



ANNUAL REPORT 2022

PAPATOETOE CENTRAL MAIN STREET SOCIETY INC



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Welcome to Papatoetoe Central Main Street Society and the Old Papatoetoe Business Improvement District (BID).

The Business Improvement District (BID) exists to develop local business improvement and economic development based on the Auckland Council targeted rate for core funding using powers under the Local Government (Rating) Act 2002.

The Town Centre Manager is employed by the Committee of the Papatoetoe Central Main Street Society to implement the economic and strategic plans developed by the BID.

The Papatoetoe Central Main Street Society works in partnership with various community and council-based forums, liaises with organisations and businesses in opportunities that will promote economic development and support the Old Papatoetoe Town Centre and local Community to offer a diverse shopping experience in a safe and secure environment.

The Papatoetoe Central Main Street Society works alongside the Otara Papatoetoe Local board to provide successful community events throughout the year. It also provides an environment of collaboration and partnership where there is potential overlap between the Local Community and the Old Papatoetoe Town Centre activities. This enables the Old Papatoetoe Town Centre and Local community to benefit collectively and ultimately provide more opportunities for the Community of Old Papatoetoe.

The Papatoetoe Central Main Street Society engages with the Otara Papatoetoe Local Board, Auckland Council and other BIDs to provide feedback to the Auckland Council's Annual and Long-Term Planning Process informing them of local issues and feedback from the businesses in the Old Papatoetoe Town Centre. We also carry out projects such as Old Papatoetoe Town Centre Tidy-Ups, Graffiti reporting, and seasonal promotional competitions collaboratively with Auckland Council and the Old Papatoetoe Community. There is a large amount of advocacy in regard to bylaw changes with our Local Board advocating in the best interests of the town centre.

The Papatoetoe Central Main Street Society is proud to represent the Retailers and Landlords of the Old Papatoetoe Business Improvement District for Advocacy, Events, Promotions, Town Centre Clean-Ups, Networking Opportunities, CCTV and Safety, Auckland Council/ Local Board Relations, the Town Centre Ambassador Teams and so much more.

Our main objectives are to –

1. Placemaking: In partnership with the Local Board, Auckland Council and CCO's
2. Business to Business Event and Networking: Business Owners forums, workshops, business training and business development events, and providing tools for members to leverage events.
3. Business attraction programmes: Targeted at key tenants or sectors the proposition would attract or would add value to the areas existing Tenant Mix, Vitality and Viability.
4. Marketing and Promotion including:
 - Online presence and directories
 - Targeted Promotions

- Events aimed at generating new or increased businesses for Members
Brand Development – place based and business association and related businesses, investment and Tenant direction programmes.

5. Strategic Vision (and planning): For the services to members and responding to the city's growth and economic development opportunities.
6. Stakeholder and Partnership Development: With the Local Board and other Business groups
7. Advocacy: Co-ordinating submissions to central and local government plans, policies and initiatives
8. Safety: Crime prevention initiatives and fighting negative images and perception of crime (linked to promotion)
9. Governance: Ensuring continued excellence in governance and management of the business association and the BID programme.

NOTICE OF ANNUAL GENERAL MEETING

Date Tuesday 8 November 2022
Venue Papatoetoe Cosmopolitan Club, 53 Rangitoto Road, Papatoetoe, Auckland 2025
Time 7.00 pm

AGENDA

1. Chairperson's Welcome
2. Acknowledgment
3. Apologies
4. Confirmation of Minutes of last Annual General Meeting held on 17 January 2022.
5. Matters arising from the Minutes of the Annual General Meeting.
6. Chairman's Annual Report
7. Manager's Annual Report
8. Audited Financial Reports
 - a. Approval of the Audited Financial Accounts to year ending 30 June 2022.
 - b. Approval of the proposed budget for 2022/2023
 - c. Move to approve the following financial year **2023/2024** draft budget which includes a BID targeted rate grant amount of **\$100,692**, including a **0%** increase to the BID targeted rate grant for 2023-2024 financial year. Further ask the **Otara Papatoetoe Local Board** recommend to the Governing Body the amount of \$100,692 be included in the Auckland Council draft **2023-2024** annual budget consultation process.
9. Special Resolution
 - a. That the Papatoetoe Central Main Street Society existing constitution (rules) document (dated 2016) be replaced with the proposed new constitution (rules) dated 2022 presented at the Annual General Meeting of the Papatoetoe Central Main Street Society on 1 November 2022 and that such alterations be effected by replacing the existing constitution document (dated 2016) with the proposed Papatoetoe Central Main Street Society constitution (dated 2022). A copy of the proposed new constitution (dated 2022) can be viewed at www.papatoetoecentral.co.nz

Reason: Amendments of the current constitution (rules) of the Papatoetoe Central Main Street Society are required to ensure those rules pertaining to the BID programme and BID targeted rate grant are not inconsistent with the Auckland Council Business Improvement District (BID) Policy.
10. Appointment of Auditor- David Knightley (Blackmore Virtue & Owens)
11. Business Plan
12. Election of Executive Committee:
13. Election of officers
14. Close Meeting

MINUTES OF ANNUAL GENERAL MEETING

Date Monday 17 January 2022
Venue Papatoetoe Cosmopolitan Club
 53 Rangitoto Road Papatoetoe
 Auckland 2025
Time 6.50 pm

1. WELCOME

Members were welcomed by Chairman Albert Lim. A special welcome was extended to Otara Papatoetoe Local Board Member Ross Robertson and guests also.

Motion 1: That Mr Grant Hewison be appointed interim Chairman to conduct the Annual General Meeting on behalf of the Papatoetoe Central Mainstreet Incorporated Society.

Moved: Albert Lim
 Seconded: Jessica Lim

MOTION CARRIED

2. PRESENT

(As recorded on the Attendance Register)

Rana Judge(Town Centre Manager), Albert Lim ((Property), Karnail Singh JP (Visitor), Grant Hewison (Meeting Facilitator), Jessica Lim (Gas Kolmar), Tiano Ngati (Security), Jimmy Calder (Security), Kristle Tapatau (Visitor) Austin Tapatau (Visitor), Vikram Singh (NZCSA) , Lan Tran Matt (Iulu Fashion), Hassan Mohammed(South City Barber), Stephen Graham(Papatoetoe Funeral Cottage), Van Tac Tran(Kolmar Laundry), MA & Liu (Property Owner), Golden Sun(Business), Zhang &Wu (Property38/40 St George street)Carson & Savannah (Carson BBQ & Takeaway), Tony Li(Tony's Healing hands), Stephen Walker (RSA), Temaz Dsouza, Keven, Sapna Dsouza (Trendz Hair& Beauty), John Tran (New Star), Shu Deng Ye (Sweet Clothing) Yu Qing Ye (Papatoetoe Roast), Kanti & Nickle (Property), Sam & Nary (Hot Bread Bakery), Dean Lee (Property), Alex & Chan (Property), Lyingly(Bargain House) Brandon (Kolmar Laundry) Karnail Singh JP (Indian Wardens), Jimmy Calder(CCTV Operator), Ross Robertson (Otara Papatoetoe Local Board), Hendrick Lim(Visitor/Helper),Andrea(Helper)

3. APOLOGIES

Jag Singh

Motion 2: That the apologies be accepted.
 Moved: Albert Lim
 Seconded: Vikram Singh

MOTION CARRIED

4. CONFIRMATION OF PREVIOUS ANNUAL GENERAL MEETING MINUTES HELD ON 11 NOVEMBER 2020

The previous minutes were distributed to members at the meeting.

Motion 3: That the minutes of the previous Annual General meeting be accepted as read.

Moved: Albert Lim

Seconded: Hassan Mohammed

MOTION CARRIED

5. MATTERS ARISING FROM THE PREVIOUS AGM

There are NO matters arising from the previous AGM.

6. CHAIRMAN'S ANNUAL REPORT

Kia Ora, Good evening, it is my pleasure to deliver my 6th annual report, as chairman of the Papatoetoe Central Main Street Society.

A lot has happened since our last Annual General Meeting, with recovery from COVID-19 being the goal of our strategic plan to revitalise Old Papatoetoe. At the end of 2020, our Society sponsored and held dinners for our senior citizens at the Papatoetoe R.S.A., and at the Papatoetoe Cosmopolitan Club. And to cap off the year, we ran our biggest ever Papatoetoe Santa Parade, along with a G.A.S. Petrol Stations sponsored fun park and concert. In 2021, Easter festivities included visits from the Easter bunny in the Old Papatoetoe Town Centre. Late April, we laid wreaths and attended ceremonies to pay our respects during the 2021 ANZAC commemorations. In July, Matariki was celebrated in front of the Town Hall and in the Wallace Rd carpark, with Kapa Haka, live music and performances.

COVID-19 has continued to interrupt our lives and the operation of our businesses severely in 2021. With Papatoetoe having been the epicentre of the February outbreak, businesses in Old Papatoetoe were directly affected as you can imagine. And later, just when things began to pick up, alternating alert levels came to set us back, culminating in our longest lockdown to date.

Some major events which were cancelled due to the pandemic this year include our Diwali and Santa Parade celebrations. Even though there were wage subsidies and resurgence payments from the Government, we understand very well that they are not enough to offset the setbacks.

During these lows, St George St became inundated with miscreants and vagrants abusing alcohol and drugs, impinging on our businesses and patronage. We notified both the Auckland Council and Police, but the buck was passed on. A local democracy reporter highlighted this issue in a June 2021 edition of the Manukau Courier, interviewing our Town Centre Manager as well as some concerned shopkeepers.

An October Police report highlighted the drunken behaviour of the vagrants in the alcohol ban Town Centre area, noting the removal of outdoor power outlets and benches to deter their loitering.

In December, a public complaint was received about the vagrants harassing and intimidating them and their daughter throughout the Town Centre, and causing fears of safety when walking along St George St to the train station and back each day. To aid enforcement

in addressing the drunk vagrants, we have placed new additional alcohol ban signage around our Town Centre. We are working closely with Police to resolve these issues but require further support from other agencies too.

We want Old Papatoetoe to be a safe and welcoming place. Through our strategic plan, promotions, and events, we aim to generate traffic and cultivate positive attitudes to encourage our community to support our businesses.

In continuance with our strategic plan to revitalise our town, a number of LED tree lights were permanently installed across our Town Centre, these fixtures are in addition to the ones installed last year. Now when people visit our Town Centre at night, they can see bright dazzling lights throughout.

We have been working between the Auckland Council and Auckland Transport to repair lights in the walkway between the Town Hall and Papatoetoe Roast, to improve safety. The power outlet in front of the Town Hall will be disabled to discourage vagrants from loitering in that area. Retailers and Police are wanting benches removed for the same reason, but there are obstacles currently preventing it.

Restricted by COVID-19, we have further encouraged local patronage with our contactless December Shop & Win promotion. We have further developed and improved our Society website, with 3 shops each week being promoted.

