

BROWNS BAY BUSINESS ASSOCIATION AGM 2023

Manager's Report 2022-2023

I am very pleased to share the Manager's Report for the year 1 July 2022 to 30 June 2023 with you. The business association remains committed to supporting its valued members and their interests through advocacy, promoting local businesses in 'Shop Local' campaigns, hosting a range of engaging events and community engagement. We continue to strive to strengthen our community and the local economy through collaboration and shared effort.

Shop Local Campaigns

We kicked off the fiscal year with a campaign to encourage people to spend money in Browns Bay with a chance to win one of four \$1,000 shopping sprees. The promotion was designed to bring people into town during the quieter winter months. A combination of radio advertising, website and social media advertising, promoted the campaign to the wider Auckland area. The promotion was well subscribed, with over 3,500 entries.

The winter promotion was followed by a popular Mother's Day campaign.

The business association would like to thank New World Browns Bay for their ongoing support and sponsorship of 'Shop Local'.



Networking and Business Development

Bringing business owners and managers together away from their places of work to swap notes, socialise and hear local business leaders speak to important issues for the community has been successful.

This is an ongoing project that responds to the needs of the business community.



Security

Another ongoing initiative is our collaboration with the Police, North Harbour Community Patrol, the business association's patrol provider, Vanguard Security, and local businesses to implement security cameras at strategic points in the town centre.

This project remains a work in progress that we prioritise when funding is available.



Events

Stihl Shop Browns Bay Boys Toys

We secured sponsorship funding from Stihl Shop Browns Bay for the delivery of Boys Toys on Father's Day. In conjunction with Renegade Rod & Custom car club and Auckland Chopper Club we brought lots of 'toys' and gadgets to town for display and demonstration.

This event has been delivered annually for more than ten years, and it continues to evolve as more people in the community seek to be part of it.



Browns Bay Christmas Parade

In December we orchestrated what we believe to be the biggest Christmas Parade in Browns Bay yet, bringing joy to families after a hiatus caused by Covid-19 lockdowns and restrictions. The parade route was extended due to the large number of participating floats.

Feedback about parading along Beach Front Lane instead of Clyde Road indicated that the change was extremely successful.

Summer Spectacular

Pony rides, children's entertainers, bouncy castles, face painting and live music on the beachfront brought hordes of people to town.

Businesses and local organisations joined in the fun by setting up stands at the event to interact with the community outside of their usual business environments.

Marketview statistics on consumer spending behaviour shows that the event date was the highest spend day of the month of March 2023.



Dog Day Out

A new activation in Phoenix Plaza brought dogs and their owners from further afield into Browns Bay, and reinforced what a dog loving community we are.

Despite cold, windy weather the event was very well received, and we decided to keep it on our event calendar.

Advocacy and Community Engagement

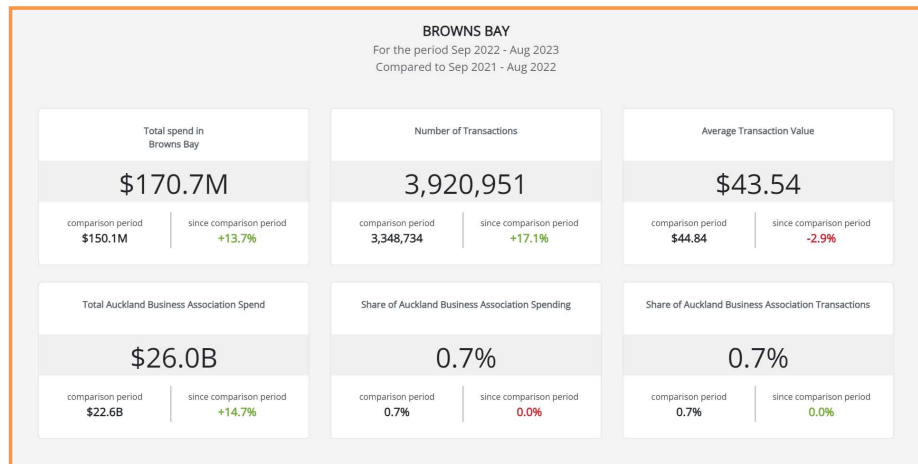
Browns Bay Business Association is committed to promoting the district and inviting visitors to the area as well as encouraging locals to support, shop, eat and love local. Considerable work has been done behind the scenes during the fiscal year to improve the safety and attractiveness of the town including:

- liaising with landlords, property managers, body corporates, contractors and other local bodies to advocate for members and ensure that they are heard;
- working with Auckland Transport on business interruption mitigation when road works are in progress;
- advocating with Auckland Council and Auckland Transport regarding health and safety issues and streetscape improvements; and
- engaging with members of the community to receive feedback and act on it.



