



Member Survey 2025

Response Statistics

105

Total Responses

INTRODUCTION

About Us

Business North Harbour is here to champion North Harbour as a great place to live, work and run a business, and to support the business owners, employees and property owners in the area. We do this by creating opportunities for people to connect, communicate and collaborate with one another.

Our Business Improvement District

The North Harbour Business Improvement District (BID) is one of the largest in New Zealand. It advocates for and supports the interests of over 4,500 business and commercial property owners who represent more than 35,000 employees.

Membership

If you run, own or rent a business or property within our BID, you are eligible to be a member of Business North Harbour. There is no extra cost to your business as membership is already taken care of via an annual targeted rate.

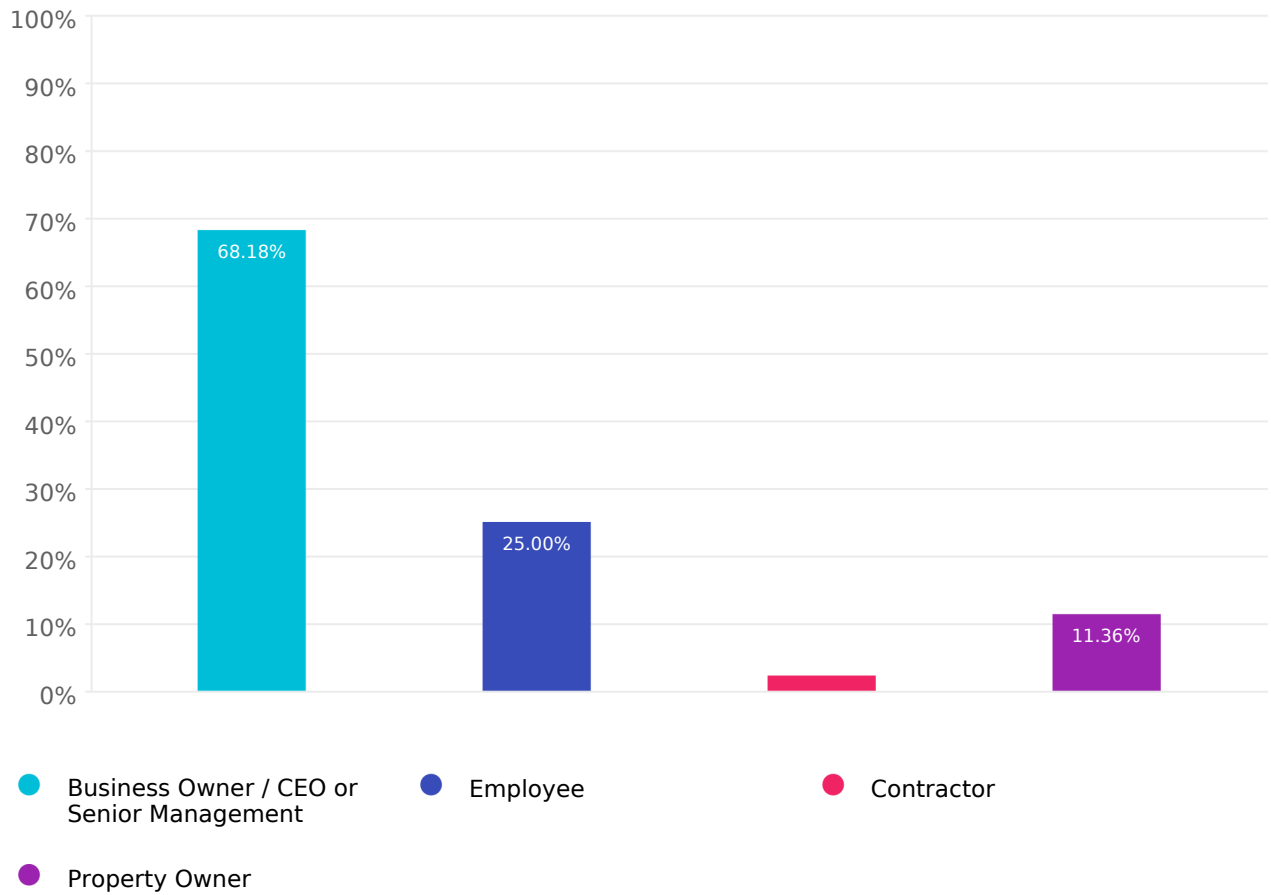
No Responses

CONNECT

Q1

What option best describes you?

