

# Welcome to Paradise

**Nau mai haere mai ki te whenua Taurikura**



**Mount Business Association  
Members Handbook**



**[mountmaunganui.org.nz](http://mountmaunganui.org.nz)**

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MOUNT BUSINESS ASSOCIATION

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# WELCOME

## NAU MAI HAERE MAI, KI TE WHENUA MAURI TAU WELCOME TO PARADISE!

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A warm welcome from the Mount Business Association.

Mount Maunganui is an exceptional place to work, live and play. Whether you are in professional service, hospitality, retail or the service industry, we are excited to have you join our street.

Mount Maunganui named for our distinct focal point on the coastal Bay of Plenty, our maunga (mountain), Mauao.

Mauao is one of the most significant landmarks for tangata whenua and the local community. The base and summit tracks are used by over a million people each year. In addition to its role as a centre for outdoor activities, Mauao is of great cultural significance. We acknowledge Ngāi Te Rangi, Ngāti Ranginui and Ngāti Pūkenga as the Mana Whenua in this area.

Mount Maunganui and Tauranga Moana is also home to the largest port in New Zealand. An international freight gateway which handles a third of all New Zealand cargo, nearly 40% of New Zealand exports and nearly half of all shipping containers.

The Port of Tauranga also plays host to 100+ cruise ships annually from October through to April. The Port works closely with Tourism Bay of Plenty to service these visitors and ensure they have a great destination experience while in port.

Mount Maunganui has a relaxed beach vibe, with a reputation as being one of New Zealand's favourite holiday destinations, especially in summer. With Pilot Bay on one side, Mauao in the middle and our beautiful ocean beach on the other. There is plenty to see and do right in our backyard. You can see why we call it paradise!

We are pleased you have chosen our Mainstreet to locate your business. We look forward to working with you and getting to know your business.

Mount Business Association board and team.



# WHAT IS THE MOUNT BUSINESS ASSOCIATION?

WE ADVOCATE FOR, SUPPORT, & PROMOTE OUR MEMBERS.

The Mount Business Association (MBA) is committed to creating a vibrant and inviting downtown where businesses want to be located, and visitors want to stay longer.

We support member businesses by working closely with business owners, the council, and the community, to enhance business success and growth. We are an incorporated society, established in 1993, and have an ongoing agreement with Tauranga City Council. We represent over 250 Mount Maunganui businesses.

The MBA is governed by a volunteer board of local business owners who are passionate about business in Mount Maunganui.

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**"Our vision is to create a unique and lively downtown that enriches the business community, embraces history, celebrates the arts, and preserves our natural environment. A Mainstreet which promotes vibrancy, to instil a 'sense of place' in our community and a destination people want to visit."**

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## The Associations objectives are;

- Economic development: marketing our Mainstreet to increase visitation
- Members: provide a forum for networking and collaboration of members.
- Business environment: enhance safety and security of Mount Maunganui
- Destination Marketing: promote our unique assets Mount Maunganui has to offer
- Placemaking: To advocate for improvements and upkeep of our Mainstreet.



Mount Longboards, The Cruise Deck

The MBA is funded by a targeted rate that is applied to buildings on commercially zoned land. Any business that owns or operates from a commercial building within the MBA zone in Mount Maunganui is eligible for free membership.

We encourage all eligible members and landlords to engage with MBA, as there are many benefits and opportunities available.

We see Mount Maunganui as a desirable location to do business, visit and play, and aim to showcase our unique offering to drive economic benefit to our members.

Neil from Solera Wine Bar



Glenn & Deb from Mount Made Ice Cream





# SUPPORT FOR BUSINESS

## GET THE MOST OUT OF YOUR MEMBERSHIP

The Mount Business Association is always looking for opportunities to support our members to grow their skill set, network, and businesses. This includes showcasing them in marketing and promotions, hosting member events and seminars.

### Website

We have built a new website to better promote Mount Maunganui and the businesses that live on our Mainstreet.

Members will receive a log-in so you can create and maintain your own business profile on our website directory. You are also able to create your own listings such as events, promotions, and stories, which we then will promote.

Updates are done through a member portal, where you can find key formation and communicate directly with other members. Contact the team for your website log-in.

Visit: [www.mountmaunganui.org.nz](http://www.mountmaunganui.org.nz)

### Member Events

We hold regular member events, from fun social networking events to seminars to upskill or covering a hot topic on the street. These are a great way to connect with other businesses. These events are at no cost to members.

