

We have 32 members who have contributed over 500 volunteer hours in 2019

Sub-Groups
- Science/technical
- Community engagement
- Recreation/User benefits

Links to other organisations
Ngati Manuhiri
Rodney Local Board
WaiCare (Grant of $1500)
Whitebait Connection
Trails Network Project
RIMU
SafeSwim
NIWA
Forest Bridge Trust
Ratepayers Groups

Submissions last 12 months
1. National Policy for Freshwater Management
2. Auckland Council-Our Water Future
3. Rodney Local Parks Management Plan
4. Costed Business Plan for rain and river gauges
Catchment Characterisation - Water Quality (WQ)

- Glen Eden-13.8 kms long
- Matakana- 14.2 kms long
- About 4.5 km-tidal/saline in each
- 13 WQ sampling sites
- 4 teams of 2 people + Boat
- Sample for
  - Nitrates/Ammonia (Minimal present)–Phosphorus (often HIGH).
  - Clarity (linked to Bacterial count).
  - Temp. Dissolved Oxygen; pH (variable)
- Just starter doing our own bacterial testing for E.Coli and Enterococci
- So far found high bacterial levels in smaller streams & Glen Eden River
- Started mapping and visual audit of landuse and river bank condition in each sub-catchment.
Characterisation of Catchment – e.g. River profiles

Glen Eden River (GER) and Tributaries

As interpreted by FOAM from Auckland Council Geomap contour map and aerial photo details
Attachment A

Characterisation of catchment – e.g. River profiles
Matakanaka River and One Main Branch

Item 8.1
Characterisation of catchment – Other Findings

- No rain gauges!
- No river gauging!
- No Hydrological models!
- No catchment plan(s)!
- No Tidal Prism!
- No Estuary bathometry!
- Field measured sediment deposition rates in estuary

- Kaipara research showed 13.4% of catchment produced 77% of sediment
- Suspect Glen Eden & Matakana Rivers are the same.
- Our Approach - Maximise cost benefit restoration effort.
- By using sound science + field inspections (e.g. use community & landowner to visually confirm land use & erosion to characterise catchment).
- Other issues so far— cows in rivers and suspicious industrial (?) discharges
Limiting sediment run-off is the most important step in protecting the ecological health of our waterways now and for decades to come.

- Resolve uncertainties on the origin of sediment in catchment and its mitigation
- Additional work involves ground truthing land use activities to ratify status of riparian planting and stream erosion, gathering reliable hydrological data and organise meetings with local land owners and others in the community

**What is needed now**
- GIS technical assistance,
- Installation of rain gauges and flow devices
- Specialist support from a Fluvial Geomorphology Specialist to identify best places to put mitigation efforts

**Recommendation**
We suggest that there be a Council workshop (including all relevant departments) on our rivers and estuary
Our activities and plans

- **Recreation**
  - Establish a trail from Sandspit to Matakana along the Glen Eden River. Much of the riparian land is public but not all.
  - Promote waterway recreational opportunities
  - Better signage near the waterways

**What is needed now**

Assistance to identify public vs private land enabling full access
Funding support for signage

- **Community Engagement**
  - River Awareness Day planned for March 2020 - Includes annual estuary shellfish monitoring by family groups
  - Development of our media platforms.

**What is needed now**

Funds to assist us in these activities.
Summary

- **Our aims are broad** - focused on water quality and enjoyment of the waterways recognizing their cultural, historical, environmental, commercial and recreational importance.

- **We acknowledge the kaitiaki guardianship** of Ngati Manuhiri and we will continue to build a relationship with the Mana Whenua.

- **We have a whole of catchment focus** - to protect the waterways for the future.

- **We aim to promote understanding and enjoyment of the waterways** through better access, education and increasing recreation opportunities.
BID CAMPAIGN PROGRESS REPORT
Presented to Rodney Local Board on 11th December 2019

Warkworth last went for a BID in 2016. There was a strong NO campaign with 62% voter turnout and 73% were against the BID. The committee of Warkworth Area Business Association resigned, a new committee was formed (with a number of prominent no campaigners at the table) and the association was relaunched as ONE WARKWORTH Business Association.