Marketview – Consumer Spending Behaviour

Subscribing to Markeview has proven invaluable for understanding consumer spending habits, setting Browns Bay apart from other BIDs that do not subscribe. We have gained valuable insights, consistently positioning Browns Bay at the 27th spot among the 64 registered BIDs/Business Associations in the Auckland region, showing steady economic growth and substantial contribution to the Auckland economy.



Marketview monthly overview summaries are available at brownsbay.org.nz/consumer-behaviour-marketview/ and members are welcome to request more detailed reports.

I extend a special thanks to Malcolm McDonald, Chair of the business association, and the entire committee for their steadfast support and volunteering of their precious time.

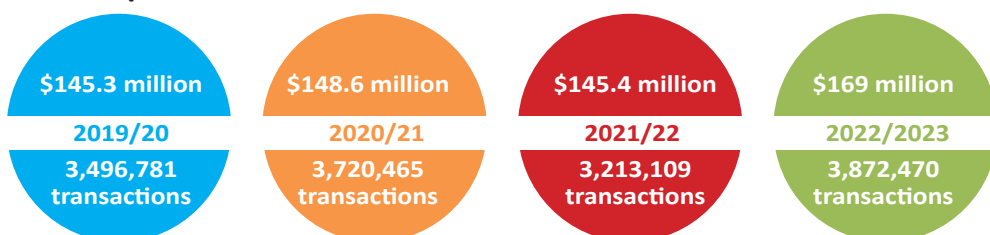
The business association is also very grateful to our funders, donors and sponsors, whose ongoing support makes our achievements possible. Their generous contributions throughout the year to 30 June 2023 are much appreciated.

Thanks to everyone for their continued support. I look forward to another year of progress and successes for the Browns Bay town centre.

Snapshot 2022-23

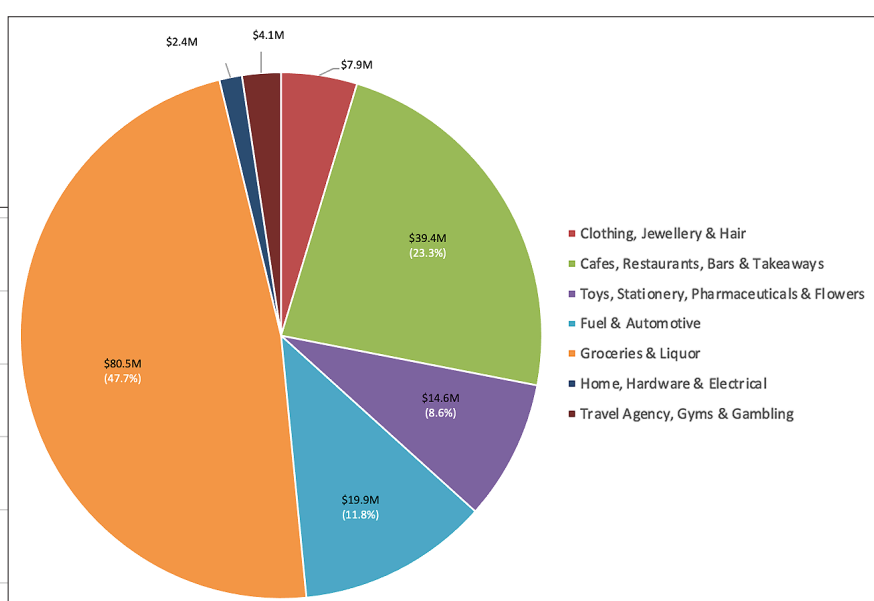
Marketview reporting data represents the total value of electronic card retail transactions (Eftpos), excluding cash and online transactions. Statistics NZ report around 70% of total retail is paid by electronic card. Marketview receives data from Worldline (formerly Paymark), with approximately 70-75%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

