

# REACHING OUT TO THE COMMUNITY

THRU

.....STRATEGIC PARTNERSHIPS.....

*SeniorNet Horowhenua Inc*

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# THIS PRESENTATION WILL COVER

- ▶ 1. Advantages of Strategic Partnerships ..
- ▶ 2. A Case Study from SeniorNet Horowhenua .
- ▶ 3. What Horowhenua has achieved over the last four years through reaching out in partnership.

## ➤ 1. **Advantages of Strategic Partnerships** .

- Strategic Partnerships are increasingly becoming a vital element of business growth.
- Corporate business executives may set aside 20% of their assets to develop and maintain partnerships.
- What may be achieved through developing Strategic Partnerships?

## ► Benefits

- **1. Acquire New Members.** 68% of executives list acquiring new customers as a main benefit of effective alliances.
- **2. Increase Revenue.** 66% of executives view increased revenue as a primary advantage of successful partnerships. When partners strategic objectives align and their resources compliment each other, business partners can provide each other new market access and in turn, new revenue streams.
- **3. Expand Geographic Reach.** Expanding distribution is among the top three benefits sought by businesses entering into partnership with 32% of executives expanding reach as a primary goal of the partnership. Including in Reach is making your business more visible within the market and allowing customers to more easily find your services.

## ➤ **Benefits**

- **4. Extend Product Lines.** Product diversification is listed by 27% executives as a primary goal of strategic partnership. Businesses often collaborate to gain access to the information, knowledge or market they need to extend their services. Allowing your partner to promote your products and services.
- **5. Access New Technology and Intellectual Property.** Partnerships are often an ideal way to access new technologies without expanding resources. 26% of business leaders list gaining access to new technology as a benefit of strategic partnerships.
- **6. Add Sharing Resources.** Businesses enter strategic partnership in order to pool resources. 23% of executives cite adding sharing resources as a primary objective of partnership.

# CASE STUDY

- 1. Known in short as Te Takere, the Horowhenua Culture and Community Centre, opened in Levin in September 2012.**
- 2. Since opening Te Takere has become a community heart and hub.**
- 3. The Centre brings together library services, as well as facilities for community, education, business, youth, and tourism.**
- 4. It has 65 computers.**

# CASE STUDY

- ▶ Through an historical friendship with the library, SeniorNet Horowhenua was invited by Te Takere to assist with providing assistance to the public with hand held devices, to free up library staff coping with the new public Wifi.
- ▶ We started attending the library in the Public Space in November 2012.
- ▶ Having access to the Public Wifi makes helping possible. The WiFi has been upgraded to an acceptable performance standard.

# CASE STUDY

Council Website

[tetakere.org.nz](http://tetakere.org.nz) Whats On.

## SeniorNet

**Friday, 12 May 2017 | 02:00 PM to 04:00 PM**

Having troubles with your technology?  
If so feel free to bring along your device to SeniorNet  
where others will help work with you  
to resolve any issues or teach you some new tricks.





# CASE STUDY

- ▶ Horowhenua Council website



## Community Learning

### Current classes include

- Tai Chi. Every Monday from 10.00am-11.30am. Book and pay at the Service Desk.
- Yoga Classes. Every second Friday and Saturday from 10.30 am. Book and pay at the Service Desk.
- SeniorNet every Friday from 2.00 to 4.00 pm.

# CASE STUDY

- ▶ Free Advertising
- ▶ **Horowhenua Chronicle.** Weekly promotion.
- ▶ **Whats On At Te Takere.** Friday **SeniorNet** get help with your tablets, phones, and laptops 2pm-4pm.

► **What have we achieved?**

► Membership Federation Levy

►	2012	213
►	2013	200
►	2014	220
►	2015	230
►	2016	178
►	Current	210

► **What have we achieved?**

► Income excluding grants

►	2012	\$7,435
►	2013	\$8,760
►	2014	\$8,035
►	2015	\$5,718
►	2016	\$6,886

➤ **What benefits do we enjoy.**

- Free advertising in the local paper every week.
- Free promotion of our education role on the council website.
- Free use of Public Wifi while we work in the library.
- Referrals from Noel Leeming, Vodofone, & Warehouse Stationery.
- New memberships every week.
- We are visible in the community.
- Our tutors gain knowledge on the use of new and unfamiliar devices.