In order to foster goodwill with our patrons and community, we had Santa Claus come into the Town Centre on his sleigh accompanied with elves, for a period of 3 hours each day, over 3 days. A pipe band played in front of the Town Hall for an hour each day, over 2 days. And a choir sang Christmas Carols in front of the Town Hall on Sunday the 19th of December.

The Papatoetoe Town Hall was also adorned with a fantastic 9 metre long LED red ribbon for Christmas, which was well received by the public. Looking forward to the immediate future, we have a Chinese New Year Shop & Win promotion till the end of February, as well as a Chinese Lion Dance coming through the Town Centre. We are also investigating the restoration of the Papatoetoe Town Hall Clock.

I would like to take this opportunity to thank the Executive Committee and Town Centre Manager Rana Judge for their support and efforts over the past year. A special thank you to Executive Committee Member Jessica Lim for all of her hard work, time, and contributions towards coordination of promotions and events. I wish you all well, be safe, stay healthy, and thank you. Let's continue to support one another and work together for a better Old Papatoetoe! Kia Kaha!

Albert Lim
Chairperson

Motion 4: That the Chairman's Annual Report be accepted.
Moved: Vikram Singh
Seconded: Steven Walker

MOTION CARRIED

7. MANAGER'S ANNUAL REPORT

Acknowledgments

I would like to acknowledge the Papatoetoe Central Main Street Society board members, council officers, retailers, local community and local Police Officers. So much, though, I would love to mention everyone individually who supported us throughout the year, but there would be no paper left in the stationary cupboard! Special thanks must go to Board Members who continue to provide us with support to achieve our goals.

Covid-19 Lockdown

A lot has happened since our last Annual General Meeting, with recovery from COVID-19 being the goal of our strategic plan to revitalise Old Papatoetoe. Over the past few years, we have invested in ideas to bring more business and tourists into Papatoetoe. Due to the COVID-19 pandemic, most of our businesses are struggling. The customer count dropped down dramatically and most people prefer online shopping. Due to the current situation, we have changed our strategy to meet the current demand to ensure we are vital in the retail market.

Although our budget is very tight, we are still trying our best with limited resources to cope with the demand. We have been using websites, social media, newspapers, weekly posts, and monthly newsletters for advertising and branding.

We have been providing the following support to our retailers during the Lockdown period;

- Share information with local businesses during the COVID-19 lockdown
- Information about lockdown levels
- Printing support materials
- Share Govt instructions about pandemic
- Wage subsidy support
- Work & Income support
- Small business guidance
- Monthly newsletter
- Social media
- Blogs

Promotions

COVID-19 has continued to severely interrupt our lives and our businesses' operations in 2021. With Papatoetoe having been the epicentre of the February outbreak, businesses in Old Papatoetoe were directly affected, as you can imagine. And later, just when things began to pick up, alternating alert levels came to set us back, culminating in our most extended lockdown to date.

Some significant events which were cancelled due to the pandemic this year include our Diwali and Santa Parade celebrations, but we managed to celebrate the following events such as ;

- Easter promotion
- Matariki
- Xmas promotion
- Chinese New Year
- Shop & Win promotion

We are also looking to beautify the Town Centre to invite visitors to our shopping centre. We want Old Papatoetoe to be a safe and welcoming place. We aim to generate traffic and cultivate positive attitudes to encourage our community to support our businesses through our strategic plan, promotions, and events. In continuance with our strategic plan to revitalise our town, a number of LED tree lights were permanently installed across our Town Centre, these fixtures are in addition to the ones installed last year. Now when people visit our Town Centre at night, they can see bright dazzling lights throughout

We are committed to working closely with all retailers and community groups to ensure Papatoetoe Town Centre is a safe place for everyone to come and enjoy. We monitor offenders such as window washers, bikers, and antisocial behaviour daily. We also collect data of the offenders and pass it on to Police, providing enough evidence to get them out of the Town Centre either by arrest or trespass orders in severe cases. We have spent a lot of time collecting CCTV evidence against offenders, and as a result, our arrest rate is around 95%.

Business Support

- Face to Face Training desk
- Promotions
- Digitalisation
- Beautification
- Business Sustainability
- Market view
- Strategic planning

Understanding how businesses are performing is a necessary component of running a Business Association. This report is not based on assumptions or hearsay but on factual information and marketing intelligence about how the businesses are performing against the competition. We will continue to find meaningful, realistic and achievable goals to gain positive outcomes for our Stakeholders and Community.

For the year 2020/2021, the Papatoetoe Business Association Executive is steadfast in its core values that the Town Centre continues to see: growth in business, reduction in crime and truancy and an increase in Family orientated events. The sustainability of Papatoetoe Business Association is paramount to the Town Centre's success, so we must work on funding opportunities and profitable ventures. Unfortunately, Auckland Council Funding is at a premium and we cannot just rely on this source of funding long term and must generate our resources.

Before I finish, I'm sure all the Staff would like to give a vote of thanks to our Chairperson and Executive for their hard work and support throughout the year. I am confident that all these efforts will provide an ambitious and forward-looking future providing a framework for economic growth in these very challenging times. The Papatoetoe Business Association will continue to provide a stable and quality service for our Town Centre. Finally, I would like to thank everyone for supporting us with their endless support.

Best wishes,

Rana Judge (Manager)

Motion 5: That the Managers Annual Written and Verbal report be accepted.

Moved: Steven Walker

Seconded: Albert Lim

MOTION CARRIED

8. AUDITED FINANCIAL REPORTS

The Audited Financial Statements were distributed to Members at the meeting.

- Approve Audited Financial Accounts to year ending 30 June 2021
- Approve Proposed budget for 2021/2022

- Approve Indicative budget for 2022/2023 financial year, which includes targeted rate revenue of \$100,692 which is a 0% increase over the 2022-2023 budget.

Motion 6: That the Audited Financial Statements be accepted.

Moved: Albert Lim

Seconded: Hassan Mohammed

Motion Carried

Motion 7: That the proposed budget for 2021/2022 and indicative budget for 2022/2023 financial year which includes target rate 0% over 2022/2023 budget be accepted.

Moved: Hassan Mohammed

Seconded: Steven Walker

Motion Carried

9. TIME EXTENSION FOR STRATEGIC PLAN

Motion 8: That the Papatoetoe Central Main Street Society approve an extension of current strategic plan 2015-2020 to 2023 and to include in the plan the investigation of a BID programme expansion project.

Moved: Albert Lim

Seconded: Steven Walker

MOTION CARRIED

10. BUSINESS PLAN

Motion 9: That the Papatoetoe Central Main Street Society approve the Business plan for year 2021-2022.

Moved: Albert Lim

Seconded: Hassan Mohammed

MOTION CARRIED

11. APPOINTMENT OF AUDITOR

David Knightly (Blackmore Virtue & Owens) for the year ending 2022.

Motion 10: That David Knightly (Blackmore Virtue & Owens) be appointed as Auditor for the Society.

Moved: Albert Lim

Seconded: Vikram Singh

MOTION CARRIED

12. ELECTION OF EXECUTIVE COMMITTEE

a) Number of Full Members who applied for the Executive Committee: 11 members

b) Successful Candidates: in no particular order

Albert Lim	26 Kolmar road Property owner
Jessica Lim	Gas Kolmar road.
Mohammed Hassan	South City Barber
Kantilal Vallabh	73 St George street Property owner
Tony Li	Ji Sheng tang Health Centre ltd
Sam Nang im	Hot Bread Bakery
Stephen Graham	Papatoetoe Funeral Cottage
Shu Deng Ye	Sweet Clothing
Jagdeep Singh	Bhalla Fresh Bake house
Van Tac Tran	2/30 Kolmar rd. Property
Vikram Singh	WCSA

Motion 11: That the 11 Members listed above have been elected as the Executive Committee for the 2021/2022 year.

Moved: Steven Walker

Seconded: Harry

MOTION CARRIED

13. ELECTION OF OFFICERS:

- a) The positions of Chairperson, Secretary and Treasurer for the 2021/2022 year will be elected by the Executive Committee at their first meeting. Accordingly, an election will not be held for these positions at the Annual General Meeting.

14. CLOSE MEETING: 7.55pm

CHAIRMAN'S REPORT



Kia Ora, good evening, it is my pleasure to deliver my eighth annual report, as chairperson of the Papatoetoe Central Main Street Society.

Since our last meeting, our town has continued to be adversely affected by the ongoing COVID-19 pandemic. Although we have gained some economic certainty when the COVID-19 alert level and traffic light systems ended, minimum wage increases, rising interest rates, and inflation have lead towards a cost of living crisis.

There has been resistance and barriers towards revitalising Old Papatoetoe over the years, and detraction along with undue interference towards our Society from the Ōtara-Papatoetoe Local Board, those that seek to undermine our democratic mandate, and the Auckland Business Improvement District (BID) team.

From the ongoing false narrative of a divided township, to the unfair treatment and defunding of our Society (compared to the neighbouring Hunters Corner BID), and unwillingness to cooperate with such simple initiatives as removing the St George St benches to discourage anti-social vagrant behaviour as requested by both the retailers and the Police.

Last July we held our Matariki celebrations at the public Wallace Rd car park upon interference from the Local Board, but faced an unwelcoming outburst from the New World Papatoetoe operator about our presence.

Then in December, while we were spreading Christmas cheer with Santa and his elves on a sleigh in tow with reindeer, the New World operator unduly demanded we not drive along the public Wallace Rd, nor drive into the public Wallace Rd car park. It is for this reason we were not able to hold a Matariki performance celebration this year.

In October 2019, the Auckland BID team including Ms. Natia Tucker held a special BID workshop with unclear intentions. The handful of attendees comprised mostly of the detractors from the previously ousted executive committee such as the New World operator, who should have already been well informed of the BID policy.

Furthermore in this event which other BIDs were not required to have, Ms. Natia Tucker allowed the workshop to be used as a forum to attack and defame the Society and Town Centre Manager Rana Judge. By also misrepresenting Society financial figures in a non-beneficial manner, and making false conclusions about the state of our Society from the handful of hostile detractors without mention of the sample size nor their bias, the event held a hidden agenda against our Society.

More recently, the Ōtara-Papatoetoe Local Board earmarked a sum of \$50,000 towards our Town Centre's Revitalisation programme, but instead of us directly benefiting from the funds, it was given to Werkit's Ltd to conduct the Old Papatoetoe Town Centre Evaluation and Proposal survey for the Local Board. Werkit's team which conducted the survey and prepared the report that again included Ms. Natia Tucker. History has repeated itself with another vehicle intended to give justification towards removing our BID funding.

The survey was conducted during lockdown when retailers were facing huge uncertainty and foot traffic had dropped significantly, all factors which the entire country if not the world faced. Without any right of reply to address the criticisms, and an inherent bias against the Society by the surveyors, it appears the objective of the report was to show the Society in a poor light and tarnish its image.

