



Business Paihia Incorporated Information Pack

Empowering Better Business

Business Paihia is an incorporation of businesses from Paihia, Waitangi, Opuā, Haruru Falls, Kerikeri and Whangarei. We aim to build a dynamic business environment and to be influential in decision making in our community.



What we do

- **Open lines of communication** with local bodies, national tourism operators, government bodies, regional partners and regional business associations thus promoting the views of our local business community.
- Business Paihia works closely with businesses, community groups and the NZ police to address security and safety issues in Paihia, and successfully set up the **Community Patrol** in Paihia.
- Meetings with guest speakers, training workshops and business seminars are organised from time to time, often in conjunction with other organizations or businesses such as Northland Inc or a specialist company. These are either free or at reduced rates for members.
- A monthly **newsletter** is produced to provide up-to-date information on what is happening in the region, workshops, events and business opportunities.

- **Events**

- Organise and run events – Christmas Parade, Paihia Summer Festival, New Year’s Eve Fireworks, outdoor entertainment in central Paihia over Summer, the “it” Bay of Islands Food & Wine Festival
- Support local events
- Bring new events to the region – Weetbix Tryathlon and the Bay of Islands Beast Street Party were two this year.

- **BP@5** – a social quarterly catch up and great networking opportunity

- Business Paihia works closely with **Focus Paihia** in many ways such as the **Business with Heart** initiative. There are Business Paihia Representatives on the Focus Paihia Trust.
- Business Paihia gained funding for the **Stop Graffiti** Campaign in Paihia.
- Business Paihia Executive has **representatives on many groups** including the Destination Marketing Group, The Tourism Development Group, The Motel Association and Focus Paihia.
- Business Paihia is a **member of the Bay of Islands Marketing Group** which is extremely beneficial to the region as a whole.
- Business Paihia is continuously looking at ways **to improve Paihia**, whether it is through infrastructure, communications with local bodies, or festival and events.
- **Social Media** – BP has a facebook page where you can link into and keep up to date on what is happening, plus a separate facebook page for the “it” Festival, and BOI Beast Street Party.
- The Paihia **website** www.paihianz.co.nz.
 - A directory of businesses, community groups and events.
 - **As a Business Paihia member** you can list your business **for free** on the website.
 - There is also a community section on the website where community organisations, sports groups, churches etc can list for at no charge
 - Events section
- **Cruise Ships** – administer and support the Cruise Ship Ambassador Scheme, which has been successful in pushing the Bay of Islands ratings to number two in NZ, and increasing the number of cruise ships visiting.



Port Satisfactor

| | Average % |
|----------------|-----------|
| Milford Sound | 92.2 |
| Bay of Islands | 90.1 |
| Auckland | 88.1 |
| Wellington | 87.9 |
| Port Chalmers | 87.3 |
| Tauranga | 85.7 |
| Akaroa | 85.7 |
| Napier | 83.5 |
| Gisborne | 78.9 |
| Picton | 78.0 |

Our Events and Festivals

Paihia Christmas Parade – every town needs a Christmas Parade –many years ago for a while it looked like Paihia wasn't going to – in stepped Business Paihia. This goes hand in hand with the Business and Residential Christmas Decorating Competitions.

New Year's Eve Fireworks Extravaganza, a magical night, when fireworks light up the harbour, enjoyed by families and friends - creating a fantastic safe atmosphere on New Year's Eve.

Street Performers – for the past few years we have funded Fuse Circus Campground Chaos and The Biggest Little Circus to have street performances for 2 weeks from New Year's Eve into January – a great draw card to get people into town.

Paihia Summer Festival - over a week of free summer fun for children and families, and has a proven track record of drawing plenty of visitors to town

The “it!” Bay of Islands Food and Wine Festival – An iconic NZ Headline Act, all day entertainment, quality local food and wine. The festival is into its 8th year and has been getting bigger and better. This festival was on Labour Weekend for several years and then in 2016 we moved it to a quieter weekend – great success a sell out festival and a busy town!

Town has an amazing vibe around it and people that came especially for the festival all stayed for the long weekend. The publicity Paihia got from this festival the 6 months leading up to the festival was fantastic!

We have also continue to **support local events** like the Country Rock Festival, The Jazz and Blues Festival, The Rally of the North and The NZ Offshore Powerboat Racing to name a few.

