



# Waikanae Business Association

## Chair Report

Friday 11th July 2025

### Reflecting on Our Journey

Since our establishment in May 2023, the Waikanae Business Association has worked to champion the interests of our local business community. Over the past two years, we have actively engaged with local government through Community Board and Council meetings, advocated against disruptive road works, and negotiated with Waka Kotahi to secure better outcomes following the bridge closure. Most importantly, we have ensure that the interests of Waikanae businesses are represented in many forums.

Operating as a volunteer-driven organisation during these unprecedented financial challenges has presented unique difficulties in resourcing our initiatives. We have also navigated the significant changes brought about by the revocation of Main Road from State Highway status to a busy town road, which has fundamentally altered traffic patterns through Waikanae and necessitated several months of roadworks as the road was prepared for return to KCDC management.



We recognise that our progress may not be immediately visible, but this doesn't reflect a lack of effort on our part. The reality is that meaningful advocacy becomes extremely difficult when decisions are often finalised before we have the opportunity to provide input, and when feedback windows are unreasonably short. This has often been the core issue regarding the timing of road works, footpath repairs and the bridge closure. Given these constraints, we've determined that a different approach is needed to create the substantial impact we're committed to achieving.

### **Leadership Transitions**

We extend our heartfelt gratitude to Zebunisso Alimova and Tracey Pervan, who have stepped down as both Trustees and Board Members after contributing invaluable time and expertise to establish our organisation.

We are delighted to welcome Sarah McNulty to our board, bringing her marketing expertise, local knowledge, and strategic insight to our team. We also acknowledge the generous support of Sue Scutter from Wakefield Lawyers and Mike Davis from Davis & Co Accountants, who have agreed to assist us with our legal and financial requirements. Also Jess Deacon who is assisting us with our website and brings with her connections into the performing arts sector and business support networks.



#### *Trustees:*

Sarah Yanez	Chair	Goldies Wholefoods
Bernie McKendrey	Treasurer	Bernina Kāpiti Coast Fibre with Flair
Julia Palmer		Star People HR & Recruitment

#### *Trust Board Members:*

Charlotte Tollervey	Secretary	Pom Pom Events and Marketing
Peter Avery		Shoreline Cinema
Sarah McAnulty		Ray White

#### *Exofficio:*

Sue Scutter	Legal	Wakefield Lawyers
Mike Davis	Accounting	Davis & Co Accountants
Jess Deacon	Website	Deacon Road

### **Organisational Structure**

The association now operates as a Charitable Trust Board, reflecting our not-for-profit status and commitment to working for the benefit of our local community in maintaining a vibrant business environment. While we do not currently hold Charitable Status, our structure positions us to apply for this designation in the future, which would enable access to various grants and discounted services.



## **Strategic Focus Moving Forward**

After two years of building our foundation through website development, social media pages, and community connections, we have undertaken a comprehensive review of our activities and impact. This reflection has led us to identify three key focus areas that will deliver the greatest benefit to our business community:

- **Networking: Working Locally to Promote Locally**

Question for members: How can we most effectively support businesses in connecting with each other and building collaborative relationships that benefit our entire community?

- **Communication: Bridging the Information Gap**

Question for members: In the absence of local newspapers, how can we best communicate events, initiatives, and opportunities to both businesses and the wider community?

- **Foot Traffic: Attracting Visitors to Waikanae**

Question for members: How do we build interest and draw people to Waikanae to shop, dine, and enjoy recreational activities?

## **Your Input Matters**

We are seeking your valuable insights and ideas for each of these focus areas. More importantly, we want to know if you or your business would be willing and able to contribute



to any of these initiatives. Your participation and expertise are essential to our collective success.

Please share your thoughts and let us know how you would like to be involved in shaping the future of business in Waikanae.

Thank you for your support,

Sarah Yanez

Chair - WBA