



Associate Membership
Terms & Application Form

2023 – 2024 Year

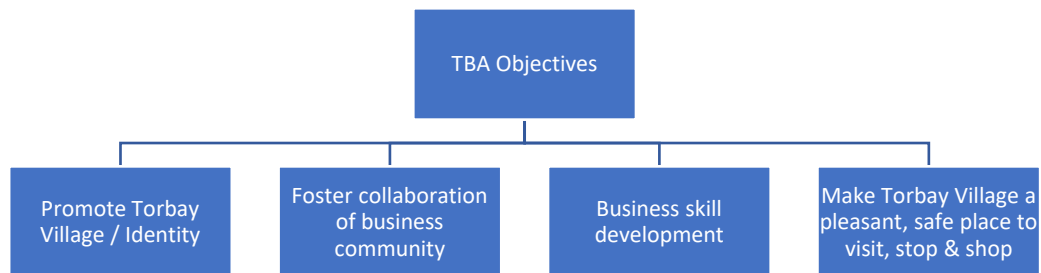
What is the Torbay Business Association?

History

Over 20 years ago some of the Torbay Village business owners and their landlords set up the Torbay Business Association (TBA) as a not-for-profit incorporated society.

They successfully applied to the Council to establish Torbay Village as a Business Improvement District (BID) – a partnership programme that committed the Council to support the growth of a ‘business district’ in the area through a targeted rate on the commercial premises in the BID, and opportunities to apply for funding to progress that goal.

The TBA’s original objectives were to:



It’s time to expand

The Council are changing their BID Policy. Over the next 6 years small BIDs, like ours, must increase our annual income to more than \$120,000 to retain our BID status. Our options are to:

1. Increase the annual income to above the minimum amount
2. Expand our BID area
3. Merge or align with another or other BIDs; or
4. Cease to be a BID.

Suggestions made include:

1. That we **expand** our BID area to include e.g. the Waiake, Stredwick Drive and Okura shops, and Long Bay business centre.
2. That the Mairangi Bay Business Association, Browns Bay Business Association & Torbay Business Association (all separate BIDs) **merge**.
3. The TBA **increases its annual income** by growing its Associate Membership, the *Torbay Magazine* and we expand the range of services offered to members and other businesspeople in the wider Waiake-Torbay-Long Bay-Okura area.

What the Torbay Business Association does now

Who we serve now

The TBA already supports businesses, businesspeople and the wider community beyond the small number of founding Torbay Village businesses (the ones paying rates that funds the TBA).

Our main service is promotion via the *Torbay Magazine*, social media and the website.

The Torbay Magazine

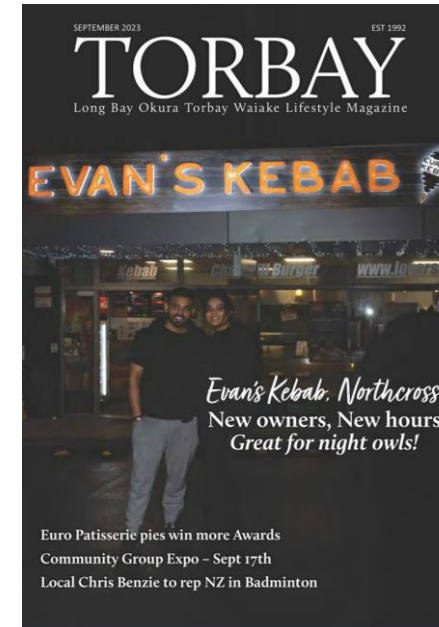
The *Torbay Magazine* is delivered to residents and businesses from Northcross shops to Waiake, all of Torbay, Long Bay and Okura.

It is a targeted community service connecting businesses that serve our wider area to everyone who lives and works in the area.

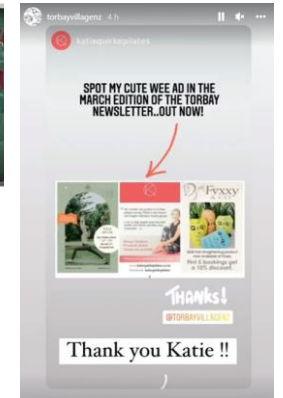
The Magazine celebrates the special lifestyle our environment, history, community groups and people provides. An edge of the city 'village' way of life that is disappearing in high-growth, high turnover suburbs succumbing to the Super City culture.

We promote values of importance to many Waiake/Torbay/Long Bay/Okura residents – sustainability, caring for our environment, creativity, generosity of spirit, inclusivity, providing a safe, fun place for children to grow up in – home & community.

