

*Vision:* Where your business belongs.

*Mission:* Representing every Wairarapa business, providing leadership, creating opportunities and sharing ideas through the principles of *link, collaborate* and *influence*.

Link		Collaborate		Influence	
Objectives	Action / Measure	Objectives	Action / Measure	Objectives	Action / Measure
Create and deliver outstanding regional events that engage the regional business community and are socialable and fun.	<p>Event attendance numbers (&gt;30%) and member satisfaction via survey are high (&gt;90% positive).</p> <p>Establish a regional Business Festival.</p> <p>Wairarapa Awards is recognised as a regional signature event and is sold out.</p>	A key contributor to the development of regional business growth.	<p>Valuable contribution to the implementation of the regional economic development strategy.</p> <p>High level input into the regional business development strategy.</p> <p>Closer working relationship with WREDA.</p> <p>Regional business investment opportunities promoted through BW.</p>	Established as the regional voice for business.	<p>Improve membership representation (&gt;50% response to member surveys).</p> <p>‘Go to’ organisation for decisions affecting Wairarapa business.</p> <p>Consulted with and involved in regional policy and other important local government decision making.</p>
Help foster strong business relationships between our members.	<p>Increased opportunities for our member businesses to interact and engage with one another (&gt;5 new opportunities).</p> <p>Up-to-date membership database and directory.</p>	Encourage strong relationships between our members and other key stakeholders.	<p>Closer relationship with Business Central.</p> <p>Culturally responsive in our dealings with all stakeholders.</p> <p>Dynamic communication.</p> <p>Sustainable membership model.</p>	Maintain and grow strong relationships with our external stakeholders.	<p>‘Go to’ organisation for comment on regional business issues.</p> <p>Increased profile as the leading business advocate in Wairarapa.</p>
Support the sharing of ideas between our members, as well as other key stakeholders.	<p>Access to a diverse range of local business expertise and high profile / topical speakers.</p> <p>Develop local mentor programme.</p>	Enable businesses to thrive whilst identifying, encouraging and assisting successful businesses to scale-up within our region.	<p>Businesses are encouraged to strive for business excellence.</p> <p>Barriers to growth are eliminated or reduced through key stakeholder connections and proactive advocacy.</p>	Develop and grow regional intelligence.	<p>Work closely with Central Hub to increase response to Business Confidence survey (&gt;30%).</p> <p>Data shared with members and highlighted on DW <i>Buy &amp; Invest</i> web page.</p>
Create and develop new opportunities for our members.	<p>Increased knowledge sharing and collaboration between members.</p> <p>More opportunities to up-skill. (&gt; 5 opportunities).</p> <p>Increase in local Partner and Sponsor members (&gt;5).</p>	Solve business issues with and on behalf our members.	<p>Establish and promote common platforms to create collaborative teams / business pods to help facilitate positive change.</p> <p>Build stronger relationships with other Wairarapa advocacy groups.</p>	Influence regional and national policy on behalf of our members.	<p>Increase in constructive submissions to local, regional and central government.</p> <p>Increase in Minister visits to meet members (&gt;4)</p> <p>BW included in local government business objectives.</p>

**Values:** Leadership, Knowledge, Cooperation, Success, Integrity, Fun.