



Town Centre Zoom Meetings

Round One

Overview

28 May 2020

Prepared by the Mayor's Taskforce for Economic Support and Recovery

Introduction

Town centre businesses collectively make up the heart of our towns across our District. The Covid-19 crisis puts these businesses at risk. The Mayor's Taskforce established the Town Centre Business Zoom sessions in order to better understand the needs of local businesses and to ensure that they get all the support that is available, from every source.

Small business recovery matters to Kaipara.

How does it work?

The Kaipara Mayor's Taskforce for Economic Support and Recovery (www.kaipara.govt.nz/taskforce) is hosting a series of meetings with local town centre businesses on the online meeting platform Zoom.

For the first round each town centre was sent an invitation to join the Mayor, Deputy Mayor and local ward councilors on an online Zoom meeting to share their experiences as a town centre business and to discuss what recovery might look. Invitation was via the local business or residents association as these organisations have the contact lists for their communities.

The agenda was deliberately left very open to be led by the attendees. But to guide the thinking leading up to the meetings and to generate some early ideas for the discussion the town centre businesses were invited to complete a short survey that asked the following four questions:

1. What are the key risks you face right now?
2. What does short term survival look like?
3. What does long term survival look like?
4. What are three things that could help right now?

Meetings were held in Kaiwaka, Maungaturoto, Papanui, Dargaville, Mangawhai and Ruawai.

The intention is to continue to host these sessions for as long as they are considered to be useful. We also envisage this being a way to connect businesses with agencies who can do more to support and inform them.

How this continues to unfold will be entirely guided by the participating businesses and what each community identifies as their priorities.

What follows is a summary of the key issues identified in each community expressed as a word cloud.

Each community has expressed the desire for these meetings to continue at this point. Round 2 will kick off in June 2020.

More industrial zoned land
Buy local *No different*
Easy to use Council services
Council no unnecessary billing
Return to Level 1
Council listening *Council infrastructure projects*
Museum needs new markets
Paparoa Press up and running
Septic system worries *Supply and delivery problems*
Lower school roll
Unsure *Paparoa* *Bills*
Having down time
Keep going *Concern for older people*
Unemployment worries *Safe environment*
Domestic tourism potential *Business networking*
Lower demand for services
Migration out *Wage subsidies*
Customer fears
Customers
Survival looking good *Farmers market back on* *PCCT titles process*
Reduced sales *Relapse into Level 4* *Relief on fixed costs*
Reduced compliance *Uncertainty* *Fewer customers*
Not adhering to safety guidelines

