



Priority One
Tauranga
Moana

Bay businesses are resilient

As many of our business community are aware, over the lockdown period Priority One joined forces with the Tauranga Chamber of Commerce, Tourism Bay of Plenty and Tauranga City Council to check in with as many of our local business community – large and small – as possible.

Collectively, we reached more than 450 businesses over and above our respective membership bases, to see how they were faring and to pull together data to assist with our regional response and recovery.

Overall, we found that many businesses had adapted well to the 'new normal', with the majority reporting that most of their staff enjoyed working from home. While business activity slowed down, many businesses were innovating – looking at what our local and wider economy needed in the moment. For example, [Pure Bottling](#) created bottles of hand sanitisers and many of our members, including [Ngāi Te Rangī](#), [Comvita](#) and [Bluelab](#), placed orders with them.

Other businesses came together to support 'buy local' campaigns, and the majority of our hospitality members (including several upmarket restaurants) offered online takeaway services in Level 3, with many planning to continue to do so under Level 2.

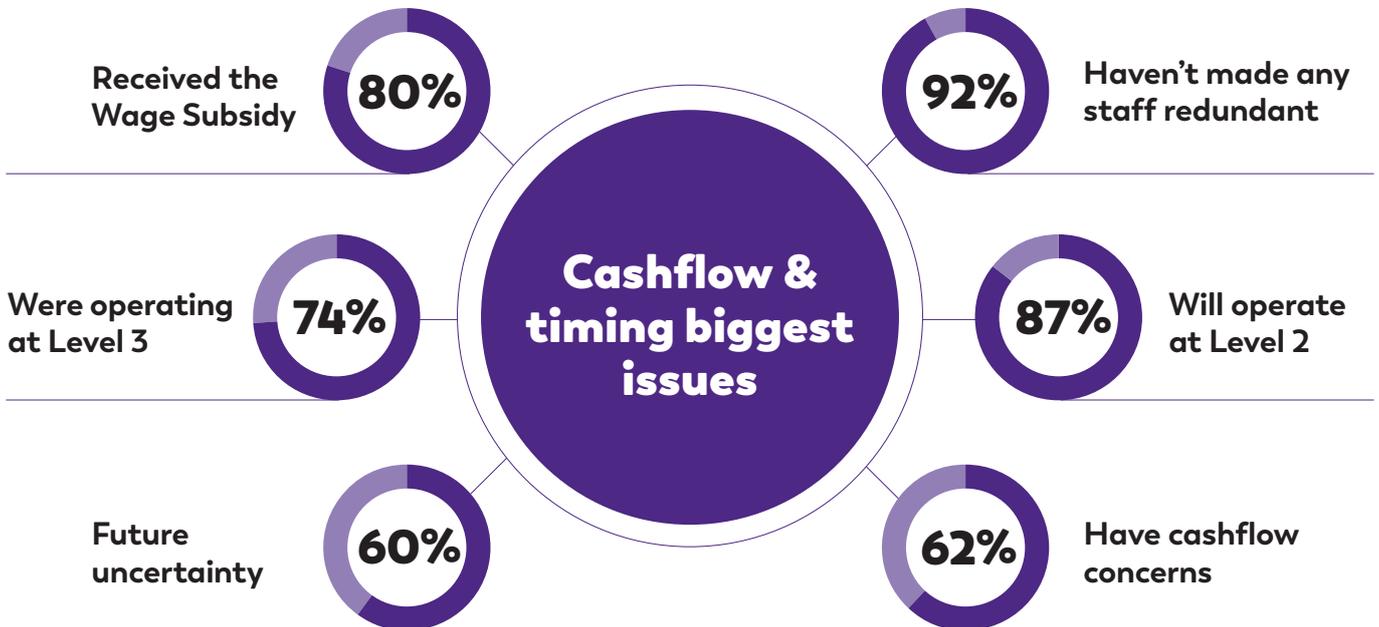
What has remained constant throughout is the resilience and strength of the Western Bay of Plenty business community. Collectively we're adapting and adjusting our operations as we move through the alert level system and we're remaining optimistic about the future.

Time will tell if trading is able to restore our region's financial situation to full health, or perhaps, to even exceed pre-COVID expectations. In the meantime, Priority One and our partners are committed to supporting local businesses through our recovery and rebuild; we encourage you to reach out and support one another too.

Heartfelt thanks to all businesses who have shared their thoughts and situation during lockdown.

Business Survey

Based on 450 survey responses



Challenges

Disrupted by market shifts

29%

Financial viability issues

28%

Difficulty paying staff

26%

Grappling with uncertainty

25%

Changes

Will adopt new technology

24%

Will change products/services

22%

Will change markets

21%

Will continue remote working

21%

