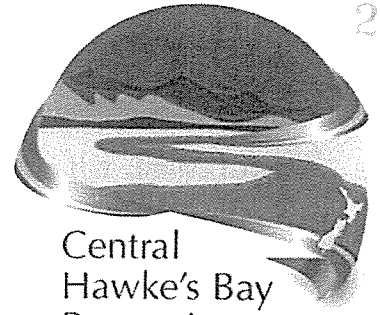


CHB Promotions Inc. Business Plan 2009/2010



Central
Hawke's Bay
Promotions

This year is an exciting time for CHB Promotions Inc. It's a time when we will see the results from the previous year's discussions and planning for the community forums "Central Hawke's Bay – Owing Our Future".

The forums will inject vitality into our towns, we hope local people will *re-discover* the power of working together in partnership with whomever it takes (neighbours, friends, local and central government, businesses etc.,) to achieve their goals.

If we are able to stimulate their interest in this wonderful region by engaging them to rethink the way they think about themselves, promote themselves, and sell themselves, the benefits for our district are endless.

We have said before, that often, those who live and work in the community lose sight of their communities uniqueness or they take it for granted. The forums are planned to open their eyes "Wide" in 2010 to the many and varied opportunities available, that they will choose and create the future they want rather than placing their trust in hope.

CHB Promotions Mission Statement: To make Central Hawke's Bay a great place in which to live, to visit and to do business.

CHB Promotions Goals

"Central Hawke's Bay – Owing Our Future" community forums

As mentioned previously, the forums and follow up on outcomes from the forums will be a major project for the CHB Promotions team in 2010.

Waipukurau Railway Station –

The Boards aims to identify their vision for the building began last year. As the main leasees, ideas are currently being formulated for the renovation of the building, and correspondence is under way to interested parties who can support CHB Promotions in their fund raising efforts for renovation and painting of the 140 year old building in 2010.

"Chat and Groove" Members Networking Get Togethers.

These occasions are a valuable means of meeting other members over a glass of wine and meeting the hosts at their place of business. We endeavour to hold a 'Chat & Groove' every three months (excluding the Christmas / New Year period).

Promote, Organise and Support CHB Events

Continue to provide support and a means to market local events through Website, CHB brochure, district signage, calendar of events, media and publications. Current events show on local radio each Wednesday morning.

Every year our organisation organises the **CHB Community Christmas Parade and The Christmas Party** (*community concert*). We believe these two annual events are an essential part of the districts "well being" and the wonderful support and participation from the community, makes the effort worthwhile. The Christmas Party will come under review this year because of numbers and timing with so much else happening within the region.

The Waipukurau Rotary's Sea Sky and Bush Walk 2010 is currently marketed by CHB Promotions and commission is earned for registration of walkers.

Central Hawkes Bay – The Festival. The CHB Promotions team will spend 4 days greeting visitors and running a survey at the annual Festival in 2010.

Consultation:

To promote better awareness of CHB Promotions in the community

- Provide networking meetings for members every three months, Chat & Groove (refer previous page)
- Improve consultation with the community. Hence planned community forum. Email networking.
- Better understanding as a Board on what the community's needs may be.
- 6 month and annual report to Council
- Calendar of events in local paper and on website.
- Expectation of CHB Promotions Council representative. i.e. Guidelines set by board.
- Consult with other regions on country community growth
- HBWCTA / Venture HB / Regional Council/ Hawkes Bay Councils/ regional i-Sites.

2010 CHB Tourism & Lifestyle Expo This is under review due to sponsorship requirements and fixed costings in the present economic down turn.

Central Hawke's Bay Arts Policy

That CHB Promotions develop and implement an Arts Policy for adoption by Central Hawke's Bay District Council.

We wish to devise a policy that identifies Council's role in support of the arts and the integration of art and architecture to enhance the design of urban or public spaces just as has been done in other very successful regions where art ends up attracting visitors purely to view the forms of art showcased. i.e. Murals, landscaping, paving, street furniture, lighting, water features.

The development and implementation of a public arts policy has the potential to derive many benefits, both tangible and intangible to Central Hawkes Bay.

These benefits include:

- To enhance and enrich the public spaces and liveability of our towns.
- To reflect our cultural heritage and foster an understanding of our identity and history.
- Contribute to the development of tourism.
- To provide interest (visual and physical) to an urban area.
- To devise a management plan for the maintenance and conservation of existing and future works.

Visually beautiful towns stimulate a sense of pride and commitment to themselves. Art has an important part to play in the life of our district and should be an integral part of all our lives.

Public art is at last happening in our towns and it seems prudent to have a policy in place for the future upkeep of such works.

Not all works are made to last forever. In some cases works may have outlasted their useful life or the location may no longer be suitable. Hence the requirement for a management plan and an arts policy, that will stimulate and encourage creativity.

That should keep us all busy and the community very, very pleased that we are always actively working at making this region stand out from the rest.