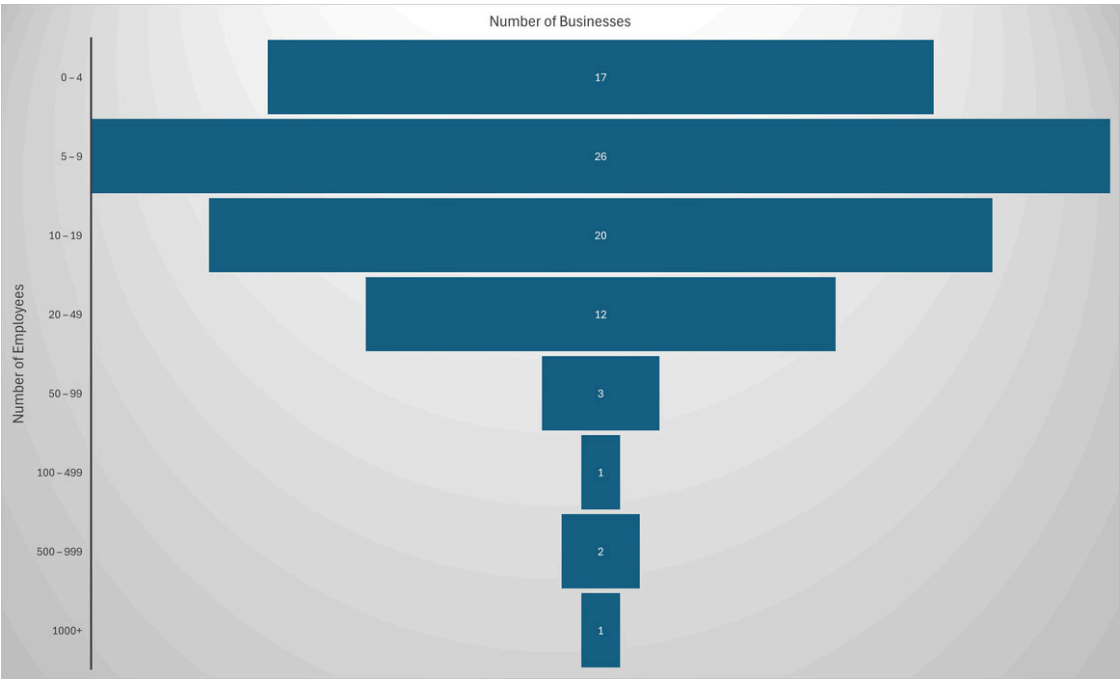
Answered: 88 Skipped: 17



Choices	Response percent	Response count
Business Owner / CEO or Senior Management	68.18% <div><div></div></div>	60
Employee	25.00% <div><div></div></div>	22
Contractor	2.27% <div><div></div></div>	2
Property Owner	11.36% <div><div></div></div>	10

What is the number of employees within your business?

Answered: 88 Skipped: 17



Most respondents are small businesses, with nearly 80% employing fewer than 20 people. The largest group falls within the 5-9 employee range, followed by those with 10-19. Mid-sized firms (20-49 employees) make up a smaller share, while only a handful of larger organisations employ more than 50 people.

