



PANMURE

BUSINESS ASSOCIATION

Business Plan 1st July 2026 – 30th June 2027

Overview

Panmure is a town with an incredible history; from its significance as a formidable Pā to the arrival of the Fencibles, and later contributions of multiple diverse communities, there has always been a threaded theme of service, commercial activity, and strong sense of community.

Today, Panmure is a community with a bright future. As a gateway East Auckland suburb, it is currently undergoing one of the largest urban transformation projects in New Zealand. This has resulted in heightened interest from both the private and public sectors in recent years, with the promise of further growth and exciting opportunities, marking Panmure a suburb to watch.

Panmure Business Improvement District (BID)

The Panmure business district consists of more than 300 businesses and building owners. It lies central to several urban transformation and regeneration projects, yet strikes itself apart from its wider Tāmaki neighbours. Currently capitalising on its reputation as an “authentic eats” food destination; the multiculturalism of the business district, affordable commercial opportunities, and ongoing infrastructural investments make it a prime location to eat, shop and explore. It has an exciting trajectory, but requires some attention to retain its character, and shape its identity through the wider urban transformation process. The Panmure Business Association (PBA) works to support and advocate on behalf of its business district, consisting of more than 300 businesses and building owners, through a structured and active programme of work to achieve its strategic vision.

Our Strategic Vision

The PBA's vision for the Panmure business district is of a confident, strong, and thriving business community that sits firmly at the heart of growth and opportunity in East Auckland. This encompasses a business community proud of its multi-culturalism; celebrating the diversity of authentic goods and services on offer to the wider community.

Strategic Plan 2025-2028

Our Strategic Plan 2025-2028 expands on the previous strategic pillars to fulfil our longer strategic goals:

- 1. Engage**
- 2. Attract**

3. Empower

4. Advocate

These pillars inform the Panmure Business Association to engage with members in a multifaceted approach; focusing on existing members, new members and additionally seeking out potential future members through associate memberships. It also seeks to move forward from merely celebrating the Panmure town centre and its businesses, to leveraging its identity- both as a food destination and exciting regeneration hub to attract new businesses, customers and visitors., the PBA aims to not only support its members, but to empower them- by increasing their overall business-related knowledge, and increased dissemination of relevant information so that they can make informed decisions. The last strategic pillar of the PBA's Strategic Plan 2025-2028 paves the way from business representation to advocacy for business interests- which includes local communities where these interests overlap.

Business Plan: 1st July 2026 – 30th June 2027

Our business plan for the upcoming financial year, 2026-2027, seeks to capitalise on the strategic goals set previously with our Strategic Plan 2025-2028. We aim to do this by strengthening our relationships with our local community, creating a sustainable security model for the future, and updating our IT infrastructure to exponentially increase our membership, and wider audience engagement.

This annual business plan focuses on delivering more direct value to our business members across a mix of activities and actions. It seeks to deliver outcomes that raise awareness of, and connection to the Panmure Business Association and the BID Programme, build legitimacy of the PBA as a business community advocate with external stakeholders, while strengthening internal administrative flexibility and capabilities.

Delivering Connection and Direct Value in 2026-2027

Specific Outcomes	Key Actions
Modernise the town centre	Repairs & maintenance: - standardised signage throughout the main street - Paint the facias to elevate the town's look and feel Secure more art projects within the business district: - Continue addition of murals and art installations that celebrate Panmure and add to the ambience of a welcoming, safe and tidy business district - Pilot an art trail that engages public with Art in Panmure
Consistent networking opportunities	In addition to Power Hour & Coffee with a Cop sessions, implement quarterly member's forums: - Full implementation with speakers sourced to focus on building owner interests and upskilling SMEs

