



# PANMURE

## BUSINESS ASSOCIATION

### **Business Plan 1st July 2025 – 30<sup>th</sup> June 2026**

#### **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.

#### **Our Current Strategic Plan 2021-2024 & Proposed Strategic Plan 2025-2028**

The PBA’s current strategic plan outlines four strategic goals, and their outcomes, in order to achieve our vision. These four goals are:

1. Connect
2. Celebrate
3. Support
4. Represent

The intended outcomes of these goals are to connect people with the Town Centre and its varied offerings to increase the number of shoppers, diners, and customers to our business district. By ensuring our town is well presented and modern in a way that reflects our diverse community, we celebrate our business

district. In addition, to offer support to our business community to be the very best they can be, and finally, to provide a voice for our business community to shape the future of Panmure and make our Town a great place to do business through representation and advocacy.

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

1. Connect → **Engage**
2. Celebrate → **Attract**
3. Support → **Empower**
4. Represent → **Advocate**

These updated 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. Over the next three years, the PBA aims to not only support its members, but to empower them- by increasing their overall business-related knowledge, reporting 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 community voice where these interests overlap.

This Business Plan must be read in conjunction with the existing Strategic Plan 2021-2024 for historical context, as well as the Draft Strategic Plan 2025-2028 (approval pending from members at 2024 AGM).

**Business Plan: 1<sup>st</sup> July 2025 – 30<sup>th</sup> June 2026**

Our business plan for the upcoming financial year, 2025-2026, seeks to capitalise on the strategic goals set previously with our Strategic Plan 2021-2024, and that is expounded upon in our Strategic Plan 2025-2028 (pending member approval). 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 2025-2026**

Specific Outcomes	Key Actions
Modernise the town centre	Continuation of the 2024-2025 Bring Business Back Project through repairs & maintenance: <ul style="list-style-type: none"> <li>- Provide standardised signage throughout the main street</li> <li>- Paint the facias to elevate the town’s look and feel</li> </ul> Secure more art projects within the business district: <ul style="list-style-type: none"> <li>- Continue addition of murals and art installations that celebrate Panmure and add to the</li> </ul>

	<p>ambience of a welcoming, safe and tidy business district</p> <ul style="list-style-type: none"> <li>- Pilot an art trail that engages public with Art in Panmure</li> </ul>
Consistent networking opportunities	<p>In addition to Power Hour &amp; Coffee with a Cop sessions, implement quarterly member's forums:</p> <ul style="list-style-type: none"> <li>- Full implementation with speakers sourced to focus on building owner interests and upskilling SMEs</li> <li>- Holding frequent forums and feedback survey opportunities</li> </ul> <p>Continue visits to other BIDs to learn how they operate and consider alternative practices that could be implemented and effective in Panmure</p>
Increase proactive feedback from members	<p>Working in tandem with our Power Hour:</p> <ul style="list-style-type: none"> <li>- Rollout of a consistent, and ongoing surveying of business members and their needs</li> </ul>
Value driven events and activities	<ul style="list-style-type: none"> <li>- Continuation of Low Cost, High Impact events and activities throughout the calendar year (i.e. Mighty Easter Challenge, Collect 4, etc.)</li> <li>- Running events that deliver value to business members as key priority, with community social outcomes also a factor of consideration.</li> <li>- Consolidation of a live list of collaborative partners to maintain innovative events and creative works</li> </ul>

### Proactive Maintenance of Security Infrastructure

Specific Outcomes	Key Actions
Investigate and overhaul the existing IT infrastructure	<p>Investigate and if possible, implement an overhaul of the existing IT infrastructure of the PBA to:</p> <ul style="list-style-type: none"> <li>- Update the current physical server-based CRM database to a cost-effective cloud-based solution</li> <li>- Maximise utilisation of Office 356 and migrate PBA database to SharePoint</li> </ul>
Maintenance and renewals scheduling	<ul style="list-style-type: none"> <li>- Maintaining our live assets management list; to track the lifespan of our assets to limit unexpected, reactive maintenance costs</li> <li>- Continue with proactive management plan for maintenance and renewals of our cameras and lighting network</li> </ul>
Culture of reporting	<p>Continue efforts to empower business community to report incidents to Police and Auckland Council through:</p> <ul style="list-style-type: none"> <li>- Newsletter reminders, highlighting 'Welcome Pack' reporting section</li> <li>- 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</li> </ul>

Creation of a more proactive, and highly visible, security presence	<p>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:</p> <ul style="list-style-type: none"> <li>- Seek additional funding and feasibility-test an ambassadorship model</li> <li>- Review ambassadorship model and raise findings at AGM for expansion and continuation funding opportunities</li> </ul>
Internal Upskilling	<p>Implementation of an Employee Development Programmes that creates a more effective, agile staff culture:</p> <ul style="list-style-type: none"> <li>- Staff-specific upskilling initiatives</li> <li>- Training and conferences: especially with other Business Improvement Districts</li> </ul>

### Proactive Engagement & Advocacy

Consolidating communication channels with Council and its CCOs, such as Auckland Transport (AT) and Eke Panuku	<ul style="list-style-type: none"> <li>- 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</li> </ul>
Advocacy to AT on transport issues	<ul style="list-style-type: none"> <li>- Monitor and hold AT accountable to its communication and delivery on various projects in and around the town centre. In particular its:</li> <li>- Accessibility Action Plan (AAP), Room-To-Move – Tāmaki Makaurau Auckland’s Parking Strategy 2023, and Regional Public Transport Plan.</li> <li>- Continued advocacy that the BIDs be enshrined within AT policy framework to increase economic development efforts</li> <li>- Monitor the AT BIDs team effectiveness and responsiveness to local issues that negatively impact economic development</li> </ul>
Local Board engagement on infrastructure programmes and social investment opportunities	<ul style="list-style-type: none"> <li>- Further nurture our relationship with the Maungakiekie-Tāmaki Local Board</li> <li>- Identify and capture opportunities that deliver positive outcomes for our business community and wider community</li> </ul>
Local Community Engagement	<ul style="list-style-type: none"> <li>- Holding regular stakeholder meetings with local community groups and organisations (i.e. PCAG, PHS, CLC etc.)</li> <li>- Continuation of youth engagement strategy; focused on engaging with local schools and encouraging entrepreneurship and connecting to the town centre</li> </ul>

## 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: <ul style="list-style-type: none"><li>- Implementation of a schedule of frequent, short-term, online activations to boost engagement from specific curated audiences.</li></ul>
Engage small businesses and increase associate membership awareness	Increase proactive online engagement activities such as: <ul style="list-style-type: none"><li>- Tagging, posting, reels to increase interest from retail businesses seeking a physical presence to consider the Panmure business district.</li><li>- 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)</li></ul>