



# ANNUAL REPORT 2023

## PAPATOETOE CENTRAL MAIN STREET SOCIETY INC



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

Our Business Improvement District (BID) is committed to fostering local business improvement and economic development, utilising the Auckland Council targeted rate for core funding as per the Local Government (Rating) Act 2002. The Town Centre Manager, employed by the Committee of the Papatoetoe Central Main Street Society, plays a pivotal role in implementing economic and strategic plans developed by the BID.

In collaboration with various community and council-based forums, our society actively engages with organisations and businesses to explore opportunities that promote economic development and enhance the Old Papatoetoe Town Centre, providing a diverse shopping experience in a secure environment.

We proudly collaborate with the Otara Papatoetoe Local Board to organise successful community events throughout the year. This collaborative effort fosters an environment of cooperation and partnership, ensuring collective benefits for the Old Papatoetoe Town Centre and the local community.

Advocacy is a key aspect of our work, and we actively communicate with the Otara Papatoetoe Local Board, Auckland Council, and other BIDs to provide feedback during the Annual and Long-Term Planning Process. Our projects, such as Town Centre Tidy-Ups, Graffiti reporting, and seasonal promotional competitions, are conducted in partnership with Auckland Council and the Old Papatoetoe Community.

As the representative of Retailers and Landlords in the Old Papatoetoe Business Improvement District, our society focuses on Advocacy, Events, Promotions, Town Centre Clean-Ups, Networking Opportunities, CCTV and Safety, Auckland Council/Local Board Relations, and Town Centre Ambassador Teams.

Our core objectives encompass:

1. Placemaking: Collaborating with the Local Board, Auckland Council, and CCOs.

2. Business to Business Event and Networking: Facilitating forums, workshops, training, and business development events.
3. Business attraction programmes: Targeting key tenants or sectors to enhance the existing Tenant Mix, Vitality, and Viability.
4. Marketing and Promotion: Emphasising online presence, targeted promotions, and events to generate new businesses for our members.
5. Brand Development: Focusing on place-based and business association branding, investment, and Tenant direction programmes.
6. Strategic Vision and Planning: Adapting services to members and responding to the city's growth and economic development opportunities.
7. Stakeholder and Partnership Development: Collaborating with the Local Board and other Business groups.
8. Advocacy: Coordinating submissions to central and local government plans, policies, and initiatives.
9. Safety: Implementing crime prevention initiatives and combating negative perceptions through promotion.
10. Governance: Ensuring excellence in the governance and management of the business association and the BID programme.

# NOTICE OF ANNUAL GENERAL MEETING

**Date** Monday 20 November 2023  
**Venue** Papatoetoe Cosmopolitan Club  
53 Rangitoto Road  
Papatoetoe  
Auckland 2025  
**Time** 7.00 pm

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## AGENDA

1. Chairperson's Welcome
2. Acknowledgment
3. Apologies
4. Confirmation of Minutes of last Annual General Meeting held on 8 November 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 2023.
  - b. Approval of the proposed budget for 2023/2024
  - c. Move to approve the following financial year **2024/2025** draft budget, which includes a BID targeted rate grant amount of **\$100,692**, including a **0%** increase to the BID targeted rate grant for the 2024-2025 financial year. Further, ask the **Otara Papatoetoe Local Board** to recommend to the Governing Body the amount of \$100,692 to be included in the Auckland Council draft **2024-2025** annual budget consultation process.
9. Business Plan
10. Appointment of Auditor- David Knightley (Blackmore Virtue & Owens)
11. Election of Executive Committee:
12. Election of officers
13. Close Meeting

# MINUTES OF ANNUAL GENERAL MEETING

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

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## 1. WELCOME

Chairman Albert Lim welcomed members and the required quorum was met to conduct the AGM meeting. A special welcome was extended to Otara Papatoetoe Local Board Member Topou Folau and Ross Robertson as guests.

**Motion 1:** Mr Jay Mistry is appointed interim Chairman to conduct the Annual General Meeting on behalf of the Papatoetoe Central Mainstreet Incorporated Society.  
 Moved: Jessica Lim  
 Seconded: Tony Li

MOTION CARRIED

## 2. PRESENT

(As recorded on the Attendance Register)

Rana Judge( Town Centre Manager), Albert Lim ((Property), Jayesh Mistry (Meeting Facilitator), Jessica Lim (Gas Kolmar), Kristle Tapatau (Visitor), Austin Tapatau (Visitor), Lan Tran Matt (lulu Fashion), Hassan Mohammed( South City Barber), 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), Tenaz Dsouza, Keven Dsouza (Trendz Hair& Beauty), John Tran (New Star), Shu Deng Ye (Sweet Clothing) Yu Qing and Ye (Papatoetoe Roast), Sam & Nary (Hot Bread Bakery), Dean Lee (Property), Alex & Chan (Property), Lyingly(Bargain House) Brandon (Kolmar Laundry) Karnail Singh JP (NZCSA), Ross Robertson, Jeff Tukua (Kamatu), Amandeep Parmar(OBA), Clere McNeill & Sue Osburne (A1 Hearing), Le Hung Tran (Property).