Membership numbers have risen from circa 70 in 2016 to well over 250 today. Sponsorship from 0 to 24. The Associations annual budget from circa $10k to over $120k. We have been quietly working towards relaunching a BID campaign for the last two years, knowing that the long-term survival of the Association requires a sustainable funding model that the BID can offer.

ONE WARKWORTH has been proactively working over the last three years trying to achieve progress with the resources that we’ve had available. This has included three part-time employees/contractors and taking over the Information Centre in the heart of Warkworth. We have established ourselves as a key conduit for businesses and the broader community in dealing with Auckland Council, Auckland Transport and other CCO and organisations.

We first publicly mooted the idea of another BID vote early this year and canvassed key parts of the community to gauge support. The response was very positive and we proceeded to hold a number stakeholder meetings and ultimately put it to a vote at our Annual General Meeting in August. With over 60 votes received we had 100% support for the BID campaign.

Given the lack of funding we are running a lean and tight campaign with a vote targeted between mid-February and mid-March 2020. We are mindful that if we do not get the BID vote over the line our funding is running dry and our business model and resourcing will need to change in the current financial year. We are running hard to the finish line.

Attached is the 2 year business plan for the establishment of the BID together with a budget and a communications plan for the campaign (distributed separately).

We have yet to get any strong negative feedback. We believe that the work that ONE WARKWORTH has done and the progress that has been made over the last three and a half years has created a lot of goodwill in the community and there is good support for the BID vote.

Our part-time Town Manager has been working an extra day a week for the last four weeks updating the voter database street by street – we will have this work completed by Christmas.

We wish to have the approval of the BID programme and proposed map granted by the Rodney Local Board and would be happy to answer any questions about our approach or campaign.

Chris Murphy
Chair
ONE WARKWORTH BUSINESS ASSOCIATION

Mark Macky
Deputy Chair
Two Year Business Plan
2020/21 – 2021/22
As at 11th December 2019.

Background
Designated as one of two satellite towns in Auckland’s Unitary Plan, Warkworth is now seeing the start of the significant growth. From a sleepy rural & coastal service town of circa 4,000 people, Auckland Council growth forecasts indicate there will be an additional 7,500 dwellings, up to 2,000 new jobs, and a population of over 25,000 people in Warkworth over the next 25 years. Over 1,000ha of rural land around Warkworth has been re-zoned Future Urban and a structure plan process has recently been completed for the future planning of the growth of the town.

The Puhoi to Warkworth Road of National Significance (RoNS) is expected to be completed in late 2021, creating greater accessibility between urban Auckland, Warkworth and the surrounding areas. Under the Future Urban Land Supply Strategy (FULSS), Warkworth is expected to be development-ready with the necessary infrastructure in place between 2022 – 2035.¹

These factors make Warkworth desirable to property developers with several significant developments completed e.g. The Oaks retirement village, the Grange retail centre, and the Summerset Falls retirement village expansion, with more underway e.g. McKinney Valley extension, Kowhai Falls retail development, a new PaknSave development, 60ha of live-zoned industrial land on Goatley Road/ SH1 and significant private plan change proposals are underway for Stubbs Farm Estate and Warkworth Land Company – both in the Northern precinct of Warkworth which are due to come online in 2022.

Development land in Warkworth is attractive to developers given it is currently some of the cheapest future urban land in the region. With the quality of lifestyle on offer in the district, the construction of the RoNS motorway extension, and the strong demand for housing, the market is expected to drive Warkworth’s growth curve quickly.

Undeniably, Warkworth will attract greater business interest and there will be a need for new retail, service, manufacturing, and distribution activities, as well as business support services, visitor attractions and hospitality to service the growing population.

The primary focus of a Business Improvement District (BID) in Warkworth is to deliver local economic development outcomes, advocate to Auckland Council & the CCO’s for appropriate infrastructure that supports business activity and provide a business perspective on local and central government policies and initiatives that affect our town.

One Warkworth is also an important conduit for other community groups to ensure that their advocacy is heard by the CCO’s, the Council and the Government. This is particularly pressing given the growth that is currently planned for Warkworth.

Business Improvement (BID) programs are internationally recognised and there are 48 currently operating successfully in the Auckland region.

Purpose of Business Plan
This business plan identifies what the One Warkworth Business Association would focus on if a Warkworth BID is established. It guides the actions necessary to make progress, defines key success factors for the first two years of operation, and informs the annual business plan.

