

## BROWNS BAY BUSINESS ASSOCIATION AGM 2023 Chair Report for the Year Ending 30 June 2023

We anticipated the year to 30 June 2023 being relatively 'normal' having seen the last of Covid-19 lockdowns and restrictions. But that was not the case. We were challenged by high interest rates and inflation, and a resultant hesitancy amongst the community. But we are encouraged by some positive trends too. The *Marketview* August 2023 report indicates positive growth. Expenditure in Browns Bay grew by 7.6% compared to the same period last year, with a healthy 13.7% growth in consumer spending for the 12 months to July 2023. These figures vary across different sectors. For example, groceries, liquor and eateries are experiencing solid increases in consumer spending while automotive industries, travel and health/fitness have experienced tougher times. Despite the hurdles, we remain optimistic that the trends indicate positive times ahead.

Extreme weather events in January and February 2023 caused considerable disruption and, again, shook confidence levels about returning to town to shop, eat and socialise. The floods affected some businesses on low-lying Beach Road, causing damage and, in some cases, total destruction of premises. Freyberg Park and Browns Bay Racquets Club, our venue for the AGM, were flooded, with extensive renovations being required.

We acknowledge those who experienced significant losses. We also acknowledge and thank the individuals and organisations in our wonderful local community who volunteered their help where and when it was most needed. The tenacity and resilience that many businesses showed in bouncing back must be applauded. Lessons have been learned and resilience planning is underway.

It was a busy twelve months for the Business Association. People feeling safe when they come to town is a priority for us so a review of security was undertaken resulting in CCTV cameras being installed in and behind Clyde Court. They have already proved their worth. Live feeds will be available to the police.

I would like to thank Hibiscus and Bays Local Board for their generous grants to support our signature event, Browns Bay Christmas Parade, and Summer Spectacular. We also received a grant for a new event which was a collaboration project between the three East Coast Bays BIDs: Mairangi Bay, Torbay and Browns Bay. The project required a high level of collaboration and was very successful. We look forward to more of them.

We spent considerable time and energy advocating to Auckland Council, Auckland Transport, landlords and other bodies to improve infrastructure and be mindful of business disruption when planning projects; something that we will most likely never get completely on top of, but which will always be high on our priority list.



The year included an update of our constitution to comply with the new BID Policy 2022. While that's not the most exciting part of our role, it's a necessary evil that can be viewed on our website.

We continue to welcome new residents into the BID area as a result of the construction of new apartment blocks. The latest is Kauri Residences with 53 apartments and five commercial tenancies.

To conclude, I extend my thanks to sponsors, supporters and volunteers without whom we could not achieve our goals. My gratitude also goes to the Executive Committee members who donate their time and expertise, Sally Cargill for her services to signature events, Treasurer, Robinson & Running for outstanding service and total transparency and, last but not least, to Kim Murdoch, our Browns Bay town manager for her effort, dedication and extra time put into the businesses and the Association. It is much appreciated.

Here's to a great Summer and into 2024.

**Malcolm McDonald**

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