

Manager's Report

Financial Year ending 30 June 2022



This was another year of disruption to usual trading practices. Many of the business association's planned events and promotions were cancelled or reorganised. We decided to focus on promotions to encourage people to return to the town centre as the traffic light system changed, and people felt more comfortable with re-connecting.

Our Shop Local Winter campaign in July and August was well subscribed. Lockdowns and restrictions from August to December resulted in Boys Toys being cancelled after two postponements. We turned our attention to the whale tail sculpture by Jane Mason, which has now found a permanent home on the boardwalk. As it was one of the first to be completed, we had the chance to display it in different windows around the town to encourage people to visit on their outdoor walks. Its journey concluded in the library foyer before WWF relocated it for the Whale Tales Art Trail. The Christmas Parade was replaced by a series of three activations in Phoenix Plaza that were well attended. Christmas lights were switched on virtually, locals decorated empty shop windows on Clyde Road and 'Where's Santa' brought parents and kids into town to find Santa in a different shop window each day.

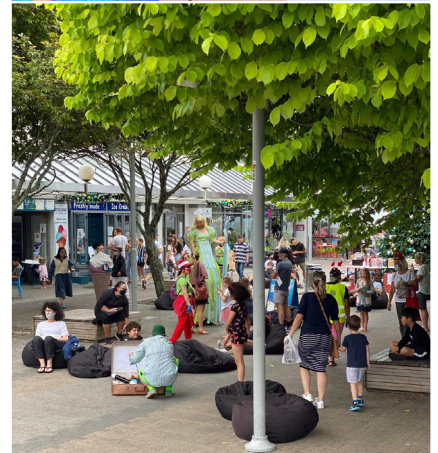
A highlight of the summer season was the Whale Tales Art Trail, which attracted many visitors to Browns Bay. It was great to be involved in a large-scale regional event. We ran several small activations around the sculpture and promoted the art trail heavily on social media. The Browns Bay sculpture was in the top 10 most popular out of 60 (statistics collected on Whale Tales App) displayed all over Auckland. Summer Spectacular was cancelled and part of a grant for that event was repurposed for a Shop Local campaign designed to support hospitality. We celebrated Easter with an Easter Hunt, and held a Street Art Fair in April in partnership with Little Unique. In a bid to encourage businesses to reconnect and share their experiences after an extended period of keeping to themselves, we collaborated with Torbay and Mairangi Bay BIDs to run a series of business development and networking evenings for Bays businesses with speakers and topics aligned to businesses' needs.

There is ongoing engagement with stakeholders regarding the upkeep and beautification of the streetscape: repairs, improvements, graffiti removal, etc. Some examples are the road resurfacing in Clyde Court, a new fence to hide the rubbish bins in Clyde Court, the removal of graffiti on walls and street furniture, and making uneven walkways safe.

A main driver of bringing people into town is safety, hence our focus on crime prevention and security. There has been an increasing trend in shop-lifting, burglaries, ram raids, vandalism and anti-social behaviour. We work closely with Browns Bay Police, North Harbour Community Patrol and Vanguard Security to support businesses with their security measures and provide online resources on crime prevention. We recently held a Business Development/Networking evening on Business Crime Prevention. We actively ask that any type of crime or nuisance behaviour is reported to 111 if urgent, or 105 if not urgent, and have noticed an upturn in reporting. We are prioritising new CCTV infrastructure at hot spots around the town centre.

Empty commercial spaces in the town centre continue to pose a challenge due to the pandemic and resultant shortages of staff and supply chain problems, and we have lost some business members over the covid period. On the upside, the completion of new apartment developments and care homes in the town centre brings more residents and their spending power into our community.

Despite the challenges experienced this year, the Business Association is proud of its achievements. We will continue to advocate for businesses, and welcome feedback from a variety of sources including the public and our Members. Our priority will always be to promote our business community as best we can with the resources we have.



Upcoming Events

CHRISTMAS PARADE
3 December



MOVIES AT THE BEACH
11 February



DOG DAY OUT
29 April



LIGHTS ON
18 November



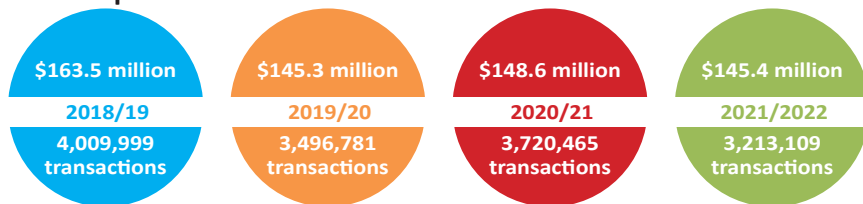
SUMMER SPECTACULAR
4 March



Browns Bay Snapshot 2021/22

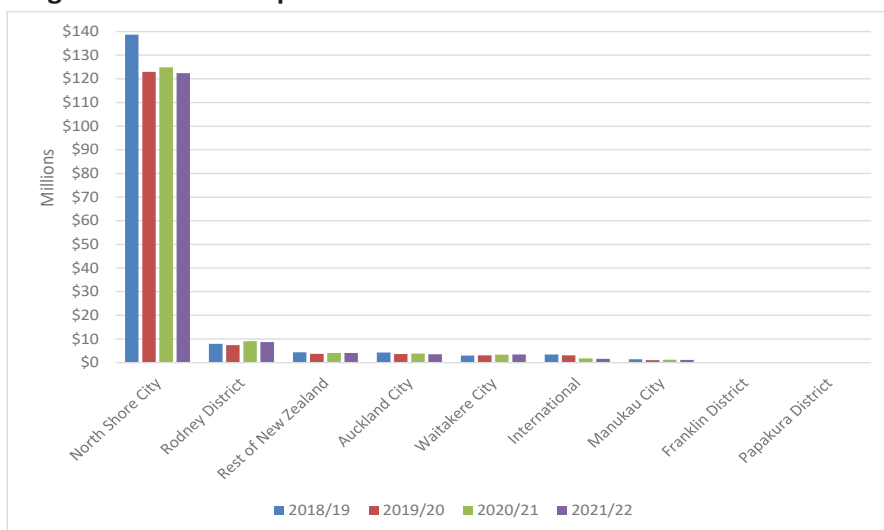
Marketview reporting data represents the total value of electronic card retail transactions (Eftpos), excluding cash and online transactions. Statistics NZ report around 70% of total retail is paid by electronic card. Marketview receives data from Worldline (formerly Paymark), with approximately 70-75% of all New Zealand merchants on this network.