But for what purpose you may ask? Hearsay from around the town have recently indicated that the Ōtara-Papatoetoe Local Board has continued their interference in our Societal affairs by conspiring with the detractors of the previously ousted executive committee to form a competing business association to usurp our Society's position and receive the Old Papatoetoe BID funding.

We've faced deliberate obstructions to the prosperity of our businesses, on a bustling Saturday 28 May 2022, St. George Street was closed for over 31 hours for the Pacific Fusion Fashion Show event, despite numerous attempts to oppose it. This event was funded by the Ōtara-Papatoetoe Local Board and did not benefit the Town Centre at all. Our retailers were deprived of the normal course of business. The retailers and Society were not consulted about this event made to "literally stop traffic", and it was instead enforced upon without proper notification and consultation with the affected stakeholders. Losses of sale were substantial and detrimental for our retailers that rely on the busy Saturday income.

On October 19th, Executive Committee Member Jessica met with Minister of Police Chris Hipkins on community safety to put forth our town's issues. Anti-social behaviour from the likes of vagrants have been an issue along the main street, we are working closely with Police to resolve these issues but require further support from other agencies, our retailers, and the public.

We encourage the use of the available resources such as the newly placed alcohol ban signage around our Town Centre, which aids in reporting and enforcement. Our Town Centre ambassador helps alleviate the issue during his operating hours, but no one person can resolve this. Let's look out for each other and report anti-social behaviour to the Police and/or council. This is a social issue that requires all of us to do the mahi.

Despite all these distractions, we continued to organise and run our successful promotions which encourage increased patronage for our retailers.

As COVID-19 public health and safety considerations became a social choice rather than a requirement. And to contribute towards a safer town, we encouraged vaccinations and continued contactless Shop and Win promotions.

In February, we had a Chinese New Year Shop & Win promotion than ran for six weeks, as well as a Chinese Lion Dance throughout the whole Town Centre spreading festive and diverse joy, which is an achievement in since the lions are normally limited in their travelling distance. The thrilled public also enjoyed the lolly and fortune cookies handed out to them.

During Easter, a contactless Shop and Win ran for four weeks. Easter bunnies frolicked the Town Centre for two days to engage with the public, handing out Easter eggs and giving photo opportunities.

Late April, we laid wreaths and attended ceremonies to pay our respects during the 2022 ANZAC commemorations.

For Mother's Day, lollies were given out to the shops and well as directly to the public around the Town Centre.

In June, a lack of a welcomed venue for Matariki meant that performances could not be held, but instead the most was made with a four week Shop and Win promotion, and a lolly handout to the shops and public.

In July, we held a Market day with cultural dance, promotions, etc. It's location was limited to the area in front of the town hall due to no other available venue. Cultural performances included Scottish pipe and drums, a Chinese Lion Dance throughout the whole Town Centre, etc. The shops were decorated with balloon, and both young and old enjoyed free lollies and face painting.

Sweets and lollies were delivered to the shops and public to celebrate Diwali.

Looking forward to the immediate future, after spending a lot of time and effort, we are incredibly excited to bring back the Papatoetoe Santa parade, subject to traffic management approval.

We want Old Papatoetoe to be a safe and welcoming place. Through our strategic plan, promotions, and events, we aim to generate traffic and cultivate positive attitudes to encourage our community to support our businesses.

I would like to take this opportunity to thank the Executive Committee and Town Centre Manager Rana Judge for their support and efforts over the past year.

A special thank you to Executive Committee Member Jessica Lim for her continued hard work, time, and contributions towards coordination of promotions and events.

I wish you all well, be safe, stay healthy, and thank you. Let's continue to support one another and work together for a better Old Papatoetoe! Kia Kaha!

Albert Lim (Chairperson)

MANAGER'S REPORT



ACKNOWLEDGMENTS

I would like to acknowledge the Papatoetoe Central Main Street Society board members, council officers, retailers, local community and local police officers.

POST COVID-19 LOCKDOWN

We are in recovery phase since COVID-19 pandemic. Although our budget is very tight, we are still trying our best with limited resources we have at our disposal. We have been using website, social media, weekly posts, and monthly newsletters for advertising and branding.

We have been providing the following support to our retailers -

- Small business guidance
- Monthly newsletter
- Social media
- Blogs

WEBSITE & SOCIAL MEDIA

We have increased our exposure on social media platforms such as Facebook & Instagram to improve our relationship with our stakeholders. We provide weekly updates to our retailers on government news & policies to ensure they get maximum benefits from the schemes. We encouraged retailers to embrace social media and establish their presence online.

PROMOTIONS

Diwali and Santa Parade celebrations were cancelled last year due to the COVID19 restrictions but we managed to celebrate following events -

- Easter promotion
- Market day
- Matariki
- Xmas promotion
- Chinese New Year
- Shop & Win promotion

We are also looking to beautify the Town Centre to invite visitors to our shopping centre. We want Old Papatoetoe to be a safe and welcoming place. We aim to generate traffic and cultivate positive attitudes to encourage our community to support our businesses through our strategic plan, promotions, and events.

We are committed to working closely with all retailers and community groups to ensure Papatoetoe Town Centre is a safe place for everyone to come and enjoy. We monitor offenders such as window washers, bikers, and antisocial behaviour daily.

We also collect data of the offenders and pass it on to Police, providing enough evidence to get them out of the Town Centre either by arrest or trespass orders in severe cases. We have spent a lot of time collecting CCTV evidence against offenders, and as a result, our arrest rate is around 95%.

BUSINESS SUPPORT

To make Old Papatoetoe a shopping destination, we are looking at opportunities through -

- Promotions
- Digitalisation
- Beautification
- Business Sustainability
- Market view
- Strategic planning

We will continue to find meaningful, realistic and achievable goals to gain positive outcomes for our Stakeholders and Community.

For the year 2022/2023, the Papatoetoe Business Association will continue to see growth in business, reduction in crime and truancy and an increase in Family orientated events.

The sustainability of Papatoetoe Business Association is paramount to the Town Centre's success, so we must work on funding opportunities and profitable ventures.

Before I finish, we would like to give a vote of thanks to our Chairperson and Executive for their hard work and support throughout the year.

I am confident that all these efforts will provide an ambitious and forward-looking future providing a framework for economic growth in these very challenging times. The Papatoetoe Business Association will continue to provide a stable and quality service for our Town Centre. Finally, I would like to thank everyone for supporting us with their endless support.

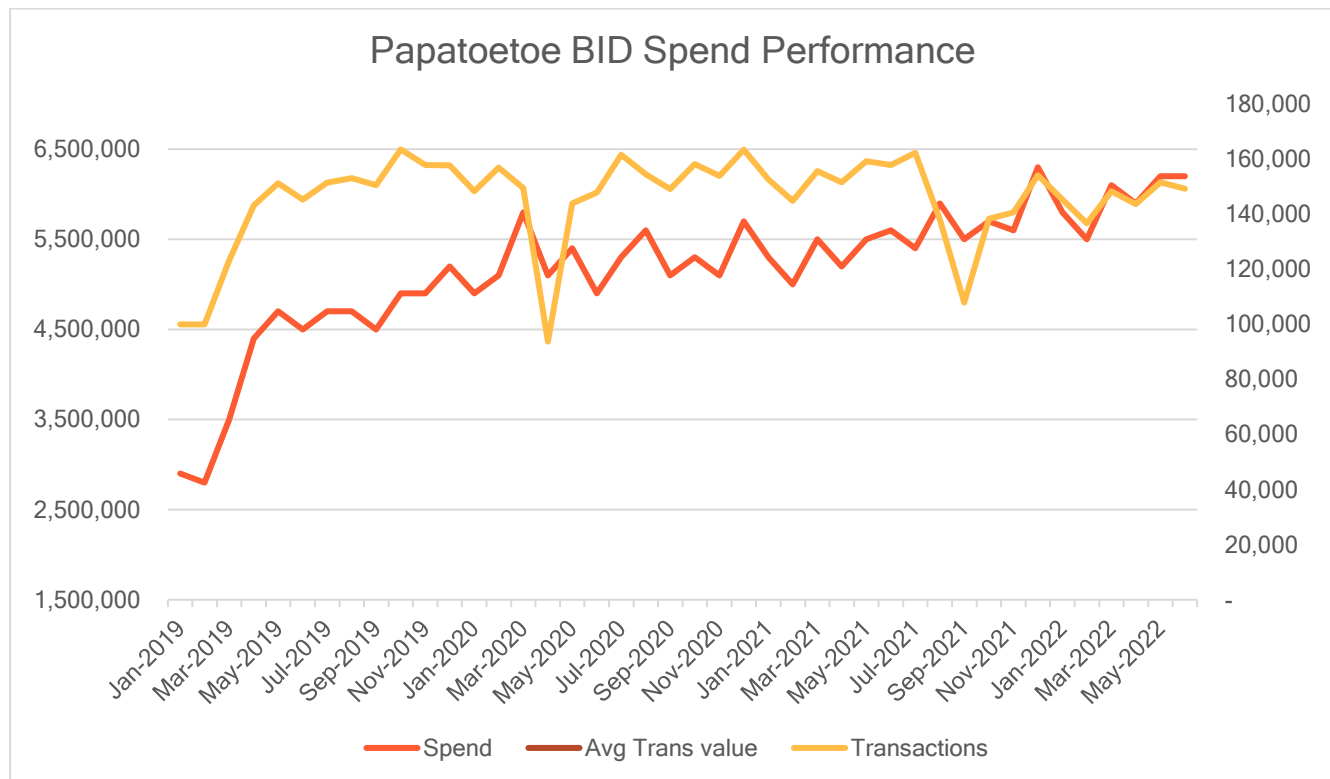
MARKET VIEW PORTAL

We have invested in Market View to track and measure the financial growth of our Town Centre.

