



BUSINESS WEST 2026/27 BUSINESS PLAN and BUDGET [INDICATIVE] (DRAFT)

This Business Plan details the operational, project, governance activities with budget forecast that the Business West Inc. Business Association will undertake over FY'26/ '27.

Membership & Networking		Budget \$92,000	
Action	Timeframe	Budget	KPI
To host and provide opportunities for members to meet and network together at Business After Five (BA5's)	Monthly	\$35,000	Minimum of eight networking sessions held, and number of businesses attending
Women in Business Network (ConnectHer)	Bi/ Monthly	\$20,000	West businesses to engage and participate
Hold regular breakfast events with a topical speaker.	Quarterly	\$35,000	Four breakfast events held: feedback from attendees.
Membership Costs - Other/Sundry	On-going	\$2,000	Database software updates Licenses, etc

Business Support		Budget \$36,000	
Action	Timeframe	Budget	KPI
Workshops, Education and Training; Mentoring Grants to Member SME's - Business Mentors, First Aid, Leadership, Performance, Marketing, etc	When provider is able; October through June	\$25,000	Business participation and members feedback Budget for 30 to 40 x SME's -Member participation and qualifications gained
Computer Expenses, IT, CRM, Database enabler fees	On-going	\$6,500	Maintain Communication Platform as fit-for-purpose
Website Maintenance including online directory upgrade and hosting	On-going	\$2,500	Number of visits to website; business listings maintained Marketing; B2B, B2C
Business Support - Other/Sundry	On-going	\$2,000	Provision for unforeseeable's

Security & Crime Prevention		Budget \$205,000	
<i>Retail - Commercial - Community - Shoppers</i>			
Action	Timeframe	Budget	KPI
Re-engagement of a security contractor to conduct security patrols in the HTC, mobile patrols in the BID.	On-going	\$89,000	Security patrols conducted, incidents reported to Police. Patrolling four hours daily x seven days weekly
Security Patrols to begin in Central Park, Crimewatch CCTV monitoring & Virtual targeting of problem areas.	A pilot initiative for testing in '25/26 - for the '26/27 budget	\$65,000	RFP to be conducted with 3 Security firms with terms similar to above
CCTV Cameras Maintenance Contract	On-going	\$46,000	1.CCTV Maintenance 2.CCTV Fibre costs
Security & Crime Prevention - Other/ Sundry	On-going	\$5,000	CrimeWatch CCTV contract Provision for unforeseeable's
Marketing/ Promotion		Budget \$156,000	
Action	Timeframe	Budget	KPI
Area and identity promotion including Christmas Tree Installation/ pack-down	November to January	\$18,500	Brighten the BID at Xmas, Contd, great feedback from the community
Community Engagement - Signage, Photography	On-going	\$6,000	WEst signage on Lincoln Rd, event & magazine images
Digital Support & Social media (with selected Professional)	On-going	\$12,000	Continuing the upgrades to the website & engagement
Video Promotional Production	1 to 2 Annually	\$10,000	Measure engagement rate
Podcast Production; featuring business leaders	February to April	\$10,000	For the Communication Platform & visuals
Retail Projects (Marketview) contracting external provider	On-going	\$7,000	Measure engagement rate -stores/ smaller retailers
Branding/BID Promotion	On-going	\$15,000	WEst delivery etc
Produce the WEst Magazine quarterly including promotion, maintain the 4,500 print run	Bi-monthly	\$75,000	Financially sustainable; feedback from advertisers, businesses, and readers.
Community Plan; Retail, Tourism, HTC	On-going	\$2,500	Working with Neighbourhood Watch & local initiatives

Advocacy/ Governance		Budget \$13,500	
Action	Timeframe	Budget	KPI
Relationship building with key stakeholders such as the Local Board, Council and CCO's	On-going	Contractor within budget see: Admin & Operation	Positive relationships built and maintained. Yearly presentation to Hsn-Massey Local Board
'Governance Essentials' professional Initiatives - via the NZ Institute of Directors	On-going	\$8,500	Board Members are skilled & committed to high standards of corporate governance
BWBA Committee Meetings Review progress against Strategic and Business plans;	Monthly except January and October (AGM)	Nil required	Progress against business plan and budgets reviewed. Annual report to members via AGM.
Other/Sundry; AGM booklet, Minute taking by contractor,	As Above	\$5,000	As required for compliance
Develop business continuity & succession planning	On-going	As Above	Maintain procedures, info, systems, services, reference for BWBA assurance.
Local / Youth Employment		Budget \$5,000	
Action	Timeframe	Budget	KPI
Investigate an employment event with Stakeholders	On-going	\$1,500	Capitalise on the 'very-successful' event held previous to attaining the BID
Support youth into work & the 'Gateway Program'	On-going	\$2,000	To advance previous work done with member College's under the BWBA 'WAY-IN' initiative
Investigate/ activate an online noticeboard for local employment	On-going	\$1,500	Website upgrade to initiate an interactive online 'situations-vacant'

<u>Administration & Operation</u>		Budget \$241,000	
Action	Timeframe	Budget	KPI (particulars)
Audit Fees financial audit completed	Annual	\$3,500	Audit achieved
Financial, Association and Council BID reporting requirements met.	Monthly/ Annual On-going	\$19,000	All reporting requirements being met - including EOY Accounts
Office admin requirements; stationary, printing, software. Phone, App, etc	On-going	\$3,000	No KPI required
Management, Membership Coordination, & Administration to implement the programme formulated by the Committee	On-going	\$85,000	Monthly reports to Committee and measured against these KPIs.
Marketing, Event coordinators to assist with database, planning, projects and implementing network events	On-going	\$110,000	Reporting to manager on progress of allotted projects, assignments and services. Reviewing results with board
Insurance	On-going	\$4,000	Insurances secured as per BID requirement
Costs related to providing services	On-going	\$16,500	Overheads; motor vehicle, phones, incremental

Total Expenditure **\$748,500.00**

Revenue

Annual Membership Subscriptions	\$6,500.00
ConnectHer (Women In Business) Event/ Sponsorship	\$9,000.00
Advertising	\$65,000.00
Event fees, other revenue from membership	\$12,500.00
BA5 Host Sponsorship revenue	\$46,800.00
BID target rate grant for 2026/2027	\$499,219.20
Interest	\$8,000.00
Total Income	\$647,019.20

REVENUE	\$647,019.20
---------	--------------

EXPENDITURE	-\$748,500.00
-------------	---------------

OPERATING DEFICIT	-\$101,480.80
-------------------	---------------

EXPENDITURE - Capital Projects

> HTC Lighting project (Capital)	-\$15,000.00
----------------------------------	--------------

> CCTV Cameras Installation & Upgrade Project (Capital)	-\$35,000.00
---	--------------

TOTAL DEFICIT	-\$151,480.80
----------------------	----------------------

Contingency fund & Funds unspent due to project holdups	\$375,000.00
---	--------------

	\$151,480.80
--	--------------

Contingency funds & Fund for future large project	\$223,519.20
---	--------------