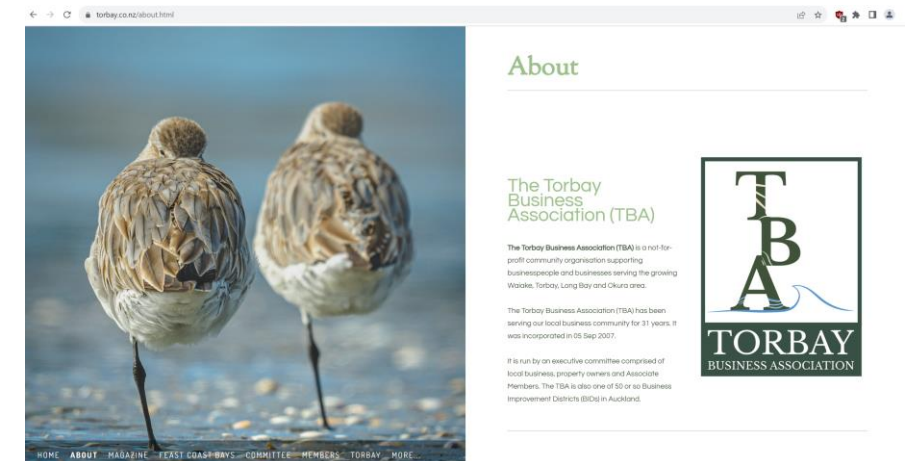
The new *Torbay Magazine* editorial policy is that the content should be original and relevant to our more diverse community today; good quality writing and photos produced by-locals-for-locals; connecting us and helping us to retain what's so special about our area.



Facebook & Instagram



Website:
torbay.co.nz



BUSINESS DEVELOPMENT

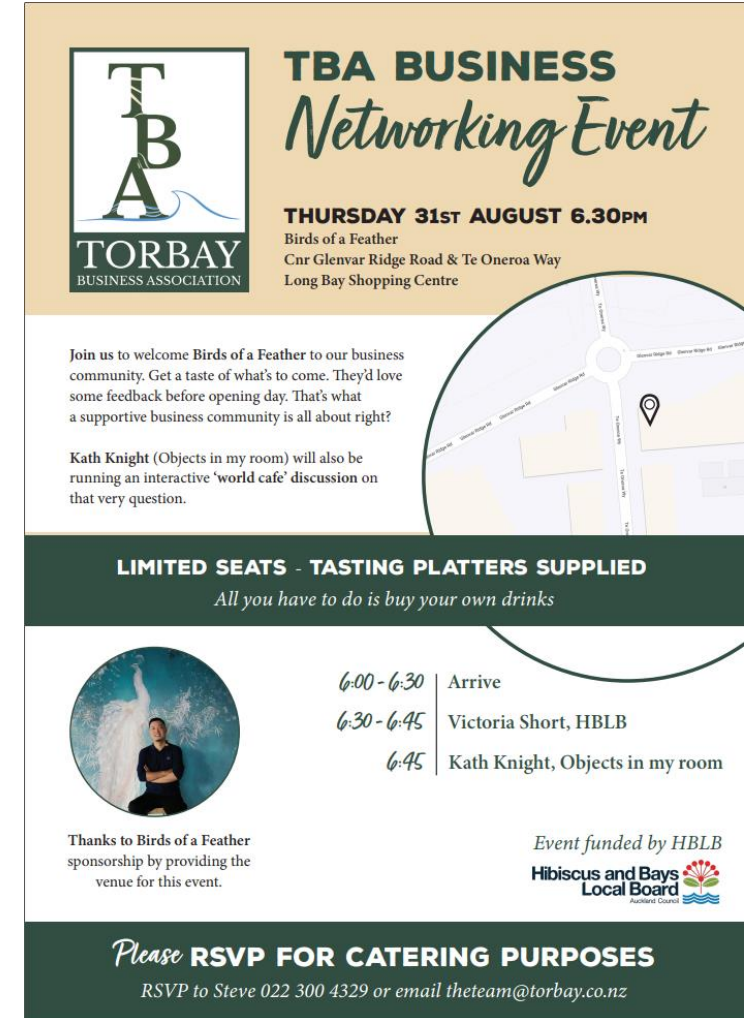
The TBA Executive Committee run business skill development workshops which facilitates networking.

To support the original dream of Torbay (and now we have Long Bay) being a great place to start and run a successful and sustainable business, we need to collaborate.

We need to plan *together* for a future when more people will want to work from home or close to home. The more people do that, the more customers there will be around during the day. The more our local businesses will thrive.

Over 1 million visitors a year come to our beaches, parks and events. We need to think up ways to get them to visit our shops, buy food here and eat in our restaurants.

We also could do better promoting our eateries and events to attract customers from neighbouring areas (Albany, North Shore).




TBA BUSINESS
Networking Event

THURSDAY 31st AUGUST 6.30PM
Birds of a Feather
Cnr Glenvar Ridge Road & Te Oneroa Way
Long Bay Shopping Centre

Join us to welcome Birds of a Feather to our business community. Get a taste of what's to come. They'd love some feedback before opening day. That's what a supportive business community is all about right?

