



BUSINESS WEST 2025/26 BUSINESS PLAN and BUDGET [INDICATIVE] (DRAFT)

This Business Plan details the operational, project, governance activities with budget forecast that the Central Park Henderson Business Association Inc. (CPHBA) will undertake over FY'25/ '26.

Membership & Networking		Budget \$79,500	
Action	Timeframe	Budget	KPI
To host and provide opportunities for members to meet and network together with Business After Five (BA5) events	Monthly	\$32,000	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	\$26,500	Four breakfast events held: feedback from attendees.
Membership Costs - Other/Sundry	On-going	\$1,000	Database software updates

Business Support		Budget \$24,000	
Action	Timeframe	Budget	KPI
Workshops and Training Initiatives; Mentoring Grants to Member SME's - i.e. Business Mentors, First Aid, Leadership, Performance, Marketing, etc	When provider is able; October through June	\$12,500	Business participation and members feedback Budget for 40 x SME's - Member participation and qualifications gained
Computer Expenses, IT, CRM, Database enabler fees	On-going	\$5,500	Maintain Communication Platform as fit-for-purpose
Website Development including online directory upgrade and hosting	On-going	\$5,000	Number of visits to website; business listings maintained Marketing; B2B, B2C
Business Support - Other/Sundry	On-going	\$1,000	Provision for unforeseeable's

Security & Crime Prevention <small>(see notes below)</small>			Budget \$132,108
Action	Timeframe	Budget	KPI
Engagement of a security contractor to conduct security patrols in the HTC, mobile patrols in the BID precinct	On-going	\$85,000	Security patrols conducted, incidents reported to Police. Patrolling four hours daily x seven days weekly
CCTV Cameras Maintenance Contract	On-going	\$42,108	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 \$139,500
Action	Timeframe	Budget	KPI
Community Engagement - Signage, Photography	On-going	\$3,000	WEst signage on Lincoln Rd, event & magazine images
Digital & Social media (with selected Professional)	On-going	\$12,000	Continuing the previous spectacular engagement
Area and identity promotion including Christmas Tree Installation/ pack-down	November to January	\$16,500	Brighten the BID at Xmas, Contd great feedback from the community
Promotional retail events (Shopping Spree) contracting an external contractor	February	\$12,500	Number of participating stores/ people entering
Radio Promotion for above & to promote our BID	November and February	\$3,000	Shopping Spree success and above
Produce the WEst Magazine bi-monthly including promotion, maintain the 4,000 print run	Bi-monthly	\$75,000	Financially sustainable; feedback from advertisers, businesses, and readers.
Video Production - featuring different business types within diverse sectors	On-going	\$10,000	Episodic videos + print content that promote businesses in Henderson.
Podcast Production; featuring business leaders	February to April	\$5,000	For the Communication Platform & visuals
Community Plan; Retail, Tourism, HTC	On-going	\$2,500	Working with Neighbourhood Watch & local initiatives

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Advocacy/ Governance		Budget \$10,500	
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
CPHBA Committee Meetings Review progress against Strategic and Business plans;	Monthly except January	Nil required	Progress against business plan and budgets reviewed. Annual report to members via AGM.
Other/Sundry; Minute taking by contractor,	As Above	\$2,000	As required for compliance
Develop business continuity & succession planning	On-going	As Above	Maintain procedures, info, systems, services, reference for CPHBA 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 CPHBA 'WAY-IN' initiative
Investigate/ activate an online noticeboard for local employment	On-going	\$1,500	Website upgrade to initiate an interactive online 'situations-vacant'



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► Business - WEst MAGAZINE
Celebrating Five Years

► Mitre 10 MEGA - TOUGH KID 2024
Local Leaders Developing Local Kids

► Feature Article - WEST CITY AUTO GROUP
Driving Success Out West

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<u>Administration & Operation</u>		Budget \$229,500	
Action	Timeframe	Budget	KPI (particulars)
Office admin requirements; stationary, printing, software	On-going	\$2,000	No KPI required
Financial, Association and Council BID reporting requirements met. Annual financial audit completed	Monthly/ Annual	\$17,500	All reporting requirements being met. EOY Accounts and Audit achieved
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	\$105,000	Reporting to manager on progress of allotted projects, assignments and services. Reviewing results with board
Insurance	On-going	\$3,500	Insurances secured as per BID requirement
Costs related to providing services	On-going	\$16,500	Overheads; motor vehicle, phones, incremental

Total Expenditure **\$620,108**

Income:

Interest	\$ 15,000.00
BID Targeted rate	\$466,560.00
7% increase of Targeted rate (For Security Project)	\$ 32,659.20
Event fees, other revenue from membership	\$ 15,000.00
Sponsorship (business after 5)	\$ 46,800.00
Annual membership subscriptions (Associate)	\$ 12,900.00
ConnectHer (Women In Business) Event/ Sponsorship	\$ 18,000.00
Advertising	\$ 65,000.00

Total Income **\$671,919.20**

Balance

REVENUE	\$671,919.20
EXPENDITURE	\$620,108.00
EXPENDITURE - Capital Projects	
> HTC Lighting JV with HMLB (Capital)	\$15,000.00
> CCTV Cameras Installation & Upgrade Project (Capital)	\$35,000.00

PROJECTED BALANCE **\$1,811.20**

More details are contained within the Managers' Report.