

# MANAGER'S REPORT



## ACKNOWLEDGMENTS

I extend my gratitude to the esteemed members of the Papatoetoe Central Main Street Society board, dedicated council officers, committed retailers, the local community, and our vigilant police officers. Special appreciation goes to the Local Board members for their unwavering support in helping us realise our objectives.

## BUSINESS PROMOTIONS

Over the past two years, we have successfully rebounded from the challenges posed by Covid-19 and are now thriving in the market. Despite operating within tight budget constraints, we are diligently leveraging our limited resources to offer a diverse range of products and services from numerous stores in Papatoetoe. Our marketing efforts encompass a strategic blend of website utilisation, social media engagement, weekly posts, and monthly newsletters, all aimed at effective advertising and branding.

To bolster our retailers, we provide various forms of support, including printing materials, small business guidance, monthly newsletters, social media presence, and blogs.

## EVENTS

Our recent Santa Parade celebrations marked a triumphant return after being cancelled the previous year due to COVID-19 restrictions. This year, our inaugural food festival was a resounding success. We also commemorated various events, including Chinese New Year, Easter promotion, Papatoetoe Food Festival, Matariki, Xmas promotion, and Shop & Win promotion.

## TOWN BEAUTIFICATION AND SAFETY INITIATIVES

In collaboration with Eke Panuku Development, we are actively enhancing our town centre. The Chamber walkway is set for an upgrade to attract more customers, and our broader goal is to transform Old Papatoetoe into a safe and welcoming destination. We diligently monitor and address issues such as window washers, bikers, and antisocial behaviour on a daily basis, ensuring a secure environment for all. Our close partnership with the Police involves the collection of data on offenders, leading to an impressive arrest rate of approximately 95%.

## WEBSITE & SOCIAL MEDIA

To strengthen our relationships with stakeholders, we have intensified our presence on social media platforms, particularly Facebook and Instagram. Regular updates on government news and policies are provided to retailers to maximise their benefits from various schemes. We actively encourage retailers to establish their online presence and embrace social media.

## BUSINESS SUPPORT

Seeking support in key areas such as promotions, digitalisation, beautification, business sustainability, market outlook, and strategic planning is crucial for positioning Old Papatoetoe as

a premier shopping destination. Our ongoing commitment is to identify realistic and achievable goals that contribute positively to our stakeholders and the community.

### **OUTLOOK FOR 2023/2024**

Looking ahead, the Papatoetoe Business Association anticipates continued business growth, a reduction in crime and truancy, and an increase in family-oriented events for the year 2023/2024. The sustainability of our association is vital to the success of the Town Centre, and we are dedicated to exploring funding opportunities and profitable ventures.

### **APPRECIATION**

I express sincere thanks to our Chairperson and Executive for their dedicated efforts and support throughout the year. In closing, I am confident that our collective endeavours will pave the way for an ambitious and forward-looking future, providing a robust framework for economic growth in these challenging times. The Papatoetoe Business Association remains steadfast in delivering stable and quality services for our Town Centre. I extend heartfelt thanks to everyone for their unwavering support.