	- Holding frequent forums and feedback survey opportunities Continue visits to other BIDs to learn how they operate and consider alternative practices that could be implemented and effective in Panmure Host Quarterly Network Meetings with the BID and associate members to: • Foster engagement and open communication • Strengthen partnerships and collaborative opportunities • Support and improve the overall vitality of the business district These sessions will serve as a platform to share updates, address challenges, exchange ideas, and co-create initiatives that enhance the local business environment.
Increase proactive feedback from members	Working in tandem with our Power Hour: - Rollout of a consistent, and ongoing surveying of business members and their needs
Value driven events and activities	- Continuation of Low Cost, High Impact events and activities throughout the calendar year (i.e. Mighty Easter Challenge, Collect 4, etc.) - Running events that deliver value to business members as a key priority, with community social outcomes also a factor of consideration. - Consolidation of a live list of collaborative partners to maintain innovative events and creative works

Proactive Maintenance of Security Infrastructure

Specific Outcomes	Key Actions
Proactive maintenance of IT and CCTV infrastructure	'Proactive management of CCTV assets and monitoring their usage, life span and coordinating an asset replacement plan' & 'PBA team training on key IT guidelines, cyber security and database management' Undertake a full upgrade and redesign of the website to: • Improve user experience for both businesses and the community • Enhance functionality, navigation and accessibility • Provide better content management and engagement tools

	• Support local business visibility and community interaction online The new platform will serve as a central, user-friendly hub for information, services, and promotional opportunities within the district.
Maintenance and renewals scheduling	- Maintaining our live assets management list; to track the lifespan of our assets to limit unexpected, reactive maintenance costs - Continue with proactive management plan for maintenance and renewals of our cameras and lighting network
Culture of reporting	Continue efforts to empower business community to report incidents to Police and Auckland Council through: - Deliver a members focussed Security Summit with the focus on providing practical tips on how to report effectively and disseminating and educating members on any law changes with the security space. - Reminders, highlighting 'Welcome Pack' reporting section - New member consultation on how to report incidents through 105 and Auckland Council's Report a Problem page, the PBA's reporting process, and our policy on CCTV footage -
Creation of a more proactive, and highly visible, security presence	Solidify opportunities for an ambassadorship programme for more visible and proactive security presence, especially to cover the unstaffed office hours and over the holiday periods: - Seek additional funding and feasibility-test an ambassadorship model - Review ambassadorship model and raise findings at AGM for expansion and continuation funding opportunities
Internal Upskilling	Implementation of an Employee Development Programmes that creates a more effective, agile staff culture: - Staff-specific upskilling initiatives - Training and conferences: especially with other Business Improvement Districts

Proactive Engagement & Advocacy

Consolidating communication channels with Council and its CCOs, such as Auckland Transport (AT) and Auckland Urban Development Office (AUDO) previously known as Eke Panuku	- Monitoring the existing relationships with these organisations to maintain a steady flow of relevant information of long-term projects and upcoming works that impact our business community
Advocacy to AT on transport issues	- Monitor and hold AT accountable to its communication and delivery on various projects in and around the town centre. In particular its: - Accessibility Action Plan (AAP), Room-To-Move – Tāmaki Makaurau Auckland's Parking Strategy 2023, and Regional Public Transport Plan. - Continued advocacy that the BIDs be enshrined within AT policy framework to increase economic development efforts - Monitor the AT BIDs team effectiveness and responsiveness to local issues that negatively impact economic development
Local Board engagement on infrastructure programmes and social investment opportunities	- Further nurture our relationship with the Maungakiekie-Tāmaki Local Board - Identify and capture opportunities that deliver positive outcomes for our business community and wider community
Local Community Engagement	- Holding regular stakeholder meetings with local community groups and organisations (i.e. PCAG, PHS, CLC etc.,) - Continuation of youth engagement strategy; focused on engaging with local schools and encouraging entrepreneurship and connecting to the town centre

Social Media Curation

Expanding our targeted audience	Build on momentum from our current online presence, as a tool to build brand awareness, legitimacy and maintain interest in our business community: - Implementation of a schedule of frequent, short-term, online activations to boost engagement from specific curated audiences.
Engage small businesses and increase associate membership awareness	Increase proactive online engagement activities such as: - Tagging, posting, reels to increase interest from retail businesses seeking a physical

	presence to consider the Panmure business district. - Create opportunities for entrepreneurs to engage with the town centre to cultivate their interest in participating in an entrepreneur's market or becoming an associate member (should they meet the criteria)
--	---