## 3. APOLOGIES

Jag Singh, Kantilal, Stephen Graham

**Motion 2:** That the apologies be accepted.  
 Moved: Albert Lim  
 Seconded: Hassan Mohammad

MOTION CARRIED

#### 4. CONFIRMATION OF PREVIOUS ANNUAL GENERAL MEETING MINUTES HELD ON 17 JANUARY 2022

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: Tony Li

Seconded: Tenaz

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 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 Werkits 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 May 28th 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 that 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

**Motion 4:** That the Chairman's Annual Report be accepted.  
Moved: Hassan Mohammed  
Seconded: Tony Li

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.

### 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.

Best wishes,

**Rana Judge** (Manager)

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

Moved: Tony Li

Seconded: Albert Lim

MOTION CARRIED

## **8. TREASURER REPORT**

Thank you for the opportunity to update you on the financial situation of 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, and 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 total of \$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 the 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

**Motion 6:** That the treasurer report to be accepted.  
 Moved: Albert Lim  
 Seconded: Hassan Mohammed

Motion Carried

## 9. AUDITED FINANCIAL REPORTS

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

- a. Approve Audited Financial Accounts to year ending June 30th 2022
- b. Approve 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.

**Motion 7:** That the Audited Financial Statements be accepted.  
 Moved: Albert Lim  
 Seconded: Hassan Mohammed

Motion Carried

**Motion 8:** That the proposed budget for 2022/2023 and indicative budget for 2023/2024 financial year which includes target rate 0% over 2023/2024 budget be accepted.

Moved: Hassan Mohammed  
 Seconded: Albert Lim

Motion Carried

## 10. 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 November 1st 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](http://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.

**Motion 9:** That the Papatoetoe Central Main Street Society approve accepted the new constitution (rules) date 2022.

Moved: Albert Lim  
 Seconded: Steven Walker

MOTION CARRIED

## 11. BUSINESS PLAN

**Motion 10:** That the Papatoetoe Central Main Street Society approve the Business plan for year 2023-2024.

Moved: Tony Li  
 Seconded: Hassan Mohammed

MOTION CARRIED

## 12. APPOINTMENT OF AUDITOR

David Knightly (Blackmore Virtue & Owens) for the year ending 2023.

**Motion 11:** That David Knightly (Blackmore Virtue & Owens) be appointed as Auditor for the Society.

Moved: Hassan Mohammed  
 Seconded: Tony Li

MOTION CARRIED

### 13. 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
Karnail Singh	WCSA

**Motion 12:** That the 11 Members listed above have been elected as the Executive Committee for the 2022/2023 year.

Moved: Michael Lee

Seconded: Tenaz

MOTION CARRIED

### 14. ELECTION OF OFFICERS:

- a) The positions of Chairperson, Secretary and Treasurer for the 2022/2023 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.

### 15. CLOSE MEETING: 7.50pm

# 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.

In the wake of COVID-19, changes to societal norms, rising living costs, and rampant crime present additional challenges to businesses across New Zealand. Retailers must adjust to the dynamic spending habits of their patrons, but also continue to provide value to any inflated pricings. We must report all incidents and support each other.

Since our last Annual General Meeting, despite a lack of funding, we have continued our well received Town Centre events and promotions in accordance with our strategic plan, which aim to generate traffic and cultivate positive attitudes to encourage our community to support our businesses.

We did not let rain ruin our parade when we successfully held the Papatoetoe Santa parade and attracted thousands of spectators, followed by a packed Christmas party with free concert and free kid's fun park.

Santa with his elves made his annual visit on his sleigh to our Town Centre over a number of days in December, to spread the Christmas Spirit. Christmas carols were sung by a choir in front of the Town Hall, which along with the heritage lamp poles, were adorned with festive decorations. For Chinese New Year, we held performances in front of the Town Hall, with a traditional lion dance going around the Town Centre. Lollies and balloons were handed to children and face painting was offered.

Easter celebrations included bunnies handing our easter eggs to shops, public, and especially children, over several days.

ANZAC day was commemorated with traditional wreath laying.

Our inaugural Food festival was held in May to showcase our Town Centre as an exciting friendly environment, with great food and performances including dancing and live music. With public feedback being overwhelmingly positive, this new event was a resounding achievement.

We celebrated Matariki with a festival in July, it included cultural performances from Polynesian, Scottish, Chinese groups, and of course Kapa Haka. Free face painting, balloons, sausages and lollies were provided, and additional free food was provided by the Hare Krishna community group.

