

BUSINESS PLAN 2024/2025

The Papatoetoe Central Main Street Society represents retailers and landlords in the Old Papatoetoe Business Improvement District (BID). Revenue received from BID members funds the coordination and delivery of our core activities to make the Old Papatoetoe town centre a great place to shop, visit and do business.

The Society works alongside the Otara Papatoetoe Local Board and other partners 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, enabling both to benefit 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 carry out projects such as Old Papatoetoe Town Centre Tidy-Ups, Graffiti reporting, and seasonal promotional competitions. There is also a large amount of advocacy to promote and enhance the best interests of the town centre.

We are a small BID with big goals, and so coordination and collaboration with key partners has been and remains essential in helping to explore and develop opportunities to promote and support the prosperity and well-being of our town centre.

KEY FACTS

Over 50 businesses in Old Papatoetoe Business District, and growing...

93,500 people live in the Otara/Papatoetoe Local Board area (5% of Auckland's population)

62% of Papatoetoe residents shop locally

\$50.5 million annual spend in Papatoetoe Business District

Incredibly diverse community identifying as

- 46% Pacific Peoples
- 15.7% Maori
- 35.1% Asian
- 16.6% European
- <5% MELAA and Other

DEVELOPMENT PROCESS

The Papatoetoe Central Main Street Society Business Plan 2024-2025 results from a comprehensive review of the 5-year business plan, input by the executive committee and alignment with the financial report.

OLD PAPATOETOE 2024-2025

Our indicative budget for 2024/2025

Account	Amount
Business Promotions	\$6,000
Marketing & Advertising	\$6,000
Promotional Expenses (Events)	\$20,000
Santa Parade	\$35,000

OUR HERITAGE

Celebrate our rich heritage, cultural diversity and traditions

Papatoetoe is one of the oldest European settlements in Tamaki Makaurau Auckland and has a long association with Mana Whenua before the first European settlers arrived. Originally a major centre for horticulture and agriculture, the community has always been culturally diverse with many early settlers hailing from India and China as well as the UK and Europe. Due to local commerce and location in the isthmus, rail has been a long-standing feature and asset for the town. Whilst the purpose for rail may have changed, it remains a major opportunity for connecting Old Papatoetoe with its immediate and more distant neighbours.

PROJECTS

PROGRAMMES

BUDGET

Develop and deliver a Town Centre Event Calendar	<ul style="list-style-type: none"> ● Explore the establishment of a programme of cultural events and celebrations ● Support local businesses to better attract, serve and connect with culturally diverse customers 	Under Bid Manager Salary Role
Visitor attraction plan highlighting access by rail	<ul style="list-style-type: none"> ● Rise in number of apartment development projects planned across Papatoetoe ● Promote living in Papatoetoe & Commute to work via rail infrastructure 	Promotional Expenses - \$1,000

OUR PROSPERITY

Celebrate Old Papatoetoe as a great place to visit, shop and do business

Old Papatoetoe was once a thriving boutique shopping destination, and remains popular with local residents. With improvements in public transport, residential intensification and at least one major new residential development announced, revitalising the town centre, diversifying retail offerings and increasing the number of cafes and restaurants to accommodate the wants and needs of new and existing residents is essential. Location and the rail network also position Old Papatoetoe to be the preferred destination for residents, workers and visitors to Middlemore Hospital and Puhinui.

PROJECTS	PROGRAMMES	BUDGET
Develop and deliver a comprehensive marketing and communications plan for the Old Papatoetoe Town Centre, including business attraction and Buy Local campaigns	<ul style="list-style-type: none"> Marketing and communications telling the real story of Old Papatoetoe and positioning the Town Centre as an attractive retail destination 	Marketing & Advertising - \$4,000
Deliver pop-up activations for retail and/or community events and installations	<ul style="list-style-type: none"> Shopper events and competitions Shop & Win promotions Event Calendar – Chinese New Year / Easter / Matariki / Diwali / Christmas Promotion 	Business Promotions - \$4,000 Promotional expenses - \$18,000
Deliver the annual Santa Parade event	<ul style="list-style-type: none"> Promote Santa Parade event among locals and engage them to be part of this mega event celebration Advertise in the neighbouring suburbs to get maximum turnout for the celebration 	Santa Parade - \$35,000
Re-introduce late night shopping	<ul style="list-style-type: none"> Promote Friday as late-night shopping destination to boost retail activity 	Under Bid Manager Salary Role Marketing & Advertising - \$1,000

OUR PLACE

Our town centre will be a safe, clean and attractive place we are all proud of.

Old Papatoetoe is one of Tamaki Makaurau Auckland's oldest town centres and is now showing its age. Work is required to make it a safe, attractive and vibrant shopping precinct that encourages people to visit, socialise and do business. Refreshing the environment, services and facilities will increase visual appeal and help to minimise the risk of criminal and antisocial activity which is a major priority for the Papatoetoe Central Main Street Society.

As a small business association, the Society will actively seek opportunities to collaborate in activities and initiatives that will make the town centre an highly desirable and attractive shopping and business precinct.

- With local arts agencies to create and deliver a programme of public art and performance
- Collaborate with relevant agencies and organisations to establish and implement a Safety Plan for the town centre and its environs.
- Establish a marketing and communications plan to reconnect with local residents, shoppers and workers

PROJECTS	PROGRAMMES	BUDGET
Town Centre Safety Plan	•Advocate and lead Town Centre beautification and planting programmes, with a major focus on street lighting and lighting displays	Advocacy - Under Bid Manager Salary Role
Landscaping, planting and greening of streetscapes in and around the Town Centre.	•Advocate for improvements to the road layout, traffic calming and parking in the Town Centre	Advocacy - Under Bid Manager Salary Role
Expand monitored CCTV network	•Design and implement new CCTV cameras to widen coverage area	Advocacy - Under Bid Manager Salary Role
Establish a programme of public art and performance	•Collaborate with local arts agencies to create and deliver a programme of public art and performance	Promotional expenses - \$1,000

OUR PERFORMANCE

PCMSS will be a strong, valuable resource and advocate for local business.

A thriving and sustainable local economy and business community needs a strong central agency to be a catalyst, resource and independent advocate for local development. PCMSS will be that catalyst and advocate, now and into the future.

PRIORITIES

- Develop organizational capacity and sustainability
- Establish a broader range of revenue streams
- Facilitate member access to business support and services
- Advocacy to Council and other key stakeholders
- Build stronger, more productive connections with Council and other key stakeholders

PROGRAMMES

- Establish events and resources to guide and advise member businesses on their performance, planning and development
- Collaborate on innovative projects that benefit business and economic development in Old Papatoetoe
- Develop alternate revenue and funding connections and opportunities
- Champion the voice, needs and concerns of Old Papatoetoe businesses
- Create and host live and digital networking events and forums for BID members

PROJECTS

PROGRAMMES

BUDGET

PROJECTS	PROGRAMMES	BUDGET
Host regular business networking functions for PCMSS members and associates	<ul style="list-style-type: none"> • Establish events and resources to guide and advise member businesses on their performance, planning and development • Collaborate on innovative projects that benefit business and economic development in Old Papatoetoe 	Under Bid Manager Salary Role + \$2,000 Business Promotion
Establish and deliver a training programme to meet the learning and development needs of local business	<ul style="list-style-type: none"> • Champion the voice, needs and concerns of Old Papatoetoe businesses • Create and host live and digital networking events and forums for BID members 	Marketing & Advertising - \$1,000