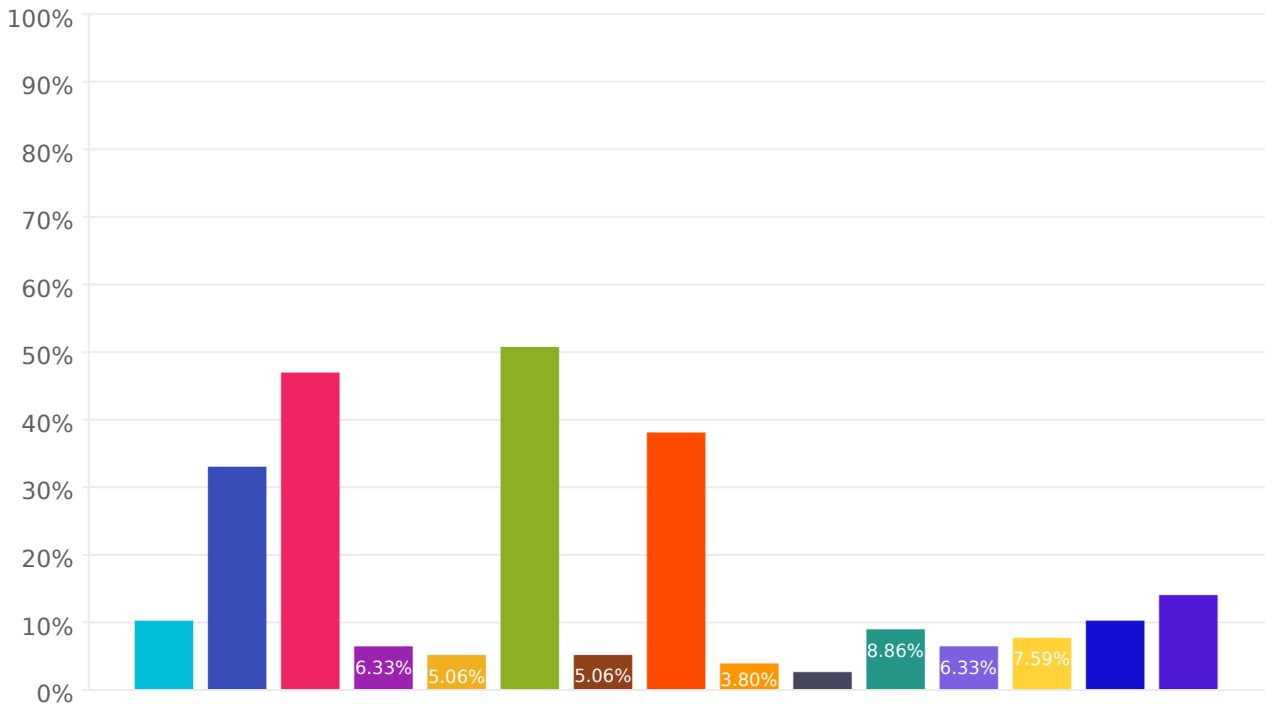
Overall, the data highlights a community dominated by small enterprises, with just a few large employers contributing to the higher end of the scale.

CONNECT

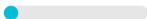
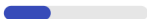

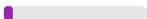
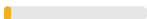

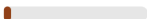

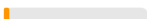

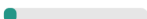
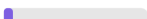
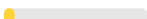

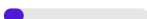
Q3

Of the services we offer our members, which do you currently take advantage of? (choose all that are relevant)

Answered: 79 Skipped: 26



- Advocacy (i.e. Member representation with Local & Central Government organisations)
- Online Business Directory at www.businessnh.org.nz
- Events & Workshops
- Food Waste & Office Inorganic Collections
- Free Member use of the BNH Meeting/Training Room
- Member Communications (i.e. Website, FYI, E-newsletter, E-mail, Phone App, Social Media)
- BNH Mentoring Programme
- Networking Events
- Paid Advertising (i.e. Website, FYI, E-newsletter, Social Media)
- Pallet & Cardboard Box Swaps
- Transport & Traffic Congestion
- Security (i.e. Personal, Property, Car Security & Secure Plates)
- Partnership Opportunities
- BHN Business Excellence Awards
- None of the above