Our Vision for the Warkworth Business Community
Warkworth will be a thriving, appealing, accessible, and well-connected town that attracts and retains a diverse range of successful businesses that meet the needs of loyal customers, clients, residents and visitors, and make us all prosperous and proud.

Our Mission
One Warkworth will deliver activities and initiatives that create business and employment opportunities and contribute to improved profitability, to achieve a strong and sustainable local economy. We will advocate to council, central government and other agencies for appropriate infrastructure and have significant input to plans, policies and initiatives that impact on the prosperity of our business community. We are stronger together.
Goals (our focus):

1. **ADVOCACY**: We will ensure Warkworth has an effective, strong and coordinated approach that successfully influences Auckland Council and governmental decision making for the benefit of Warkworth businesses and the broader community.

2. **ACTIVITIES**: We will provide support and deliver activities that make doing business in Warkworth easier, safer and more profitable.

3. **ATTRACTION**: We will attract and retain diverse, high-value commercial tenants and businesses and an increasing number of loyal customers, clients and visitors to Warkworth.

4. **ACCOUNTABILITY**: We will have appropriate, robust and transparent measures in place so our members can contribute to decision making, and know what is being done (outputs) and achieved (outcomes).

Where Priority 1 is the most important and Priority 5 is the least important, and Cost 1 is higher expense and Cost 5 is the least expense.

1. **ADVOCACY**

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Priority</th>
<th>Cost Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue submission process for planning and private plan change processes for Warkworth's future growth, including advocating for more appropriate and better industrial land to meet the needs of the town.</td>
<td>1</td>
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<tr>
<td>Continue advocating to Council &amp; AT for local business needs, road engineering (e.g. MLR, Southern Interchange, Western Collector), parking, connectivity (e.g. pedestrian and cycle access) and place-making.</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Continue advocating to Council, CCOs and government agencies for necessary infrastructure improvements to support business expansion. Ensure there is local re-investment of development contributions for bulk infrastructure e.g. bulk water, wastewater and road engineering.</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Be an effective voice for BID members by addressing the lack of reliable, high-speed broadband and fibre optic to government representatives and agencies.</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Continue attending WALG, Matakana Community Group and other local meetings and providing support as appropriate.</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Attend relevant Council committee and local board meetings to lobby on behalf of business members for issues that we believe are important.</td>
<td>3</td>
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<tr>
<td>Develop stronger and closer ties with Mahurangi College for better coordination with future workforce planning.</td>
<td>4</td>
<td>5</td>
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</tbody>
</table>
## 2. ACTIVITIES

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Priority</th>
<th>Cost Estimate</th>
</tr>
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<tbody>
<tr>
<td>Provide a series of relevant networking, training and professional development opportunities to meet the different needs of our members.</td>
<td>1</td>
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<tr>
<td>Run some 'Hero Events' through the community that bring the community together, create opportunities for our businesses and ...</td>
<td>1</td>
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<tr>
<td>- Mahurangi Festival of Lights</td>
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<td>- Car Rally</td>
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<td>- Kowhai Festival (as a major sponsor)</td>
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<tr>
<td>- Santa Parade</td>
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<tr>
<td>- Scone Bake-off</td>
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<tr>
<td>Run a Warkworth Information Centre that supports local businesses and generates new business</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Obtain input from members regarding local safety, security or nuisance issues in the area, and work with the Police and security firms on behalf of all businesses to develop and implement crime prevention initiatives.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Develop a member services directory and benefits package.</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Identify alternative funding streams and support local groups' access this funding to reduce pressure on local businesses to contribute.</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Build support for seven-day trading and consistent opening hours by implementing 'keep it local' campaigns</td>
<td>2</td>
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</tr>
<tr>
<td>Engage with members to identify and implement parking options for the town centre and commercial areas.</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Provide members support, training and cost savings in meeting their legislative, licensing, compliance and employment obligations e.g. OSH, ECA</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Collaborate with neighbouring BIDs for best practice learning and cost savings.</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Work with community agencies and business members on youth into employment schemes.</td>
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</table>
3. **Attraction**