In 2016 we worked hard to bring the **Sanitarium Weetbix Tryathlon** event to the Bay of Islands, it was a sellout in 2017 and we have secured it again for 2018.

Another new event run by Business Paihia was a **Community Street Party after the Bay of Islands Beast Mud Run** in July – this filled the streets in the middle of winter two years in a row, and we are looking to extending winter activities.

We are continuously looking at events to have in Paihia that will promote Paihia and drive business to the town.

We have developed an **“Events Calendar”** for the region so people know what is on and can plan their events, and use this as a marketing tool within their own business to attract visitors to Paihia.

All of this could not be achieved without the enthusiastic support of Business Paihia and local businesses!



“it” Bay of Islands Festival – The Feelers



Paihia Summer Festival



"it" Bay of Islands Festival 2014

Business Paihia Executive Committee 2017 -2018

Business Paihia is very fortunate that we have committee members who like dealing with all the different issues that come our way. The Committee meets monthly so if you have anything you want to put to the committee you can do so monthly, by calling a committee member or emailing them.

The Executive committee do many things behind the scenes such as submissions for Council plans, representation on groups and committees around town and also working on the events. They attend a plethora of meetings in their own time to achieve the right outcomes – for the benefit of our members and the community at large.

We also have our administrators, Blah Blah Marketing who do the newsletters, update the website and organize the various Business Paihia events.

Chairperson

| | | |
|-------------|------------------|--|
| Robyn Stent | The Cabbage Tree | robyn.stent@gmail.com |
|-------------|------------------|--|

Treasurer TBC

Secretary

| | | | |
|------------|-------------------------|--|-------------|
| Tania Burt | Waitangi National Trust | taniaburt@waitangi.org.nz | 09 402 7437 |
|------------|-------------------------|--|-------------|

Executive Committee

| | | | |
|------------------|---------------------------------|--|--------------|
| Charles Parker | Fullers GreatSights | Charlesp@intercitygroup.co.nz | 09 402 7421 |
| Jackie Lavell | Northfreeze | northfreeze@ihug.co.nz | 09 402 7094 |
| Craig Johnston | Paihia Dive | info@divenz.com | 09 402 7551 |
| Dave Winslow | Waitangi Golf Club | golfwins@xtra.co.nz | 09 4027378 |
| Tiny Dawson | Northland Security | northlandsecurity@vodafone.co.nz | 021 468 287 |
| Richard Holt | Cellinis | holtindustries@gmail.com | 09 402 5198 |
| Andrew Whittaker | Copthorne BOI | andrew.whittaker@millenniumhotels.com | 09 402 7411 |
| Lesley Lucas | BOI Apartments & Campervan Park | lesley@boihacvp.co.nz | 09 402 6601 |
| Andy Larsen | YHA Bay of Islands Paihia | atlarsen@xtra.co.nz | 021 560 306 |
| Irwin Wilson | Far North Holdings Ltd | irwin@fnhl.co.nz | 09 402 5659 |
| Jonny Martin | Paihia Mountain Bike Rentals | paihiambtbrentals@outlook.com | 021 187 8192 |
| Scott Jackson | Paihia Four Square | Scott.Jackson@foodstuffs.co.nz | 09 402 8002 |

Administrators

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|---------------|---------------------|--|--------------|
| Steph Godsiff | Blah Blah Marketing | steph@blahblahmarketing.co.nz | 021 122 9307 |
| Anika West | Blah Blah Marketing | anika@blahblahmarketing.co.nz | 021 124 0832 |

As a member you are not required to be a committee member but those who wish to be more involved can be voted on to the committee.



We welcome your membership

With a large, active membership we can have more influence on key decision makers in promoting the interests of the Paihia area business community. Becoming a member of Business Paihia for the very reasonable fee per year of \$160 (inclusive of gst), will be of great benefit to you in your business.

Become a member

2017 Membership runs from 01/01/2017 to 31/12/2017

The membership fee is \$160.00 (incl GST)

If you are a first time member and join midway through the year we only invoice you for the months remaining in the year.

If you would like to become a member or have any queries re membership please email Jackie Lavell
northfreeze@ihug.co.nz

Business Paihia will send out a tax invoice.



The Paihia Christmas Parade