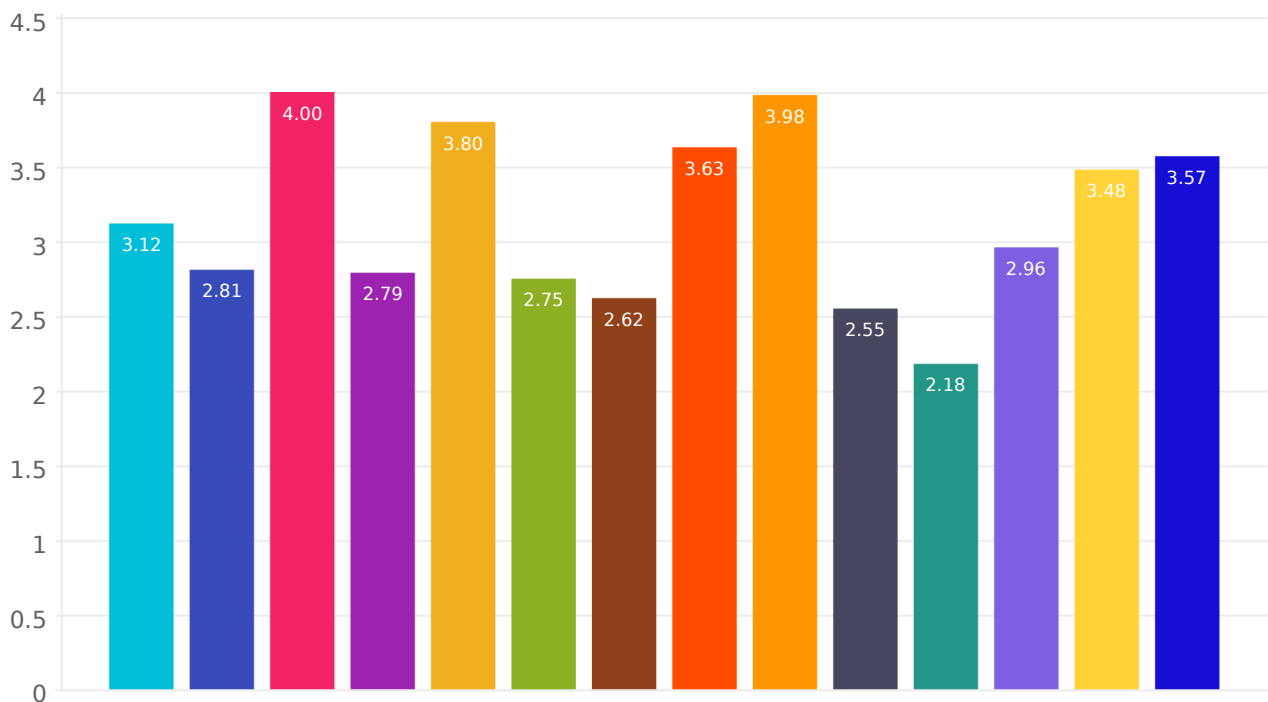
Choices	Response percent	Response count
Advocacy (i.e. Member representation with Local & Central Government organisations)	10.13% 	8
Online Business Directory at www.businessnh.org.nz	32.91% 	26
Events & Workshops	46.84% 	37
Food Waste & Office Inorganic Collections	6.33% 	5
Free Member use of the BNH Meeting/Training Room	5.06% 	4
Member Communications (i.e. Website, FYI, E-newsletter, E-mail, Phone App, Social Media)	50.63% 	40
BNH Mentoring Programme	5.06% 	4
Networking Events	37.97% 	30
Paid Advertising (i.e. Website, FYI, E-newsletter, Social Media)	3.80% 	3
Pallet & Cardboard Box Swaps	2.53% 	2
Transport & Traffic Congestion	8.86% 	7
Security (i.e. Personal, Property, Car Security & Secure Plates)	6.33% 	5
Partnership Opportunities	7.59% 	6
BHN Business Excellence Awards	10.13% 	8
None of the above	13.92% 	11

COLLABORATE

Q4

How important are the following to you and your business on a scale of 1-5? (1 being not important at all & 5 being very important) * Please see the question hint icon to the right for further information**

Answered: 55 Skipped: 50



- Online Business Directory at www.businessnh.org.nz
● BNH Business Excellence Awards
 ● Advocacy (i.e.: Member representation with Local & Central Government organisations)
- BNH Mentoring Programme
 ● Events & Workshops
 ● Food Waste & Office Inorganic Collections
- Free or Low-Cost use of the BNH Training / Meeting Room
 ● Networking Events
 ● Member Communications (i.e.: Website, FYI, E-newsletter, E-mail, Social Media)
- Paid Advertising (i.e.: Website, FYI, E-newsletter, Social Media)
 ● Pallet & Cardboard Box Swaps
 ● Partnership Opportunities
- Security & Crime Prevention (i.e.: Personal, Property, Car Security & Secure Plates)
 ● Transport & Traffic Congestion

