

Testimonials

We have been a member of Akaroa District Promotions since we started our harbour cruise company in 2004. We have found being on Akaroa.com very beneficial for our business as we get lots of referrals from the website. We also enjoy the networking functions and workshops organised by ADP, which keep us informed and connected. We see it important to work as a collective in helping promote Akaroa as a destination, the more businesses onboard the more attractive it is for visitors to the area. Akaroa is better promoted as a whole community rather than individual businesses. Akaroa District Promotions is very professional to deal with, and we have enjoyed the association we have had over the years.

JULIA WAGHORN | Akaroa Dolphins

I have been a member of ADP for the past 18 years. The greatest benefit of belonging to this group of local business owners has been the ability to be able to connect and share ideas which help my businesses to adapt and grow in these changing markets. ADP also has offered a number of opportunities to collaborate with business experts and also tap into marketing initiatives through local avenues as well as partnering with regional and national business partners. ADP is a must partner to your business as they advocate on your behalf to keep Akaroa to the forefront of our tourism markets.

WAYNE JONES | Owner Bully Hayes Restaurant and L'Escargot Rouge Deli Café

Akaroa & The Bays



Akaroa District Promotions

Membership Prospectus

Membership Rates

Your membership supports ADP mission and underpins the work in connecting businesses and community for a stronger Akaroa and the Bays. We appreciate your support.

3 tier membership rates structure is tailored to the needs of small and medium size businesses and provide great value. You can choose membership level that suits your business needs. With your membership investment you receive all key benefits (described on page 3) and have an option for increased profile on akaroa.com if you choose silver or gold level. Full details of akaroa.com listing options are included in the membership forms.

ADP Membership Levels	Annual Cost
Bronze	\$250 + GST
Silver	\$550 + GST
Gold	\$995 + GST

Contact us to talk about how we can help:
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Akaroa District Promotions
80 Rue Lavaud, Akaroa
New Zealand



ADP Vision:

Connecting businesses and community for a stronger Akaroa & the Bays

The Akaroa District Promotions Society Inc (ADP) is a non – profit membership organisation connecting and empowering the business community in the greater Akaroa area. Akaroa is a very special place and we are here to help businesses and community to work together and be your Akaroa voice.



WELCOME FROM THE ADP BOARD

As Board members we all share the passion that our beautiful Bays and Akaroa infuses in us. Although we represent all types of businesses large and small, being able to bring together a progressive collective approach to Akaroa's dynamic future unites us all. We are proud that the ADP's voice continues to draw people to Akaroa, enriching our community. Be part of it. Join us now in ADP and enjoy the increasing array of benefits we as members have. Alone we just try; together we fly. Kia Kaha Akaroa.

ADP Mission and Purpose

- **Promote** businesses in Akaroa and the Bays to the visitors and residents
- Create a strong **platform** for collaboration for all businesses
- **Communicate** with the members and external stakeholders for the benefit of Akaroa
- **Empower** businesses by connecting them to local community
- Build strong **partnerships** with ChristchurchNZ, CCC, DOC, TNZ and support key stakeholders
- **Advocate** for the future of Akaroa with the community and relevant stakeholders
- **Local link** between businesses and event organisers industry and Christchurch City Council

Akaroa & The Bays



ADP membership key benefits



1. Communication and Engagement

- Fortnightly newsletter with data, insights, campaign opportunities
- Once a week drop in session to meet with ADP Marketing and Tourism Manager
- Quarterly Akaroa Connect Events – networking, connecting with businesses and local community



2. Marketing

- Akaroa.com – listing and feature on Akaroa's most visited website (please refer to membership form for listing options)
- Social Media Campaigns – guaranteed content on Facebook and Instagram channels
- Leverage TNZ & ChristchurchNZ campaigns – support with the TNZ listing and package co-creation for campaigns
- Shared Marketing & Content plan for destination Akaroa
- PR and Media – content to tell Akaroa story & famils facilitation
- Leverage off Major Christchurch Events



3. Capability & Collaboration

- Capability workshops
- Advise and assistance with digital capability



- Knowledge sharing
- Annual Akaroa Connect event – to facilitate package creation and joint campaigns

4. Cross Marketing and Partnerships

- Members Business directory – updated bi- annually, including business name, phone, website, key contact.
- Advertising in each others properties (when possible) – brochure and flyer display
- Akaroa map advertising opportunity exclusive to members



5. Advocacy and Akaroa voice with key local and national stakeholders

- Supportive and dedicated Board that is actively engaged
- Dedicated resource to harness opportunities in Events, Business Events and other emerging sectors that are a good fit for Akaroa
- Interface and provide local contact with Christchurch City Council Events Management team to facilitate knowledge sharing of Akaroa & the bays
- Sustainability advocacy & education