



## 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.
- Meetings with guest speakers, training workshops and business seminars are organised from time to time.
- 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 – The Weetbix Tryathlon is one of these.

- **Friday Breakfasts** – a monthly breakfast catch up and great networking opportunity – last Friday of each month.

- Business Paihia works closely with **Focus Paihia**. There are Business Paihia Representatives on the Focus Paihia Trust.

- 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**

- Business Paihia facebook page <https://www.facebook.com/BusinessPaihia/>
- “it!” Bay of Islands Food & Wine Festival <https://www.facebook.com/itbayofislandsfestival/>

- The Paihia **website** [www.paihianz.co.nz](http://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 up in the ratings and increasing the number of cruise ships visiting.

- **Waste Minimisation**

- Business Paihia supplies a cardboard recycling crate for businesses which is located in the FNHL carpark behind library.
- Business Paihia is working towards making their events zero waster. The 2018 “it!” Bay of Islands Festival included recycling, pig buckets and rented glasses so no disposable glasses.



## 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 10 days 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 10<sup>th</sup> 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 – which still proved to be a success and had town humming and accommodation full!

Town has an amazing vibe around it and people that came especially for the festival all stayed for the 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 and The Jazz and Blues Festival.

In 2016 we worked hard to bring the **Sanitarium Weetbix Tryathlon** event to the Bay of Islands, it was a sellout in 2017, 2018, 2019 and they are returning in 2020.

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

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



*"it" Bay of Islands Festival*



*Weetbix TRYathlon*



*"it" Bay of Islands Food & Wine Festival*

## Business Paihia Executive Committee 2019 - 2020

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 sending an email to [info@paihianz.co.nz](mailto:info@paihianz.co.nz)

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                      09 402 7318

### **Treasurer**

Rachel Paterson                      Conduit Bookkeeping                      0274 787 988

### **Secretary**

Tania Burt                      Northland Inc                      09 402 7437

### **Executive Committee**

Charles Parker	Fullers GreatSights	09 402 7421
Jackie Lavell	Northfreeze	09 402 7094
Craig Johnston	Paihia Dive	09 402 7551
Merle Tipene	Waitangi Golf Club	09 4027378
Richard Holt	Cellinis	09 402 5198
Andrew Whittaker	Copthorne BOI	09 402 7411
Andy Larsen	YHA Bay of Islands Paihia	021 560 306
Irwin Wilson	Far North Holdings Ltd	09 402 5659
Jonny Martin	Paihia Mountain Bike Rentals	021 187 8192
Scott Jackson	Paihia Four Square	09 402 8002
Katie Buksh	Scenic Hotel	09 402 7826
Nick Madden	QRC	021 231 5819
Paul Linton	Morepork Lodge	09 402 5577

### **Administrators**

Steph Godsiff                      Blah Blah Marketing                      021 122 9307

Anika Whapshott                      Blah Blah Marketing                      021 124 0382

**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**

2019 Membership runs from 01/01/2019 to 31/12/2019

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, please email the Treasurer at Business Paihia  
[businesspaihiatreasurer@gmail.com](mailto:businesspaihiatreasurer@gmail.com)



*The Paihia Christmas Parade*