Redefine Kaipara's strategic focus

Industrial Zoned Land

Hospo sector people available

Maungaturoto

New industries *Funding for opportunities*

Domestic tourism

Local tourism packages

Rezoning land

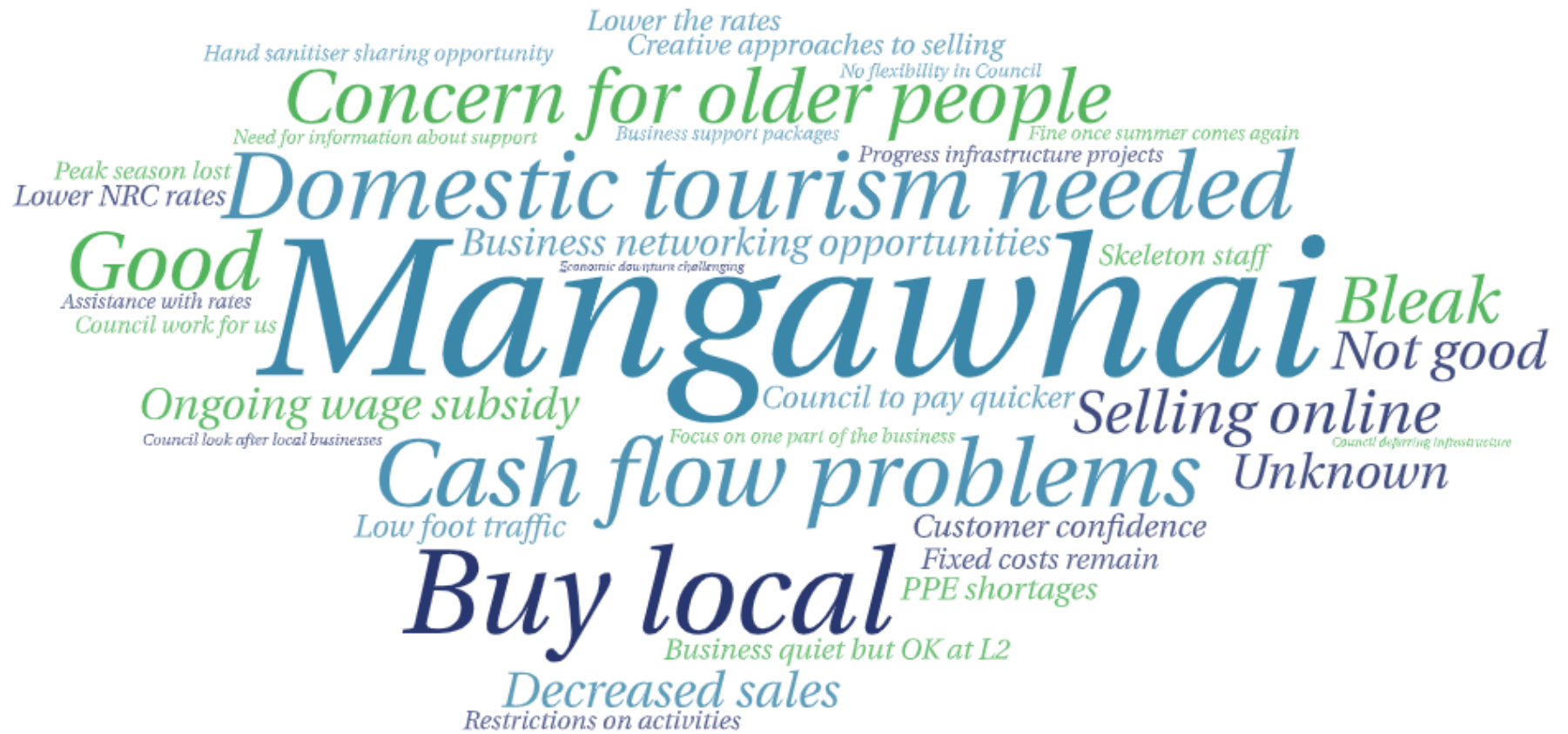
Get projects update

Local business directory *Continue as before*
Finding new markets *Wage subsidies*
Networking *Cash flow support* *Not too much stress*
• Fear of the future *NZTA projects*
Kaiwaka
Cash flow support *Rules and regulations*
Promoting Kaipara
Business planning support *New style of business*
Council infrastructure projects *Kaiwaka creative hub*
More personal touch *Advertising Kaiwaka area*
Struggling economy
No passing trade

Meeting H&S requirements
Customer confidence
Confidence in future contracts
Digitally skilled staff
Managing risk
Build local cycling facilities
Fewer customers
Residential housing projects
Council to provide work
Breathing space
Retaining staff
Deferring rates
Working with Council and MSD
Awareness of financial assistance
Long programmed work
Need summer visitors
Exemplary service
Reduced income
Time management
Access to grants
Contracts to be renewed
Workplace stress
Lower cost premises
Things will be tough
Selling existing stock
Getting back to normal
Keeping office closed
Moving to online programmes
I'm OK
Bleak times
Happy healthy whanau and community
Reduced planning complexity
Kai Iwi Lakes
Think creatively
Waive late payment penalties
Job losses

Buy local
Cutting staff
Dargaville
Cashflow issues
More customers
Cashflow problems
Supply chain problems
Uncertain times

Fewer visitors
Fewer customers
More customers
Job losses



Underutilised labour skills
Ruawai famil to Whangarei
People don't know about Ruawai
Drawing on Whangarei
Wage subsidies
Buy local campaign
Great teams and culture
Callaghan Foundation support
Council infrastructure projects
Retain skills
Encourage local businesses
Flying the Ruawai flag
Customer walk-out
QR tracker
Lifted the game in hygiene
Uncertainty is tough
Every day as it comes
Flood prone land issues
Local to Northland
We're OK
Cost-effective properties
Wage subsidy top ups
Ruawai
Some redundancies pending
Testing new industry groups
Drought is an issue
No tourists at this time of year
Northland Inc grants good
Council's local procurement strategy
WDC orders
Staff on reduced hours
Longevity of financial support
Seeking out new business
Providing permanent employment
Physical distancing can be challenging
Strong labour force in Ruawai
June OK, August a worry