



# PANMURE

BUSINESS ASSOCIATION

## **Panmure Business Association AGM 2023**

### **Chairperson's Report – Sharon Alderson, The Café with no name...**

First and foremost, I wish to acknowledge the resilience of our members in the face of the difficulties of the past fiscal year. The COVID-19 pandemic continued to cast its long shadow over the business community; along with high inflation, adverse weather conditions and crime concerns dominating our headlines to seriously affect business viability. Many of our members were faced with staffing issues, increased operating costs, and highly inconvenienced with the closure of our Panmure Train Station and ongoing roadwork disruptions. Despite all of this, our members have continued to operate diligently and persevered.

Throughout the past fiscal year, the Executive Committee have ensured that our strategic goals were met, while exercising restraint and good financial oversight amidst the uncertainties of our wider environment. As of 30 June 2023, the PBA received just over \$58,000 of combined funding as part of the Local Crime Fund, as well as for a collaborative community project to be delivered in November 2023. In addition, due in large part to changes in personnel within the management team and other minor operational cost savings, the Panmure Business Association had a surplus. Under the current conditions, this is an enviable position for our organisation, as it enables us to achieve our strategic goals more confidently in the 2023/2024 financial year. The Executive Committee passed a resolution to tag these surplus funds to be spent in the 2023/2024 financial year on various projects that previously lacked the necessary funding to implement.

This is a result that could only be achieved with a competent and stable board, evident in its composition. The 2022-2023 committee consists of 5 re-elected members bringing a wealth of experience between them, 1 returning member, a Maungakiekie-Tāmaki Local Board representative, along with 4 members making their committee debut providing fresh insight. I am very grateful and wish to thank them for the voluntary contribution of their time, individual skillsets, and passion for governing the Panmure Business Association towards our strategic vision.

In the past year, we achieved several strategic goals. These include, but are not limited to, overseeing the successful completion of the multi-year Under-Veranda Lighting Project, adding to our Roller Door Art Project, supporting key expansions to our CCTV network, ushered in the first physical construction as part of the Eke Panuku Unlock Panmure Project, as well as building on Panmure as an 'authentic eats' food destination. Earlier this year in May, we called for a Special General Meeting (SGM) for members to adopt an updated Constitution. This was prompted by changes in the Auckland Council's Business Improvement District Policy, which sets out the rules that govern the relationship between Auckland Council and the over 50 BIDs that operate across Auckland. A key change adopted now allows the incorporation of digital

technology during AGMs, which historically were in-person only, marking how COVID has forced organisations to be more robust, while taking advantage of technology readily available.

On behalf of the committee and membership, I thank our Town Manager, Elaine Soakai on the significant amount of work she put into amending our Constitution, whilst also settling into her role. In a challenging year, she has often had to learn and adapt simultaneously, and we applaud her efforts. We continue to support Elaine as she grows with her role, and commend her on the work she and her team do to support our members and wider business community.

However, this year was also not without its challenges. Several businesses within our commercial district made the difficult decision to shut their doors, 3 of our businesses were targeted by ram raids, and the relationships with many of our Auckland Council Controlled Organisations (CCOs) were meaningfully impacted by the budgetary constraints outlined within the Annual Budget 2023/2024. We saw spikes in illegal dumping from members of the public within our town centre, tagging, and the online recriminations of the untidy state of some of our buildings. There were many discussions around strategic value, re-evaluating the committee's priorities, and strengthening governing practices to provide further stability in future times of economic and environmental uncertainty. Adverse weather during Auckland's anniversary weekend, then followed up Cyclone Gabrielle provided additional stressors to our members- particularly those that live and commute from beyond the East Auckland area. Our town centre was extremely fortunate, but these events are a reminder that next time we might not be, and as a business community, we have to consider how to best futureproof and plan ahead when adverse weather events and potentially, natural disasters strike. These are areas in which the next Executive Committee will need to govern wisely to address.

Fortunately, as we look ahead, the 2023-2024 financial year marks another important year for our governing body as the 3-year Strategic Plan 2021-2024 comes due for renewal. This document sets out the long-term vision for our business district and provides guidance to the management team in their delivery of a proactive programme of works. For the incoming Executive Committee, this is an important undertaking that requires careful consideration, but also offers a meaningful way to contribute to the future of our town centre along with its membership. I wish them all the best.

To our members, the PBA will continue to do its best to support you. I hope that you each continue to persevere towards a thriving Panmure, and thank you again for your support.