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Priority</th>
<th>Cost Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor strategy: Work with tourism agencies &amp; coordinate local groups and businesses to increase the number of visitors and lengthen their stay in the region.</td>
<td>1</td>
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<tr>
<td>Marketing plan: Develop a dynamic marketing plan that maximises exposure for BID properties, businesses, attractions and event to increase and volume and value of business transactions.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Encourage and support local community groups that are actively involved in improving public amenities that bring more people to Warkworth e.g. Riverbank Enhancement Group, Mahurangi Sports Collective.</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Branding strategy: Identify Unique Selling Proposition (USP), develop brand positioning and brand story that communicates the competitive advantage of Warkworth businesses.</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Work with Council to improve gateway signage on SH1, Matakana and Sandspit roads. Improve wayfinding signage for all business precincts.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Engage with members and the community to identify beautification opportunities and priorities around Warkworth, and implement key findings that will enhance the physical environment e.g. directional signage</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Develop information packs for potential business investors, new businesses and commercial tenants.</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Review the return on investment of key public events including the Santa Parade, Kowhai Festival and seek support from members to continue or change involvement including identifying other funding streams.</td>
<td>4</td>
<td>5</td>
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</tbody>
</table>
4. ACCOUNTABILITY

<table>
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<tr>
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<th>Cost Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a communications plan to ensure all stakeholders are kept informed. May include website, print, social media, EDM etc.</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Agendas, minutes, correspondence and reports are easily accessible by members and in accordance with the constitution and BID Policy. (member only website pages).</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Ensure all activities undertaken have appropriate measures in place so that outcomes as well as outputs can be reported.</td>
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<td>3</td>
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<td>Provide monthly work in progress updates.</td>
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<tr>
<td>Database is actively maintained. Constitution sets out privacy.</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Distribute Market view data.</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Undertake annual customer satisfaction and member surveys.</td>
<td>3</td>
<td>3</td>
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</table>

Resources
Currently One Warkworth employs the following resource;
- Town Manager; 3 days a week
- Marketing & Communications; 10 hours a week
- Secretarial support; 20 hours a week
- Warkworth Info Centre support; 30 hours a week (plus volunteers)

The intention with BID funding in place is to increase this level of support to make more progress towards the achievement of our Business Plan.
- Town Manager; full-time role
- Marketing & Communications; 10 hours a week
- Secretarial support; 25 hours a week
- Warkworth Info Centre support; 30 hours a week (plus volunteers)
Additional Funding Opportunities
Prior to the formation of One Warkworth (from the ashes of the WABA bid campaign) the Business Association generated circa $10k per annum in funds from circa 70 members. The Information Centre (previously run by Matakana Coast Tourism) also generates income from signage & brochure display charges.

Membership is now up to 250+ members and there are more than 20 sponsors, combined annual funding is now above $100,000 per annum on a voluntary basis.

We are hopeful to continue to generate additional funding opportunities to help achieve our Business Plan once the BID is in place.

- Sponsorship; both major ($3,000 pa) and secondary ($1,500 pa)
- Associate Membership; for those businesses outside of the BID area (rate tbc)
- Grants; for our events and to continue operating the Info Centre
- Info Centre; display signage and brochure display payments (circa $30k)

Budget
A budget is attached which outlines the project income and costs for the One Warkworth Business Association for the initial two year period from 1st July 2020.
### Workworth BID Programme Budget

#### EAR ONE - BID proposed budget 2020/2021

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee/Associate Membership</td>
<td>$134,000</td>
</tr>
<tr>
<td>Grants/ Sponsorship sponsoring events</td>
<td>$40,000</td>
</tr>
<tr>
<td>Info Centre Grants / Display Advertising</td>
<td>$10,000</td>
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<td>Audit/Accounting/Office Costs</td>
<td>$40,000</td>
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#### Indicative expenditure budget

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<th>Amount (2020)</th>
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<tr>
<td>Human Resources</td>
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#### YEAR TWO - BID proposed budget 2021/2022

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#### Notes

- The BID targeted rate grant will be calculated using the flat rate model to the maximum of $500 per ratepayer. To date there are 268 ratepayers which will equate to $134,000 (GST excluding) in BID targeted rate grant. The final amount of BID grant will be known in May/June 2020 once the rate is struck.

Dated 11th December 2019

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**Rodney Local Board**

11 December 2019

**Attachment A**

**Item 8.4**


**BID CAMPAIGN PLAN**

*11th December 2019*

---

**GOAL**

A successful BID vote.