TOTAL SPEND IN PAPATOETOE

2019/2020	2020/2021	2021/2022
\$60,200,000	\$64,200,000	\$70,100,000

MONTH	SPEND	TRANSACTIONS	AVG TRANS VALUE
JUL 2021	\$5,400,000	162,310	\$33.15
AUG 2021	\$5,900,000	137,991	\$42.62
SEP 2021	\$5,500,000	107,890	\$51.29
OCT 2021	\$5,700,000	138,360	\$41.26
NOV 2021	\$5,600,000	140,693	\$40.02
DEC 2021	\$6,300,000	154,223	\$41.03
JAN 2022	\$5,800,000	145,328	\$40.01
FEB 2022	\$5,500,000	136,740	\$40.29
MAR 2022	\$6,100,000	148,381	\$41.23
APR 2022	\$5,900,000	143,665	\$41.10
MAY 2022	\$6,200,000	151,617	\$40.60
JUN 2022	\$6,200,000	149,330	\$41.20



BID PERFORMANCE

For the period Jul 2021 - Jun 2022 vs Compared to Jul 2020 - Jun 2021

RANK	BID	SPEND	SPEND CHANGE	TRANSACTIONS	AVG. TRANS VALUE	SHARE OF AKL
1	Otara	\$47,643,583	14.40%	1,803,755	0.90%	\$26.41
2	Papatoetoe	\$70,113,951	9.20%	1,716,528	-7.90%	\$40.85
3	Papakura	\$265,262,462	5.00%	5,627,334	-8.40%	\$47.14
4	Orewa	\$150,919,419	4.60%	3,177,058	-6.40%	\$47.50
5	Pukekohe	\$597,289,392	3.40%	9,175,158	-7.40%	\$65.10
6	Otahuhu	\$113,493,215	2.80%	3,199,341	-8.50%	\$35.47
7	Manurewa	\$260,692,450	1.60%	7,065,078	-8.80%	\$36.90
8	Devonport	\$104,906,387	-0.50%	2,034,470	-11.80%	\$51.56
9	One Mahurangi	\$237,203,373	-0.60%	3,776,804	-11.60%	\$62.81
10	Milford	\$141,270,006	-0.70%	3,095,556	-8.20%	\$45.64

PAPATOETOE SPEND BY CATEGORY

CATEGORY	2019/2020	2020/2021	2021/2022
Groceries and Liquor	\$35,003,681	\$37,408,848	\$43,226,463
Fuel and Automotive	\$15,901,693	\$15,396,620	\$15,932,287
Cafes, Restaurants, Bars and Takeaways	\$4,463,665	\$4,796,744	\$4,456,447
Department Stores and Leisure	\$2,581,778	\$4,048,072	\$4,466,856
Home, Hardware and Electrical	\$79,239	\$94,378	\$69,402
Apparel and Personal	\$1,303,685	\$1,357,667	\$1,125,536
Other Consumer Spending	\$892,191	\$1,107,568	\$836,961
TOTAL	\$60,225,930	\$64,209,897	\$70,113,951

PAPATOETOE SPEND BY CUSTOMER ORIGIN

CUSTOMER ORIGIN	2019/2020	2020/2021	2021/2022
Manukau City	\$51,888,602	\$55,682,664	\$61,208,473
Auckland City	\$3,521,172	\$3,436,609	\$3,507,740
Rest of New Zealand	\$1,626,540	\$1,846,595	\$1,692,318
Papakura District	\$944,000	\$1,017,337	\$1,339,619
Waitakere City	\$746,826	\$870,557	\$880,668
North Shore City	\$520,197	\$483,516	\$532,668
Franklin District	\$418,343	\$450,157	\$477,432
International	\$414,243	\$239,426	\$296,132
Rodney District	\$146,007	\$183,036	\$178,901
Total	\$60,225,930	\$64,209,897	\$70,113,951

BID SPEND ACROSS CATEGORY IN JUNE 2022

	Accommodation	Apparel and Personal	Cafes, Restaurants, Bars and Takeaways	Department Stores and Leisure	Fuel and Automotive	Groceries and Liquor	Home, Hardware and Electrical	Other Consumer Spending	Total
Browns Bay	\$3.4K	\$479.3K	\$2.3M	\$921.0K	\$1.6M	\$6.0M	\$155.8K	\$469.9K	\$12.0M
Devonport	\$85.5K	\$504.4K	\$1.8M	\$593.4K	\$280.2K	\$5.0M	\$188.0K	\$277.5K	\$8.7M
Dominion Road	N/A	\$369.9K	\$3.8M	\$364.8K	\$765.8K	\$6.1M	\$500.2K	\$686.9K	\$12.6M
Karangahape Road	\$1.3M	\$665.5K	\$5.3M	\$1.6M	\$1.8M	\$1.7M	\$13.1K	\$154.1K	\$12.5M
Manukau Central	\$525.7K	\$6.2M	\$9.0M	\$21.8M	\$9.1M	\$16.9M	\$15.6M	\$2.7M	\$81.8M
Manurewa	N/A	\$498.5K	\$3.7M	\$2.2M	\$4.7M	\$11.0M	\$98.4K	\$245.4K	\$22.4M
Milford	N/A	\$1.8M	\$1.5M	\$1.5M	\$339.2K	\$5.9M	\$98.8K	\$545.2K	\$11.8M
Newmarket	\$1.0M	\$17.9M	\$9.6M	\$17.9M	\$6.8M	\$5.8M	\$6.2M	\$3.1M	\$68.2M
Onehunga	N/A	\$8.8M	\$1.2M	\$3.1M	\$3.1M	\$2.7M	\$763.3K	\$588.6K	\$20.2M
One Mahurangi	\$57.8K	\$494.7K	\$1.9M	\$1.1M	\$4.8M	\$8.0M	\$3.0M	\$307.4K	\$19.7M
Orewa	\$301.6K	\$710.5K	\$3.0M	\$838.6K	\$995.1K	\$6.3M	\$8.6K	\$323.1K	\$12.4M
Otahuhu	\$41.2K	\$846.7K	\$3.2M	\$655.2K	\$2.7M	\$3.5M	\$43.8K	\$19.9K	\$11.0M
Otara	N/A	\$92.0K	\$702.8K	\$259.2K	\$3.2M	\$2.0M	\$161.2K	\$13.0K	\$6.5M
Panmure	\$121.35	\$140.4K	\$1.8M	\$250.8K	\$1.4M	\$1.4M	\$118.8K	\$73.4K	\$5.2M
Papakura	\$240	\$835.0K	\$3.0M	\$1.3M	\$5.2M	\$10.5M	\$1.4M	\$409.4K	\$22.6M
Parnell	\$959.3K	\$1.7M	\$4.8M	\$844.6K	\$1.2M	\$1.4M	\$2.0M	\$535.2K	\$13.5M
Papatoetoe	N/A	\$106.2K	\$480.4K	\$715.8K	\$1.6M	\$3.2M	\$8.2K	\$64.1K	\$6.2M
Ponsonby	\$474.9K	\$5.8M	\$9.2M	\$1.9M	\$336.8K	\$3.4M	\$1.1M	\$435.0K	\$22.6M
Pukekohe	\$8.7K	\$2.4M	\$5.1M	\$9.0M	\$9.3M	\$18.0M	\$8.1M	\$1.0M	\$53.0M
Takapuna	\$270.0K	\$3.3M	\$4.9M	\$2.3M	\$823.6K	\$1.3M	\$776.6K	\$160.8K	\$13.8M
Rest of Auckland Region	\$16.6M	\$89.8M	\$222.2M	\$194.2M	\$304.6M	\$486.5M	\$138.7M	\$54.5M	\$1.5B

BID SPEND GROWTH IN % ACROSS SPEND CATEGORIES

JUNE 2022 COMPARED TO JUNE 2021

	Accommodation	Apparel and Personal	Cafes, Restaurants, Bars and Takeaways	Department Stores and Leisure	Fuel and Automotive	Groceries and Liquor	Home, Hardware and Electrical	Other Consumer Spending	
Browns Bay	-69.40%	-13.80%	-9.70%	25.20%	-2.30%	-3.10%	-17.00%	117.70%	-1.30%
Devonport	32.50%	2.50%	-3.80%	6.40%	-3.00%	-1.20%	-14.30%	117.90%	0.60%
Dominion Road	0.00%	-0.70%	-6.70%	-12.00%	13.70%	-1.10%	-20.30%	50.40%	-1.50%
Karangahape Road	16.40%	-16.10%	-8.60%	-17.20%	33.10%	-9.00%	-32.80%	-24.10%	-4.20%
Manukau Central	14.80%	3.00%	-3.10%	2.40%	12.60%	6.80%	-12.60%	46.70%	1.50%
Manurewa	-100.00%	6.30%	3.20%	10.80%	10.70%	2.20%	-36.00%	35.90%	4.90%
Milford	0.00%	-6.20%	-4.90%	-6.00%	33.70%	-2.40%	-41.90%	108.20%	-1.20%
Newmarket	33.70%	22.30%	-12.70%	0.80%	-2.50%	-0.30%	-9.50%	18.10%	2.80%
Onehunga	0.00%	18.60%	-34.20%	4.30%	19.80%	1.70%	8.10%	4.10%	8.30%
One Mahurangi	-6.20%	-6.90%	-2.20%	-11.60%	15.40%	3.20%	-9.70%	-10.70%	1.60%
Orewa	23.60%	1.60%	2.20%	-1.90%	18.80%	8.50%	-25.60%	61.60%	7.70%
Otahuhu	140.50%	27.30%	9.60%	9.20%	18.40%	9.30%	-18.00%	-19.60%	12.70%
Otara	0.00%	23.80%	15.90%	0.20%	248.20%	17.90%	-24.10%	-7.20%	69.10%
Panmure	10.00%	7.60%	6.20%	-5.20%	27.80%	4.20%	-32.20%	15.40%	8.90%
Papakura	-19.90%	4.30%	6.00%	1.20%	23.40%	1.20%	40.80%	43.20%	8.90%
Parnell	7.50%	-12.50%	-9.00%	-11.20%	3.40%	-1.90%	-27.50%	-9.60%	-10.40%
Papatoetoe	0.00%	18.90%	8.10%	25.00%	9.00%	8.20%	21.50%	41.20%	10.60%
Ponsonby	-6.90%	-7.10%	-3.50%	-8.80%	-7.10%	-1.50%	-11.00%	75.00%	-4.30%
Pukekohe	-22.60%	0.00%	-4.10%	12.20%	39.00%	2.50%	3.70%	52.10%	9.20%
Takapuna	-23.30%	-15.20%	-17.10%	-3.20%	-3.70%	-13.90%	-13.00%	-11.20%	-13.40%
Rest of Auckland Region	11.30%	-5.20%	-8.30%	2.30%	23.70%	3.80%	-9.70%	16.00%	3.40%

Best wishes,

Rana Judge (Manager)

TREASURER'S REPORT



Thank you for the opportunity to update you on the financial situation on the Papatoetoe Central Main Street Society.

The auditor's report has been completed by BVO Chartered Accountants and a copy is available on our website.

We have received a clean audit.

Our revenue comprises of targeted rate grant of \$100,692. \$8,400 was received through Government schemes over this period. Interest on deposits of \$1,616 was received for the year.

Our expenses mainly comprised of \$42,887 in employee related costs along with \$18,000 in CCTV Monitoring expenses, \$13,061 towards Chinese New Year, Easter, Christmas, Matariki, Santa

Parade events, \$8,200 towards marketing expenses, \$7,035 in legal fees and \$10,296 towards promotional expenses. We spend \$22,644 in day to day running costs. Our Audit fees & depreciation comprised of total \$6,128.

We made a net loss of \$16,143 for 2021/22 year which was met through our cash reserves.

All bills are received, checked & verified and presented for payment. Once the nature of the bills are verified, the payment is approved by 2 separate committee members.

We use XERO accounting system and all transactions are coded and reconciled every month. At the end of the financial year, our accountants prepare our financial statements and get the Auditors to check and verify our financial statements to ensure we meet in accordance with Public Benefit Simple Format Reporting – Accrual standards of compliance.