Best wishes,

Rana Judge  
Manager

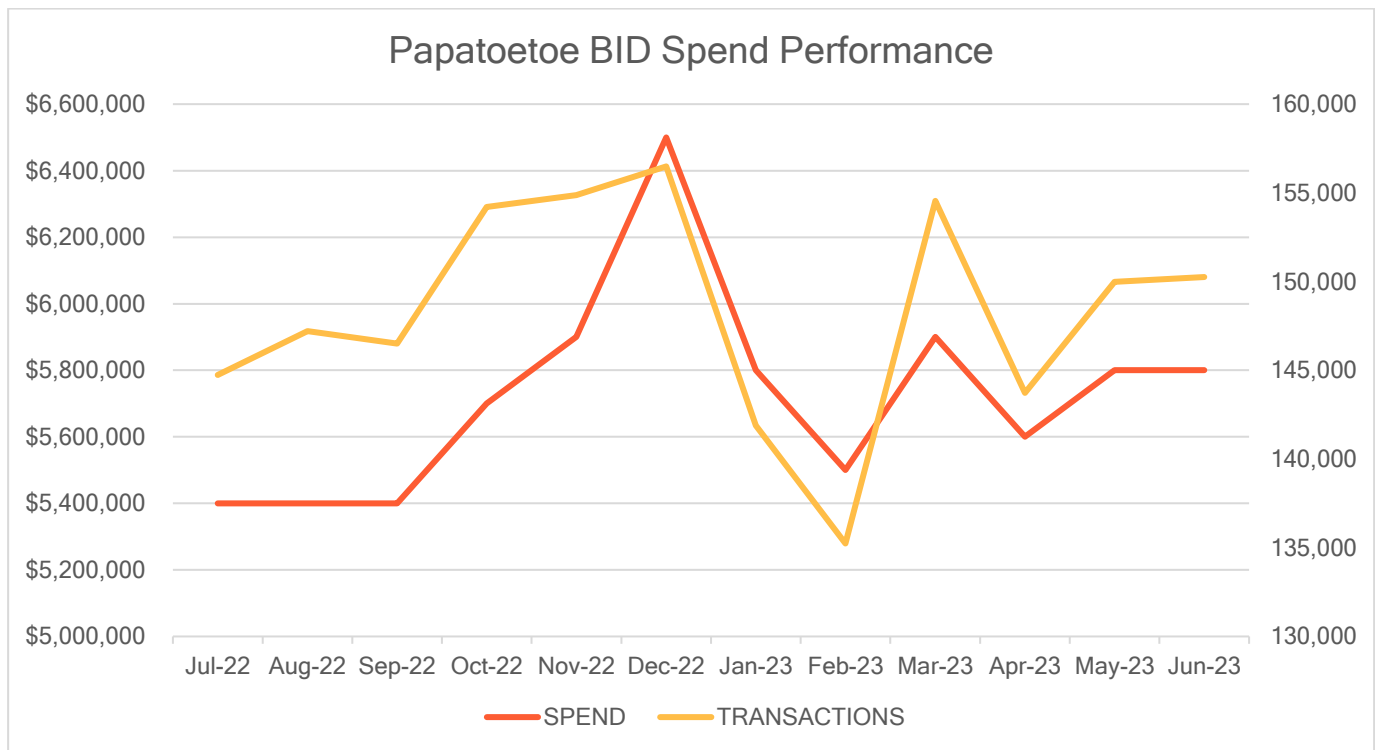
## MARKET VIEW PORTAL

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

## TOTAL SPEND IN PAPATOETOE

2020/2021	2021/2022	2022/2023
\$59,400,000	\$64,600,000	\$68,600,000

	SPEND	TRANSACTIONS	AVG TRANS VALUE
JUL 2022	\$5,400,000	144,740	\$37.17
AUG 2022	\$5,400,000	147,208	\$36.35
SEP 2022	\$5,400,000	146,503	\$36.74
OCT 2022	\$5,700,000	154,211	\$37.23
NOV 2022	\$5,900,000	154,866	\$38.10
DEC 2022	\$6,500,000	156,491	\$41.37
JAN 2023	\$5,800,000	141,883	\$40.75
FEB 2023	\$5,500,000	135,239	\$40.77
MAR 2023	\$5,900,000	154,552	\$38.46
APR 2023	\$5,600,000	143,726	\$38.97
MAY 2023	\$5,800,000	149,991	\$38.43
JUN 2023	\$5,800,000	150,263	\$38.35



