



Timebank Waimakariri Strategic Plan and Actions for the year, 2025.

Environmental Scan

In Waimakariri, the population has been increasing over recent years, with large numbers of people moving to the area. This trend is forecast to continue (36,600 in 2001 up to 69,100 in 2023 and forecast to increase to 83,000 in 2048). Demographically, people are living longer, with NZ heading toward 25% of the population being over the age of 65 by 2048 (16% in 2020). In the Waimakariri district there were 14,800 over the age of 65, up from 11,500 in 2021. Many of these people will be living independently.

It can be challenging for people new to the area to connect with others. For retired people, finding a purpose is also important – doing something for others, sharing their skills and time.

Climate change and the increasing number of natural disasters – earthquakes, floods, bush-fires landslides have all created a need to build strong community networks to establish a solid foundation of community resilience.

In addition, people are becoming increasingly cost conscious due to increasing costs, so learning skills such as how to make their own, grow their own and help each other are becoming more useful and more popular.

Vision, Purpose, Values and Goals

The vision of Timebank Waimakariri is ***Cultivate a connected, inclusive community where everyone's contributions are valued.***

Our mission (purpose) is ***Provide the opportunity for people to share skills, talents and support through TimeBank*** and we do this by providing a platform for members to exchange time in the spirit of 'pass it forward'. Members can ask for help from others – eg they may help with gardening or setting up their home computer. Members can be individuals as well as organisations. Organisations who already engage volunteers can 'reward' their volunteers with timebank hours for them to use as they wish.

Members can also promote the skills and time they have to share via our on-line platform. In addition, we run skills workshops whereby members teach other members useful skills such as cooking, gardening and a range of crafts.

The diagram below illustrates how time banks work:



The values of Timebank Waimakariri are:

- RESPECT** *respecting and appreciating each other*
- RECIPROCITY** *asking for help is as important as giving, passing it forward*
- SOCIAL CONNECTION** *being there for each other*
- LEARNING** *sharing skills and knowledge, learning about and from each other*
- SUSTAINABILITY** *guardianship of resources and our environment*

Our Goals

- *Grow Membership in terms of numbers and engagement*
- *Ensure events are well run and well attended*
- *increase the number of exchanges*
- *Stable, sustainable organisation (operations, governance and funding) with risks covered*

All of these goals connect. In growing the number of exchanges, running well attended events and encouraging member engagement; new members

Annual Plan, 2025

Goal	Actions	Measures
<i>Grow Membership in terms of numbers and engagement</i>	<ul style="list-style-type: none"> • Continue to encourage current members to refer friends and family and bring them along to events • Continually update the published calendar of events • Continue to talk to local community organisations re opportunities to collaborate • Develop a budget and implement the marketing/promotion strategy • Continue evaluating events and taking appropriate action based on feedback • Publish a video on our website on what is covered in induction as reminder • Add an 'about us' on website with photos/bios of committee and co-ordinator • Purchase new co-ordinator phone to allow for quality photos and videos • Annual survey of members for feedback and ideas – make it easy and offer draw as incentive • Co-ordinator (and members) to find opportunities to speak to groups and promote TBW as well increase awareness of how time banking works • Make events free or minimal cost (in addition to time exchange) for members and charge non-members • Make contact with members who unsubscribe from newsletter as to why 	<ul style="list-style-type: none"> • membership increased year on year • Marketing/promo plan in place • Pulse check evaluation/feedback sheet developed, • Pulse check data gathered, analysed and reported on • Increase in number of member referrals • Increased number of presentations to community groups on TBW • Unsubscribed members contacted
<i>Ensure events are well run and well attended</i>	<ul style="list-style-type: none"> • Continue current workshops that receive positive interest – eg cooking, sourdough, seeds and plants, craft etc utilising members skills • Continue current events that receive positive feedback and regular attendance – garden gatherings, coffee meetings, knit 'n natter, creative day 	<ul style="list-style-type: none"> • Numbers attending • Workshop schedule in place • Positive feedback from attendees on events

	<ul style="list-style-type: none"> • Continue to incorporate ideas from members to keep regular events fresh – eg add book exchange during coffee catch-ups • Continue with 2 plant swaps a year • Continue hosted pot lucks, movie nights and evening presentations. Trial a games/puzzle night • Continue with paying professional presenters for specific workshops that require specific expertise and collect koha to cover cost • Trial a clothing swap event incorporating colour consultant workshop and upcycling tips • Trial a tech 101 event (eg use of social media, emails etc) that showcases talents of people who can assist members with tech • Research a recycle event for stuff like phones, batteries, fabric, eye-glasses– be the hub collection point • Continue partnership with Eco Educate for ‘Back to Basics’ event • ‘How to’ guides for each event recorded along with evaluation and lessons learned 	<ul style="list-style-type: none"> • Koha covers costs of paid presenters
<i>Increase the number of exchanges</i>	<ul style="list-style-type: none"> • Tell the story – exchanges can be small but meaningful, show examples, testimonials • Ensure people know it is OK to ask even if no time credits – give people the opportunity to earn credits • Ensure members know that they can gift credits to individual or organisations members • During induction proactively encourage new members to post skills and requests – keep the momentum high • Incentivise people to log-in to Time Overflow – eg time credits, prize draw • Talk about exchange opportunities at events to encourage others to post (a cuppa/chat meeting, walk with company etc) 	<ul style="list-style-type: none"> • New members posting offers/requests • Overall number of exchanges trending up, year on year
<i>Stable, sustainable organisation (operations, governance and funding) with risks covered</i>	<ul style="list-style-type: none"> • Develop a funding strategy including ways of self funding and sponsorship opportunities • Implement risk register and policy • Members asked of their interest in joining committee • Existing committee members asked if interested to learn role of treasurer/secretary/chair • Operations desk file to be compiled • Governance file of key tasks to be compiled by AGM. Incorporate a welcome email/hard copy for new committee members with description of roles. Include meeting times, venue etc 	<ul style="list-style-type: none"> • Funding strategy signed off by board • Majority of grant applications are successful • 5% of funding is self-generated • Old FB page is deleted or merged with current

	<ul style="list-style-type: none">• Continue attempts to delete old TB Facebook page (Timebank, old, as against Time bank, current).• Tidy up Google drive and Gmail, ensure board secretary is trained in its use	
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