### Social Media

Publicly MBA promotes itself as “Mount Mainstreet” through Facebook and Instagram. These channels provide a great opportunity to share promotions or events you may be running, or to showcase your business. We encourage you to tag our account in posts so we can share these to our followers.

### Newsletter

Newsletters are emailed out monthly to all members, with information on upcoming events, city news and important information. We can also include member businesses in the newsletter. If you have something to share or a special members promotion, get in touch.





# OUR EVENTS & PROMOTIONS

## GET THE MOST OUT OF YOUR MEMBERSHIP

The MBA delivers a calendar of events and promotions throughout the year to create a vibrant Mainstreet for our members, community, and visitors to enjoy.

### Public Events & Activations

Our public events add vibrancy and activity to the Mainstreet and encourage people to visit and shop. The MBA organises and hosts events for school holidays and a Christmas Festival, as well as micro activations. We sponsor and collaborate with local organisers of events including Tauranga Jazz Festival for Jazz at the Mount.

### Mount Mainstreet Urban Market

Every Sunday we host a market in Te Papa o Ngā Manu Porotakataka, 137 Maunganui Road, from 8.30am – 12.30pm, with predominantly produce, food, and plant stall holders. With live music, this creates a great atmosphere down the street.

If you are a hospitality business, there are great stall holders who deliver produce to member businesses.

We have spaces available for retail members to have a pop-up clearance stall, this is free of charge, and we have gazebos, tables and power available for use. This is a great way to clear old stock, especially during the summer months when foot traffic is higher.

### Mount Mainstreet Vouchers

The MBA have created a “Mount Mainstreet Voucher”, this allows the Association to support local events, activities and provide giveaways without having to ask members for donations or tangible goods.

Vouchers will be signed by the MBA Marketing Manager, and include a voucher number and expiry date. When presented at a member business, they are to complete the details on the front of the voucher, and then send an invoice to Mount Business Association, along with a photo of the voucher. Reimbursement will be made within 7 days. Steps to claim the reimbursement is on the back of the voucher.

We understand that not all POS systems can support this type of voucher, please let us know if you are unable to accept these vouchers. These vouchers can only be redeemed at participating member businesses, vouchers are not transferable for cash and must be redeemed prior to the expiry date.

**MOUNT MAINSTREET VOUCHER**  
This voucher entitles the bearer to goods or service to the value stated on front.

ISSUED TO \_\_\_\_\_  
FOR AMOUNT \$ \_\_\_\_\_  
AUTHORISED BY \_\_\_\_\_  
(Mount Mainstreet Manager)

ISSUE DATE \_\_\_\_\_  
EXPIRY DATE \_\_\_\_\_

Mount Mainstreet Business to complete  
RECEIVED AT \_\_\_\_\_  
SIGNATURE (date/stamp) \_\_\_\_\_  
DATE \_\_\_\_\_

Mount Mainstreet Manager to complete  
MESSAGE \_\_\_\_\_  
DATE \_\_\_\_\_  
VOUCHER NO. \_\_\_\_\_

**MOUNT MAINSTREET VOUCHER**  
This voucher entitles the bearer to goods or service to the value stated on front.

**REARER INFORMATION: TERMS AND CONDITIONS OF THIS VOUCHER**

1. Voucher can only be redeemed at a participating Mount Mainstreet Manager and has a 7-day validity.
2. It cannot be redeemed for a return to the issuer or for any other purpose.
3. It cannot be used for any other purpose than the one stated on the voucher.
4. The voucher is non-transferable and cannot be used for cash. It can be redeemed for any good or service.
5. After redemption, the voucher is void.
6. No change in value.

**INFORMATION FOR MOUNT MAINSTREET BUSINESSES**

For reimbursement of this voucher:

1. Complete the back of the voucher with business name, signature and stamp.
2. Take a photo of the completed voucher to [marketing@mbsa.co.nz](mailto:marketing@mbsa.co.nz) along with an invoice with your bank details on it. Make invoice out to Mount Business Association.
3. Payment into your bank account will be within 7 days of receipt.

Tip: please make sure the voucher has not past the expiry date before accepting.

Mount Mainstreet Voucher



# PLACEMAKING & ADVOCACY

## CREATING A VIBRANT MAINSTREET AND ACTING AS A VOICE FOR OUR MEMBERS

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### Placemaking

We are working closely with Tauranga City Council to improve our spaces, trying to tidy up our laneways, bring more art to the street, and keep our street clean.