Thank you

Rana Judge (Treasurer)

FINANCIAL REPORT

Performance Report

Papatoetoe Central Main Street Society Incorporated
For the year ended 30 June 2022

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Entity Information

Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2022

'Who are we?', 'Why do we exist?'

Legal Name

Papatoetoe Central Main Street Society Incorporated ("PCMSS")

Legal Basis

Papatoetoe Central Main Street Society Incorporated is an Incorporated Society registered under the Incorporated Society Act 1908.

Registration Number

Incorporated Society - 600916

NZBN:9429042824763

Purpose or Mission

Our objective is to assist and guide the development and advancement of the commercial interests of people and businesses in Papatoetoe Central Main Street Society Incorporated through a co-ordinated, structured, and measurable communications, marketing, and economic development programme.

Papatoetoe Central Main Street Society Incorporated promotes the welfare of the business community and provides a wide range of services for members including promotion of Papatoetoe town as a business hub that encourages an environment attractive to new business, employment growth and the public in Papatoetoe Town Centre. Papatoetoe Central Main Street Society Incorporated also provides a forum for networking and collaboration of members and sharing of information.

Papatoetoe Central Main Street Society Incorporated advocates the Government, local authorities and /or persons, corporations, or associations for the improvement of the amenities, streetscapes, utilities, transport, services, or other infrastructure, and for lighting, surfacing, security, and cleaning to the benefit of the Papatoetoe Business Districts.

Papatoetoe Central Main Street Society Inc. engages with the Otara Papatoetoe Local Board, Auckland Council, and other Business Improvement District ("BID")'s to provide feedback to the Auckland Councils Annual and Long-Term Planning Process informing them of local issues and feedback from the businesses in the Town Centre. We also carry out projects such as Town Centre tidy-ups, graffiti reporting, and seasonal promotional competitions collaboratively with Auckland Council and the local community. There is a large amount of advocacy regarding bylaw changes with our Local Board, advocating in the best interests of the Town Centre.

Papatoetoe Central Main Street Society Incorporated is proud to represent the Retailers and Landlords in the Papatoetoe Business Improvement District for Advocacy, Events, Promotions, Town Centre Clean-Ups, Networking Opportunities, CCTV and Safety, Auckland Council/Local Board Relations, Town Centre Ambassador Teams and much more.

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report

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Entity Information

Structure

Papatoetoe Central Main Street Society Incorporated operates with one part time staff and a Town Centre Manager who runs and manage the day-to-day operations. They report to an elected executive board of office bearers and supporting committee members.

Executive Board

Albert Lim (Chairperson)
 Hassan Mohammed (Committee Member)
 Jag Singh (Committee Member)
 Jessica Lim (Committee Member)
 Kantilal Vallabh (Committee Member)
 Sam Nang Im (Committee Member)
 Shu Deng Ye (Committee Member)
 Stephen Graham (Committee Member)
 Tony Li (Committee Member)
 Van Tac Tran (Committee Member)
 Vikram Singh (Secretary)

The Executive Board meets 10 times a year.

Manager / Treasurer

Rana Judge

Auditors

Blackmore Virtue & Owens
 18 Broadway
 Newmarket
 Auckland

Banks

BNZ Bank

 St George Street
 Papatoetoe.

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report

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Entity Information

Main Sources of Cash and Resources

Papatoetoe Central Main Street Society Incorporated is part of the Auckland Council BID Partnership Programme. A BID Programme is a local economic development initiative run by a business association and partnership with the council. To fund a BID programme, Auckland Council collects a targeted rate from all commercially rated properties located within an approved BID. Targeted rates are based on the business's property capital value and a fixed charge per property.

The agreed rates are returned from Auckland Council to the business association as a grant on a quarterly basis. This provides a regular income to fund member activities as strategically planned.

Main Methods Used to Raise Funds

No fundraising activities are entered into.

Reliance on Volunteers and Donated Goods or Services

Papatoetoe Central Main Street Society Incorporated relies to a great extent on volunteers for the planning of community events. Committee members volunteer time to ensure the governance and management of the organisation is met.

Physical Address

35 St George Street, Papatoetoe, Auckland, New Zealand, 2025

Postal Address

PO BOX 200077, Papatoetoe Central, Auckland, New Zealand, 2156

Phone / Email / Website

Phone: +64 9 250 1191

Email: info@papatoetoemainstreet.org.nz

Website: www.papatoetoecentral.co.nz

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report

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Approval of Performance Report

Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2022

The Executive Board are pleased to present the approved financial report including the historical financial statements of Papatoetoe Central Main Street Society Incorporated for the year ended 30 June 2022.

APPROVED



Albert Lim

Chair

Date 10/10/22



Rana Judge

Treasurer

Date 10/10/2022

Statement of Service Performance

Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2022

'What did we do?', 'When did we do it?'

Description of Outcomes

The purpose of Papatoetoe Central Main Street Society Incorporated is the promotion and development of Papatoetoe business and shopping areas, being the Papatoetoe Town Centre.

Papatoetoe Central Main Street Society Incorporated is an Auckland Business Improvement District ("BID"). The purpose and goals of Papatoetoe Central Main Street Society Incorporated are thus aligned with the objective of the Auckland Council's BID Programme for economic development & improvement of the Council defined area.

There are several groups associated with the BID that have aligned their goals for the betterment of the area. Thus, Papatoetoe Central Main Street Society Incorporated also needs to ensure that effective partnerships are formed in driving results that are aligned to the purpose of promoting and development of the Town Centre.

Our partnership includes alliance with Otara Papatoetoe Local Board, Otara Business Association, RSA, Work & Income, Papatoetoe Library, NZ Police, Auckland Transport, and the Family of Auckland Council Controlled Organisation.

Papatoetoe Central Main Street Society Incorporated's role is pivotal in providing a safe and engaged Local Hub which provides an environment for Community Members to grow and prosper with business and employment opportunities, access to social services and many more vital avenues. The inputs from the stakeholders help us to achieve our business objectives.

The objective of Papatoetoe Central Main Street Society Incorporated is to make the Town Centre a vibrant, safe, and attractive place where people want to work, live, visit, enjoy and invest in. Papatoetoe Central Main Street Society Incorporated wants people to come and visit the Town Centre, buy local in the Town Centre, and continue to visit. To achieve this objective, Papatoetoe Central Main Street Society Incorporated has a Town Centre Management team that is responsible for the day-to-day operation of the Town Centre. Papatoetoe Central Main Street Society Incorporated believes that this can be achieved by improving perception of the safety of the Papatoetoe Town Centre and ultimately increasing the attractiveness of Papatoetoe through a better-quality retail and service offering. This will increase the footfall, promote greater economic development, and improve the image of the Town Centre. For businesses, this improves profitability and for investors, this means greater returns and investments, and creates attractions for future investment.

Description and Quantification of the Outputs

The expression of the outcomes has been delivered through the following outputs:

1. Improvements in Town Centre
2. Social Media
3. Local Economic development growth
4. Events in the Town Centre to promote Business.
5. Safe environment, Security and Safety

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Service Performance

These outputs are detailed below.

1. Improvements in Papatoetoe Town Centre

Papatoetoe Central Main Street Society Incorporated has taken the initiative to wrap up string lights around a few trees in the Town Centre (near the railway station) to increase the attractiveness and to elevate the atmosphere of the Town Centre for the visitors.

Papatoetoe Central Main Street Society Incorporated is also encouraging and supporting businesses to transform digitally. This digitisation is aimed to improving their business, streamlining operations, and leveraging technologies to boost their contact with consumers and staff while also providing an exceptional customer experience.

Papatoetoe Central Main Street Society Incorporated will also be sending out monthly updates to businesses in the Town centre through newsletter editions. These updates will highlight measures that Papatoetoe Central Main Street Society Incorporated is currently taking to resolve any on-going issues and improve the functioning of the Town Centre.

2. Social Media

We increased our exposure on social media platforms such as Facebook & Instagram to improve our relationship with our stakeholders. We provide weekly updates to our retailers on government news and policies to ensure they get benefits from schemes such as small business cashflow scheme, resurgence support payment, etc.

We have encouraged retailers to embrace social media and establish their presence online. Some retailers do not have their online presence. We have sent the forms to register their interest to aid in setting up their own page on Facebook / Instagram. The goal is for the retailers to interact with their customers online, showcase their products and list their monthly specials.

Regular interaction with your visitors can boost sales as the customers feel they can ask question related to a product or service resulting in increase in sales activity.

3. Local Economic development growth

Papatoetoe Town Centre reinforced a positive picture of growth and confirmed an environment favourable for investment. There was an increase in locals supporting spending in Papatoetoe Town Centre. The driver of growth in any town centre is the people that visit it. Papatoetoe Town Centre saw an increase in the numbers of people visiting and shopping in the town centre. Papatoetoe Central Main Street Society Incorporated encourages their community to "Shop Local, Spend Local and Support Local"; 80% customers are local.

4. Events in the Town Centre to promote Business

Papatoetoe Central Main Street Society Incorporated works alongside the Otara Papatoetoe Local Board to create successful community events throughout the year. This engagement also provides an environment of collaboration and partnership where there is potential overlap between the Local Community and Town Centre activities. This enables the Town Centre and Local Community to benefit collectively and ultimately provide more opportunities for the Community of Papatoetoe.

The key purpose of events aligned with increasing attractiveness of the town centre is to boost foot traffic. The secondary purpose is to improve the perception of Papatoetoe to those that are outside it, further promoting it as an enjoyable, friendly, and safe destination. This year we spent a substantial amount of money on events in the town centre. We have developed a calendar of events in the town centre which increases commercial, community and social activity.

Due to COVID-19 restrictions, we ran online promotions for Chinese New Year, Easter Celebration & Christmas Celebration.

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report

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Statement of Service Performance

5. Safe environment, Security and Safety

Papatoetoe Central Main Street Society Incorporated plays a pivotal role in providing a safe environment for Community Members to grow, engage and prosper with business and employment opportunities, access to social services and many more vital avenues. The partnership helps business and community to measure success with the inputs and agreement by both stakeholders.

Ambassador's patrol and monitor CCTV 6 days per week showing a visible presence and creating a sense of safety for all who visit the Town Centre. We provide valuable data upon request by NZ Police, Auckland Council, and any other authority. We also co-ordinate monthly safety meetings with Community Safety Action Group, Indian and Māori wardens, all stakeholder's present including NZ Police, Community Leaders and Manukau Māori Wardens.

We employ one full time staff member to monitor CCTV. We are working closely with Indian and Māori wardens to monitor our town centre. We are faced with challenges in hiring people as it requires support from Work & Income due to a shortfall in funding.

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report

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Statement of Financial Performance

Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2022

'How was it funded?' and 'What did it cost?'