Matching the theme of the Matariki, I presented Korowai on behalf of the Society, to outstanding contributors to Papatoetoe, and the recipients were: Ross & Grace Robertson, Noel Robinson, David Wyllie, Jenny Clarke, Father Maurice Ford, Jeff Tukua, and the Otara-Papatoetoe Local Board.

The dazzling lights around our Town, much like our roading, have been undergoing maintenance, and we are pleased to announce the addition of the Burnside Park tree light fixtures, which aim to generate traffic, increase safety through illumination, and to celebrate festivals all year round. For Diwali, the Town was lit up with our tree lights, sweets and lollies were handed out to the shops and public.

In these uncertain times, it is paramount to not only embrace the revitalisation of Old Papatoetoe, but to also contribute to it. For instance, Jess has started a free Tai Chi class for senior citizens, which is an example of building good relationships with our community.

Looking forward to the immediate future, we are holding the Papatoetoe Santa Parade followed by a Christmas Party on Wednesday 6th December.

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 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

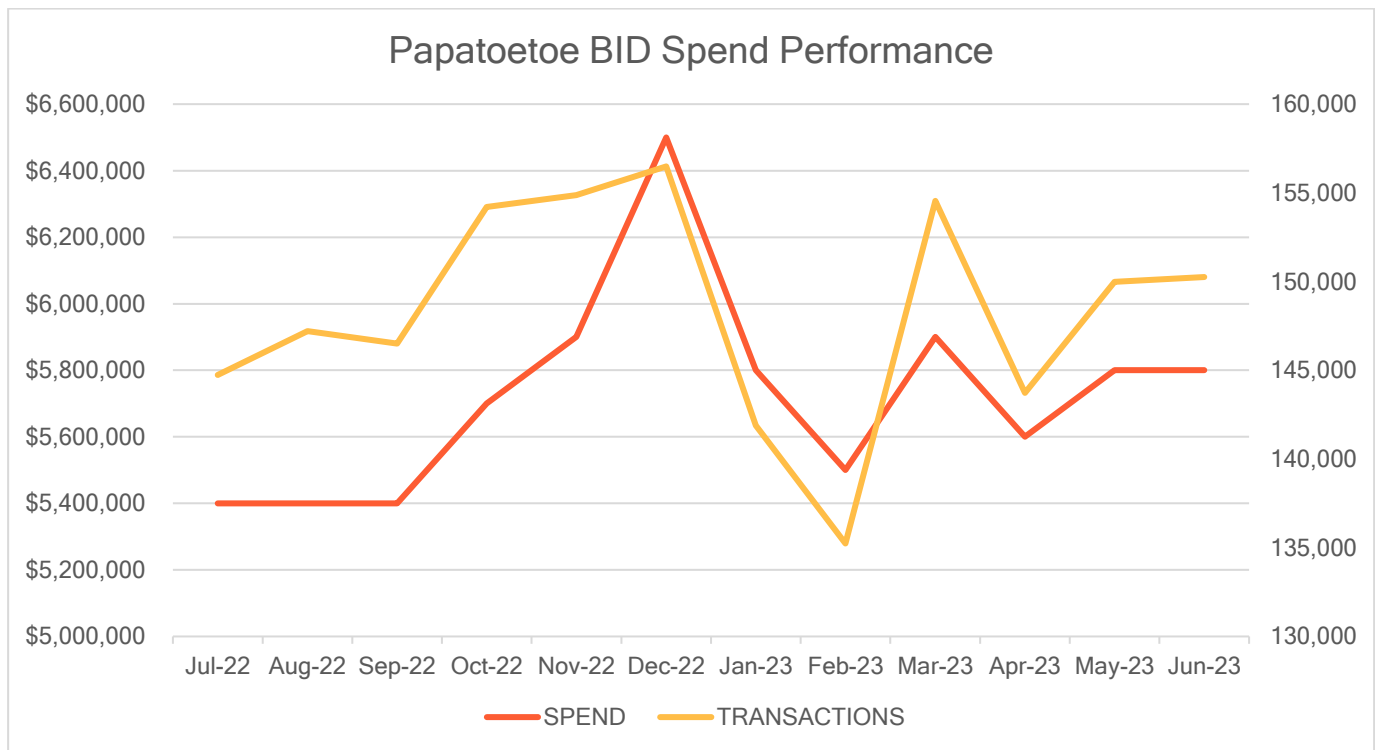
## MARKET VIEW PORTAL

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)**

# 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 of \$150,128 comprises of targeted rate grant of \$100,692, other grants of \$39,600, interest on deposits of \$6,039 & other revenue of \$3,796.

