



## Business Paihia Incorporated Information Pack

### *Empowering Better Business*

Business Paihia is an incorporation of businesses from Paihia, Waitangi, Opuia, 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 **local and NZ police** to address security and safety issues in Paihia.
- A **weekly update** is produced to provide up-to-date information on what is happening in the region, workshops, events and business opportunities.
- Business Paihia manages the [www.visitboi.co.nz](http://www.visitboi.co.nz) website. This was taken over from the Bay of Islands Marketing Group. This is the main visitor information site for Bay of Islands.

- Business Paihia has employed an Events Co-ordinator. The purpose of this role relates back to their strategic plan, to drive visitation to the Bay of Islands. The Event co-ordinator role is funded by Business Paihia, Focus Paihia and Northland Inc. The purpose is to create the Bay of Islands as an events destination and encourage new events up here and to have a robust events calendar.
- **Insights Speakers Series** - Business Paihia runs evenings with speakers offering insights into subjects that impact business. These events give us all a chance to update our knowledge and learn, while also providing an opportunity to network with other businesses. As well as highly informative it's a great chance for businesses to connect.
- **Events**
  - Organise and run events – Christmas Parade, 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.
- Business Paihia works closely with **Focus Paihia**.
- Social Media
  - Business Paihia facebook page <https://www.facebook.com/BusinessPaihia/>
  - "it!" Bay of Islands Food & Wine Festival <https://www.facebook.com/itbayofislandsfestival/>
- **Cruise Ships** – When cruise ships were visiting the Bay of Islands Business Paihia administered and supported 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.
- Business Paihia is continuously looking at ways to **improve Paihia**, whether it is through infrastructure, communications with local bodies, or festival and events.

## 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.

**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** – over the past 8 years we have brought the The Biggest Little Circus street performers for 10 days from New Year's Eve into January – a great draw card to get people into 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 12<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.

This year – Business Paihia has handed the event to a local event organizer.

**Insight Speaker Series** – business information and networking events

We have also continue to **support local events**.

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, 2020 (cancelled with covid), but was a great success in 2021!

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*



*The Paihia Christmas Parade*

# Business Paihia Strategic Plan

(26/08/2020)

To drive the profitability and prosperity of the Bay of Islands Business Community

The Bay of Islands is a world class resort destination to Live, Work and Visit - Authentic, Welcoming, Entrepreneurial

## Attracting - Visitors are the lifeblood of the region and the tourism economy

- Lead the development of a holistic event and attraction programme.
- Incubate and encourage the development of visit generating events.
- Build awareness and motivation to visit in both the domestic and international markets.

### Actions

- Set up an events sub-committee.
- Seek funding for an events coordinator for the region.
- Employ and manage an events coordinator?
- Work with existing events businesses to develop new events.
- Identify new events to attract to the region.
- Support the BOI MG through annual membership.
- Support the Northland Inc. International Marketing Group through annual membership.
- Ensure membership are kept well informed of the activities of these two groups.

## Attractive - Working to create an attractive, world class resort town

- Work with Focus Paihia to transform our region and town into a vibrant and attractive resort destination to place to live.
- Encourage new investment in Paihia and surrounds.
- Actively work to improve the retail mix on offer in Paihia.
- Influence successful town and regional planning.

### Actions

- Set up a retail sub-committee to look after the interests of the retail sector. This will include actively working to improve the retail mix on offer.
- Set up an accommodation sub-committee to look after the interests of the accommodation sector.
- Work in partnership with Focus Paihia to advance projects which benefit the business and community interests in our town.
- Ensure Bay of Islands business voice is heard during the annual and long-term planning processes for both NRC and FNDC

## Capability and Support - A Strong, welcoming community

- Run an inspiring series of networking events for Bay of Islands business people.
- Ensure members are kept up to date with the latest business information and developments.
- Provide opportunities for learning and upskilling - robust insights.
- Proactively support business people post COVID.

### Actions

- Develop a series of networking events for the wider business community.
- Reformat the communication to members.



## Business Paihia Executive Committee 2022/2023

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 Business Paihia Secretary.

Email [businesspaihiasecretary@gmail.com](mailto:businesspaihiasecretary@gmail.com)

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 updates, the website and organise the various Business Paihia events.

### **Chairperson**

Charles Parker	CP & RP Commercial Holdings Ltd	027 209 7548
----------------	---------------------------------	--------------

### **Treasurer**

Irwin Wilson	Far North Holdings Ltd	09 402 5659
--------------	------------------------	-------------

### **Secretary**

Penny Davidson-Boles	Admirals View Lodge & Motel	09 402 6236
----------------------	-----------------------------	-------------

### **Executive Committee**

Andy Larsen	YHA Bay of Islands Paihia	021 560 306
Vanessa McKay	Carino Wildlife Cruises	09 402 8040
Donna Smith	Sandpit Poolroom & Bar	027 953 6635
Hamish Moore	Paihia Four Square	
Ryan Doherty	Explore Group	

### **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 + GST, will be of great benefit to you in your business.

## **Become a member**

Membership runs from 01/01/2022 to 31/12/2023

The membership fee is \$160.00 + 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 go to our website to submit your details  
<https://paihianz.co.nz/become-a-member/>