

The Browns Bay Business Association Inc.

PO Box 35043, Browns Bay, Auckland 0753 • www.brownsbay.org.nz • E manager@brownsbay.org.nz • M 022 0479 740

**Manager's Report
For the Financial Year to 30 June 2021**

**ANNUAL GENERAL MEETING
8 NOVEMBER 2021**

I want to recognise the Browns Bay businesses for working incredibly hard through difficult trading circumstances during the year. The global pandemic brought trading to a halt for extended periods, losing revenue whilst costs were incurred. Businesses struggled with labour shortages and inadequate supply chains. 'Planning' assumed a new meaning in the context of COVID19 and business must be more nimble and adapt incredibly quickly.

This is my second AGM, having been in the role for 18 months. The support of business partners has been crucial in making it possible to deliver a programme of events, promotions and support to the businesses during the disruptions of the year. Of the 50 Business Improvement Districts (BIDs) in the Auckland region, we were one of few that succeeded in delivering all events and promotions with only one postponement. We worked closely with Auckland Council, Local Board, Heart of the Bays, Rotary East Coast Bays, business owners, and invested community individuals to achieve this in a safe and appropriate manner.

We listened to the feedback given at last year's AGM and prioritised communications with local businesses, being available and responsive, and enhancing the town centre streetscape.

- Social media posts increased in frequency, and content was personalised. An 11% increase in Facebook page followers was achieved. The website was updated weekly with events and blogs, and traffic is driven to the website from Facebook. Off the back of a networking and information session for Chinese businesses, a WeChat group was established which now has 55 Chinese members who share information and ideas regularly.
- Three new murals were completed, and two vinyls installed on empty shop windows over Summer. More will follow in the 2021/22 financial year, with the co-operation of landlords.



Artist: Jane Mason



Artist: Ester Tongs



Artist: Bruce Taylor

Events and promotions delivered included:

- Shop Local Promotions x 3
- Boys Toys – The Ultimate Event
- Lighting Up The Christmas Tree
- Christmas Parade
- Summer Spectacular Weekend

- Easter Hunt (fundraising for Coastguard North Shore)
- Fishing Competition
- Business Networking x 2

All events were reviewed and refreshed or up-scaled. 'Shop Local' promotions were brought online. It was the first year of the Summer Spectacular Weekend, including two open-air movies on the beachfront. We intend to develop this into a signature event.

We welcomed the arrival of Community Constable Simon Fox. His visibility on the streets in and around the town centre, and his willingness to get to know the business owners and managers, and their prevailing issues, has been gratifying. We worked with Constable Fox on a "shoplifting is a crime campaign", to inform businesses of their rights when at risk, and provided actions to implement for shoplifting and trespassing. Posters were handed out to shops to display. The campaign had positive outcomes almost immediately. Crime prevention and security continue to be a priority. Thanks to Rob and Keith of Vanguard Security for their ongoing work in patrolling the town. Our 2021/22 budget includes the installation of more security cameras in strategic locations.

The Auckland-wide *Whale Tales* art trail by Wild in Art, WWF-NZ and Auckland Unlimited was postponed until January 2022. It is anticipated that the event will bring hundreds of thousands of visitors to the Auckland region to follow the trail of 80 individually hand-painted whale tail sculptures. The Business Association was one of the first sponsors onboard, and we are really excited about displaying one of the tails that was specifically designed and painted for Browns Bay by local artist Jane Mason. The sculpture is currently in the library and will be moved to an outdoor location for the commencement of the trail on 24 January 2022. Rewards can be unlocked via a mobile APP by every visitor to the Browns Bay trail. Special offers will entice trail visitors into our shops and eateries. We are working on getting many of the BID businesses involved in this event.

FOCUS OF 2021/22

Our intention is to have events and promotions in Browns Bay every month of the year to engage local residents and attract visitors into a 'happening' town. Experience has taught us that we must be adaptable and nimble with our scheduling. In addition, we intend to focus on:

- Networking and collaboration between businesses. For example, The Meat Room and Pit Stop Browns Bay ran a joint promotion, as did Mitre 10 Browns Bay and The Stoned Cow – first 25 customers to spend \$20 at the café on a certain date received a \$25 Mitre 10 BB gift card.
- Promoting sustainability initiatives such as phasing out single-use plastics. Facilitating the introduction of keep cups and waste audits as part of our goal to make Browns Bay more sustainable.
- Collaborating with neighbouring East Coast Bay BIDs to deliver events and promotions that maximise benefits for the towns, and for East Coast Bays, with a view to minimising duplication and competition.
- Working with Auckland Transport and Council to make Browns Bay streets safer for pedestrians: 'slow town', street and pavement upgrades.
- Working with police, security, NH Community Patrol, businesses and community groups to minimise crime and unwanted nuisance behaviour in Browns Bay.
- Supporting business recovery from Covid-19 trading restrictions, and developing strategies to sustain businesses in uncertain and difficult economic times.

Thanks to Sally Cargill of Heart of the Bays for her tireless work and energy in being one of the team to deliver events, and ensuring that our programmes are aligned. Many thanks to Hibiscus & Bays Local Board for backing Browns Bay, particularly Alexis Poppelbaum, Local Board's representative on the Executive Committee, for her wisdom, support of our initiatives, key information sharing and, of course Local Board's grants that are absolutely crucial to the success of our programmes.

A final thanks to the Business Association Executive. Despite enormous challenges that they have faced as business owners, they have remained actively involved and enthusiastic about achieving our goals.

Kim Murdoch