

AGM 2026

BUSINESS WEST 2027/28 BUSINESS PLAN and BUDGET [INDICATIVE]

(DRAFT)

This Business Plan details the operational, project, and governance activities with budget forecast that the Business West Inc. Business Association will undertake over FY'27/'28.

Budget at a glance

Programme area	Budget
Membership & Networking	\$97,500
Business Support	\$39,000
Security & Crime Prevention	\$185,000
Marketing/ Promotion	\$121,700
Advocacy/ Governance	\$8,500
Local / Youth Employment	\$9,000
Administration & Operation	\$264,000
Total Expenditure	\$724,700

The above programme reflects 'business-as-usual' together with new activities in the 2027/2028 period covered. The financial transparency and operating requirements are in accordance with the Auckland Council Business Improvement District (BID) Policy 2025, and are ongoing commitments for Business West Inc.

The core work of the BWBA is to advance the economic and business interests of our members within the Henderson and Central Park BID. This includes an emphasis on ensuring the safety and security for our Retail, Commercial, and Industry members, together with the wider community within the precinct we serve.

One voice for the West!

Membership & Networking			Budget \$97,500
Action	Timeframe	Budget	KPI
To host and provide opportunities for members to meet and network together at Business After Five (BA5's)	Monthly	\$45,000	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	\$30,000	Four breakfast events held: feedback from attendees.
Membership Costs - Other/Sundry	On-going	\$2,500	Database software updates Licenses, etc

Business Support			Budget \$39,000
Action	Timeframe	Budget	KPI
Workshops, Education and Training; Mentoring Grants to Member SME's - First Aid, Leadership, Performance, Marketing, etc.	When provider is able; July through June	\$19,000	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	\$7,500	Maintain Communication Platform as fit-for-purpose
Website Maintenance including online directory upgrade and hosting	On-going	\$3,500	Number of visits to website; business listings maintained Marketing; B2B, B2C
Retail Projects (MarketView)	Monthly Reports	\$7,000	Retail Analytics for Members
Business Support Other	On-going	\$2,000	Provision for unforeseeable's

Security & Crime Prevention			Budget \$185,000
<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 BID. Incidents reported to Police.	Daily On-going	\$89,000	Security patrols conducted, Patrolling four hours daily x seven days weekly
Security Patrols in Central Park, CCTV monitoring & Virtual targeting of problem areas.	Nightly On-going	\$45,000	Provision to add 2 to 3 cameras in problem areas when council bureaucracy sorts itself out!?
CCTV Maintenance Contract	On-going	\$46,000	CCTV Maintenance/ callouts
Security & Crime Prevention – Other/Sundry	On-going	\$5,000	CrimeWatch CCTV contract Provision for unforeseeable's

Marketing/ Promotion			Budget \$121,700
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	\$25,000	Continuing the upgrades to the website & engagement
Video Promotional Production	1 annually	\$8,500	Measure engagement rate
Podcast Production; featuring business leaders	Studio and host availability	\$8,700	For the Communication Platform & visuals
Branding/BID Promotion	On-going	\$9,500	WEst delivery etc
Produce the WEst Magazine quarterly including promotion, maintain the 4,000 print-run	Seasonally	\$43,000	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 \$8,500
Action	Timeframe	Budget	KPI
Relationship building with key stakeholders such as the Local Board, Council and CCO's	On-going	Contractor within budget under Admin & Operation	Relationships built and maintained. Yearly presentation to Hsn-Massey Local Board
'Governance Essentials' professional Initiatives - via the NZ Institute of Directors	On-going	\$3,500	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 \$9,000
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 Youth initiative
Business West College Partnerships	On-going	\$5,500	Website upgrade to initiate an interactive online 'situations-vacant'

Administration & Operation			Budget \$264,000
Action	Timeframe	Budget	KPI
Audit Fees financial audit completed	Annual	\$4,500	Audit achieved
Financial, Association and Council BID reporting requirements met.	Monthly/ Annual On-going	\$20,500	All reporting requirements being met - including EOY Accounts
Office admin requirements; Stationery, Printing, Software. Phone, Stripe, etc.	On-going	\$4,500	No KPI required
Management, Membership Coordination, & Administration to implement the programme formulated by the Committee	On-going	\$95,000	Monthly reports to Committee and measured against these KPIs.
Marketing, Event coordinators to assist with database, planning, projects and implementing network events.	On-going	\$115,000	Reporting to manager on progress of allotted projects, assignments and services. Reviewing results with board
Insurance	On-going	\$4,500	Insurances secured as per BID requirement
Costs related to providing services	On-going	\$16,500	Overheads; motor vehicle, phones, incremental
General Expenses	On-going	\$2,500	Provision for bank fees, card costs, etc.

TOTAL EXPENDITURE**\$724,700.00**

Revenue

Revenue source	Amount
Annual Membership Subscriptions	\$2,700.00
Business West College Partnerships Sponsors	\$7,500.00
ConnectHer (Women In Business) Event sales/ Sponsorship	\$7,000.00
Advertising	\$45,000.00
Event fees, other revenue from membership	\$13,500.00
BA5 Host Sponsorship revenue	\$39,500.00
BID target rate grant for 2027/2028	\$499,219.20
Interest	\$15,500.00
Total Income	\$630,019.20

Operating & Capital Position

REVENUE	\$630,019.20
EXPENDITURE	-\$724,700.00
OPERATING DEFICIT	-\$94,680.80
EXPENDITURE - Capital Projects	
> CCTV Cameras Installation & Upgrade Project (Capital)	-\$35,000.00
TOTAL DEFICIT 2027/28	-\$129,680.80
TOTAL DEFICIT 2026/27	-\$151,480.80
	-\$281,161.60
Contingency Fund & funds unspent as at <u>30 June 2026</u>	\$529,725.00
	-\$281,161.60
Contingency Funds & for future operations/ projects	<u>\$248,563.40</u>

NOTE:

- The current unspent accumulated funds (as at 30 June 2026) are \$529,725.00
- These are to be used against the projected 2027/2028 deficit of - (\$129,680.80)
together with the projected 2026/2027 deficit of - (\$151,480.80)
- The accumulated funds as at 30 June 2028 are projected to be - \$248,563.40