Row	1 (Not important at all)	2	3	4	5 (Very Important)	N/A	Average rating	Response count
Online Business Directory at www.businessnh.org.nz	16.36% (9)	7.27% (4)	32.73% (18)	21.82% (12)	14.55% (8)	7.27% (4)	3.12	55
BNH Business Excellence Awards	16.67% (9)	16.67% (9)	29.63% (16)	14.81% (8)	9.26% (5)	12.96% (7)	2.81	54
Advocacy (i.e.: Member representation with Local & Central Government organisations)	1.85% (1)	3.70% (2)	18.52% (10)	37.04% (20)	31.48% (17)	7.41% (4)	4.00	54
BNH Mentoring Programme	20.75% (11)	9.43% (5)	35.85% (19)	16.98% (9)	7.55% (4)	9.43% (5)	2.79	53
Events & Workshops	3.70% (2)	11.11% (6)	16.67% (9)	29.63% (16)	31.48% (17)	7.41% (4)	3.80	54
Food Waste & Office Inorganic Collections	24.53% (13)	11.32% (6)	20.75% (11)	13.21% (7)	13.21% (7)	16.98% (9)	2.75	53
Free or Low-Cost use of the BNH Training / Meeting Room	25.00% (13)	15.38% (8)	23.08% (12)	13.46% (7)	9.62% (5)	13.46% (7)	2.62	52
Networking Events	5.88% (3)	5.88% (3)	27.45% (14)	33.33% (17)	21.57% (11)	5.88% (3)	3.63	51
Member Communications (i.e.: Website, FYI, E-newsletter, E-mail, Social Media)	1.96% (1)	5.88% (3)	17.65% (9)	37.25% (19)	33.33% (17)	3.92% (2)	3.98	51
Paid Advertising (i.e.: Website, FYI, E-newsletter, Social Media)	25.00% (13)	13.46% (7)	26.92% (14)	13.46% (7)	5.77% (3)	15.38% (8)	2.55	52
Pallet & Cardboard Box Swaps	34.62% (18)	15.38% (8)	21.15% (11)	11.54% (6)	1.92% (1)	15.38% (8)	2.18	52
Partnership Opportunities	15.38% (8)	17.31% (9)	19.23% (10)	25.00% (13)	9.62% (5)	13.46% (7)	2.96	52
Security & Crime Prevention (i.e.: Personal, Property, Car Security & Secure Plates)	13.46% (7)	5.77% (3)	21.15% (11)	26.92% (14)	25.00% (13)	7.69% (4)	3.48	52
Transport & Traffic Congestion	7.55% (4)	5.66% (3)	30.19% (16)	24.53% (13)	24.53% (13)	7.55% (4)	3.57	53

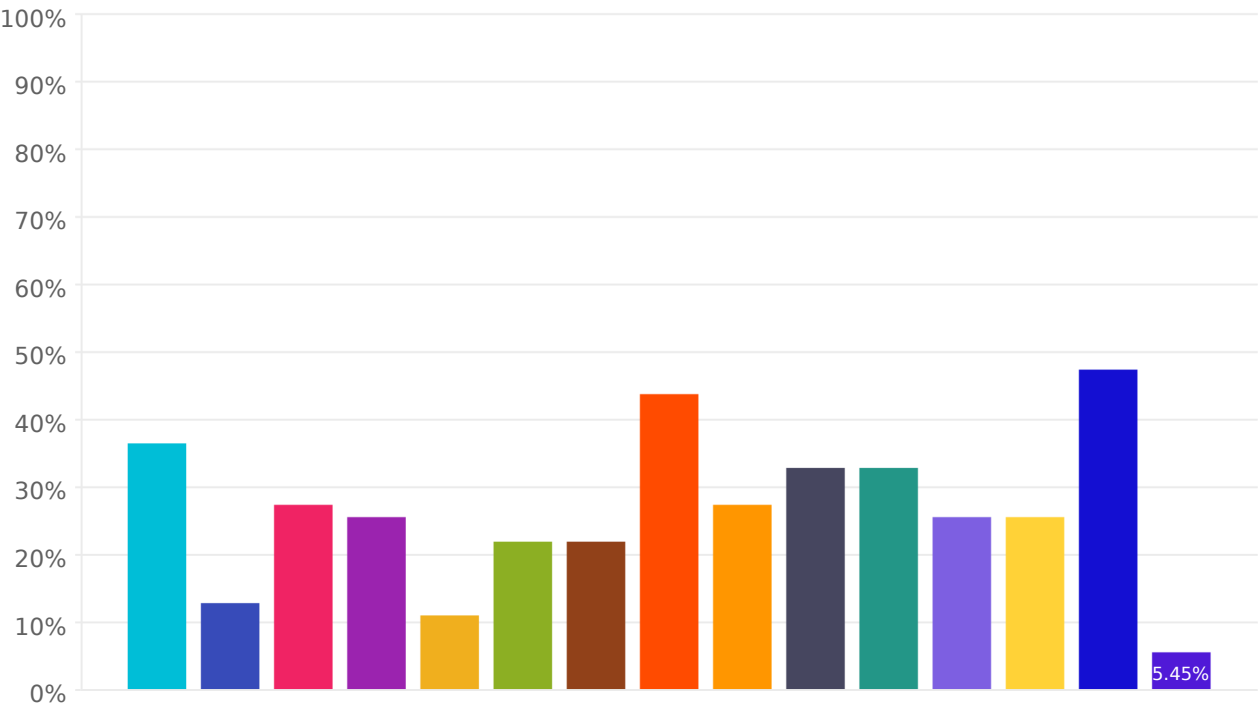
Average rating: 3.18

BUSINESS DEVELOPMENT

Q5

Please select the areas where support would be most beneficial for your business through training and events provided by BNH.