	NOTES	2022	2021
Revenue			
Donations, fundraising and other similar revenue	1	110,492	109,168
Interest, dividends and other investment revenue	1	1,616	1,376
Total Revenue		112,108	110,543
Expenses			
Volunteer and employee related costs	2	42,887	41,979
Costs related to providing goods or service	2	79,236	121,053
Grants and donations made	2	-	500
Other expenses	2	6,128	6,377
Total Expenses		128,251	169,908
Surplus/(Deficit) for the Year		(16,143)	(59,365)

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Financial Position

Papatoetoe Central Main Street Society Incorporated As at 30 June 2022

'What the entity owns?' and 'What the entity owes?'

	NOTES	30 JUN 2022	30 JUN 2021
Assets			
Current Assets			
Bank accounts and cash	3	84,632	66,282
Debtors and prepayments	3	3,597	5,860
Other Current Assets	3	190,183	189,255
Total Current Assets		278,411	261,397
Non-Current Assets			
Property, Plant and Equipment	5	6,650	9,914
Other non-current assets	3	(1,115)	2,107
Total Non-Current Assets		5,534	12,020
Total Assets		283,946	273,418
Liabilities			
Current Liabilities			
Creditors and accrued expenses	4	10,169	6,238
Employee costs payable	4	5,007	5,866
Unused donations and grants with conditions	4	54,773	31,173
Total Current Liabilities		69,948	43,277
Total Liabilities		69,948	43,277
Total Assets less Total Liabilities (Net Assets)		213,997	230,141
Accumulated Funds			
Accumulated surpluses or (deficits)	6	213,997	230,141
Total Accumulated Funds		213,997	230,141

This statement should be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report.



Statement of Cash Flows

Papatoetoe Central Main Street Society Incorporated
For the year ended 30 June 2022

	2022	2021
Cash Flows from Operating Activities		
Donations, fundraising, and other similar receipts	137,881	111,378
Interest, dividends and other investment receipts	1,463	1,479
Payments to suppliers and employees	(118,294)	(167,588)
Net GST received / (paid)	(1,208)	843
Total Cash Flows from Operating Activities	19,842	(53,888)
Cash Flows from Investing and Financing Activities		
Drawdown of term deposits	-	20,000
Interest reinvested in term deposits	(928)	(1,006)
Payments to acquire property, plant and equipment	(564)	(6,267)
Total Cash Flows from Investing and Financing Activities	(1,492)	12,727
Net Increase / (Decrease) in Cash	18,350	(41,161)
Cash Balances		
Cash and cash equivalents at beginning of period	66,282	107,443
Cash and cash equivalents at end of period	84,632	66,282
Net change in cash for period	18,350	(41,161)

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Accounting Policies

Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2022

'How did we do our accounting?'

Basis of Preparation

Papatoetoe Central Main Street Society Incorporated has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

Donations

Donations are accounted for depending on whether they have been provided with a "use or return" condition attached or not. Where no use or return conditions are attached to the donation, revenue is recorded as income when the funds are received. Where donations include a use or return condition, the donation is initially recorded as a liability on receipt. The donation is subsequently recognised within the Statement of Financial Performance as the performance conditions are met.

Donated goods or services (other than donated assets) are not recognised.

Where significant donated assets are received with useful lives of 12 months or more, and the fair value of the asset is readily obtainable, the donation is recorded at the value of the asset obtained. Where the fair value of the asset is not readily obtainable, the donation is not recorded. Donated assets with useful lives less than 12 months are not recorded.

Grants

Grant income is accounted for depending on whether or not it has a "use or return" condition attached. Where no use or return conditions are attached, the revenue is recorded as income when the funds are received. Where income includes a use or return condition, it is initially recorded as a liability on receipt. The income is then subsequently recognised within the Statement of Financial Performance as the performance conditions are met.

Events Income and Expenses

Events Income and Expenses are accounted for on an accruals basis.

Interest Income

Interest Income is recognised on an accruals basis.

Sundry Income

All other income is accounted for on an accruals basis and accounted for in accordance with the substance of the transaction.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Accounts Receivable

Accounts Receivable are carried at estimated realisable value after providing against debts where collection is doubtful. Bad debts are written off in the period in which they are identified.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Accounting Policies

Goods and Services Tax (GST)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Property, Plant and Equipment

Property, Plant and Equipment are recorded at cost less any accumulated depreciation and impairment losses

Depreciation

Depreciation is provided on a diminishing value basis on all property, plant and equipment, at rates that will write off the cost of the assets to their estimated residual values over their useful lives. The depreciation rates associated with major classes of assets have been estimated as follows:

Computer - 50%

Furniture & Fittings - 16%

Plant & Equipment - 25% - 50%

Website - 50%

Employee Entitlements

Employee Entitlements are measured at undiscounted nominal values based on accrued entitlements at current rates of pay. These include salaries and wages accrued up to balance date, annual leave earned but not taken at balance date.

Income Tax

Papatoetoe Central Main Street Society Incorporated is subject to income tax pursuant to sections DV 8 of the Income Tax Act 2007.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2022

	2022	2021
1. Analysis of Revenue		
Donations, fundraising and other similar revenue		
Auckland Council - Other Grant	1,400	3,789
Auckland Council - Targeted Rates	100,692	100,692
Ministry of Social Development - Covid-19 Wage Subsidy	8,400	-
Ministry of Social Development - Other Grants	-	4,686
Total Donations, fundraising and other similar revenue	110,492	109,168
Interest, dividends and other investment revenue		
Interest Received	1,616	1,376
Total Interest, dividends and other investment revenue	1,616	1,376
	2022	2021
2. Analysis of Expenses		
Volunteer and employee related costs		
ACC Levies	49	177
Salaries	38,597	39,336
Travelling Expenses	4,241	2,465
Total Volunteer and employee related costs	42,887	41,979
Costs related to providing goods or services		
Accountancy Fees	673	878
Advertising	450	1,400
Ambassador Expenses	389	-
Bank Fees & Charges	45	61
CCTV Monitoring Expenses	18,000	18,000
Chinese New Year Promotion	2,615	-
Christmas	1,266	2,247
Computer Expenses	59	657
Consultancy Fees	1,000	3,900
Easter Promotion	2,791	100
Electricity	-	144
Entertainment	-	1,887
Fees - Payroll Processing	196	201
General Expenses	1,810	469
Insurance	581	650
Legal Fees	7,035	1,010
Licencing Fees	-	397
Management Fees	600	-
Marketing	8,200	-
Matariki	4,989	-
Meeting Expenses	2,252	3,336

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

	2022	2021
Office Expenses	676	481
Postage	-	647
Printing & Stationery	183	563
Promotional Expenses	10,296	22,143
Rent	680	256
Repairs & Maintenance	630	-
Santa Parade	1,400	48,329
Senior Citizens Dinner	-	5,071
Subscriptions & Licences	968	954
Security	8,000	3,478
Telephone & Tolls	2,679	2,745
Website	772	1,049
Total Costs related to providing goods or services	79,236	121,053
Grants and donations made		
Donations	-	500
Total Grants and donations made	-	500
Other expenses		
Audit Fee	2,300	2,250
Depreciation	3,828	4,127
Total Other expenses	6,128	6,377

	2022	2021
3. Analysis of Assets		
Bank accounts and cash		
BNZ - 00 Account	84,632	66,282
Total Bank accounts and cash	84,632	66,282
Debtors and prepayments		
Accrued Interest	212	58
GST	3,046	1,833
Prepayments	339	174
Trade Receivables	-	3,789
Total Debtors and prepayments	3,597	5,860
Other current assets		
Deposits on Call	190,183	189,255
Total Other current assets	190,183	189,255
Other non-current assets		
Resident Withholding Tax Paid / (Refund)	(1,115)	2,107
Total Other non-current assets	(1,115)	2,107

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

	2022	2021
4. Analysis of Liabilities		
Creditors and accrued expenses		
Accruals	3,515	4,030
Trade Payables	6,654	2,209
Total Creditors and accrued expenses	10,169	6,238
Employee costs payable		
Holiday Pay Provision	4,301	5,433
Wages Payable - Payroll	706	433
Total Employee costs payable	5,007	5,866
Unused donations and grants with conditions		
Grants in Advance - Auckland Council - Other Grants	29,600	6,000
Grants in Advance - Auckland Council - Targeted Rates	25,173	25,173
Total Unused donations and grants with conditions	54,773	31,173
	2022	2021
5. Property, Plant and Equipment		
Furniture and Fittings		
Furniture and fittings owned	183	183
Accumulated depreciation - furniture and fittings owned	(146)	(138)
Total Furniture and Fittings	37	45
Plant and Equipment		
Plant and machinery owned	27,661	27,096
Accumulated depreciation - plant and machinery owned	(21,048)	(17,227)
Total Plant and Equipment	6,612	9,869
Website		
Website	6,677	6,677
Accumulated depreciation - website	(6,677)	(6,677)
Total Website	-	-
Total Property, Plant and Equipment	6,650	9,914

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

	2022	2021
6. Accumulated Funds		
Accumulated Funds		
Opening Balance	230,141	289,505
Accumulated surpluses or (deficits)		
Current year earnings	(16,143)	(59,365)
Total Accumulated surpluses or (deficits)	(16,143)	(59,365)
Total Accumulated Funds	213,997	230,141
Total Accumulated Funds	213,997	230,141

7. Commitments

There are no commitments as at 30 June 2022 (Last year - nil).

8. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2022 (Last year - nil).

9. Related Parties

There were no related party transactions during the financial year (Last year - nil).

10. Events After the Balance Date

The Executive Committee have made an assessment of the impact of COVID-19 and advise accordingly. As the Papatoetoe Central Main Street Society's funding is committed for a year at a time as part of a council targeted rate, the funding of PCMSS remains stable for the 2021-2022 financial year. While COVID-19 has had an impact on members within the BID, it has not had an impact on the PCMSS's funding.

11. Ability to Continue Operating

Papatoetoe Central Main Street Society Incorporated has adequate resources to continue operations for the foreseeable future. For this reason the Executive Board continues to adopt the going concern assumption in preparing the performance report for the year ended 30 June 2022. This conclusion was reached after making enquiries and having regard to circumstances which are likely to affect Papatoetoe Central Main Street Society Incorporated during the period of one year from the date the Executive Board approve the Performance Report, and to circumstances which will occur after that date which could affect the validity of the going concern assumption.

This statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report





INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS PAPATOETOE CENTRAL MAIN STREET SOCIETY INCORPORATED

Report on the Performance Report

Opinion

We have audited the accompanying performance report of Papatoetoe Central Main Street Society Incorporated on pages 3 to 5 and 7 to 18 which comprises the statement of financial position as at 30 June 2022, and entity information, the statement of service performance, the statement of financial performance, statement of cash flows for the year ended 30 June 2022, and the statement of notes and other explanatory information to the performance report.

In our opinion:

- (a) the reported outcomes and outputs, and quantification of the outputs to the extent practicable, in the statement of service performance are suitable;
- (b) the performance report on pages 3 to 5 and 7 to 18 presents fairly, in all material respects,
 - the entity information for the year then ended;
 - the service performance for the year then ended; and
 - the statement of financial position of Papatoetoe Central Main Street Society Incorporated as at 30 June 2022, and a statement of financial performance, statement of cash flows for the year ended 30 June 2022, and the statement of notes and other explanatory information to the performance report.

in accordance with Public Benefit Simple Format Reporting – Accrual (Not-For-Profit).

