

AGM Edition

Executive Board: 2021-2022

Board members are elected at each Annual General Meeting. PBA Constitution requires that we have an uneven number of members, with a minimum of 5 voting members and maximum of 11 voting members. Meetings are held once a month and it is a voluntary position focused on strategic governance.



Sharon Alderson - (Chair) - The Café...with no name



Adrienne Hodson - Panmure Library



Don Wang - CNSST



Evonne Geluk - Tamaki Regeneration Company



Jane Wang - Barfoot & Thompson



Nerissa Henry - Maungakiekie-Tamaki Local Board



Nick Deshpande - Exclusive Properties



Richard Taylor - Eke Panuku



Steven Arnold (Treasurer) - Peace Experiment School



Susan Zwaagdijk - Muscle Movement

PBA STAFF



Elaine Soakai - Town Manager



Danielle Carter - Accounts Manager



Emma Chesney - Marketing Manager



Taniela Kaivelata - Security Liaison Officer



Katie Chan - Communications Coordinator



Photo: Panmure Business Improvement District, courtesy of Pop into Panmure website

BID Targeted Rate Increase

At this year's AGM, approval is being sought for a 3% BID target rate increase, or \$13, 716.39 to support PBA's activities

At this year's AGM, the Board is seeking approval from its members to increase the targeted BID rate levy by 3%, or \$13, 716.39 which will be used to keep up with the rising cost of supplies, expand the PBA's events and promotions capabilities, as well as provide upskilling for staff to deliver the better services to our local businesses. The Panmure Business Association (PBA) is one of 50 Business Improvement Districts (BIDs) in Auckland. As part of the Auckland Council's BID Programme, altogether, these 50 BIDs represent over 25,000 businesses with an impressive \$24 billion combined capital value. The purpose of the BID programme is to improve the local business environment and grow the regional economy. Every year, in your rates bill there will be a line figure titled "Business Improvement District Panmure", Auckland Council collects these rates on the PBA's

behalf. The Panmure Business Association (PBA) then receives this as a grant in quarterly installments over the financial year. This grant is used to fund the PBA's activities. It allows the PBA to be able to operate and deliver the best value it can to the many businesses and organisations that are within the Panmure BID boundary. In recent years, this grant, alongside financial support from the Maungakiekie-Tamaki Local Board and other assistance packages has allowed the PBA to upgrade and expand its CCTV network, assist in running several events and promotions within the local township, as well as support numerous initiatives to make Panmure a safe, welcoming and attractive place for businesses. The \$13, 716.39 increase this year will be spent on expanding our events activities, security, and maintenance costs as well as CPI adjustments for personnel.



Panmure BID: 200+ businesses
20% food & dining, 14% healthcare & wellbeing, 11% hair, body & beauty



137 Building Owners
23% who are both building owners & tenants



BID Boundary covering 43 hectares
Approx. 272 premises, includes residential and public services

Social impact initiatives

Targeting the issue of foot traffic through smaller, more frequent social impact initiatives

In the last financial year, our local businesses felt even more, the negative economic impacts of Covid-19. Compounded with current inflation, and costs of living on the rise, while wages remain relatively unchanged, it makes for an unattractive economic environment. It is no wonder then, that there are very low numbers of foot traffic within the Panmure township. However, there is an argument to be made that while there has been a focus on the township itself, the relationship of our local businesses and the changing demographic of our surrounding communities have fallen on the wayside. Surrounding housing developments and the drive towards densification around Auckland have greatly impacted the sense of local community and Panmure has not been untouched by this. Businesses cannot thrive in isolation, and as our communities

continue to grow and evolve, our businesses must stay in touch or risk being left behind. Panmure is at particular risk as larger retail centres, such as Sylvia Park and Mount Wellington Shopping Centre provide more incentives for locals and attract away potential visitors. To combat these complex issues, of which there are no easy solutions, the Panmure Business Association will be pivoting its focus towards implementing smaller, more frequent, and cost effective, social impact initiatives in a bid to increase foot traffic through the main street. Existing community groups and public services, such as the Panmure Library are already doing incredible work in this social impact space with the community, and so the PBA's role in the coming months will be to support these existing initiatives, while also proactively engaging local business owners and community members

to find, and better understand the pain points which can then be meaningfully addressed. Increasing foot traffic will take some risk-taking, innovation and hard work, however, in such a tough economic climate, the PBA alone will not be able to fix this. It will require building owners, businesses, and the wider community to work together, do their bit to make these initiatives work. Watch this space!



Picture: Queens Road slipway, courtesy of Peace Experiment students



Picture: Historic aerial photo of main strip, circa 1957 (left), aerial photo showing the iconic roundabout circa 1969(right) . Courtesy of the Auckland Libraries Historical Archives

Commemorating Panmure

Next year will mark a milestone for the community

Late next year in 2023, will mark a milestone for the community as Panmure turns 175 years young. While many visitors and locals will be familiar with Panmure's street names, (courtesy of Google Maps!); where these street names originated, and the stories behind them will not be so familiar. The PBA has a webpage charting some of the history of the Panmure area (popintopanmure.co.nz), as well as colourful art murals and roller doors dedicated to celebrating the community's vibrant history. However, it has in no way scratched the surface and so this upcoming milestone presents an opportunity. This presents a unique

opportunity to acknowledge how Panmure came to be, take stock of where things currently stand, and shape where Panmure can go. In contemplating the past, we can seek the elements of "what is Panmure" and work to retain that as we move forward into modernity, and all the changes that come with it. Local businesses, building owners and key stakeholders are asked to consider their experiences in Panmure and to ruminate on the work it might take to make Panmure thrive and how they can best be a part of that journey. Also, for long time business owners, the PBA would love to hear your stories and of the key changes that have happened.

Panmure's under-tapped talent pipeline

Youth potential rampant, but in need of harnessing

Recently, the Kapa Haka students from Panmure Bridge School celebrated Te Wiki o te Reo Māori with a rousing performance and served a reminder of the under-tapped youth potential that exists in Panmure. While there are arguments to be made that current staff shortages are merely a trend of the boom and bust cycle, it begs the very real question of "how can our businesses be proactive when seeking, and retaining employees?" Local businesses in Panmure have also taken a hit with the surge in staffing issues and it might be time for them to consider taking on a more long-term, innovative and proactive approach to seeking, and retaining staff. Perhaps there is potential for a local talent pipeline to emerge? Students that live and study within the area would benefit from practical experience, while businesses would be relieved of staffing pressures in peak seasons. There is also the additional benefit of nurturing community ties, which considering the proliferation of ram-raids, often by youth, could offer a sense of ownership and potentially reduce security and safety concerns that have plagued many business owners of late. Food for thought.



Photo: Clifton Court playground, courtesy of Peace Experiment students