Answered: 55 Skipped: 50



- Business Strategy & Planning

Communications

Digital Enablement
- Employee Engagement

Financial Management

Health & Wellbeing
- Information Technology

Leadership



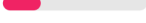
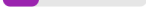
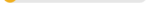







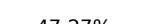


Legal/Compliance
- Marketing & Social Media

People Management

Sales Development
- Security & Crime Prevention

Networking Opportunities

Other (Please specify)

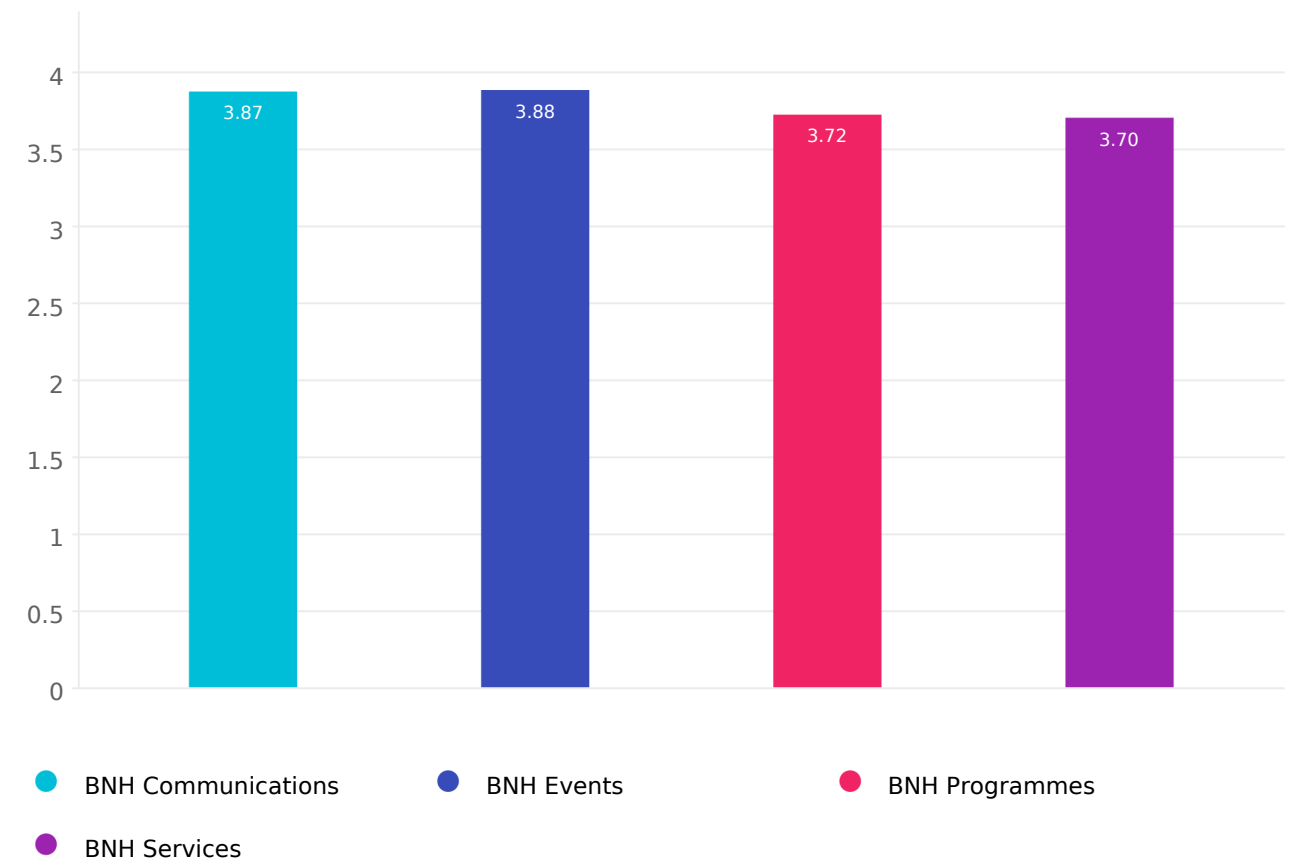
Choices	Response percent	Response count
Business Strategy & Planning	36.36% 	20
Communications	12.73% 	7
Digital Enablement	27.27% 	15
Employee Engagement	25.45% 	14
Financial Management	10.91% 	6
Health & Wellbeing	21.82% 	12
Information Technology	21.82% 	12
Leadership	43.64% 	24
Legal/Compliance	27.27% 	15
Marketing & Social Media	32.73% 	18
People Management	32.73% 	18
Sales Development	25.45% 	14
Security & Crime Prevention	25.45% 	14
Networking Opportunities	47.27% 	26
Other (Please specify)	5.45% 	3