The Responsibility of the Committee for the Performance Report

The Committee are responsible on behalf of the entity for:

- (a) Identifying outcomes and outputs, and quantifying the outputs to the extent practicable, that are relevant, reliable, comparable and understandable, to report in the statement of service performance;
- (b) The preparation and fair presentation of the performance report which comprises:
 - the entity information;
 - the statement of service performance; and
 - the statement of financial position of Papatoetoe Central Main Street Society Incorporated as at 30 June 2022, and statement of financial performance, statement of cash flows for the year ended 30 June 2022, and the statement of notes and other explanatory information to the performance report.

in accordance with Public Benefit Entity Simple Format Reporting – Accrual (Not-For-Profit) issued by the New Zealand Accounting Standards Board, and

- (c) for such internal control as the Committee determine is necessary to enable the preparation of the performance report that is free from material misstatement, whether due to fraud or error.

Your Chartered Accountants and Business Advisors

PRINCIPAL
Alexander Ernest Houghton
BBus, CA

Level 2, 18 Broadway, Newmarket, Auckland 1023
PO Box 9579, Newmarket, Auckland 1149, New Zealand
Telephone: +64-9-520 4089, Email: bvo@bvo.co.nz
www.bvo.co.nz



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Auditor's Responsibility

Our responsibility is to express an opinion on the performance report based on our audit. We have conducted our audit of the statement of financial position of Papatoetoe Central Main Street Society Incorporated as at 30 June 2022, and the statement of financial performance, statement of cash flows for the year ended 30 June 2022, and the statement of notes and other explanatory information to the performance report in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)), and the audit of the entity information and statement of service performance in accordance with the International Standard on Assurance Engagements (New Zealand) ISAE (NZ) 3000 (Revised). Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the performance report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the performance report, including performing procedures to obtain evidence about and evaluating whether the reported outcomes and outputs and quantification of the outputs to the extent practicable, are relevant, reliable, comparable and understandable. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the performance report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the performance report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes, evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the performance report.

A further description of the auditor's responsibilities for the audit of the financial statements is located at the XRB's website at:
https://xrb.govt.nz/Site/Auditing_Assurance_Standards/Current_Standards/Description_Auditors_responsibilities.aspx.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, Papatoetoe Central Main Street Society Incorporated.

Emphasis of Matter – Covid-19

We draw attention to Note 10 of the financial statements, which describes the effects of the World Health Organisation's declaration of a global health emergency on 31 January 2020 relating to the spread of COVID-19. Our opinion is not modified in respect to this matter.

Restrictions on Responsibility

This report is made solely to the Members, as a body. Our audit has been undertaken so that we might state to the members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Society and the members as a body, for our work, for this report, or for the opinions we have formed.

Blackmore Virtue & Owens

**BLACKMORE, VIRTUE & OWENS
 NEWMARKET
 AUCKLAND**

13 October 2022

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PROPOSED BUDGET

2022/2023

REVENUE

DONATIONS, FUNDRAISING AND OTHER SIMILAR REVENUE

Auckland Council – Bulk Funding	\$0
Auckland Council – General Grants	\$0
Auckland Council – Targeted Rates	\$100,692
Total Donations, fundraising and other similar revenue	\$100,692

REVENUE FROM PROVIDING GOODS OR SERVICES

Auckland Council – Event Grant	\$0
Auckland Council – Other Grant (Strategic Plan)	\$10,000
Grants - WINZ	\$0
Unspent Grant (Food Festival)	\$6,000
Unspent Grant (Santa Parade)	\$23,600
Total Revenue from providing goods or services	\$39,600

OTHER REVENUE

Interest Income	\$740
Total Other Revenue	\$740

TOTAL REVENUE

\$141,032

EXPENSES

VOLUNTEER AND EMPLOYEE RELATED COSTS

ACC Levies	\$50
Salaries	\$39,000
Crime prevention & monitoring	\$20,700
Volunteer Services - Koha	\$12,000
Total Volunteer and employee related costs	\$71,750

COSTS RELATED TO PROVIDING GOODS OR SERVICES

Accountancy Fees	\$775
Bank Fees	\$80
Cleaning	\$100
Consulting Services (Strategic Plan)	\$15,000
Meeting Expenses	\$1,200
AGM Expenses	\$3,000
General Expenses	\$300
Insurance	\$590
Marketing & advertising	\$12,000
Business Promotions	\$4,000
Market View	\$6,452
Office Expenses	\$500
Traveling	\$3,500

Printing & Stationery	\$1,200
Food Festival	\$12,000
Santa Parade	\$35,000
Promotional Expenses	\$20,000
Rent	\$750
Repairs & Maintenance	\$500
Computer	\$2,000
Subscriptions (Xero, Smartpayroll, Office, Zoom)	\$1,900
Telephone & Internet	\$2,500
Website	\$1,000
Total Costs related to providing goods or services	\$124,347

OTHER EXPENSES

Audit Fee	\$2,760
Bad Debt Expense	\$0
Depreciation	\$2,500
Total Other expenses	\$5,260

TOTAL EXPENSES	\$201,357
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NET SURPLUS / (DEFICIT)	<u>(\$60,325)</u>
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PBA will pay for the shortfall of \$60,325 from Unused grant donations funds & current savings from our bank account.

INDICATIVE BUDGET

2023/2024

REVENUE

DONATIONS, FUNDRAISING AND OTHER SIMILAR REVENUE

Auckland Council – Bulk Funding	\$0
Auckland Council – General Grants	\$0
Auckland Council – Targeted Rates	\$100,692
Total Donations, fundraising and other similar revenue	\$100,692

REVENUE FROM PROVIDING GOODS OR SERVICES

Auckland Council – Event Grant	\$25,000
Auckland Council – Other Grant (Strategic Plan)	\$0
Grants - WINZ	\$0
Total Revenue from providing goods or services	\$25,000

OTHER REVENUE

Interest Income	\$500
Total Other Revenue	\$500

TOTAL REVENUE

\$126,192

EXPENSES

VOLUNTEER AND EMPLOYEE RELATED COSTS

ACC Levies	\$50
Salaries	\$39,000
Crime prevention & monitoring	\$20,700
Volunteer Services - Koha	\$12,000
Total Volunteer and employee related costs	\$71,750

COSTS RELATED TO PROVIDING GOODS OR SERVICES

Accountancy Fees	\$775
Bank Fees	\$80
Cleaning	\$100
Consulting Services (Strategic Plan)	\$0
Meeting Expenses	\$1,200
AGM Expenses	\$3,000
General Expenses	\$300
Insurance	\$590
Marketing & advertising	\$12,000
Business Promotions	\$0
Market View	\$6,452
Office Expenses	\$500
Traveling	\$3,500
Printing & Stationery	\$1,200
Food Festival	\$0

Santa Parade	\$35,000
Promotional Expenses	\$15,000
Rent	\$750
Repairs & Maintenance	\$500
Computer	\$2,000
Subscriptions (Xero, Smartpayroll, Office, Zoom)	\$1,900
Telephone & Internet	\$2,500
Website	\$1,000
Total Costs related to providing goods or services	\$88,347

OTHER EXPENSES

Audit Fee	\$2,760
Bad Debt Expense	\$0
Depreciation	\$2,500
Total Other expenses	\$5,260

TOTAL EXPENSES	\$165,357
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NET SURPLUS / (DEFICIT)	<u>(\$39,165)</u>
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PBA will pay for the shortfall of \$39,165 from current savings from our bank account.

BUSINESS PLAN 2023/2024

The Business plan for Papatoetoe Main Street Society is designed to support businesses and improve economic development. Each year we plan projects and initiatives that we deliver in our BID areas. These are based on our Strategic Plan, which sets our direction for five years. We also strive to achieve the Otara Papatoetoe Local Board's priorities.

OUR VISION AND OBJECTIVE

Papatoetoe Business Association is a vibrant and prosperous town providing quality products, experiences and services that meet and engage the local community expectation. Papatoetoe Town centre is valued as a retail destination based on quality culture retail and family.

WHO ARE WE

Our objective is to assist and guide the development and advancement of the commercial interests of people and businesses in the Papatoetoe Business Association through a coordinated, structured and measurable communication, marketing and economic development programme.

Papatoetoe Central Main Street Society Inc. promotes the welfare of the business community and provides a wide range of services for members, including promoting Papatoetoe as a business hub that encourages an environment attractive to new business, employment growth and the public in Papatoetoe Town Centre. Papatoetoe Business Association also provides a forum for networking and collaboration of members and information sharing.

Papatoetoe Business Association Inc. advocates the Government, local authorities and persons, corporations or associations to improve the amenities, streetscapes, utilities, transport, services or other infrastructure, and lightning, surfacing, security and cleaning to the benefit of the Papatoetoe Business Districts.

Papatoetoe Business Association engages with the Otara Papatoetoe Local Board, Auckland Council and other BIDs to provide feedback to the Auckland Councils Annual and Long-Term Planning Process, informing them of local issues and input from the businesses in the Town Centre. We also carry out projects such as Town Centre tidy-ups, graffiti reporting, and seasonal promotional competitions collaboratively with Auckland Council and the Papatoetoe Community. In addition, there is a large amount of advocacy regarding bylaw changes with our Local Board, advocating in the best interests of the Town Centre.

The Business Associations role is pivotal to providing a safe and engaged Local Hub that offers an environment for Community Members to prosper and grow with business and employment opportunities, access to social services and many more vital avenues. This partnership that is formed with businesses and the community is the only way that success can be measured because nothing will succeed without the input and agreement by both stakeholders. As a result, town Centre vitality is significant for businesses.

Papatoetoe Business Association is establishing good relations with Work and Income to create an opportunity for unemployed people to the jobs. We are working towards adopting the employment schemes to assist retailers in hiring people from Work and Income on subsidy basis. This will help retailers with financial support as well as locals to get employment locally.

DESCRIPTION OF OUTPUTS

The expression of the outcomes has been delivered through the following outputs:

1. Improvements in Town Centre
2. Local Economic development growth
3. Events in the Town Centre to promote Business.
4. Safe environment, Security and Safety

These outputs are detailed below.

Improvements in Papatoetoe Town Centre

Papatoetoe Business Association takes the initiative to wrap up string lights around a few trees in the Town Centre (near the railway station) to increase the attractiveness and to elevate the atmosphere of the Town Centre for the visitors.

PBA is also encouraging and supporting businesses to transform digitally. This digitisation is aimed to improving their business, streamlining operations, and leveraging technologies to boost their contact with consumers and staff while also providing an exceptional customer experience.

PBA is sending out monthly updates to businesses in the Town centre through newsletter editions. These updates will highlight measures that PBA is currently taking to resolve any on-going issues and improve the functioning of the Town Centre.

