

PANMURE BUSINESS ASSOCIATION – BUSINESS PLAN – 1 DECEMBER 2022- 30 JUNE 2024

GOAL 1: CONNECT				
Outcome: Connect people with the Town Centre and its varied offerings to increase the number of shoppers, diners, and customers to our business district.				
STAKEHOLDER/KEY CONTACT	Business as Usual (BAU) ACTIONS	2023-2024 PERFORMANCE ACTIONS	DATE DUE / COST	DESIRED RESULT
Members of the: Public & the Association	Promote Panmure as an 'authentic eats' food destination	Expanding our social media presence and connecting with potential food businesses seeking premises	Throughout 2023-2024 Social Media costs: \$1000.	Panmure is perceived as an 'authentic eats' food destination - 7% increase of perception in Customer Surveys
	Maintain the current effective methods of communication to businesses and the wider community and visitors from the wider Auckland region via the monthly Newsletter and social media channels	Monthly TM networking activities and reinvigorating communication channels/information dissemination	11 issues from February to December	Positive perception of Panmure in Customer Surveys
	Publish information to create and support a positive perception of Panmure as being a great place to live, work and play	Implement various information dissemination methods (i.e. Insta-snaps)	Ongoing	
	Keep businesses advised of improvements in safety and security, board decisions, progress of infrastructure projects, and upcoming events		Ongoing	
	Gather feedback on businesses' needs			
	Maintain and enhance multi-lingual communications.		Ongoing	
Panmure Library/ Panmure Hall Eke Panuku Mary Taylor/'Eat Auckland Tours' Tāmaki Regeneration Company - placemaking	Support Mary Taylor's Eat Auckland tours in Panmure – Spice and Hidden Treasure tours.			Panmure is perceived as an 'authentic eats' food destination - 7% increase of perception in Customer Surveys
		Christmas promotion and events via three activations <ol style="list-style-type: none"> 1. -community event – collaborating with the Panmure Hall, TRC, Eke Panuku's activations 2. -community group involvement via Christmas Tree Forest in the Panmure library 3. -increase live music in Queens Rd over December 	December 2023 \$12000.00	Annual Christmas Event take place to strengthen community placemaking
		Supporting various library programmes to bring them towards the Town Centre	July 2023 -March 2024 \$1000 budget towards these	

		Celebrating 175 years of Panmure through sharing social-histories. Apply for small funding grants from Local Board for support	Sept-Nov 2023, \$3000	Increase awareness and interest in Panmure through the history of local businesses, fencibles, and Iwi.
	Support and promote Eke Panuku's activations – heritage month, discovering Panmure via way finding activities and Clifton Court upgrade	Support placemaking with social media posts and features in the Newsletter.		Increase awareness of the Panmure Town Centre as an interesting and lively destination.
		Implementing various social impact activities	\$2000	To bring more foot traffic to our Town Centre to support our local businesses
Panmure Basin Fun Day	Support, promote and act as an umbrella organisation to assist with funding applications	Apply for funding to the Maungakiekie-Tamaki Local Board for an event organizer. Apply for funding from the Lion Foundation for the core activities	Early 2023 & 2024 PBA contribution \$3,000 per event – prizes, social media	Showcase Panmure's natural resources, community group involvement and a family orientated fun day out.

GOAL 2: CELEBRATE

Outcome: Ensure our town is well presented and modern in a way that reflects our diverse community

STAKEHOLDER/KEY CONTACT	Business as Usual (BAU) ACTIONS	2023-2024 PERFORMANCE ACTIONS	DATE DUE / COST	DESIRED RESULT
Panmure Business Association	Continue with annual service lane clean ups, and rat eradication		\$5000 annual Jan/Feb clean up and monthly	Panmure is clean and tidy
Auckland Council	Tag removal Illegal Rubbish dumping Street litter cleaning Weed spraying schedule	PBA staff report & monitor repairs and maintenance in public spaces	Ongoing	Panmure is clean, tidy, and safe
NZ Police AT Transport	Support ongoing repairs, maintenance and upgrade of the current CCTV network that includes connection to the NZ Police and Panmure rail station.		Ongoing \$22,500.00	Panmure is safer in public perception. There is a high level of security – systems, camera and staff training upgrades
		Support ongoing monthly Coffee with a Cop meetings with Councillor Bartley and the local policing team.	Monthly x 11 \$500.00	Information is shared and business community is kept aware of any Policing news
	Support security officers' engagement with schools and local community groups			Panmure is safer in public perception. (Customer Survey 2020 29% felt unsafe) aim for a 7% improvement for 2023 survey

Lighting Electrical contractor	Continue with the LED community lighting network installation.		2023 – 2024 \$10,000.00	Panmure is safer in public perception. (Customer Survey 2020 29% felt unsafe) aim for a 7% improvement for 2023 survey
Decorative Lighting		Installation of fairy lights in the remaining Queens Rd trees	Feb – April \$4000.00	All trees have fairy lights. The Town Centre ‘feels’ welcoming at night
		Investigate options to install sections of fascia fairy lights in sections of the Town Centre	July 2023 – June 2024 \$3 - 8,000	Comprehensive plan established for future lighting options.
Business Owners	Encourage the building and business owners to enhance their investment through building maintenance, improved signage, and visual appeal.	Support businesses to repair facades, remove old signage	Jan 2023 – March 24 \$8-10,000.00	Sites under investigation along 2 Queens Rd side
		Encourage restaurants to include outdoor dining	On going	Panmure will have a thriving daytime & evening dining sector.