CONNECT | COMMUNICATE | COLLABORATE

Q6

Please rate the following on a scale of 1-5? (1 being poor & 5 being excellent) *** Please see the question hint icon to the right for further information

Answered: 53 Skipped: 52

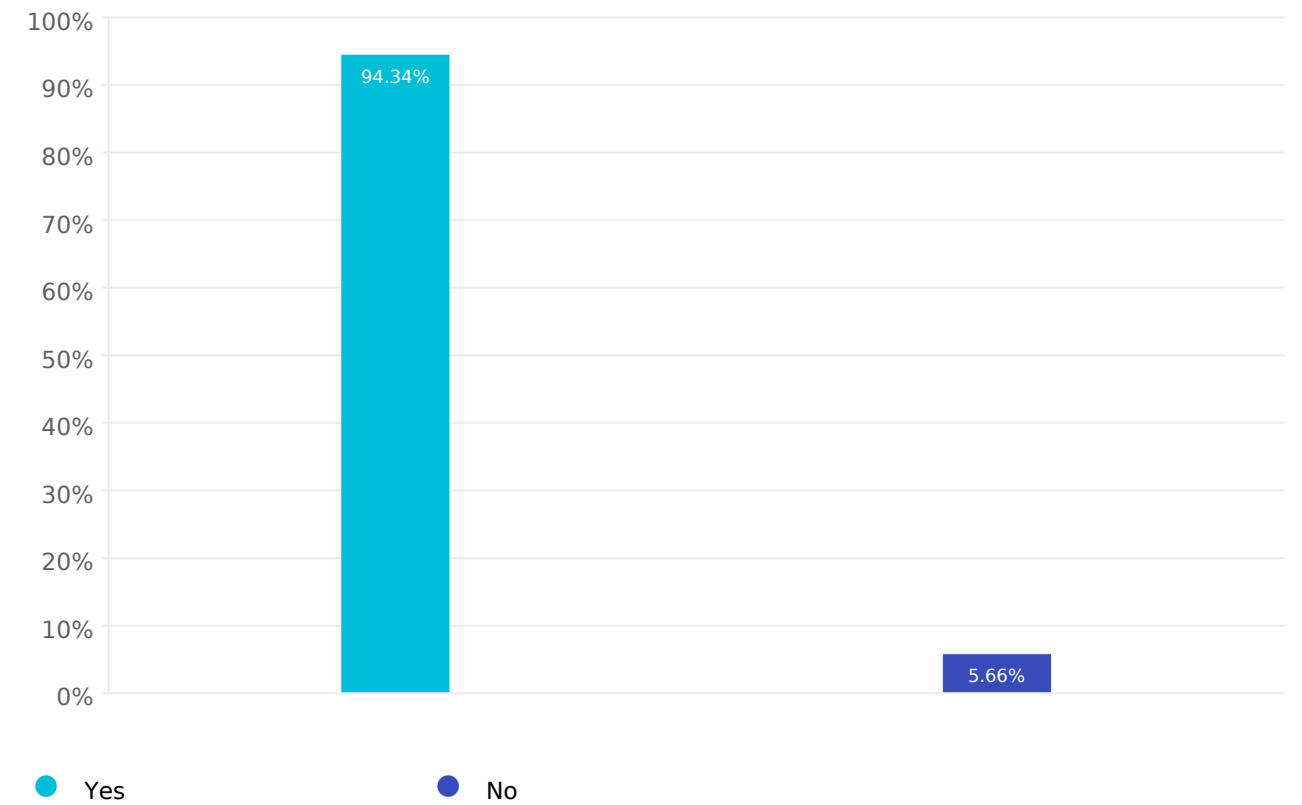


Row	1 (Poor)	2	3	4	5 (Excellent)	N/A	Average rating	Response count
BNH Communications	0.00% (0)	5.77% (3)	17.31% (9)	50.00% (26)	17.31% (9)	9.62% (5)	3.87	52
BNH Events	1.92% (1)	1.92% (1)	17.31% (9)	40.38% (21)	17.31% (9)	21.15% (11)	3.88	52
BNH Programmes	0.00% (0)	1.96% (1)	25.49% (13)	23.53% (12)	11.76% (6)	37.25% (19)	3.72	51
BNH Services	0.00% (0)	3.92% (2)	27.45% (14)	27.45% (14)	13.73% (7)	27.45% (14)	3.70	51

Average rating: 3.80

Do you receive our fortnightly E-newsletter?

