

Panmure Business Association AGM 2021 Chairperson's Report DRAFT

I wish to thank my fellow Board members for their valuable input over the past year. A position on the Board is voluntary, so all our Board members are providing time that takes away from their personal lives, businesses, or jobs. I would particularly like to thank our Treasurer, Steven Arnold and my Deputy Chair, Sharon Alderson, as well as members Adrienne Hodson and Nerissa Henry, who have been part of the Board since 2016. Their consistency and knowledge of the Panmure community is of great benefit to our Board.

During the year, we welcomed two new Board members, Elaine Soakai, who is the owner of OTE fragrance retail store; and Richard Taylor, who is Eke Panuku's new Priority Location Director for the Unlock Panmure project. Elaine has brought fresh eyes and a new perspective to the board meetings. She has also taken on the task of issuing the PBA's Membership window stickers, resulting from concerns that some business owners or managers were not aware they were members of the PBA.

Nerissa Henry, Evonne Geluk and Richard Taylor are our key stakeholder representatives from Maungakiekie-Tamaki Local Board, Tamaki Regeneration Company and Eke Panuku. As Board members, they report on the work being done by their respective organisations, that may impact, sit alongside or actively work for our business community. These reports are welcomed by the rest of the Board, as all have a vested interest in our business community's future.

The Panmure Business Association has been recognised for having a great focus on the betterment of businesses and the community and being mindful of the pillars that we build our strategic plan upon (Environment, Stakeholder Management, Communication, and Business Support). We are fortunate to have Board members and Town centre staff that are invested in these goals and are mindful of this when electing or employing new members to the team.

We are keen to continue to ensure our diverse business community is well represented on the PBA Board so if you, or you know of someone, who may be interested, please contact the Town Manager to arrange a meeting to outline the role and commitments.

Looking at the Association's finances, it can be seen that the majority of the funds are utilised on safety, security, enhancing the environment with the LED light installation, and communications such as the monthly Newsletter. A modest amount of funds is allocated to events and promotions, so the support received from the Maungakiekie-Tāmaki Local Board, Tāmaki Regeneration Company and Eke Panuku was greatly valued. The Auckland Transport Development Response package gave the PBA the ability to conduct subtle but impactful improvements to Queens Road, with signage upgrades and the Roller Door art installation. The PBA is extremely grateful for this financial contribution.

Part of the PBA's ongoing business strategy is to promote Panmure as a food lover's destination. There are many successful and popular authentic food establishments in Panmure which have the potential of drawing in customers from further afield. Earlier this year we connected to the influential Lincoln Tan, of Lincoln's Table column in the NZ Herald, Mary Taylor's from Eat Auckland Tours, and Thomas and Sheena's Chasing a Plate videos who are successful food critics. The Board is grateful for the Town Manager and team for backing these promotions that have elevated Panmure Town Centre as an authentic eats hot spot. The PBA team successfully worked with these contacts, who with their interest and passion in food, shared the message to a much broader group of people around Auckland.

The Board members would like to recognise the PBA staff and the individual skills that they each offer to achieve great teamwork.

Chris Sutton, Town manager, without whom frankly we would be far less. Chris has done an amazing job with knowledge insight and innovation. We have asked Chris to assist us in future planning (hopefully a long time in the future) by putting together a job revised description of the Town managers role. This will also enable us to fairly remunerate for the role.

- Katie, Communications Coordinator, has increased her hours to renew the work that she had been doing with the Chinese business community before the birth of her second son.
- Emma, Marketing Manager, has embraced the need to streamline the PBA website, as well as prepare the draft 2021-2024 Strategic Plan, alongside successfully managing PBA's social media.
- Dannielle, Account Manager, has also increased her hours to take on the reporting of service and maintenance problems around the town, as well as working on office and security procedures.
- The Board has supported Taniela, Security Officer, to study for and complete the full NZ Professional Investigations Certificate which enhances his PBA role as well as his wider community role as a Pacific Warden.

To enable the increase in hours for both Katie and Dannielle, the Town Manager has moved from a five-day week to four days.

I wish to thank Norma McDonald for her regular attendance over the past year's board meetings, but due to recent health problems, Norma has not decided to stand again for the new board term. I too will be moving on as I have recently resigned from my role as Manager for the Panmure Branch of Barfoot & Thompson.

Finally, I would like to recognise the strength and determination of our business community. They have needed to adapt to an ever-changing business landscape with the ongoing impact of the AMETI Eastern Busway construction project, the bare tracts of land near the Town Centre waiting for houses to be built and families to move in, and the uncertainty surrounding COVID-19 lockdown levels. Not all members were affected the same, but many adapted to the 'new normal' by establishing online shopping and delivery and others benefitted from people working from home. In fact, the Town Centre has seen the establishment of six new businesses over the past few months and it the Board's belief that business community will continue to go from strength to strength.