

# GO TONGARIRO 5 YEAR STRATEGIC PLAN

## VISION

### NZ'S BASE CAMP...

**A VIBRANT, THRIVING AND DIVERSE COMMUNITY  
THAT COLLECTIVELY BELIEVE IN A POSITIVE FUTURE  
FOR THE GREATER TURANGI/TONGARIRO AREA  
BY EMBRACING THE 'BASE CAMP' SPIRIT IN EVERY WAY**

## MISSION

GO TONGARIRO ARE A STRONG, SUSTAINABLE AND PROACTIVE GROUP THAT REPRESENT THE INTERESTS OF ALL STAKEHOLDERS IN THE GREATER TURANGI/TONGARIRO REGION AND DELIVER ON THE BASE CAMP PROMISE

### Key Strategic Areas of Focus:

#### **1. ESTABLISHMENT – CREATE A PLATFORM FOR FUTURE GROWTH BY ESTABLISHING CRITICAL OPERATING PROCEDURES, SYSTEMS AND TOOLS.**

- Establish a robust database of all stakeholders in the Turangi/Tongariro area, and build systems for regular contact/communication (ie newsletters, After 5 events, etc)
- Source essential technology & equipment to establish Go Tongariro Office
- Assign Board Representatives to act as advocates for a defined physical area
- Disestablish and handover of Turangi Tongariro Promotions Association
- Establish a single website presence for Go Tongariro and maintain as a corporate site to promote the activities of Go Tongariro
- Establish key relationships within the area, Council, The Hub, local media and other key stakeholders
- Create action plan, budget and priorities for Year 1, Year 2 & 3, and Year 4 & 5
- Present action plan and budget to stakeholders, members, TTCB and TDC for ratification

#### **2. SUSTAINABILITY – BUILD A SUSTAINABLE ENTITY THAT HAS LONG TERM, VIABLE FINANCIAL AND OPERATIONAL OUTCOMES**

- Develop a targeted rate model, and secure necessary support to implement
- Establish a sponsorship programme
- Actively seek financial support from Trusts and other entities with an interest in the greater Turangi/Tongariro area
- Employ a permanent Co-ordinator
- Develop a robust 5 year business plan and secure TDC ratification for on-going support
- Develop a reporting system, and provide key stakeholders with regular reports on progress and outcomes.

**3. IDENTITY – CONFIRM THE BRAND IDENTITY FOR THE GREATER TURANGI/TONGARIRO AREA AND PARTNER WITH DESTINATION GREAT LAKE TAUPŌ AND OTHERS TO PRESENT A STRONG, UNIFIED AND CONSISTENT BRAND STORY.**

- Lead the development of the 'Base Camp' proposition
- Revisit Village Well and other Placemaking / Brand work undertaken to support the 'Base Camp' proposition
- Facilitate broad community discussion around brand values and the 'Base Camp' proposition
- Partner with DGLT to identify opportunities for the 'Base Camp' branding and integration into the wider regional marketing strategy
- Prepare and roll out new brand strategy and story

**4. VOICE – SPEAK WITH A STRONG, UNIFIED AND CONSISTENT VOICE ON BEHALF OF THE GREATER TURANGI/TONGARIRO AREA**

- Establish relationships with local media, stakeholders and the wider community to build confidence and mana in the area
- Engage with Go Tongariro members and advocate on their behalf
- Create an vibrant and authoritative online presence for Go Tongariro
- Share positive stories about good news, events and happenings
- Ensure all Board Members are well versed and share a consistent message
- Create opportunities for members to network, learn, and share their success stories

**5. GROWTH – SEEK AND DELIVER OPPORTUNITIES TO GROW THE BUSINESS COMMUNITY IN THE GREATER TURANGI/TONGARIRO AREA**

- Encourage Go Tongariro members to enter the annual Business Awards
- Deliver the Business Mentors scheme
- Deliver the NZTE Voucher scheme
- Develop a culture of excellence for customer service, and create incentives and rewards to recognise outstanding customer service
- Undertake research and provide analysis on business trends, vacancy rates, lease values, and other critical business information
- Identify opportunities for new business and actively seek investors
- Provide training and development opportunities for members

**6. VIBRANCY – CREATE A VIBRANT, FUN, DIVERSE, COLOURFUL, SAFE AND UNIQUE ENVIRONMENT THAT SUPPORTS THE 'BASE CAMP' PROPOSITION**

- Programme regular activities and performances in the Turangi Mall
- Deliver the annual Colours Festival and one other event per annum
- Create and deliver one retail promotion per annum
- Act as a representative on working groups for TDC projects and advocate for Go Tongariro member interests
- Advocate for Turangi Mall physical revitalisation activity
- Develop a programme for beautification of empty shop front windows and other shared spaces