Our expenses mainly comprised of \$53,599 in employee related costs along with \$25,496 in banking & CCTV monitoring costs, \$10,375 towards entertainment & marketing, \$74,758 towards

Chinese New Year, Easter, Papatoetoe Food Festival, Matariki, Christmas, Santa Parade events, expenses, \$14,082 in office and administrative costs and \$16,186 in professional fees and services. Our Audit fees & depreciation comprised of total \$5,493.

We made a net loss of \$51,671 for 2022/23 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 2023

Prepared by Accounting for Charities Trust



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## **Papatoetoe Central Main Street Society Incorporated**

### **Compilation Report**

**For the year ended 30 June 2023**

#### **Scope**

On the basis of information you provided, we have compiled, in accordance with Service Engagement Standard No. 2 "Compilation of Financial Information", the performance report of Papatoetoe Central Main Street Society Incorporated for the year ended 30 June 2023. This performance report has been prepared in accordance with the Incorporated Society Act 1908 described in the Statement of Accounting Policies to the performance report.

#### **Responsibilities**

You are solely responsible for the information contained in the performance report and have determined that the accounting policies used are appropriate to meet your needs and for the purpose that the performance report was prepared.

The performance report was prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the performance report.

#### **No Audit or Review Engagement Undertaken**

A compilation is limited primarily to the collection, classification, and summarisation of financial information supplied by our client. A compilation does not involve the verification of that information. We have not carried out an audit or a review assignment on the performance report and accordingly no assurance is expressed.

#### **Disclaimer of Liability**

Neither we nor any of our employees accept any responsibility for the reliability, accuracy or completeness of the compiled performance report nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on the compiled financial information. In addition, this performance report is legally privileged.

Accounting for Charities Trust  
Wellington, NZ  
20/09/23

## Entity Information

### Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2023

'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

## 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)  
 Jessica Lim (Secretary)  
 Hassan Mohammed (Committee Member)  
 Jag Singh (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)  
 Karnail Singh (Committee Member)

**The Executive Board meets 6 times a year.**

### Manager & Treasurer

Rana Judge

### Auditors

Blackmore Virtue and Owens  
 18 Broadway  
 Newmark  
 Auckland

### Banks

BNZ  
 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

#### 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](mailto:info@papatoetoemainstreet.org.nz)

**Website:** [www.papatoetoecentral.co.nz](http://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

## Approval of Performance Report

### Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2023

The Executive Board are pleased to present the approved financial report of Papatoetoe Central Main Street Society Incorporated for the year ended 30 June 2023.

APPROVED



8615F297-B6C3-4FDB-8C32-F50FD8DAC243

Albert Lim

Chair

Date .. 28 September 2023 .....



72CA3E95-C7E3-495F-9951-BFD84D06C527

Rana Judge

Treasurer

Date .. 28 September 2023 .....

## Statement of Service Performance

### Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2023

'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:

##### Revitalising the Heart of Papatoetoe: A Vision of Progress

The Papatoetoe Business Association is taking dynamic strides to uplift the charm and ambiance of the Town Centre by ingeniously adorning select trees along Main Street with enchanting string lights. This visionary initiative aims to captivate the attention of visitors and breathe new life into the heart of the town.

##### Empowering Businesses Through Digital Transformation

With an unwavering commitment to progress, the PBA is championing the digital transformation of local businesses. This strategic shift towards digitisation is designed not only to enhance operational efficiency but also to empower businesses with



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

cutting-edge technology. By leveraging these advancements, businesses can forge stronger connections with both consumers and staff, thereby delivering unparalleled customer experiences.

#### Monthly Updates and Collaborative Solutions

PBA's dedication to the well-being of the Town Centre is unwavering. Through insightful monthly newsletters, businesses are kept abreast of ongoing initiatives aimed at surmounting challenges and refining the Town Centre's functionality. These updates spotlight PBA's dynamic approach to problem-solving and its commitment to fostering a thriving environment for all.

#### Leveraging Social Media for Growth

Harnessing the power of social media, we're intensifying our engagement with stakeholders across platforms like Facebook and Instagram. Through timely updates, we're equipping retailers with knowledge about government policies, such as the small business cashflow scheme and resurgence support payment, ensuring they seize the benefits they rightfully deserve.

#### Empowering Retailers in the Digital Realm

We're propelling retailers towards a brighter digital future. Acknowledging the diversity in digital presence, we're assisting retailers without an online footprint in establishing their own presence on platforms like Facebook and Instagram. This digital evolution empowers retailers to interact with customers, showcase products, and unveil exclusive monthly offers, ultimately fostering higher sales through enhanced customer engagement.

#### Fostering Growth: Cultivating a Thriving Local Economy

Papatoetoe Town Centre is embracing growth with open arms, establishing itself as a beacon of investment potential. The surge in local patronage reflects the vitality of community support, reaffirming the Town Centre's pivotal role. The surge in foot traffic and a substantial increase in visitors are testaments to the community's ardent response to our call to "Shop Local, Spend Local, and Support Local," with a remarkable 80% of customers hailing from the local community.