## BID PERFORMANCE

### PAPATOETOE SPEND BY CATEGORY

CATEGORY	2020/2021	2021/2022	2022/2023
Groceries and Liquor	\$37,414,732	\$43,238,011	\$43,179,476
Fuel and Automotive	\$8,519,845	\$8,214,955	\$10,424,495
Cafes, Restaurants, Bars and Takeaways	\$6,107,452	\$5,767,331	\$7,472,853
Department Stores and Leisure	\$4,511,370	\$5,069,144	\$4,458,562
Apparel and Personal	\$1,639,987	\$1,439,352	\$1,917,053
Other Consumer Spending	\$1,107,746	\$838,386	\$1,031,877
Home, Hardware and Electrical	\$94,378	\$69,402	\$112,301
<b>TOTAL</b>	<b>\$59,395,509</b>	<b>\$64,636,581</b>	<b>\$68,596,618</b>

### PAPATOETOE SPEND BY CUSTOMER ORIGIN

CUSTOMER ORIGIN	2020/2021	2021/2022	2022/2023
Manukau City	\$51,444,998	\$56,453,576	\$58,160,887
Auckland City	\$3,304,792	\$3,335,884	\$3,828,715
Rest of New Zealand	\$1,708,971	\$1,587,877	\$2,222,632
Papakura District	\$906,151	\$1,207,716	\$1,548,866
Waitakere City	\$822,319	\$808,946	\$1,070,143
International	\$191,726	\$197,422	\$556,337
Franklin District	\$398,685	\$410,586	\$503,373
North Shore City	\$462,720	\$489,629	\$493,456
Rodney District	\$155,148	\$144,945	\$212,209
<b>TOTAL</b>	<b>\$59,395,509</b>	<b>\$64,636,581</b>	<b>\$68,596,618</b>

## BID SPEND ACROSS CATEGORY IN YEAR ENDING JUNE 2023

	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	\$53.8K	\$8.0M	\$39.4M	\$14.7M	\$20.0M	\$80.5M	\$2.4M	\$4.1M	\$169.2M
Devonport	\$958.5K	\$6.3M	\$24.7M	\$8.4M	\$2.1M	\$68.6M	\$2.9M	\$3.4M	\$117.4M
Karangahape Road	\$18.5M	\$6.3M	\$71.8M	\$19.1M	\$18.8M	\$22.1M	\$15.9K	\$3.0M	\$159.5M
Manurewa	\$28.5K	\$6.8M	\$47.8M	\$28.4M	\$50.7M	\$152.1M	\$1.9M	\$4.9M	\$292.7M
Milford	N/A	\$23.6M	\$21.1M	\$21.8M	\$3.7M	\$83.7M	\$934.1K	\$5.7M	\$160.6M
Newmarket	\$14.6M	\$230.1M	\$123.0M	\$207.3M	\$78.3M	\$82.1M	\$66.3M	\$38.5M	\$840.2M
Onehunga	N/A	\$110.5M	\$22.2M	\$32.3M	\$31.5M	\$35.6M	\$11.1M	\$9.3M	\$252.6M
One Mahurangi	\$844.4K	\$7.4M	\$27.3M	\$14.2M	\$59.4M	\$110.6M	\$38.9M	\$5.3M	\$264.0M
Orewa	\$5.7M	\$9.7M	\$43.7M	\$11.2M	\$11.2M	\$85.7M	\$124.4K	\$5.2M	\$172.4M
Otahuhu	\$325.3K	\$11.9M	\$39.2M	\$7.8M	\$27.3M	\$45.8M	\$739.9K	\$1.0M	\$134.1M
Otara	N/A	\$1.6M	\$15.9M	\$2.4M	\$32.7M	\$27.0M	\$1.9M	\$191.3K	\$81.8M
Panmure	\$22.9K	\$2.1M	\$26.6M	\$2.9M	\$17.8M	\$17.7M	\$4.4M	\$5.4M	\$77.1M
Papakura	\$154.4K	\$12.2M	\$39.4M	\$21.7M	\$51.9M	\$140.3M	\$13.6M	\$4.3M	\$283.5M
Parnell	\$14.8M	\$25.6M	\$63.4M	\$12.3M	\$14.1M	\$18.7M	\$32.2M	\$6.9M	\$188.0M
Papatoetoe	N/A	\$1.9M	\$7.5M	\$4.5M	\$10.4M	\$43.2M	\$112.3K	\$1.0M	\$68.6M
Ponsonby	\$6.2M	\$73.9M	\$131.3M	\$26.0M	\$3.7M	\$54.2M	\$16.6M	\$5.6M	\$317.7M
Pukekohe	\$104.7K	\$32.0M	\$65.6M	\$129.8M	\$104.6M	\$246.0M	\$91.7M	\$17.3M	\$687.1M
Takapuna	\$2.7M	\$42.0M	\$78.2M	\$31.2M	\$12.0M	\$17.9M	\$9.4M	\$3.1M	\$196.4M
Rest of Auckland Region	\$279.2M	\$1.4B	\$3.3B	\$3.0B	\$3.6B	\$7.0B	\$2.0B	\$857.2M	\$21.4B