**What’s Needed:**

- Potential voters (TBC): 550
- Need at least 25% voting: 138
- Need at least 51% yes: 71

**WHY**

Safeguard the future of One Warkworth Business Association.
One Warkworth is key to help facilitate the growth of Warkworth in a positive way.

**HOW**

- Control the narrative.
- Positive messages.
- Biggest risk is apathy.

**WHAT**

**Creative**

- 4 positive creative messages
- 1 negative creative message
- 1 call to vote message
- 1 thanks for voting message

**Brochure**

- 8 page, A5.

Need quotes & short 30second video from people endorsing the BID;

- What do you think about One WW?
- Do you think a BID will benefit your business or the town?
- What are you going to vote?

Peter Thompson (Chris)  Mike Smith (Chris)  Al Mason (Chris)
Brandon Smith (Mark)    Nick Sharp (Mark)    Matthew Henderson (Murray)
Brenda from Gabys (Murray) Gaye & Leona (Mark) Savan (Mark)
John Smythe (Mark)       Lesley from urban industrial Richard Turner (Mark)
Chris Martin (Mark)      Raoul (Chris)        Ian Edmonds/ Wayne Mason (Chris)
Ian Anderson (Murray)    All of the Committee
CAMPAIGN ELEMENTS

- Phone calls/ visits from Committee members
  Each committee member to ID 15 voters for them to secure votes from

- Walking around
  Allocate areas for each committee member & executive

- Signs
  Use sign locations that are already up.
  Need sign drive in mid-January.

- Social Media
  Ads geotargeted to Warkworth specifically.
  Different message each week.

- Email

- Mahu Matters
  - Ads
  - Sponsored ads/ subsidised advertorial
  - Column
  - Editorial

- DLE cards into every PO box and delivered around town

- Radio

- Chameleon TV

- Three public meetings booked for 12, 19 and 26 February at Bridgehouse. Will be promoted through all of the media outlined above.
BID CAMPAIGN TIMING

JANUARY
13th
First Mahu Matters - Column

20th
Campaign Launch
- Signs up
- Email campaign out
- Social media starts

27th
Mahu Matters issue – EDITORIAL. Half page ad with two trade Vote Yes ads
Phone/ visit campaign starts
Email campaign/ Social media ads
Chameleon TV screens updated with VOTE YES message

FEBRUARY
3rd
Voting papers to electoral services
Phone/ visit campaign continues
Email campaign/ Social media ads
Public Meeting

10th
Mahu Matters – EDITORIAL. Half page ad with two trade Vote Yes ads
Phone/ visit campaign continues
Email campaign/ Social media ads
Public Meeting

17th
VOTING PAPERS RELEASED
Mahu Matters – EDITORIAL. Half page ad
DLE cards delivered
Phone/ visit campaign continues
Email campaign/ Social media ads
Public Meeting

24th
Phone/ visit campaign continues
Email campaign/ Social media ads

MARCH
2nd
Mahu Matters – EDITORIAL. Half page ad
Phone/ visit campaign continues
Email campaign/ Social media ads

9th
Phone/ visit campaign continues
Email campaign/ Social media ads

16th
VOTING CLOSES MON 16th MARCH

23rd
THANK YOU message across all media
<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative</td>
<td>$1,000</td>
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<tr>
<td>Brochure</td>
<td></td>
</tr>
<tr>
<td>Artwork</td>
<td>$500</td>
</tr>
<tr>
<td>Printing x 1,000</td>
<td>$2,000</td>
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<tr>
<td>DLE cards</td>
<td>$500</td>
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<tr>
<td>Signs</td>
<td>$750</td>
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<tr>
<td>Social media ($150/wk for 7 weeks)</td>
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<tr>
<td>Mahu Matters ads (rate card $2,332)</td>
<td>$946</td>
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<tr>
<td>Radio</td>
<td>$tbc</td>
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<tr>
<td>Chameleon TV</td>
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<td>Sub-total</td>
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<tr>
<td>Cost of developing voter database</td>
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<tr>
<td>Voting papers/ electoral services</td>
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<tr>
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<tr>
<td><strong>TOTAL CAMPAIGN BUDGET</strong></td>
<td>$13,741</td>
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