#### Galvanising Community Through Vibrant Events

Teaming up with the Otara Papatoetoe Local Board, the Papatoetoe Business Association orchestrates a tapestry of captivating community events throughout the year. This partnership cultivates collaboration, knitting together the local community and Town Centre activities for mutual enrichment. These events, orchestrated to amplify the Town Centre's allure, not only drive foot traffic but also serve as an ambassador to outsiders, portraying Papatoetoe as a welcoming, convivial, and secure destination.

#### Safe & Secure Town Centre

The Papatoetoe Business Association is steadfast in its commitment to ensuring a secure environment for community growth, business expansion, and social flourishing. Our vigilant surveillance regime, active six days a week, bolsters a palpable sense of security for all visitors. We offer vital data to authorities upon request, underscoring our commitment to a safe space. Monthly safety meetings unite diverse stakeholders, including NZ Police, Indian and Māori wardens, and community leaders, reflecting our comprehensive approach to safety.

#### Monitoring and Collaboration

Our vigilance extends through dedicated personnel monitoring CCTV and partnering with Indian and Māori wardens for added vigilance. Together, we're weaving a tapestry of security, fostering an environment where every individual feels protected and valued in Papatoetoe's heart.



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 Performance

### Papatoetoe Central Main Street Society Incorporated For the year ended 30 June 2023

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

	NOTES	2023	2022
<b>Revenue</b>			
Donations, fundraising and other similar revenue	1	140,292	110,492
Interest, dividends and other investment revenue	1	6,039	1,616
Other revenue	1	3,796	-
<b>Total Revenue</b>		<b>150,128</b>	<b>112,108</b>
<b>Expenses</b>			
Volunteer and employee related costs	2	53,599	42,887
Costs related to providing goods or service	2	142,707	79,236
Other expenses	2	5,493	6,128
<b>Total Expenses</b>		<b>201,798</b>	<b>128,251</b>
<b>Surplus/(Deficit) for the Year</b>		<b>(51,671)</b>	<b>(16,143)</b>



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 2023

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

	NOTES	30 JUN 2023	30 JUN 2022
<b>Assets</b>			
<b>Current Assets</b>			
Bank accounts and cash	3	183,186	274,814
Debtors and prepayments	3	4,860	3,597
Other Current Assets	3	396	(1,115)
<b>Total Current Assets</b>		<b>188,442</b>	<b>277,296</b>
<b>Non-Current Assets</b>			
Property, Plant and Equipment	5	4,099	6,650
<b>Total Non-Current Assets</b>		<b>4,099</b>	<b>6,650</b>
<b>Total Assets</b>		<b>192,541</b>	<b>283,946</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Creditors and accrued expenses	4	7,050	10,169
Employee costs payable	4	7,315	5,007
Unused donations and grants with conditions	4	15,850	54,773
<b>Total Current Liabilities</b>		<b>30,215</b>	<b>69,948</b>
<b>Total Liabilities</b>		<b>30,215</b>	<b>69,948</b>
<b>Total Assets less Total Liabilities (Net Assets)</b>		<b>162,327</b>	<b>213,997</b>
<b>Accumulated Funds</b>			
Accumulated surpluses or (deficits)	6	162,327	213,997
<b>Total Accumulated Funds</b>		<b>162,327</b>	<b>213,997</b>



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 2023

'How the entity has received and used cash'

	2023	2022
<b>Cash Flows from Operating Activities</b>		
<b>Cash was received from:</b>		
Donations, fundraising and other similar receipts	101,369	137,881
Interest, dividends and other investment receipts	4,528	4,684
Donations Received	3,796	-
<b>Cash was applied to:</b>		
Payments to suppliers and employees (Net of GST)	(201,321)	(122,724)
<b>Net Cash inflows / (outflows) from Operating Activities</b>	<b>(91,628)</b>	<b>19,842</b>
<b>Cash Flows from Investing and Financing Activities</b>		
Payments to acquire property, plant and equipment	-	(564)
<b>Net Cash inflows / (outflows) from Investing and Financing Activities</b>	<b>-</b>	<b>(564)</b>
Net Increase / (Decrease) in cash	(91,628)	19,277
Opening Cash	(274,814)	255,537
Closing Cash	183,186	274,814
<b>This is represented by:</b>		
Bank Account and Cash	183,186	274,814



This statement should 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 2023

'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 recognised as revenue when received.