Total Spend

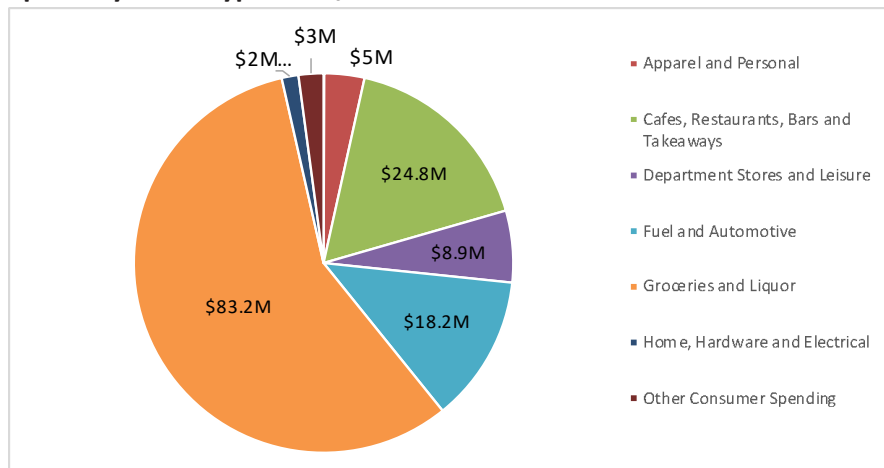


- overall decrease in revenue of 2.2% on 2020/21 financial year
- number of transactions reduced by 13.6%
- average transaction value increased by 13.3%

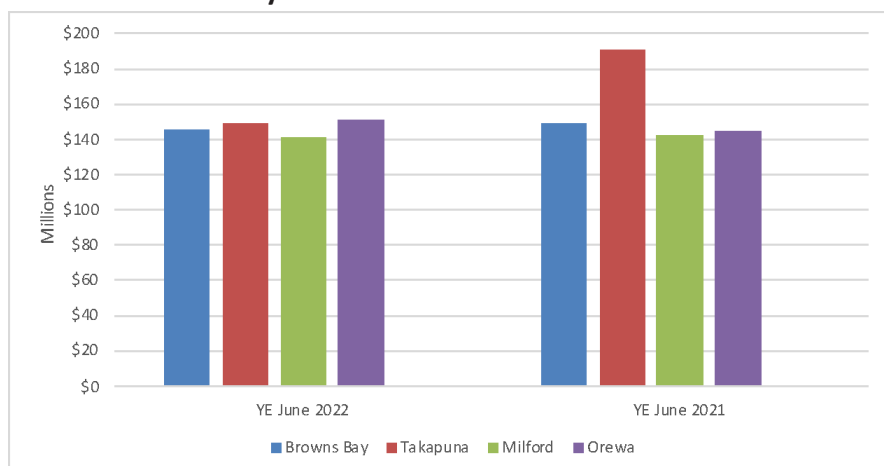
Origin of Consumer Spend



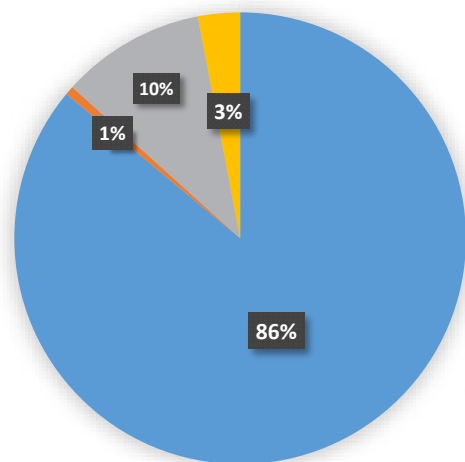
Spend by Store Type 2021/22



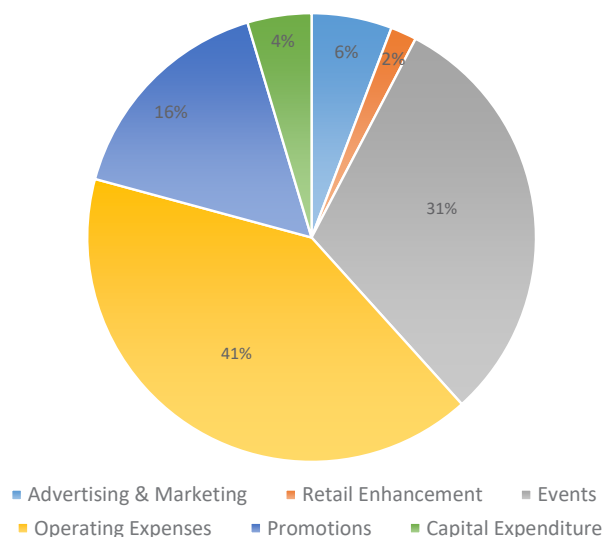
Revenue of Close Key Precincts



2021 - 2022 INCOME



2021 - 2022 Expenditure



2022 - 2023 BUDGET

