

Strategic Plan 2023-2028



Our Vision

Be a leading and progressive business association that creates a thriving, forward-thinking and socially aware business community

Our Purpose

We are champions for an engaged, connected and informed community, to empower Wiri businesses to succeed

Our Values

We put people first:
Wiri businesses, owners and their staff are at the centre of what we do

We are trusted:
As advocates for our business community, we are professional and respectful of others.

We work in partnership:
We are inclusive and by working together, we help our business community grow

We care for our community and environment:
We promote social connection and are custodians for the natural environment in Wiri



Creating Community

Getting Wiri businesses to use one another and share ideas is great for our local economy. Each year Wiri Business runs a series of events which include a mix of breakfasts, lunch and learn sessions, after-five functions, women's networking events and general community get togethers – all are available for business owners and staff to attend.

Encouraging better business

Ensuring that our businesses are well resourced and supported to ensure their businesses thrive is one of our key drivers. Our key initiatives over the next few years include Emergency Preparedness and Business Continuity Planning, Empowering youth and businesses to work together to create an employment pipeline, addressing the transportation challenges and continuing to assist Wiri Businesses with training needs that arise.

Providing security

In partnership with P4G Security, Wiri Business provides security patrols from 6pm to 6am, seven days per week to keep the area and properties safe. The recent rollout of our new CCTV network has further enhanced district security with real time and automated monitoring of the cameras and follow-up action by Police or security patrols as required.

Enhancing the environment

Wiri Business understands that having a tidy district is good for business. We support proactive initiatives to keep our environment tidy including clean ups, recycling education and funding cabinet art. In collaboration with SBN, we're strongly supporting the Puhinui Stream regeneration programme, reflecting our dedication to environmental stewardship.

Advocacy on behalf of our members

Wiri Business has strong connections with many organisations that impact the Wiri district including the Auckland Council, Local Boards, NZ Police, other Business Associations and various local community trusts and forums. The connections are used to promote the interests of Wiri Business Members.