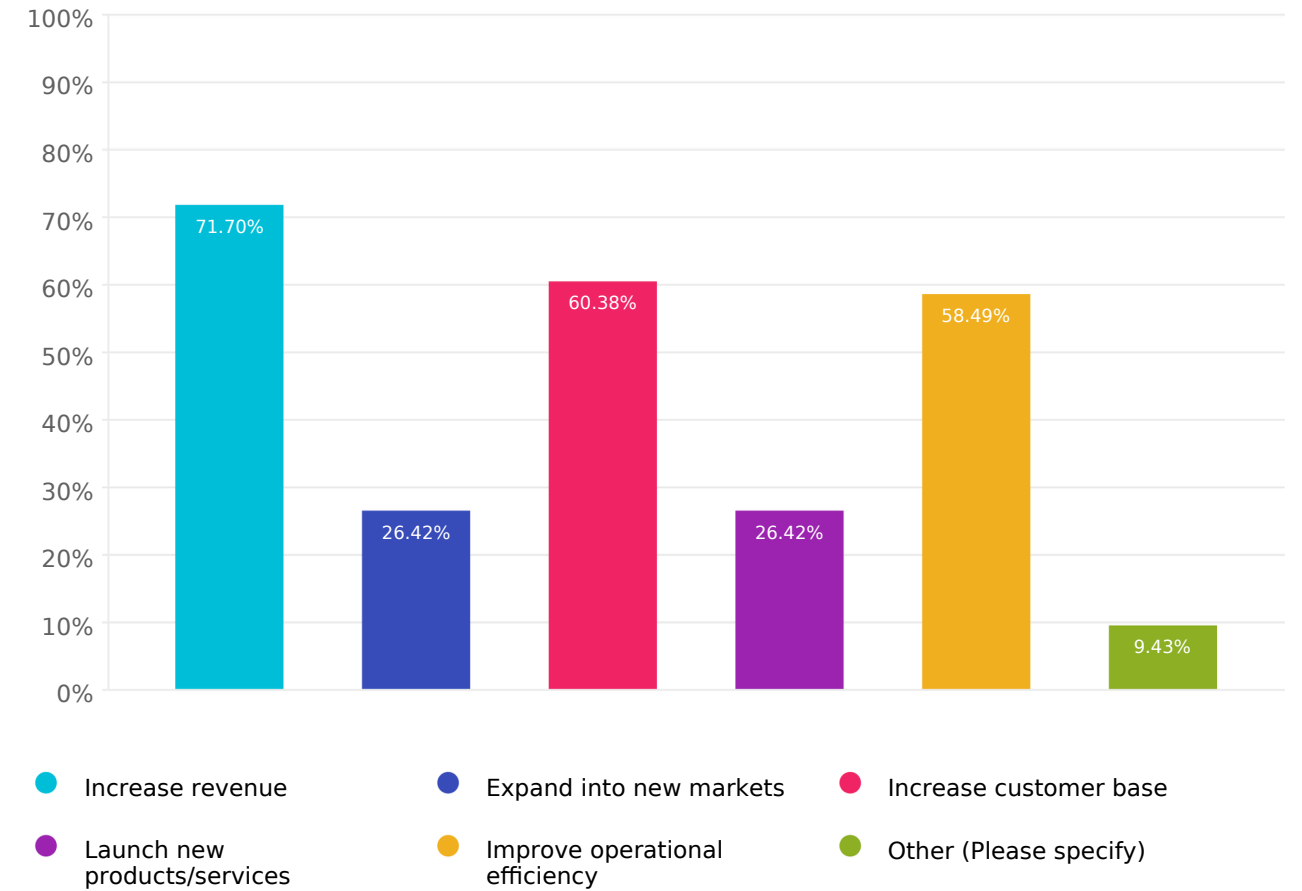
Answered: 53 Skipped: 52



Choices	Response percent	Response count
Yes	94.34%	50
No	5.66%	3
Any additional comments?		2

What are your most important business goals for the next 12 months?

Answered: 53 Skipped: 52



Choices	Response percent	Response count
Increase revenue	71.70%	38
Expand into new markets	26.42%	14
Increase customer base	60.38%	32
Launch new products/services	26.42%	14
Improve operational efficiency	58.49%	31
Other (Please specify)	9.43%	5