Placemaking helps build a sense of place and pride, and encourages visitors to stay longer.

The MBA plan to run beach and street clean ups, and get businesses and the community involved so we can all take ownership of keeping our environment tidy.

We ask all members to take pride in their shop fronts and the way you present your business. A clean and inviting area will assist in growing your business and our placemaking efforts.

### Advocacy

A key function of the Mount Business Association is advocacy for our members.

We collaborate and maintain productive relationships with Police, Tourism Bay of Plenty, And Tauranga City Council among others.

We strive to keep lines of communication open with our members, so they can bring concerns to us so we can investigate and advocate on their behalf.

Please feel free to contact the MBA team with any promotional ideas, complaints, or concerns.



# SAFETY & SECURITY

## CREATING A SAFE STREET FOR STAFF AND VISITORS

A key focus for the MBA is to advocate for safer streets and laneways, get on top of graffiti and keep our staff and visitors safe.

### Night Patrols

The MBA contracts First Security to conduct random nightly patrols of our Mainstreet and laneways. Their patrol is checking to make sure there is no vandalism to buildings, monitor the happenings down the street during the night, to engage the Police if needed, and to deter any graffiti and theft.

### Street Safety Instant Message Group

The MBA has created a WhatsApp group message chat so business owners and managers can instantly share communication with anything to do with street safety, if there has been an incident, theft, vandalism etc. This is also shared with our Local Police Constable and TCC representatives.

### Reporting issues

#### To Tauranga City Council

TCC have got a great app called “Antenno”, which you can use to log jobs and advise Council of issues down the street, such as graffiti, vandalism, overflowing rubbish bins, tree branches down, the list goes on.

You can download this from the Apple Store or Google Play, add Mount Mainstreet as your place, and start logging jobs. It’s very easy to use.

#### To NZ Police

If you see something suspicious, or a non-emergency, please report this to the police via 105, this can be done online or over the phone. By reporting it, it may help in a wider investigation.

If it is happening and is an emergency, call 111.



# ORGANISATION & GOVERNANCE

WE ADVOCATE FOR, SUPPORT, & PROMOTE OUR MEMBERS.

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## Governance

Mount Business Association is run by a voluntary board of passionate local business owners. Any eligible member of the Mount Business Association can be elected to the Board through a formal nomination process at our Annual General Meeting.

Each board member represents the diversity of Mount businesses, from retail, services, hospitality to professional services and landlords.

The board meets every 6 weeks, if you have an issue or concern you'd like to raise with the Board, you can attend a meeting in person, online or submit your concern to one of the team who can raise it on your behalf.

## Management

The Association employs three contract staff to support MBA members in promotion of their businesses. This includes an operations manager, destination marketing manager and digital marketing manager.

The team reports to the Board every six weeks and is charged with overseeing the efficient and accurate operation of the business association and its activities in line with our annual plan.

## Annual General Meeting

MBA holds our Annual General Meeting in October each year. All eligible members, including landlords are encouraged to attend.

At our AGM, we advise our members of what we have achieved over the past financial year and what we are looking to implement in the next. This is also an opportunity for members to tell us what they would like to see happen in the next financial year.

## Funding

The Association is funded by a targeted rate applied to buildings on commercially zoned land which sit within our mainstreet boundary. This rate is collected by Tauranga City Council and passed on to the Association. The rate is prorated across all members, based on the capital valuation of buildings.

Mount Business Association aims to utilise this funding to deliver the annual plan.

Every six months, MBA reports back to Tauranga City Council on our progress and achievements for the past six months, as outlined in our annual plan and budget.





## GET IN TOUCH

The MBA team is here to support, advocate and promote your business. Get in touch with them if you would like to get involved with events, promotions or if you have any concerns.

### Operations Manager

[admin@mountmaunganui.org.nz](mailto:admin@mountmaunganui.org.nz)

### Destination Marketing Manager

[marketing@mountmaunganui.org.nz](mailto:marketing@mountmaunganui.org.nz)

### Digital Marketing Manager

[social@mountmaunganui.org.nz](mailto:social@mountmaunganui.org.nz)

The Association does not have a physical office on the Mainstreet, however we are regularly walking the street and visiting businesses.

If you would like more information about Mount Business Association or to discuss your membership eligibility, please contact the team on [info@mountmaunganui.org.nz](mailto:info@mountmaunganui.org.nz)



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