



Panmure Business Association AGM 2021 Manager's Report

The AGM is the time for the members of the Association to hear about how the targeted rate levy has been spent, what has been achieved and if those achievements bring meaningful and tangible benefits to the business community.

I am proud of what my team have achieved over the past year with a solid social media campaign, improvements to the Associations website, response to request for one-on-one business support in both English and Mandarin/Cantonese, improved office procedures, streetscape repairs and maintenance reporting, and the preparation and completion of the 2021-2024 Strategic Plan. The introduction of Coffee with a Cop every four weeks was instigated by Councillor Josephine Bartley to allow the businesspeople an opportunity to get to know the local policing team and talk about their problems. This monthly connection has also assisted Taniela greatly in forging a greater relationship with the Police. His monitoring work with the CCTV Network and solid knowledge and understanding of the Tāmaki community has made him a key contact for the local policing team.

In my presentation to the 2020 AGM, I outline a project that we called 'Tidy up the Town'. The financial support for this project came from an Auckland Transport Development Response package and this fund gave myself and my team a huge boost as the funds gave us the opportunity to conduct some improvements along Queens Rd in an ongoing effort to ensure that the town centre feels safe and inviting for our customers. Funds that the targeted levy funds would not be cover. The replacement of old or non-existent signage paid off when it came to Thomas and Sheena filming their food videos for their Chasing a Plate series, the street looked smarter than it had before those improvements. Mary's Eat Auckland tours and Chasing the Plate videos went out to a much broader range of customers across Auckland and NZ, and we were told by the featured businesses that their sales definitely increased. If the town looks good and feels safe, it is our hope that those customers will come back again and again and hopefully bring their friends as well.

The greater proportion of the Development Package has gone in some way to addressing the 35 blank roller doors that make Queens Rd feel incredibly unsafe. A plan to have 15 of the roller doors painted with local artwork was devised through the first Lockdown but unfortunately, the plan has taken much longer than originally anticipated. The process of painting the doors has taken the contracted company time to work out and we are currently waiting to complete the final nine doors. A change to the original plan saw us engaging with a local artist, a former board and business owner with Ngati Paoa affiliations to work specifically on four doors in two locations, one aligning with the view out to the Panmure Basin and the other in the Historical Mural Alleyway area. I'm pleased to report that the feedback has been positive from the passing public, and I have received requests from two business to ask if their doors can also be enhanced.

Funding from the Maungakiekie-Tāmaki Local Board allowed for the installation of new tree fairy lights, the removal of a degraded mural and the replacement of an old CCTV camera, the cost of receiving Marketview PayMark data, contributed to the Christmas event and Chasing the Plate videos. Due to COVID-19 uncertainty, we downsized the Christmas event so the usual funding support that we usually apply for to the Mt Wellington Foundation did not happen. The Foundation did cover the cost of the core

services for the Panmure Basin Fun Day, an event that our Association helps umbrella, facilitate and support.

We are already working with Tāmaki Regeneration Company on the three-month Whale Tale early next year and have recently been told that they have purchased another Whale Tale to be situated near the Tāmaki river with the aim to increase interest in people who are actively following the Whale Tale trail to visit our area. I have discussed our Associations support for Eke Panuku future placemaking activities within the town centre such as the interesting historic photo panels near the library.

On a personal note, I wish to thank the Board members for being so active and involved, as well as my staff and for their support whilst I recovered from a total hip replacement operation. It was great to know that everything was in capable hands over those weeks.