Kath Knight (Objects in my room) will also be running an interactive 'world cafe' discussion on that very question.

LIMITED SEATS - TASTING PLATTERS SUPPLIED
All you have to do is buy your own drinks

 6:00 - 6:30 Arrive
6:30 - 6:45 Victoria Short, HBLB
6:45 Kath Knight, Objects in my room

Thanks to Birds of a Feather sponsorship by providing the venue for this event.

Event funded by HBLB
Hibiscus and Bays Local Board
Auckland Council

Please **RSVP FOR CATERING PURPOSES**
RSVP to Steve 022 300 4329 or email theteam@torbay.co.nz

BUSINESS WELFARE & SUPPORT

We all want our shopping centres to be pleasant, safe places.

We can advocate to Council. We can apply for funding – but it needs to be for services or activities that will help and support our businesses.

From time to time some businesses need & want help, advice & support.

Some recent projects:

Feast Coast Bays – a restaurant trail competition across East Coast Bays

Community Group Expo – giving people a reason to visit Torbay Village

Shop Local Competitions

Torbay Xmas / Santa Day

Congratulations to our Feast Coast Bays Winners!

Winner of the Grand Prize Luxury Weekend Escape for 2 to Waiheke's Mudbrick Vineyard Cottages
sponsored by House of Travel, Browns Bay

SUSAN GEERTSHUIS



Susan from Silverdale enjoyed the authentic Malaysian food at A'ruma with family

\$100 DINING VOUCHER WINNERS

Week 1 - Sienna Davis of Rothesay Bay dined at A'ruma Malaysian and won a voucher for Browns Bay Brewing Co.	Week 5 - Wendy Treadwell of Northcross dined at Long Bay Surf Club and won a voucher for El Greco
Week 2 - Lynn Bingham of Torbay dined at Chand Indian and won a voucher for Ramen Takara	Week 6 - Lisa Doherty of Browns Bay dined at Long Bay Surf Club and won a voucher for 21 Days Bar & Brasserie
Week 3 - Melissa Standish of Torbay dined at Long Bay Surf Club and won a voucher for Mairangi Bay Japanese	Bonus winner 1 - Christine Winsborough of Milford dined at Piatti Italiani and won a voucher for A'ruma
Week 4 - Petra of Long Bay dined at A'ruma Malaysian and won a voucher for La Spiaggia	Bonus winner 2 - Karl Palmer of Browns Bay dined at A'ruma and won a voucher for Piatti Italiani

Feast Coast Bays was a campaign, collaboratively designed by the Torbay, Mairangi Bay and Browns Bay Business Associations, to promote the amazing restaurants we have in East Coast Bays. The aim was to support local businesses during winter by encouraging locals to dine out. We also aimed to attract people from outside our area to visit our shopping centres.

Over the six-week campaign, just over 330 diners entered the competition after enjoying a meal at Piatti Italiani (Waiake), Chand Indian (Torbay), A'ruma Malaysian (Long Bay) or Long Bay Surf Club.

To recognise A'ruma Malaysian and Piatti Italiani's extra effort encouraging diners to enter we awarded two bonus \$100 vouchers to eat at their restaurants.

Thank you to House of Travel, Browns Bay, all the participating restaurants, and everyone who dined out across the Bays! You all helped make Feast Coast Bays a huge success. Thanks also to the Hibiscus & Local Bays Board for funding this project.

  **Feast Coast Bays NZ**

BENEFITS OF MEMBERSHIP

- Your business listed in the Business Directory in the *Torbay Magazine*
- Free, and priority entry for one person, to business skill development workshops
- Free inclusion in Shop Local campaigns and promotions
- *Torbay Magazine* advertising discounts
- Updates and information for businesses as are supplied to Full Members
- A chance to be heard on matters the TBA is consulting its members on
- Notice of the AGM

Terms & Conditions

- Businesses must be registered lawful businesses in the Waiake, Torbay, Long Bay and Okura area.
- Acceptance of application is at the discretion of the Executive Committee. A non-compete exclusion may apply where an applying business is directly competing with a Full Member business.
- The annual membership fee applies from the first month the business is listed in the *Torbay Magazine* member directory. This supports the TBA to plan and commit to a programme of activities for the year and for that reason cannot be refunded in part or in whole once paid.
- Under the current TBA constitution Associate Members can be elected to the Executive Committee but do not have voting rights. However, a new constitution is planned.

Associate Membership Application Form

Business Trading Name: _____

Company Name (if different from above): _____

Business Address: _____

Contact person: _____

Email: _____

Phone: _____

Business category: _____

I am authorised to complete this application form and commit this business to pay the \$200 +gst Associate Membership Fee for the year beginning once my business is listed in the *Torbay Magazine*.

Signed _____ Date _____

Join us &
help direct
the future of
our area