GOAL 3: SUPPORT

Outcome: Support our business community to be the very best they can be.

STAKEHOLDER/KEY CONTACT	Business as Usual (BAU) ACTIONS	2023-2024 PERFORMANCE ACTIONS	DATE DUE / COST	DESIRED RESULT
All PBA Members	Actively maintain the online membership database	Investigate and potentially implement back-up system as act! being phased out		Maintain communication channel to ensure any PBA messages are effectively shared
		Increase the number of member email addresses	Throughout 23-24	Increase in ratio of member email addresses v membership numbers in database
	Ensure new businesses are welcomed, informed about the role of the Association, and offered membership.	Emphasis on ensuring new members of their membership status	Throughout 23-24	5% decrease in businesses unaware of membership status – Business Survey results
All PBA Members	Encourage a greater understanding of the role of the Association	Continue roll out of membership window stickers		
	Focus on marketing and the role of social media for our businesses	Conducting individual business online clinics		

	Provide consultation sessions with businesses to assist with improving their social media presence.			
		Conduct a biannual survey	Early 2024	give members opportunity for feedback and to gauge member confidence in the Association
		Conduct a biannual independent customer survey.	Early 2024	give members of the public an opportunity to reflect their views on the performance of the Associations businesses
Marketview financial reporting data	Regular monthly updates to the business community	Apply for financial support to purchase data	Mid 2023 \$5000.	To give members and key stakeholders an understanding of the financial viability of our business community.

GOAL 4 - REPRESENT

Outcome: Provide a voice for our business community to shape the future of Panmure and make our Town a great place to do business.

STAKEHOLDER/KEY CONTACT	Business as Usual (BAU) ACTIONS	2023-2024 PERFORMANCE ACTIONS	DATE DUE / COST	DESIRED RESULT
Maungakiekie-Tāmaki Local Board	Local Board Member attends the PBA monthly meetings			We build and open and trusting relationships with the Association's stakeholders in order that we can provide Panmure businesses with a collective voice.
	Quarterly meeting with the Local Boards BIDs.			
	Annual bulk funding package of \$15,000 to assist the PBA with events and to pay for Marketview Reports on spending in the BID area.			
	Continue to apply for Local Board funding grants for small projects.			
Eke Panuku – Unlock Panmure	Eke Panuku representative attends the PBA monthly board meetings			We build and open and trusting relationships with the Association's stakeholders in order that we can provide Panmure businesses with a collective voice.
	Monitor and review Eke Panuku's planning to ensure the benefits are appropriate to Panmure such as planning for a new community hub and future streetscape upgrades			
		Assist Eke Panuku's Clifton Court upgrade team to inform the Clifton	Ongoing	Clifton Court is a well utilised space by residents and Panmure locals.

		<p>Court businesses on final plans and timeframe.</p> <p>Ensure that the Clifton Court businesses can continue to function during construction.</p> <p>Promote the upgrade and support an opening activation.</p>		
Tamaki Regeneration Company	A representative from TRC attends the monthly PBA Board meetings			We build and open and trusting relationships with the Association's stakeholders in order that we can provide Panmure businesses with a collective voice.
	Support and participation in the Christmas Street Party & Panmure Basin Fun Day			
	Town Manager is a member of the TRC's Community Liaison Committee			

PANMURE BUSINESS ASSOCIATION BOARD AND STAFF

Outcome: Maintain a culture of "Best Practice" governance

STAKEHOLDER/KEY CONTACT	Business as Usual (BAU) ACTIONS	2023-2024 PERFORMANCE ACTIONS	DATE DUE / COST	DESIRED RESULT
Board Members Local Board TRC Eke Panuku	Executive Board members are interested in the future of the business community			Maintain a culture of "Best Practice" governance
	Ensure the Executive Board is effective.			Maintain a culture of "Best Practice" governance
	The committee members understand their roles, the BID programme, and the importance of their contribution to having effective meetings to bring about good decision making.			Maintain a culture of "Best Practice" governance
	Ensure there is good governance in terms of policies, practices, and processes			Maintain a culture of "Best Practice" governance
	Ensure the executive committee demonstrates good financial management and oversight.			Maintain a culture of "Best Practice" governance

	Ensure all reporting indicates clear, transparent decision making.			Maintain a culture of “Best Practice” governance
	Hold a minimum of six Executive meetings throughout the year.			Maintain a culture of “Best Practice” governance
	Complete end-of-year accounts and audit process.			Maintain a culture of “Best Practice” governance
	Apply for additional funds through funding providers			Maintain a culture of “Best Practice” governance
	Allow adequate time for reporting from the key stakeholders – Local Board, TRC and Eke Eke Panuku representatives.			Maintain a culture of “Best Practice” governance
PBA Staff	All actions are to be related back to the Strategic Plan.			The PBA office operates within the guidelines set by the Associations Board.

VALUES OF ASSOCIATION & STAFF

- Work as a team
- Always relate in a friendly, polite, and efficient manner
- Develop relationships based on trust and mutual respect.
- Respond promptly to our members issues.
- Be an enthusiastic promoter of Panmure and our businesses