

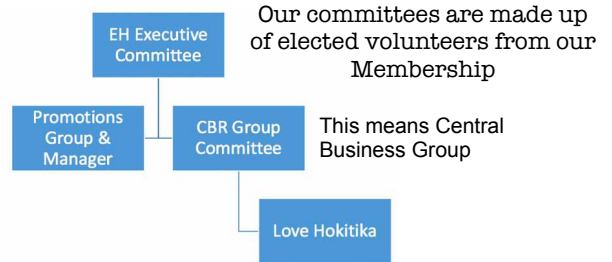


Who we are  
 What we do  
 Benefits of Membership

Enterprise Hokitika Incorporated (EH) is an Incorporated Society made up of business people and entrepreneurs that are passionate about Hokitika and its surrounds. Here is some information about who we are and what we do. *Have any questions or want to get involved? Please get in touch!*

**[ Our guiding principles and structure: ]**

- These are summarised from our Constitution:
- + to safeguard business interests of Members,
  - + support tourism promotion efforts,
  - + support & develop local business, council & community initiatives which promote local tourism
  - + encourage strategic planning to obtain a focused balance between community, business & tourism



**[ Our funding ]**

- We are an Incorporated Society funded by
- 1) a Westland District Council targeted rate (105: Hokitika Area Promotions) levied on certain businesses within the greater Hokitika CBD.\*
  - 2) Membership Subscriptions

3) Advertising sales and joint project contributions

This covers the cost of producing the specific advertising or joint project

These pay for the majority of our operations and projects. We have paid staff for administration, financing and promotions coordination. The rest of the work is done by volunteers.

\*Even though we get funding from rates, we run independent of Council

**[ How do you become a Member? ]**

Membership can be gained two ways:

- 1) Any business that occupies a commercial property that pays the rate (see our funding above) is automatically a Member – classification of either Full Voting or Joint Tenancy Voting Member depends on portion paid.
- 2) Any business or person that pays an annual subscription rate

**[ Examples of our work ]**

We support our Members in lots of ways – tourism promotions, local promotions, advocacy, liaison roles and more. Here are examples of some of the projects we have worked on during the past financial year:

**Promotions:**

- + Refresh of www.hokitika.org content – to make content more appealing and “calls to action” more prominent. This has seen an increase of visits to featured pages rise 260% in a month.
- + 3 month radio campaign in Christchurch and 2 month campaign in Nelson.
- + Attendance 2016 Canterbury A&P Show – won Best Indoor Trade Site & runner-up Supreme Award
- + NZ Life & Leisure photographer & journalist familiarisation tour – resulted in 26 page spread featuring Hokitika in The Insider's Guide to New Zealand annual collector's magazine
- + Advertising in North & South magazine alongside a Hokitika feature write-up

**Town Beautification:**

- + Re-mulched the town centre plantings which EH planted the previous year



# What are the BENEFITS of being an EH Member? [ the good stuff ]

As a Member, you get the exclusive opportunity to...



use the “Hokitika - cool little town” brand on your advertising materials\*

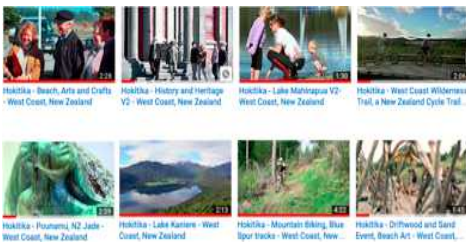


take part in Love Hokitika promotions organised by EH – local market days, 25 Days of Christmas shopping events, Pride of Place competitions



use professional and stunning images in your advertising materials\*.

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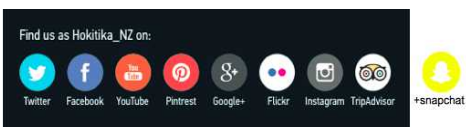
embed professional videos onto your own website to add value and items of interest for your website visitors



advertise in our printed materials – a brochure (45,000 distributed) and town map (60,000 distributed)



receive a FREE Web Line Listing (or choose to upgrade) on our top ranking website – 100,000 visitors a year



feature on our comprehensive social media sites



participate or be represented in joint marketing activities organised by EH

\*subject to licensing terms and conditions

# What are the BENEFITS of being an EH Member? [ the good stuff ]

As a Member, you get the exclusive opportunity to...



receive the Members newsletter with information on upcoming EH promotions, useful marketing tips and relevant marketing data



promote your Deals or Packages for FREE through our marketing channels – print, radio, website, newsletters, social media



support signage projects – promotional, tourism and directional signs

The 10 Most Beautiful Towns in New Zealand by theculturetrip.com

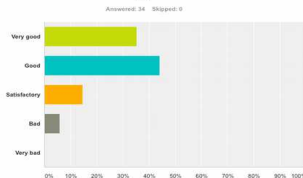


be represented to media and trade through image, video and editorial requests and participate in famils (familiarisation tours)



participate or be represented at events that EH attends like the Canterbury A&P Show and AgFest

Do you expect the business situation of your company for Nov 2016 to April 2017 to be:



participate in our Business Confidence Survey and be informed of the results – every May and Nov



support town beautification with projects like lamppost flags and town plantings



get a vote, take part in our committees and have your rights and views advocated for with industry, government and the community