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 2023

	2023	2022
<b>1. Analysis of Revenue</b>		
<b>Donations, fundraising and other similar revenue</b>		
Auckland Council - Other Grant	39,600	1,400
Auckland Council - Targeted Rates	100,692	100,692
Ministry of Social Development - Covid-19 Wage Subsidy	-	8,400
<b>Total Donations, fundraising and other similar revenue</b>	<b>140,292</b>	<b>110,492</b>
<b>Interest, dividends and other investment revenue</b>		
Interest Received	6,039	1,616
<b>Total Interest, dividends and other investment revenue</b>	<b>6,039</b>	<b>1,616</b>
<b>Other revenue</b>		
Sundry income	3,796	-
<b>Total Other revenue</b>	<b>3,796</b>	<b>-</b>
	2023	2022

### 2. Analysis of Expenses

<b>Volunteer and employee related costs</b>		
ACC Levies	75	49
Salaries	48,806	38,597
Travelling Expenses	4,718	4,241
<b>Total Volunteer and employee related costs</b>	<b>53,599</b>	<b>42,887</b>
<b>Costs related to providing goods or services</b>		
Banking and Security	25,496	28,724
Entertainment and Promotion	10,375	15,456
Event Expenses	74,758	-
Office and Administrative Costs	14,082	23,470
Professional Fees and Services	16,186	10,276
Rent and Maintenance	1,810	1,310
<b>Total Costs related to providing goods or services</b>	<b>142,707</b>	<b>79,236</b>
<b>Other expenses</b>		
Audit Fee	2,942	2,300
Depreciation	2,550	3,828
<b>Total Other expenses</b>	<b>5,493</b>	<b>6,128</b>
	2023	2022

### 3. Analysis of Assets

<b>Bank accounts and cash</b>		
BNZ - 00 Account	28,998	84,632



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

	2023	2022
Deposits on Call	154,188	190,183
<b>Total Bank accounts and cash</b>	<b>183,186</b>	<b>274,814</b>
<b>Debtors and prepayments</b>		
Accrued Interest	212	212
GST	4,021	3,046
Prepayments	626	339
<b>Total Debtors and prepayments</b>	<b>4,860</b>	<b>3,597</b>
<b>Other current assets</b>		
Resident Withholding Tax Paid / (Refund)	396	(1,115)
<b>Total Other current assets</b>	<b>396</b>	<b>(1,115)</b>



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

	2023	2022
<b>4. Analysis of Liabilities</b>		
<b>Creditors and accrued expenses</b>		
Accruals	3,600	3,515
Trade Payables	3,450	6,654
<b>Total Creditors and accrued expenses</b>	<b>7,050</b>	<b>10,169</b>
<b>Employee costs payable</b>		
Holiday Pay Provision	6,513	4,301
Wages Payable - Payroll	802	706
<b>Total Employee costs payable</b>	<b>7,315</b>	<b>5,007</b>
<b>Unused donations and grants with conditions</b>		
Grants in Advance - Auckland Council - Other Grants	15,850	29,600
Grants in Advance - Auckland Council - Targeted Rates	-	25,173
<b>Total Unused donations and grants with conditions</b>	<b>15,850</b>	<b>54,773</b>
	2023	2022

**5. Property, Plant and Equipment**

<b>Computer Equipment</b>		
Computer Equipment	3,625	3,625
Accumulated Depreciation - Computer Equipment	(2,915)	(2,205)
<b>Total Computer Equipment</b>	<b>711</b>	<b>1,421</b>
<b>Furniture and Fittings</b>		
Furniture and fittings owned	183	183
Accumulated depreciation - furniture and fittings owned	(152)	(146)
<b>Total Furniture and Fittings</b>	<b>31</b>	<b>37</b>
<b>Plant and Equipment</b>		
Plant and machinery owned	24,035	24,035
Accumulated depreciation - plant and machinery owned	(20,678)	(18,844)
<b>Total Plant and Equipment</b>	<b>3,357</b>	<b>5,192</b>
<b>Website</b>		
Website	6,677	6,677
Accumulated depreciation - website	(6,677)	(6,677)
<b>Total Website</b>	<b>-</b>	<b>-</b>
<b>Total Property, Plant and Equipment</b>	<b>4,099</b>	<b>6,650</b>



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

	2023	2022
<b>6. Accumulated Funds</b>		
Opening Balance	213,997	230,141
Current Year Earnings	(51,671)	(16,143)
<b>Ending Balance</b>	<b>162,327</b>	<b>213,997</b>

**7. Commitments**

There are no commitments as at 30 June 2023 (Last year - nil).

**8. Contingent Liabilities and Guarantees**

There are no contingent liabilities or guarantees as at 30 June 2023 (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**

There were no events that have occurred after the balance date that would have a significant impact on the Performance Report.