Social Media

We increased our exposure on social media platforms such as Facebook & Instagram to improve our relationship with our stakeholders. We provide weekly updates to our retailers on government news and policies to ensure they get benefits from schemes such as small business cashflow scheme, resurgence support payment, etc.

We have encouraged retailers to embrace social media and establish their presence online. Some retailers do not have their online presence. We have sent the forms to register their interest to aid in setting up their own page on Facebook / Instagram. The goal is for the retailers to interact with their customers online, showcase their products and list their monthly specials.

Regular interaction with your visitors can boost sales as the customers feel they can ask question related to a product or service resulting in increase in sales activity.

Local Economic development growth

Papatoetoe Town Centre reinforced a positive picture of growth and confirmed an environment favourable for investment. There was an increase in locals supporting spending in Papatoetoe town Centre. The driver of growth in any town centre is the people that visit it. Papatoetoe Town Centre saw an increase in the numbers of people visiting and shopping in the town centre. Papatoetoe Business Association encourages their community to "Shop Local, Spend Local and Support Local"; 80% customers are local.

Events in the Town Centre to promote business

Papatoetoe Business Association works alongside the Otara Papatoetoe Local Board to provide successful community events throughout the year. This engagement also provides an environment of collaboration and partnership where there is potential overlap between the Local Community and Town Centre activities. This enables the Town Centre and Local Community to benefit collectively and ultimately provide more opportunities for the Community of Papatoetoe.

The key purpose of events aligned with increasing attractiveness of the town centre is to boost foot traffic. The secondary purpose is to improve the perception of Papatoetoe to those that are outside it, further promoting it as an enjoyable, friendly, and safe destination. We have developed a calendar of events in the town centre which increases commercial, community and social activity.

Safe environment, Security and Safety

Papatoetoe Business Association plays a pivotal role in providing a safe environment for Community Members to grow, engage and prosper with business and employment opportunities, access to social services and many more vital avenues. The partnership helps business and community to measure success with the inputs and agreement by both stakeholders.

Pacific Wardens patrol and CCTV operator monitors CCTV 6 days per week showing a visible presence and creating a sense of safety for all who visit the Town Centre. We provide valuable data upon request by NZ Police, Auckland Council, and any other authority. We also co-ordinate monthly safety meetings with Community Safety Action Group, Indian and Māori wardens, all stakeholder's present including NZ Police, Community Leaders and Manukau Māori Wardens.

CHALLENGES

Competition

- Hunter Plaza, Manukau Shopping Centre and Botany are all close neighbours and provide new shopping and dining experiences.
- Online shopping makes it easy to purchase products online, traditional bricks and mortar stores becoming showrooms and product pickup destinations.
- Other Shopping Centres are becoming attractive, weatherproof and provide exciting shopping alternatives.

Business variety

- Evolving business mix - most businesses are still from the food, hospitality, and personal services sectors.
- There is a little retail variety to offer a vast retail experience that customers normally want to experience in a shopping environment.

Limited resources

- The voluntary nature of the executive committee which supports Papatoetoe Business Association.
- Modest budget with limited funds to compete against its neighbours.

OPPORTUNITIES

History and character

- Papatoetoe Town Centre is one of the early residential areas of colonial Auckland.
- Becoming a hospitality centre with a wide range of fast food and dining experiences.
- Family-owned businesses.
- A solid connection to the arts.

Community

- Safe and secure environment.
- Great pride and sense of belonging.
- Well-connected school network including primary, intermediate and secondary schools.
- A family-friendly feel.
- Customers are locals and visitors.

Affordable Prices

- High quality of service and an affordable range of products.
- The built environment is well looked after and cared for.

Accessible

- Located centrally in the South Auckland region with available car parking.
- Flat and easy footpaths.
- A majority are accessible businesses.
- A variety of public transport options.

TARGET TO DELIVER IN 2023 / 2024

Strengthen the Papatoetoe Town Centre by raising its profile and position within the South Auckland region.

1	Crime prevention & Monitoring	\$20,700
2	Patrolling - Volunteer Services	\$12,000
3	Consulting Services (Strategic Plan)	\$15,000
4	Marketing & advertising	\$12,000
5	Business Promotions & Website	\$4,500
6	Website Updates	\$500
7	Market View	\$6,452
8	Food Festival	\$12,000
9	Santa Parade	\$35,000
10	Promotional Expenses Events	\$20,000
		\$138,152

Safety & Security	Crime Prevention &	Retailers, customers and visitors' safety are essential for the Town Centre. Our in-house monitoring team has made a massive difference in the town centre. Our CCTV operator play a significant role in keeping the Town Centre safe.
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	Monitoring \$20,700	<p>We ensure that the local business district is a safe environment for all who work, shop and do business here.</p> <p>We maintain a strong focus on crime prevention, largely through our dedicated Crime Prevention Team who monitors CCTV camera whole day to alert authorities to take action and keep the community safe.</p> <ul style="list-style-type: none"> • Emergency call-out assistance to Crime Prevention Manager, between the hours of 9am – 5pm Mon – Fri. • Liaison with NZ Police and local security firms on your behalf. • After-crime support and advice. • Assist NZ Police with ongoing criminal activity around the Town Centre
Wardens monitoring	Patrolling Volunteer services \$12,000	<p>We have Pacific Wardens patrolling in the town centre to assist shopkeepers and the community and to keep an eye out on the criminal activity and anti-social behaviour.</p> <ul style="list-style-type: none"> • Removal of Graffiti and Tagging for free within 24 hours of it being reported. • Monitoring and control of window washers to keep members and customers safe. • Community safety network meeting is held monthly to discussion various issues to improve safety around the town centre.
Strategic Plan	Consulting services (Strategic Plan) \$15,000	<p>Create a 5-year business strategic plan</p> <ul style="list-style-type: none"> • Survey business to understand their requirements for growth • Online survey, key stakeholder interviews, online resident survey, desktop research and analysis of other relevant documents and reports.
Develop & deliver comprehensive marketing and communication plan for the town centre	Marketing & Advertising \$12,000	<p>Continues to focus on increasing our Digital media presence to maximise our marketing and advertising budget for the next 12 months.</p> <p>This will include Facebook and the Papatoetoe Central website.</p> <p>Social media spend includes:</p> <ul style="list-style-type: none"> • Branding • Content Strategy

		<ul style="list-style-type: none"> • Monthly newsletter, featuring information and reference to doing Business in the Town Centre • Facebook/Instagram posts, the blog published on Linked In • Email Newsletters campaign with special offers/ services • Community news <p>Give Away Promotions Going back to the community is always a way to encourage people to spend more in the Town Centre. Cash vouchers and gifts vouchers are excellent ideas to attract more customs to the Town Centre.</p> <p>We started giving out cash vouchers to lucky shoppers during April / July / December to increase customer spend at our Town Centre and will continue doing so in 2023/2024.</p>
Business Promotions	Business Promotions & Website updates \$4,500 + \$500	<p>Businesses will be able to promote their specials & deals similar to Grab one via our Papatoetoe Deals online platform.</p> <p>Each business will have their own login to publish their special deal and will be approved by the Manager to make it LIVE.</p> <p>Day to day management of the website & hosting fees</p>
Marketing and Economic Development. (Maintain and grow the "Buy local" Campaign)	Market View Platform \$6,452	<p>Consumer spending is the driving force behind our economy. Accurately measuring and understanding customers' spending within the wider market has been a challenge in the past.</p> <p>We will continue to invest in Market View Platform to understand consumer spending across various sectors.</p> <p>Market View Platform enables us to learn sales figures across various suburbs to understand who are performing better and what can be improved upon.</p> <p>Learning what worked and what promotions / events can bring maximum benefits can help in improving overall sales of the town centre.</p> <p>This investment assists in building Buy Local Campaign.</p>
Food Festival	Food Festival \$12,000	Food festivals are an essential part of destination branding for many regions, creating an event-based reason for individuals to visit otherwise unattractive localities and promote local products and services outside of an urban product environment.

		<p>We plan to set up an event where local retailers can demonstrate and sell the food. Also, we will have general goods stalls which will provide other retailers to make some sales on the day.</p>
Santa Parade	<p>Santa Parade \$35,000</p>	<p>Papatoetoe's Santa Parade which is the one of the largest in Auckland, and arguably New Zealand's most multi-cultural Christmas parade.</p> <p>Family fun for the whole family. Live music and promotion which will bring more business to the retailers. For the community, there will be lots of instant prizes to giveaway. Free music, kids fun and much more will be in the Town centre Stage.</p>
Town Centre Promotions	<p>Promotional Expenses Events \$20,000</p>	<p>We are planning many events to promote our Town Centre and will be looking to write up articles for the Manukau Courier and Ethnic Newspapers to promote Papatoetoe Town Centre and the wider community. We have the following promotions planned for 2023/2024.</p> <p>Easter Promotion Easter is significant for our local children, especially those who can't afford expensive rides at the annual Easter Show.</p> <p>For Easter, we would have many children's rides and magic shows, including fun activities for children to participate in. In addition, we plan to give children and families many instant prizes, easter eggs/bunnies.</p> <p>Matariki Twinkling in the winter sky just before dawn, Matariki (the Pleiades) signals the Māori New Year. Traditionally, it was a time to remember those who have passed on and celebrate a new life.</p> <p>In the 21st century, observing Matariki has become popular again. Heaven-bound kites, hot-air balloons and fireworks help mark the occasion.</p> <p>This is an extraordinary occasion in Maori culture, and we celebrate the culture and also acknowledge the legend of the Maori community.</p> <p>White Sunday The day is for parents and communities to acknowledge and celebrate childhood by hosting special programs during church services, including scriptural recitations,</p>

		<p>biblical story reenactments, and creative dance performances.</p> <p>In addition, children receive gifts (often new clothing and/or school supplies) on White Sunday. They are allowed privileges customarily reserved for elders, such as being the first to be served food at family mealtime.</p> <p>Papatoetoe Town Centre will be setting up an event to promote white Sunday in the Town Centre.</p> <p>Diwali Festival Diwali is the Indian festival of lights, usually lasting five days and celebrated during the month between mid-October and mid-November.</p> <p>Diwali is one of the most popular festivals of India. The Indian community in Papatoetoe is very keen to broaden the parameters of the Diwali festival to develop a unique event that encompasses and showcases the incredible diversity of the entire Indian culture through traditional festival activities, music, dance and food.</p> <p>The event will include performers from all over the country presenting Indian classical, cultural, folk, and Bollywood performances to help in strengthening relationships between businesses with the wider Papatoetoe community.</p>
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Our total business plan expenditure for 2023/2024 is \$138,152.

Our BID targeted rate grant 2023/2024 is \$100,692.

The difference of \$37,460 a shortfall will be paid from Unused grant donations funds & current savings from our bank account.

CONCLUSION

All the initiatives outlined in this summary are reflected in our Proposed Business Plan for 2023/2024.



