

View from the Chair – Deborah Andrew



Strategic plan key to Waiuku's development

Waiuku Business and Development Association Chair Deborah Andrew, pictured, says the organisation's strategic plan continues to guide the vintage township with an ambitious outlook.

The local realtor has served on the business association's board since 2010, a year before it became a business improvement district. She took over as Chair in 2015.

She credits the BID programme for helping establish a strategic focus with business disciplines.

"The BID's given us more opportunities to engage with businesses, tourist operators, our (Franklin) local board and community," she says.

"As our name suggests, we're Waiuku's business and development agency. It's our role to grow the local economy by supporting existing businesses and attracting new ones."

"As always, our organisation is constantly focused on using our strategic plan as a guiding document and aligning our projects accordingly.

"Although as an organisation, we still believe we are focused in the right areas that support and enhance economic growth going forward."

- DEBORAH ANDREW

Waiuku's seven strategic goals

- Strong district heritage town identity
- Vibrant, strong and collaborative business district
- Safe and attractive business environment
- Business attraction, expansion and growth
- Adequate infrastructure, transport & green spaces
- Business & community events
- Strong, focused, active & committed business association

"We were able to engage a town centre manager (Sharlene Druyven) and, latterly, an assistant (Vanessa Newman). We upgraded and extended our security camera network and reinstated the information centre that supports business and our heritage roots. With help from volunteers, it continues to grow in usage, promote attractions and welcome visitors to our town."

In her report to WBDA members at the recent 2016-17 AGM, Deborah said the community's sustained support of local shops and events was "a tribute to the stability of Waiuku Business & Development Association, and to the belief in the importance of our town and our future growth."

"One challenge all of us in Waiuku face together is a realisation of slower economic growth and awareness of financial pressure our businesses are under.

"This is evident in both our small to medium-size enterprises; however, we have gained valuable new businesses into our town in the past 12 months."



"But this challenge is also the greatest hope for a better future for every family, every business and individual as we are forced to re-invent ourselves and find better ways of doing business.

"An upgraded database shows us member growth and new contribution to the town through choosing to base themselves here in the Waiuku and Awhitu areas.

"The opportunity of our new businesses to contribute to the economy and the improvement of transport links has been positive and it's been great to see the growth in numbers on the buses.

"We have been fortunate to have had an excellent association with the (Franklin) local board and councillors over a long period now. I have reported to the board the last two reports on behalf of our board, and we are pleased to be able to engage on all sorts of topics," says Deborah.

"A huge thank you goes to the Auckland Council, Franklin Local Board and other funders who have helped us to continue our programme to enhance the town centre and attract customers to support retail and services in the Waiuku village."