**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 Committee continues to adopt the going concern assumption in preparing the performance report for the year ended 30 June 2023. 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 Committee 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

Performance Report | Papatoetoe Central Main Street Society Incorporated | 21 Sep 2023



## INDEPENDENT AUDITOR'S REPORT

### TO THE MEMBERS OF PAPATOETOE CENTRAL MAIN STREET SOCIETY INCORPORATED

We have audited the accompanying performance report of Papatoetoe Central Main Street Society Incorporated on pages 4-6 and 8 to 18 which comprises the statement of financial position as at 30 June 2023, and entity information, the statement of service performance, the statement of financial performance, statement of cash flows for the year ended 30 June 2023, and the notes to the performance report, including the summary of accounting policies.

### OPINION

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 4-6 and 8 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 2023, and statement of financial performance, statement of cash flows for the year ended 30 June 2023, and the notes to the performance report, including a summary of accounting policies, prepared in accordance with Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) issued by the New Zealand Accounting Standards Board.

### BASIS FOR OPINION

We have conducted the audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)) and ISAE (NZ) 3000 (Revised). Our responsibilities under those standards are further described in the Auditor's Responsibilities section of our report.

We are independent of the Papatoetoe Central Main Street Society Incorporated in accordance with Professional and Ethical Standard 1 (Revised) Code of Ethics for Assurance Practitioners issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. 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 - BASIS OF PREPARATION OF THE PERFORMANCE REPORT

Without modifying our opinion, we draw attention to the note "Basis on preparation" of the performance report, which describes that the Society adopted the PBE SFR-A (NFP). The reporting framework has been adopted voluntarily.

### THE RESPONSIBILITY OF THE EXECUTIVE COMMITTEE FOR THE PERFORMANCE REPORT

The Executive 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 2023, and statement of financial performance, statement of cash flows for the year ended 30 June 2023, and the notes to the performance report, including a summary of accounting policies.
- 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 Executive Committee determines is necessary to enable the preparation of the performance report that is free from material misstatement, whether due to fraud or error.

In preparing the performance report, the Executive Committee is responsible on behalf of the entity for assessing the entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Executive Committee either intends to liquidate the Society or to cease operations, or has no realistic alternative but to do so.

#### AUDITOR'S RESPONSIBILITY

Our objectives are to obtain reasonable assurance about whether the performance report as a whole is free from material misstatement whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a considered material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of the accompanied 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](https://xrb.govt.nz/Site/Auditing_Assurance_Standards/Current_Standards/Description_Auditors_responsibilities.aspx)

#### RESTRICTIONS ON RESPONSIBILITY

This report is made solely to the Executive Committee, as a body representing the members of Society. Our audit has been undertaken so that we might state to the Executive Committee 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 Executive Committee as a body, for our work, for this report, or for the opinions we have formed.

*Blackmore Virtue & Owens*

**BLACKMORE, VIRTUE & OWENS  
AUCKLAND**

**29 September 2023**

# PROPOSED BUDGET

2023/2024

## REVENUE

### DONATIONS, FUNDRAISING AND OTHER SIMILAR REVENUE

Auckland Council – Bulk Funding	\$0
Auckland Council – General Grants	\$8,350
Auckland Council – Targeted Rates	\$100,692
<b>Total Donations, fundraising and other similar revenue</b>	<b>\$109,042</b>

### REVENUE FROM PROVIDING GOODS OR SERVICES

Auckland Council – Event Grant	\$7,500
Auckland Council – Other Grant	\$0
Grants - WINZ	\$0
Grant (Santa Parade)	\$25,000
<b>Total Revenue from providing goods or services</b>	<b>\$32,500</b>

### OTHER REVENUE

Interest Income	\$5,000
<b>Total Other Revenue</b>	<b>\$5,000</b>

## TOTAL REVENUE

**\$146,542**

## EXPENSES

### VOLUNTEER AND EMPLOYEE RELATED COSTS

ACC Levies	\$75
Salaries	\$48,000
Crime prevention & monitoring	\$10,350
Volunteer Services - Koha	\$0
<b>Total Volunteer and employee related costs</b>	<b>\$58,425</b>

### COSTS RELATED TO PROVIDING GOODS OR SERVICES

Accountancy Fees	\$1,771
Bank Fees	\$80
Consulting Services (Strategic Plan)	\$0
Meeting Expenses	\$800
AGM Expenses	\$3,000
General Expenses	\$500
Insurance	\$590
Marketing & advertising	\$9,000
Business Promotions	\$6,000
Market View	\$6,452
Office Expenses	\$500
Traveling	\$4,000
Printing & Stationery	\$900

Fairy Lights	\$6,000
Santa Parade	\$35,000
Promotional Expenses	\$15,000
Rent	\$750
Repairs & Maintenance	\$500
Computer	\$500
Subscriptions (Xero, Smartpayroll, Office, Zoom)	\$1,900
Telephone & Internet	\$2,500
Website	\$1,000
<b>Total Costs related to providing goods or services</b>	<b>\$96,743</b>