## BID SPEND GROWTH IN % ACROSS SPEND CATEGORIES

YEAR ENDING JUNE 2023 COMPARED TO YEAR ENDING 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	-38.3%	+40.3%	+40.5%	+83.2%	+9.4%	-3.1%	+16.2%	+33.1%	+14.0%
Devonport	+115.9%	+29.7%	+41.2%	+25.7%	-9.3%	-0.2%	+7.1%	+69.5%	+11.5%
Karangahape Road	+134.4%	+18.5%	+61.8%	-1.6%	+10.0%	+16.7%	-77.6%	+25.3%	+38.2%
Manurewa	-62.5%	+14.9%	+20.3%	+29.0%	+4.9%	+3.4%	+12.6%	+76.4%	+9.3%
Milford	0.0%	+28.2%	+52.5%	+24.6%	+21.3%	-2.4%	-31.9%	+60.0%	+11.9%
Newmarket	+123.9%	+33.4%	+47.3%	+22.8%	+15.1%	+24.9%	+1.7%	+39.4%	+27.7%
Onehunga	0.0%	+39.5%	+43.4%	+46.8%	+4.6%	+8.7%	+24.7%	+45.0%	+29.6%
One Mahurangi	+10.0%	+17.6%	+34.4%	+5.9%	+16.8%	+2.9%	+9.3%	+24.6%	+10.4%
Orewa	+68.2%	+30.6%	+35.9%	+2.6%	+7.2%	+1.3%	+51.1%	+81.4%	+13.6%
Otahuhu	+25.4%	+62.0%	+22.9%	+24.6%	+2.2%	+5.8%	+17.4%	+191.3%	+14.9%
Otara	0.0%	+58.7%	+25.2%	+9.7%	+131.1%	+16.2%	+23.4%	+74.6%	+48.7%
Panmure	+10.4%	+43.7%	+30.2%	+0.1%	+27.8%	+5.5%	+11.7%	+734.1%	+28.0%
Papakura	28,487.0%	+47.7%	+24.4%	+23.8%	-0.3%	-1.7%	+2.4%	+19.7%	+5.4%
Parnell	+128.7%	+33.7%	+46.8%	+11.7%	+23.1%	+7.7%	-12.6%	+35.8%	+24.8%
Papatoetoe	0.0%	+33.2%	+29.6%	-12.0%	+26.9%	-0.1%	+61.8%	+23.1%	+6.1%
Ponsonby	+61.7%	+22.4%	+55.9%	+25.1%	+8.3%	+15.3%	+6.3%	+126.6%	+33.6%
Pukekohe	+60.9%	+33.4%	+29.6%	+18.2%	+21.9%	+5.6%	+5.8%	+66.6%	+14.5%
Takapuna	+27.3%	+23.9%	+38.0%	+15.3%	+13.2%	+4.1%	-5.2%	+80.3%	+23.5%
Rest of Auckland Region	+122.2%	+33.9%	+40.2%	+21.7%	+15.2%	+3.1%	+8.7%	+65.3%	+17.4%

Best wishes,

**Rana Judge (Manager)**