



Reference provided for:

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Through the period of the level 4 Covid lockdown the Far North District businesses suffered considerable disruption and economic deprivation. The Mayor took an initiative and started a weekly conference call with leaders of the business associations throughout the district. This was broadened to include other interested parties. Anika and Steph from Blah Blah marketing joined and from the start took an active part in discussions and information feedback. To work on specific promotions, they started an extra Zoom meeting.

Recognising that the tourism industry in the district needed greater exposure they came up with a concept targeting the market that in freer times purchased overseas packages and tours.

The question was how to attract this market. They came up with the concept of Bay of Islands Far North Escapes.

This promoted the whole district with its diverse attractions rather than the previous narrow focus of the Bay of Islands. To market the concept, they promoted the idea of a competition with a prize of a weeklong tour of the Far North District with accommodation and activities provided.

Then they had the very considerable task of putting the concept into practice. This meant getting accommodation providers to donate the night stays and the activity providers their activity.

Given that the destinations were widespread and the activities diverse this was no mean feat.

With tenacity, skill and persuasiveness Anika and Steph achieved a very special combination with a value of close to \$5000. They then established and promoted a new Face Book page: "Bay of Islands and Far North Escapes" and used this to promote the competition. The winners, two adults and two children had a ball.

I have found Anika and Steph to be thoughtful, innovative and committed giving their time willingly, I have enjoyed working with them.

The communication and cooperation between the leaders of the business associations has been invaluable.

It has been said that this is the first time in 20 years that the eight business associations in the Far North district have cooperated to this level, I believe Anika and Steph made a significant contribution to this.

29.08.2020

Danny Simms

Chairman

Doubtless Bay Promotions (inc)