



## **Town Manager's Report**

In a year marked by challenges for our business community, I am pleased to report that the Panmure Business Association (PBA) has delivered substantial value to our business community during the 2023-2024 financial year. With a boost from a surplus in the preceding year, and value driven strategic decision-making, the PBA is in a great position to initiate its Strategic Plan 2025-2028.

### **Progress within the town centre**

Marketview has yielded promising data, showing a 10% increase in total spending in Panmure, rising from \$77.1 million in 2022-2023 to \$85.1 million in 2023-2024. Transaction volumes also increased by 1.4%, totalling nearly 2 million transactions over the past year. These metrics highlight Panmure's identity as an Authentic Food Destination and demonstrate the resilience of our businesses in attracting and retaining customers, despite a wider trend of economic uncertainty. The average transaction value grew from \$39.15 to \$42.64, reflecting both strong consumer confidence and effective service delivery despite inflationary pressures.

In fact, in the first half of 2024, when compared to the same period in 2023, Panmure's total transaction values ranked just behind Onehunga (+14.2% change) and One Mahurangi (+19.7%), while outperforming Otara (+4.3%) and Manurewa (+3.5%). This is encouraging, especially given the total transaction values in these other districts. Coupled with our understanding of broader market conditions in this past year, this indicates that smaller business districts similar to Panmure have navigated the challenges of the past year more effectively than larger, more diverse commercial areas. This is also buoyed by our low vacancy rates, compared to the same time last year. By June 2024 there were only 7 ground-level main street vacancies.

### **Events & Promotions**

While 2023 presented challenges for events across Tamaki Makaurau, we seized the opportunity to reconnect our community through our 12 Days of Christmas Campaign. This initiative, fully funded by local businesses, provided much-needed holiday cheer and reinforced community ties in the aftermath of COVID-19. Additionally, our approach to cost-effective promotions targeted specific markets, successfully driving engagement with the town centre. We once again had another successful Mighty Easter Challenge, Tastes of Panmure campaign, and supported locally led activations to connect audiences not normally connecting with our town centre, to build an awareness and encourage spending within the town centre. The rescheduled Panmure Fun Day, despite initial weather setbacks and the closure of the Jubilee Bridge, drew considerable attendance, allowing families to enjoy local activities and explore the Basin. This particular event is one which the PBA hopes to reinvigorate over the coming years and connect more directly with the business community and town centre.



### Strategic Partnerships and Collaboration

To mark 175 years of Panmure, we hosted two month-long exhibits in October 2023, partly funded by the Maungakiekie-Tamaki Local Board. This initiative involved collaborations with the Panmure Community Library, the Stone Cottage Museum, and wider local contributors. The exhibits offered our youth a chance to connect with our town's rich history while fostering community spirit. The PBA saw this as an opportunity to celebrate the history of our business community and a gentle reminder of the resilience, passion, and entrepreneurial spirit that characterises Panmure and its business community.

In the past year, we made significant progress in enhancing the visual appeal of our town centre. Partnering with The Spray'n'Wash Guys, we successfully cleaned the exterior of a key building and all Roller Art doors, creating a welcoming environment for the approximately 90,000 vehicles that pass through each month. Additionally, we installed a new illuminated tree along Queens Road and received a generous grant of \$22,600 from the Tamaki Regeneration Company, enabling us to showcase Panmure's very own Christmas Tree as a centrepiece for the festive season- and throughout the year! This investment is indicative of the great things that can happen when we work strategically together with collaborative partners and will dazzle visitors and residents alike for many years to come.

### Engagement Opportunities

Acknowledging the need for improved communication, we initiated Power Hour sessions to facilitate engagement among businesses and the PBA without interrupting their daily operations. These sessions have since evolved into monthly "Power Hour and Coffee with a Cop" events, fostering dialogue and collaboration within our community. Additionally, we have partnered with the Dunkirk Road Activity Centre to reestablish the Panmure Community Network Meetings on a quarterly basis, aiming to revitalize our community in the post-COVID-19 landscape and tackle local economic challenges. In the coming year, we plan to introduce targeted membership forums tailored to specific member needs, which may include a forum for building owners, social media marketing workshops, and panels focused on staff recruitment.

### Local Crime Fund

Security and crime prevention is the PBA's key spending priority however, budget constraints are always a delicate balance affecting delivery. Therefore, our Local Crime Fund of \$33, 079 was much needed to make critical upgrades to our CCTV infrastructure. These investments are vital for ensuring safety across our business district, and we will conduct a review of our security measures early next year to create a more responsive security solution for our members. We recognise that this is a space in which the PBA can always do more work and this has been pinpointed in our strategic direction over the next three years.



### Strategic Expansion

As per the Strategic Plan 2025-2028, the PBA is committed to the strategic expansion of our Business Improvement District in the future, focusing on sustainable growth and community development. The delivery of our Associate Membership programme is a step towards this, as well as current review of our CRM database, to better deliver better value and practical solutions for our business members' needs. Another part of this work was to review our internal policies and procedures to modernise and increase the administrative agility of our organisation.

### Future Direction

**Delivering better value:** Through high impact, low cost activations we aim to deliver more targeted activations that deliver multiple outcomes.

**Intentional growth in the digital space:** Engaging more specifically with targeted audiences across digital platforms over the next 3 years.

**Delivering practical value:** We aim to achieve this for our members through our targeted business activities that anticipate and respond to their business-specific needs.

**Re-registering to the Incorporated Society Register:** As part of the 2022 Act overhaul, this will be completed well before the 2026 deadline. We aim to complete the re-registration process by the end of the current financial year.

**Intentional advocacy:** We aim to take a more proactive approach when it comes to the projects happening in and around the Town Centre, but also thinking bigger and beyond Panmure.

### Acknowledgement and thanks

I extend my gratitude to the Executive Committee members and the PBA team for their unwavering support and hard work over the past year. This year's achievements are testament to their unwavering commitment and support to our business community. I look forward to the exciting year ahead and initiating the focused delivery of our Strategic Plan 2025-2028.

Thank you to all our members, supporting partners, the Maungakiekie-Tamaki Local Board, Tamaki Regeneration Company, and Eke Panuku Development Auckland for their support and dedication to Panmure and its business community. We achieve so much more when we work together, and I look forward to achieving more joint outcomes in the upcoming months.

A handwritten signature in black ink that reads "Elaine Soakai".

Elaine Soakai

Town Manager