



27 March 2015

LETTER TO THE EDITOR

The Chamber of Commerce has recently hosted Mayor Jim Mylchreest and our ward councillors for a presentation on the 10 year plan, and we are about to make submissions on a number of issues. We were delighted that we were able to have some great discussion and identify some key areas for further investigation. We would like to acknowledge their openness and commitment to this process.

As well as identifying the issues we wish to highlight, another outcomes of our meeting has been the formation of a small working group that will be focussing on the health and wellbeing of our CBD – and how we can truly capitalise on the concept of Te Awamutu being a great place to live work learn and play. The currently ‘to-do’ list includes a large scale research project being delivered in conjunction with the Waikato Management School MBA programme, a further boost to the Totally Te Awamutu PLEDGE collateral, and creating better links between our retailers (in particular). It is interesting to read the ongoing correspondence about the name ‘Te Awamutu’. In our view, our issue is not the name, but the underlying need to create a personality or ‘brand’ for Te Awamutu that underpins who we are and why we do it. I look forward to sharing the outcomes of this work in the months to come.

In the meantime, I would like to support the Mayor and councillors, who we believe take the views and opinions of submitters seriously. . If you would like to contribute to the Chamber submission, please contact me – but individual submissions are valued too. It is for this reason that I write to encourage the wider community to take time to read the publications provided by Council (including the fantastic new online submission process. Your opinions do matter

Susan Trodden

CEO Te Awamutu Chamber.