



## Chair's Report

In a tumultuous year for business communities around the nation, it is pleasing to announce that the Panmure Business Association have delivered great value to our business community in the 2023-2024 financial year.

### **Achievements in the Past Financial Year: Connect, Celebrate, Support & Represent**

#### **1. Elevating Our Town's Image:**

In the 2023-2024 year, we continued making great strides in enhancing the visual appeal of our town centre. We collaborated with The Spray'n'Wash Guys to clean the exterior of one of our most highly visible buildings along with all our Roller Art doors, creating a more inviting atmosphere for the estimated 90,000 vehicles that pass through our town center monthly. This initiative not only beautifies our community but also fosters local pride among residents and shoppers. Additionally, we installed another illuminated tree along Queens Road and received generous support from the Tamaki Regeneration Company of \$22,600 allowing us to feature Panmure's very own Christmas Tree, which became a focal point for the festive season- and throughout the year!

#### **2. Economic Progress:**

Marketview has yielded encouraging data on local economic activity over the past year in comparison the same period 2022 to 2023. In the past year, we observed a 10% increase in the total spend in Panmure from \$77.1M in the 2022-2023 year to \$85.1M in the 2023-2024 year. In the same period, the number of transactions grew 1.4% or 26,892 to just under 2M transactions within a 12-month period. This is a testament to Panmure's Authentic Food Destination brand identity, but also of the resilience of all our businesses in retaining and enticing customers through their service and goods delivery. This is also indicated from the average transaction value figures; in the 2022-2023 year, the average transaction value was \$39.15. In the 2023-2024 year, the average transaction saw an 8.9%. In other words, the average transaction value was \$42.64; even accounting for inflationary factors, these results are indicative of a resilient business landscape that continues to recover and grow amidst uncertainty and economic adversity.

#### **3. Events & Promotions:**

It was a tough year for events across Tamaki Makaurau and Panmure was not unscathed. As 2023 unfolded, the PBA's annual Christmas funding from the Maungakiekie-Tamaki Local Board was not granted. However, the PBA saw this as an opportunity to reconnect our community with its town centre and give the gift of Christmas cheer with our 12 Days of Christmas Campaign.



The success of our 12 Days of Christmas campaign and Panmure Fun Day underscored our commitment to community engagement. The Christmas event, fully sponsored by local businesses, served as a heartfelt gift to the community, recognizing their loyalty in the wake of COVID-19. Last year's new format not only reconnected residents with the association but also addressed the unique challenges of town centre events during the festive season.

In a concerted effort to deliver more value to our business community, the PBA moved towards the delivery of more high-impact, but cost-effective promotions. These are targeted at specific markets to encourage their engagement with the town centre and have proved especially fruitful. We are delighted to continue moving in this direction.

Lastly, although the Panmure Fun Day faced weather-related postponements earlier this year, the rescheduled event drew significant attendance, allowing families to explore the Basin, enjoy water activities, and discover more about our vibrant local offerings. The PBA has initiated discussions around this event so that future deliveries are of more direct value to the business community.

4. **Spirit of Collaboration:**

The PBA commemorated 175 years of Panmure with two month-long exhibits in October 2023, made possible through a grant from the Maungakiekie-Tamaki Local Board. This initiative involved partnerships with the Panmure Community Library, the Stone Cottage Museum, and local contributors. The exhibits provided our youth with a unique opportunity to engage with our town's rich history, while also fostering a sense of community among residents, celebrating both our achievements and the challenges we've overcome. It was a unique opportunity for the PBA to highlight the business community's impact over the years on the local community and vice versa. It was particularly heartening to hear and see the stories being shared at the exhibits and online; serving as a gentle reminder that our business community's history of perseverance, passion and entrepreneurship still exists today- and we're still going!

5. **Networking Opportunities:**

Recognizing the need for enhanced communication within and amongst the business community, the PBA launched Power Hour sessions, providing a platform for businesses to engage directly with each other and the PBA without disrupting their daily operations. These sessions have evolved into popular "Power Hour and Coffee with a Cop" events, fostering dialogue and collaboration within our business community. The success of these sessions urged the PBA to collaborate with the Dunkirk Road Activity Centre to reignite the Panmure Community Network Meetings



quarterly. The PBA is proud to sponsor these meetings as a way of reconnecting and rejuvenating our community in the wake of COVID-19 and the disruptions it caused on our local economy and social being.

Throughout the 2023-2024 financial year, the PBA supported opportunities for the staff to network with the other BIDs across the Tamaki Makaurau region. Doing so highlighted the common issues our business communities face, but also highlighted the strong character of our town centre and opportunities available to us to capture. These discussions helped to shape the Strategic Plan 2025-2028, bringing Panmure more focus and alignment between our vision and direct actions, to ultimately deliver value to our members.

**6. Local Crime Fund:**

In the 2023-2024 year, through our Local Crime Fund, the PBA was able to make critical upgrades to our valuable CCTV infrastructure; installing 4 new cameras, replacing 8 aged cameras, 1 Automated Number Recognition Plate camera. We were also able to negotiate maintenance work worth \$4000, purchase SaferCities vGrid subscription allowing for better integration of our network to support the Police response to crime within our town centre. This critical investment enhances security across the business district, ensuring a safer environment for all community members and reinforcing the foundation for future safety initiatives. Early next year, the PBA will be conducting a review of the in-house security space as we work towards creating a more responsive and encompassing security solution for our members.

**7. Strategic Expansion:**

As we look ahead, the PBA are committed to the strategic expansion of our Business Improvement District, focusing on sustainable growth and community development. In a step towards this goal, the PBA have allowed

**Looking Ahead:**

The future for Panmure is exciting. Below are some of the things that our members can look forward to.

- **Strategic Plan 2025-2028:** We will implement our new strategic plan to guide our initiatives over the next several years.
- **Re-registering with the Incorporated Society:** With membership approval, we aim to re-register with the Incorporated Society under the new Act 2022 well before the 2026 deadline.
- **Associate Members:** We aim to broaden our membership base, encouraging more businesses to join our efforts.



- **Improved CRM Database:** We will enhance our customer relationship management systems to better serve our members.
- **Collaboration and Innovation:** We will continue to seek innovative partnerships and collaborative opportunities to strengthen our community.

**Acknowledgements:**

It is an honour to serve as the Panmure Business Association's Chairperson and I thank my fellow Executive Committee members and PBA staff for their dedication and diligence in this past year. I also want to extend my heartfelt thanks to all our members and partners, Maungakiekie-Tamaki Local Board, Tamaki Regeneration Company and Eke Panuku Development Auckland for their continued invaluable support.

A handwritten signature in black ink, appearing to read "Sharon Alderson", written in a cursive style.

**Sharon Alderson**

**Chairperson**