

Monday 5 October 2020

Chair Report 2019 -2020

Presented by Chris Swann – Barfoot & Thompson Manager

I want to start by recognising the difficult situation many of our businesses have been facing. Government mandated lockdowns have seriously affected business viability right across the country. Wage subsidies may have kept staff but there is no assistance to replace loss of profit or loss of customers who just do not come any more. Here in Panmure, lockdowns have added to the impact of the AMETI project. On the whole, everyone has managed to get through to some extent but we still have businesses that can't open or have difficult financial circumstances, such having to pay full rents and meet other ongoing costs, without the ability to trade and generate income.

Opportunity

The challenge ahead is to rebuild our customer base as quickly as we can. There are several things we can do. But first what is the opportunity?

Marketview statistics show that about \$55 million is attributed to Panmure. Of that \$14 Million is spent by locals inside our BID and people outside the BID area bring in \$40 million. However, locals spend \$300 million elsewhere.

- \$14 Million suggests that many of our local people are already supporting our businesses. That is a good baseline now.
- \$40 million coming in from outside the BID also suggests that locals nearby and some from further away are supporting the Town Centre. There is an opportunity to capture more.
- \$300 Million going elsewhere presents an opportunity we must pursue. While we realise that a significant portion is supermarket spending and major retail and big-ticket appliances, such as washing machines, refrigerators, dishwashers, and furniture etc., our goal must be to recapture as much of that as we can.
- There is further opportunity when the demographic changes as housing and apartment builds are completed. It is critical that people coming to live and work in Panmure develop a loyalty to our town centre businesses and do not jump in the car and head off to malls full of glitz and glamour. Malls like Sylvia Park are aggressively targeting everyone nearby with modern décor, big brands, 4000 car parks, and now a major food court, so it's not going to be easy.
- Covid has changed the way people work and many companies and employees see no need to have big office in the CBD. As new housing comes on stream, at least some of that demographic will choose to work from home. Our opportunity is when they need to get out of the house to have a coffee, lunch, or dinner, meet others locally, go to the doctor, have their hair done and so on. We do not want them going elsewhere.



Attracting Customers

People want to be valued and feel they belong to something worthwhile. “Pride of place” is a term used in public planning documents and gives recognition to the importance of the fact that people like where they are if their town has a low risk profile. This means that quality goods and services are available, the area is safe, clean, and tidy and, as customers, they feel welcome.

Creating that positive mindset, a multi-faceted undertaking, is what your association is continually striving to do. We spend a lot of time and effort in meetings and negotiating with stakeholders, particularly Council and Council Controlled Organisations, and preparing submissions and funding requests for projects to improve the Town Centre and attract people to our businesses district. Lighting, security cameras, Security Officer, contractor supervision, problem reporting to council, police liaison, social media promotion, business support, public events, and community involvement are all part of building our Pride of Place.

Added to our previous successes, such as the under-veranda LED lighting, we have just commenced 3 new projects, funded by a grant of \$75000 from Auckland Transport. Chris will talk about these projects in more detail.

There is always more to be done so we continue to seek additional funding for further projects and anticipate ongoing financial support from the Local Board and Panuku.

As businesses in our Town Centre we are not in competition with each other, instead we are in competition with rest of Auckland. We all need to work together to present our best to our local people and to the wider community, so they automatically come here and do not go somewhere else.

The PBA will continue to do as much as we can to support you.

Alan Duncan

Chair