

## Mainstreet Whanganui Strategic Plan 2019 – 2022

<b>VISION</b>	Creating a vibrant town centre for locals and visitors to work, live and play
<b>MISSION</b>	Celebrate, advocate, promote, maintain & enhance our town centre
<b>AIM</b>	Whanganui is recognised as the ultimate heritage & cultural town centre experience, visitors say that Whanganui locals are the friendliest people in New Zealand.
<b>VALUES</b>	Integrity, collaboration, respect, guardianship, effectiveness and professionalism

### **OUTCOME 1 Mainstreet Whanganui effectively advocates, promotes and markets the town centre**

Mainstreet will:

Develop a town centre business promotion/marketing strategy, build a town centre brand, develop opportunities to improve the shopping experiences for locals and visitors and increase business offerings in the town centre.

Engage with businesses & building owners in the marketing and promotion the town centre.

Facilitate opportunities for businesses owners to retain and attract new customers and visitors.

To collaboratively encourage new businesses to the town centre.

To facilitate flagship events that celebrate the town centre's history and culture.

To advocate for best urban design and heritage preservation in the town centre.

### **OUTCOME 2 Mainstreet Whanganui is an effective membership organisation operating within a constant improving model, that anticipates and meets the changing needs of its members.**

The board operates effectively and strategically within a best practice model. The board has governance training and development programmes in place for new and returning board members.

A strategic plan review process is completed and a Mainstreet Whanganui Strategic Plan 2019 – 2022 has been adopted and reviewed annually. A constitutional review is held in 2019, and the new constitution is adopted and reviewed annually. Mainstreet has adopted a suite of governance, representation, financial and operational policies. Current policies are reviewed three yearly or an and when required.

Mainstreet works continuously to improve its engagement / relationship management with members and stakeholders, we will implement our updated communication plan in 2019. The registration of members will be updated annually and or when required.

Mainstreet operates high standards of health & safety practises, health and safety service partners conducted a health & safety organisational assessment in 2017 and continues to help build our capacity, health & safety meetings are held monthly with an audit held annually.

we strive to be environmentally responsible, Mainstreet engaged in waste reduction & recycling audit in 2019, in 2020 Mainstreet will work with its partners to continue to build on waste reduction & recycling and will encourage building and businesses owner in the town centre to move toward greater environmental practices. Operate within good sustainable and environmental practices and principles.

Mainstreet will continue to build its financial and operational sustainable, resources and capacity. Mainstreet will continue to build its ability to demonstrate best employer practices. Mainstreet aspires to be a living wage employer. During 2020 we will review our human resources capacity e.g. employment agreements, living wage aspirations, professional development and employment coaching.

The organisation presents its audited accounts to its members at its AGM each year and always strives to be a good steward/guardian of its resources and assets.

Adopted: Wednesday 25 September 2019

Due for review: Annually September 2020

### **OUTCOME 3 Mainstreet Whanganui enhances, cleans, maintains and beautifies the town centre.**

Mainstreet will:

Collaborate with organisations and people on projects that enhance the town centre, the Watt Fountain, street gas lamps and the block 4 public toilet (a joint project between Mainstreet, council and the town regeneration group) will be completed between Aug and Nov 2019. An annual maintenance plan for the Watt Fountain is in place. A light in trees project will commence in Aug and be completed by Oct 2019.

Clean and maintain the town centre to a high standard, Council, members and the public report high levels of satisfaction. Mainstreet meets with Council to review the service level agreement each year and successfully resigned biannually.

The Whanganui in Bloom Programme continues to be held over the summer and winter seasons. Council, members and the public report high levels of satisfaction, contractual obligations will be completed to a high standard each year. The WIB irrigation project will be completed by spring 2020.

Additional contracts and services are undertaken and delivered to a high standard.

#### **Mainstreet Whanganui**

The concept of a Mainstreet organisation for Whanganui was first discussed in the late 1980s. To say that Whanganui's City Centre back then was tired and moribund would be painting a rosy picture. Whanganui was about to get a new shopping mall adjacent to the main retail street. At the same time, there had been business creep from the main shopping district to newer and more advantageously rated areas of the city. With a static population the city center was losing out.

The first step for Whanganui's Mainstreet movement was to recognise that if something was not done, the Central Business District would decline and eventually die. Mainstreet Whanganui arose with support from the Retailers Association. Council was to spend money to refurbish and upgrade the main shopping precinct and retailers wanted to be involved. The result was what was then and remains one of the best central city upgrades in the Country.

Mainstreet Whanganui may have begun as a lobby group but today it is a thriving organisation that, while continuing to lobby on behalf of retailers, has grown to encompass promotional activity, events, central city maintenance, gardens and ongoing beautification projects. Meanwhile continuing to ensure that Whanganui's central city remains one of the most admired in New Zealand.

Mainstreet Whanganui is an incorporated society governed by an elected executive committee who work within a set of rules/constitution. Mainstreet Whanganui is registered as an incorporated society with the New Zealand Companies Office. Mainstreet has been in existence for over 26 years, the society employs a range of staff who are led by a General Manager. The membership consists of building, business owners in the societies remit area and associate members.

The society promote business and vibrancy in the town center, provided services to its members and enhance, clean and maintain the town center. Mainstreet also operates the Whanganui in Bloom Program. Mainstreet has a long and successful history of collaborations with the Whanganui District Council and the Whanganui Town Centre Regeneration Group. Mainstreet also operates a small number of external contracts.

#### **Mainstreet Whanganui Strategic Plan & Constitutional Review**

Between 2017/2018 and 2019, Mainstreet Whanganui consulted with its members on the development of a Mainstreet Whanganui Strategic Plan, Balance Consulting (BC) was contracted to facilitate the plans development. The facilitator met with members, subcommittee members, the board and the operations team. During the draft strategic plan process it became apparent that the new strategic plan and constitution needed to align, and that a suite of governance and operational policies were required. At a Special General Meeting held Wednesday 4 September 2019 the revised constitution was adopted by the members, at the Mainstreet Whanganui Board Meeting Wednesday 25 September 2019 the board adopted the Strategic Plan 2019 – 2020, representation and governance policy suites.