

PAPAKURA BUSINESS ASSOCIATION

ASSOCIATE MEMBERSHIP PACK

2021



ASSOCIATE MEMBERSHIP BENEFITS & OPPORTUNITIES

Why should you become an associate member of the Papakura Business Association?

Being an associate member of the Papakura Business Association opens up a world of opportunities for your business, providing support and knowledge going forward. Associate membership means that as a local business operating outside of the Papakura Business Improvement District (BID) area, you can still join the association for an annual fee.

Benefits and Opportunities for members:

- A business listing on PBA website which can be updated by you to keep the community up with your latest offers and news. This helps increase your chances of 'hits' on your website and enquiries from potential customers.
- The opportunity to be promoted on PBA Facebook page where appropriate. This is a great way to help promote a special or event.
- Instagram #LivePapakura promotions, through using these in your posts on Facebook and Instagram and displaying your sticker this can help drive more people to your business.
- The ability to take part in regular promotions or events that PBA run to support our local businesses.
- The opportunity to be offered subsidised advertising space in local papers/publications PBA participates in.
- Receive 'Heartbeat', our monthly newsletter which is sent to all our members to keep you up to date on news and events around Papakura, opportunities and information we think you may be interested in.
- Regular updates and clarification about Auckland council by-laws and submission and feedback process. We help you to have your say on issues which affect you and your business.
- 'Business After 5' bi-monthly Wednesday network functions and Business Breakfasts with keynote speakers – all encourage networking opportunities, information sharing and making connections with other business members.
- Access to PBA Training seminars as they are planned, such as Social Media workshops, Business Resilience, Health & Safety and Crime Prevention.
- Papakura Gift Vouchers are available for purchase from PBA as gifts/rewards and are given out by PBA as prizes for competitions and promotions. The gift vouchers must be redeemed at Papakura businesses. This keeps more money in our town.
- Access to the PBA office, five days a week, 8.30am to 4.30pm for information and support.
- Papakura Community Safety Co-ordinator employed to look after safety issues for the town centre.
- PBA member folder with useful information, contact phone numbers, crime prevention guide, "#LivePapakura" and "Proud to be a member of PBA" window stickers.
- Annual calendar of events happening in the town
- Access to Safety Subsidies for CCTV and Shop front lighting, using PBA preferred suppliers
- Pride in knowing you are part of the Papakura Town Centre Business Community

And so much more

Associate Members pay an annual membership fee of \$250 plus Gst which includes your listing on the website. Associate members enjoy all the same benefits as members inside the BID, with the only exception being that associate members are not entitled to vote at the AGM

The Papakura Business Association welcomes you to join us and be part of the business voice of Papakura. Each new member strengthens our voice and we value your input.

As an associate member do I have any commitments or obligations?

In conjunction with PBA competitions or promotions at different times, Papakura Gift Vouchers are issued to consumers to spend in our town. Where appropriate for your type of business, we ask that as a member you honour these vouchers. You just need to call us and you will be reimbursed straight away!

Talk to us about whether this is suitable for your business.

Otherwise NO - You choose what level of engagement you have with the PBA.

What does the Papakura Business Association do?

The Papakura Business Association focusses on 3 main things: Supporting business in Papakura; Promoting Papakura as a place to shop and do business; and advocating on behalf of businesses in Papakura. We have many new, exciting initiatives planned for the future. You can find out more by contacting us – see our details below.

Just some of the promotions and activities the PBA have actioned are:

#LivePapakura, #EatLocal, #ShopLocal Instagram promotions 2021 ongoing

Meet The Candidates evening, September 2019, October 2020

Future Development Of Papakura Metro Centre Developers and Investors Events held in July 2019 and March 2021

Papakura Summit to discuss refresh of PBA's Strategic Plan, May 2018 at Stampede Bar & Grill.

Papakura Streetfest community event held in the town centre, May 2018, 2019 & 2021 with great success. Next event is May 2022.

Business Improvement District expansion completed in 2018

New Safety Community Co-ordinator for Papakura 2018

Paint The Town Purple window dressing competition held May 2018 and Feb 2019 in conjunction with Bruce Pulman Park and the Northern Stars.

Christmas Windows and other window dressing competitions throughout the year

Santa Parade in conjunction with Rotary. Next one is 5th Dec 2021

Chilling in the Park event held after Rotary Santa Parade, next one is 5th Dec 2021

Christmas Promotions and events such as Santa's Grotto, Free Santa photos, Gift Wrapping station, Children's Scavenger Hunt, Schools Christmas Tree initiative, Advertising features, Flags and decorations through the town.

Special Promotions and advertising for Mother's Day, Valentine's Day, Father's Day & Easter.

Papakura town website www.papakura.co.nz

Papakura Town Centre and **Papakura Small Business** Facebook pages

Murals and Art, various projects completed throughout the town

CCTV Cameras in place throughout Papakura Town Centre and four license plate recognition cameras.

Business 'After Five' networking events held on the first Wednesday of every second month.

Seminars for Businesses eg: Crime prevention, Business mentors, Health and Safety

Advocacy issues to Council eg: bus layover, CCTV, annual plan, unitary plan, and bylaw changes etc

Produced the "Invest Papakura" Booklet to promote the town to investors and businesses as to why they should open a business or invest in Papakura

Where to Eat Guide – Distributed annually, highlighting restaurants and cafés in Papakura for dining options

Please do not hesitate to contact us if you have any questions; we are happy to help.

Papakura Business Association

PO Box 272 1783, Papakura

Email: tcm@papakura.co.nz

Phone: 09 298 8996

ASSOCIATE MEMBERSHIP SIGN UP FORM

(Please complete and return to us at the email or address below. All applications are to be approved by the Executive Committee)

Business Name:

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Physical Address:

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Postal Address:

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Contact Person:

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Phone:

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Mobile Phone:

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Email:

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Website:

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Website listing on www.papakura.co.nz-

We recommend that your business has a listing on our website.

If you'd like a listing, please advise by ticking Yes and a website form will be sent to you.

The listing is included in your annual \$250 membership fee **Yes / No**

Signed:

Please complete and return to us at tcm@papakura.co.nz

or post to: Papakura Business Association, PO Box 272 1783, Papakura