



Keeping the voice of local business strong on roading

Matakana Link Road (MLR) and the impact delayed construction will have on local businesses and the wider community continues to be a huge concern to One Warkworth. If Auckland Transport (AT) and NZTA do not deliver a four lane option within the promised timeline, the MLR will not open in time with the motorway extension, creating traffic gridlock between Hill Street and the motorway off-ramp, paralysing our town.

One Warkworth is continuing meetings with the Minister of Transport, MPs, local elected members, AT and NZTA to put pressure on resolving this potentially catastrophic issue. In our view construction needs to be advanced with urgency so that contractors can start earthworks this coming season or there is potential for the northern interchange and the new State Highway One extension to become a complete bottle neck from day one.

Over the last two years, One Warkworth has repeatedly warned AT about this potential traffic disaster, which unfortunately now seems inevitable. It is hugely disappointing that over 1000 hours of effort appears to have fallen on deaf ears.

Creating an information hub for Warkworth

Following the amicable termination of our joint venture with Matakana Coast Tourism, One Warkworth has taken sole responsibility for the Information Centre.



It was previously run as an iSite requiring specific staffing levels and hours of operation that made it uneconomical to run. As the service town for a wide and growing area, One Warkworth feels the region needs and deserves an information hub that focuses on the goods and services that local businesses provide as well as tourism.

Operating the Information Centre gives us flexibility to scope and deliver services that will meet the needs of locals and visitors alike and we are looking at ways of extending opening hours so people can easily find a dentist, lawyer, or plumber as well as places to stay, things to do and places to eat.

Strengthening our local business network

If the growing number of attendees at our networking events is anything to go by, the reciprocal opportunities and support that our local business members enjoy must be increasing ten-fold.

We have had record numbers at all our events from the celebrity evening with Matilda Green and business insights from Matakana Botanicals, to our recent social media session with Level Up Mentors.

Instead of viewing other companies as competitors, more local business owners are joining One Warkworth to look for potential collaborators, to exchange ideas and increase purchasing power.

We are proud to help local businesses leverage from each other's strengths with the end result being potential growth for all businesses in the area. An example of this is the *Great Warkworth Scone Bake-off*, where gallery owner Rick Urban came up with an initiative for local cafes, bakeries and retail shops to work together to increase Saturday foot traffic in town, and this has been a great success.



Supporting community events

As a sponsor and supporter of the Mahurangi Winter Festival of Lights we are delighted with how successful the second lights festival was. Our manager, Murray Chapman and his team of volunteers did a great job and many of our members got into the spirit of things lighting up their premises, while enjoying the benefits of having unseasonal crowds on their doorsteps.

Our inaugural e-Waste collection was a great success with over 500 tonnes of electronic materials collected in just a few hours. We have been asked to hold these events more regularly and planning discussions are underway.



Advancing security measures

Following discussions with business owners, the police, security enthusiast Jeremy Holman and potential sponsors, plans are advancing to install security cameras in the Morrison and Glenmore Drive areas and later on, the town centre.

One Warkworth will continue working with all parties to get these cameras installed and monitored.

Creating a sustainable business association

One Warkworth has continued engaging with the business community about entering the Business Improvement District (BID) establishment process. We have held a series of meetings with landlords, the commercial/industrial sector, retailers and professional services sector to discuss our proposal.

All the meetings have been encouraging with general support for the proposal based three key factors, which are significantly different to previous BID proposals:

- 1)** a flat rate of \$500 per commercial property
- 2)** the constitution will ensure future changes to the fee structure can only be made by the vote of a true majority of members
- 3)** all sectors of the business community will have fair representation guaranteed

This proposal provides the economic sustainability of a BID as well as the protection the business community has asked for.

The resolution to enter the BID establishment process will be held at our AGM on Monday 26 August, 5:30pm at the Bridgehouse.

Details at www.onewarkworth.co.nz