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## BUSINESS ASSOCIATION

### **Panmure Business Association AGM 2023 Manager's Report – Elaine Soakai**

COVID-19. Staff shortages. Inflation. Ram Raids. Transport disruptions. Cyclone Gabrielle. Auckland Council Annual Budget 2023/2024. These are just some of the drivers of increased uncertainty within the business environment in the past fiscal year- of which our members have handled with determination, unwavering optimism, and a commitment that only comes from years of experience in business. In response to these uncertainties, the Panmure Business Association (PBA) pulled our focus into the key areas of our service delivery; security, maintenance, advocacy for our business community, and business consultation. Consequently, we also achieved a surplus that allows us to deliver more projects in the 2023/2024 year.

Security has long been a key priority for the PBA and this past year it was of particular concern, with ram raids and crime dominating headlines. Unfortunately, 3 of Panmure's retailers were victims of this type of crime, resulting in one making the difficult decision to shut its doors permanently.

Additional measures were introduced at various levels of government to tackle this issue, and the PBA strongly encouraged our members to apply for the Fog Cannon subsidy when it became available, and supported their applications. We also went further and advocated on behalf of our wider business community to local representatives and government Ministers to raise the profile of our retailers' concerns, and seek further remedy. During the year, we replaced three of our aging cameras and managed to secure \$5,000 funding for an Automated Number Plate Recognition Camera. We have installed two of these in the town centre, which has paid off as a proactive security measure, and continue to drive home the message to our business community to report all incidents to both Police and our office. In the last week of June 2023, we received \$33, 090 in a Local Crime Fund package to be spent in the 2023/2024 financial year.

To support our CCTV network expansion, we completed our Under Veranda Light Project upon the completion of the 78 Queens Road installation. This was a multi-year project, and it has been amazing to see the impact that better lighting, that is also more sustainable and cost-effective, has had on night time offending and anti-social behaviour after hours. This is a space where we continue to improve, and we look forward to initiating new approaches within the security realm to provide more direct value to our members.

As a new Town Manager, there was a great need to re-affirm existing working relationships, as well as forge new ones. I would like to thank the members of our Executive Committee and business community, Maungakiekie-Tāmaki Local Board, representatives from Eke Panuku Development Auckland, Tāmaki Regeneration and the Panmure Library staff for their

warm reception, patience, and support as I settled in and worked hard to deliver value to our wider membership.

With the effects of inflation and rise in minimum wage this year, the PBA has renewed its focus on advocating on behalf of our membership, but also our community. We have ramped up advocating within the transport sector to hold Auckland Transport accountable for their lack of timely dissemination of information- particularly of the closure of the Panmure Train Station, as well as their programme of disruptions to our town centre with numerous road works. As a direct response to the Auckland floods, we co-hosted an event to enable our businesses to review their activities to be more robust in times of crisis. We also discussed with other local organisations how we as a town centre grapple with the impacts of adverse weather events to ensure business continuity in unforeseen circumstances. This is an area that requires a more attention.

We continued to invest in the projects that provide both direct, and indirect value to our business community in the past year. We delivered another fantastic Christmas Tree Forest in the Library, and followed it up with the Panmure Basin Fun Day that saw an estimated 4,000 people attend. We added a Stone Cottage Museum roller door and secured \$20, 000 of funding from the Maungakiekie-Tāmaki Local Board for a community 175 Project to be delivered in November 2023. In April 2023, Deborah Luton joined our team and immediately brought an injection of youth and fresh perspective on our social media engagement. Our social media has seen good growth of over the last few years, so this is a space we continue to explore and work to connect people to our town centre and its many offerings. This year we moved towards more effective low cost, but high impact activities to deliver more direct value to our members. Our Mighty Easter Challenge and Tastes of Panmure: Food Bingo was highly received by our members who directly benefitted, as well as the boost to our engagement from locals and visitors alike. This is an approach we seek to capitalise on more in the current financial year, as we look to return even more direct value, while balancing our commitments to engaging our wider community.

The past year has presented a unique opportunity for both me and the PBA team to learn, adapt and deliver results for our business community. Dannielle Carter (Finance and Operations Manager), Deborah Luton (Social Media Assistant), Katie Chan (Communications Coordinator) and Taniela Kaivelata (Security Liaison) have been excellent teammates as I have navigated the nuances of my role and I am very grateful. Their commitment to our town through the work that they do- from daily reporting, celebrating our businesses online, disseminating information, staying vigilant and providing security consultations is remarkable and incredibly important to creating a thriving Panmure.

As we settle into the 2023-2024 year, we can see the impact for our members with the implications of Auckland Council's budgetary concessions, rising cost of living, as well as being an election year. However, rest assured that the PBA will continue its unwavering work to meet our strategic goals just as our members continue to deliver great services, affordable and convenient goods, and delicious food in our town centre. Thanks for your continued support!