#### **OTHER EXPENSES**

Audit Fees	\$3,176
Bad Debt Expense	\$0
<b>Total Other expenses</b>	<b>\$3,176</b>

<b>TOTAL EXPENSES</b>	<b>\$158,344</b>
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<b>NET SURPLUS / (DEFICIT)</b>	<b>(\$11,802)</b>
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*PBA will pay for the shortfall of \$11,802 from Unused grant donations funds & current savings from our bank account.*

Note:

- *LB Grant - Santa Parade: Local Board Grants are contestable funding and subject to the Local Board budget allocations.*
- *LB Grant not received: In the event the Local Board Grant was not received, Event budgets will need to be reduced.*

# INDICATIVE BUDGET

2024/2025

## REVENUE

### DONATIONS, FUNDRAISING AND OTHER SIMILAR REVENUE

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

### REVENUE FROM PROVIDING GOODS OR SERVICES

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

### OTHER REVENUE

Interest Income	\$3,000
<b>Total Other Revenue</b>	<b>\$3,000</b>

## TOTAL REVENUE

**\$128,692**

## EXPENSES

### VOLUNTEER AND EMPLOYEE RELATED COSTS

ACC Levies	\$75
Salaries	\$40,000
Crime prevention & monitoring (in-house)	\$10,350
Liaison Officer	\$20,000
<b>Total Volunteer and employee related costs</b>	<b>\$70,425</b>

### COSTS RELATED TO PROVIDING GOODS OR SERVICES

Accountancy Fees	\$1,200
Bank Fees	\$80
Consulting Services (Strategic Plan)	\$0
Meeting Expenses	\$800
AGM Expenses	\$3,000
General Expenses	\$500
Insurance	\$590
Marketing & advertising	\$6,000
Business Promotions	\$6,000
Market View	\$0
Office Expenses	\$500
Traveling	\$4,000
Printing & Stationery	\$900

Fairy Lights	\$0
Santa Parade	\$35,000
Promotional Expenses	\$20,000
Rent	\$750
Repairs & Maintenance	\$500
Computer	\$500
Subscriptions (Xero, Smartpayroll, Office, Zoom)	\$1,900
Telephone & Internet	\$2,500
Website	\$1,000
<b>Total Costs related to providing goods or services</b>	<b>\$85,720</b>

#### **OTHER EXPENSES**

Audit Fee	\$3,176
Bad Debt Expense	\$0
<b>Total Other expenses</b>	<b>\$3,176</b>

<b>TOTAL EXPENSES</b>	<b>\$159,321</b>
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<b>NET SURPLUS / (DEFICIT)</b>	<b><u>(\$30,629)</u></b>
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PBA will pay for the shortfall of \$30,629 from current savings from our bank account.

Note:

- *LB Grant - Santa Parade: Local Board Grants are contestable funding and subject to the Local Board budget allocations.*
- *LB Grant not received: In the event the Local Board Grant was not received, Event budgets will need to be reduced.*

# 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"> <li>● Explore the establishment of a programme of cultural events and celebrations</li> <li>● Support local businesses to better attract, serve and connect with culturally diverse customers</li> </ul>	Under Bid Manager Salary Role
Visitor attraction plan highlighting access by rail	<ul style="list-style-type: none"> <li>● Rise in number of apartment development projects planned across Papatoetoe</li> <li>● Promote living in Papatoetoe &amp; Commute to work via rail infrastructure</li> </ul>	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"> <li>Marketing and communications telling the real story of Old Papatoetoe and positioning the Town Centre as an attractive retail destination</li> </ul>	Marketing & Advertising - \$4,000
Deliver pop-up activations for retail and/or community events and installations	<ul style="list-style-type: none"> <li>Shopper events and competitions</li> <li>Shop &amp; Win promotions</li> <li>Event Calendar – Chinese New Year / Easter / Matariki / Diwali / Christmas Promotion</li> </ul>	Business Promotions - \$4,000 Promotional expenses - \$18,000
Deliver the annual Santa Parade event	<ul style="list-style-type: none"> <li>Promote Santa Parade event among locals and engage them to be part of this mega event celebration</li> <li>Advertise in the neighbouring suburbs to get maximum turnout for the celebration</li> </ul>	Santa Parade - \$35,000
Re-introduce late night shopping	<ul style="list-style-type: none"> <li>Promote Friday as late-night shopping destination to boost retail activity</li> </ul>	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"> <li>• Establish events and resources to guide and advise member businesses on their performance, planning and development</li> <li>• Collaborate on innovative projects that benefit business and economic development in Old Papatoetoe</li> </ul>	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"> <li>• Champion the voice, needs and concerns of Old Papatoetoe businesses</li> <li>• Create and host live and digital networking events and forums for BID members</li> </ul>	Marketing & Advertising - \$1,000