Total Spend

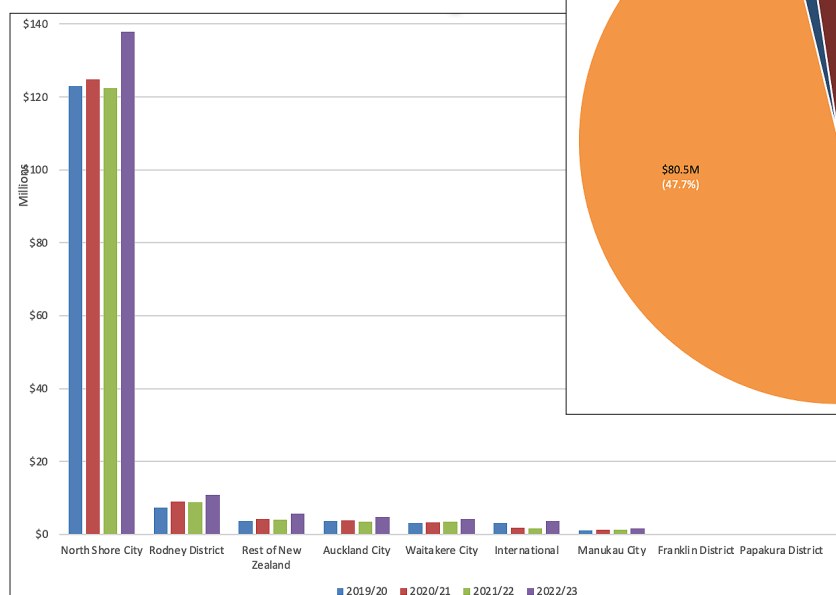


Overall increase in revenue of 16.3% on 2021/22 fiscal year

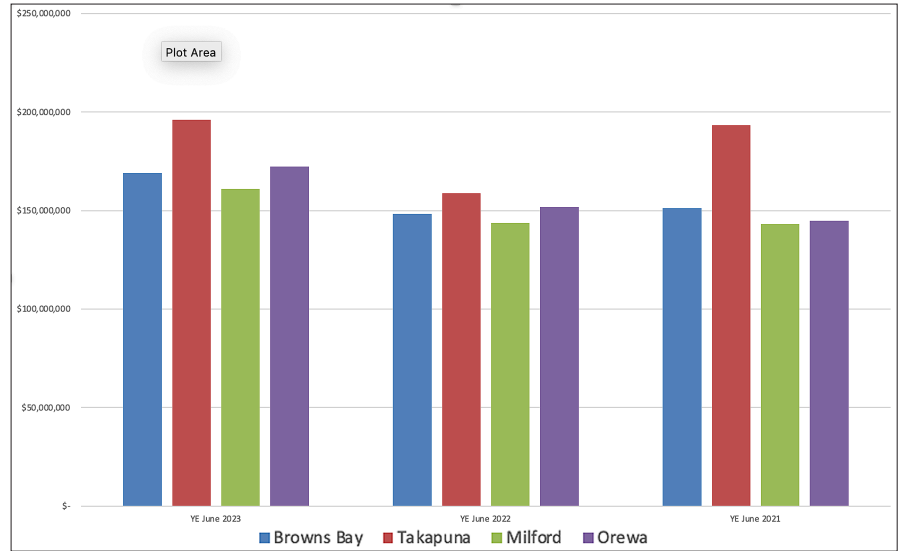
Spend by Store Type



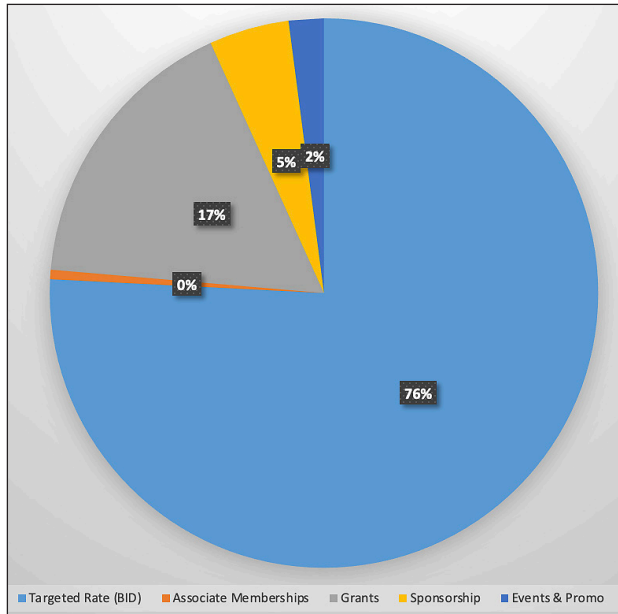
Origin of Consumer Spend



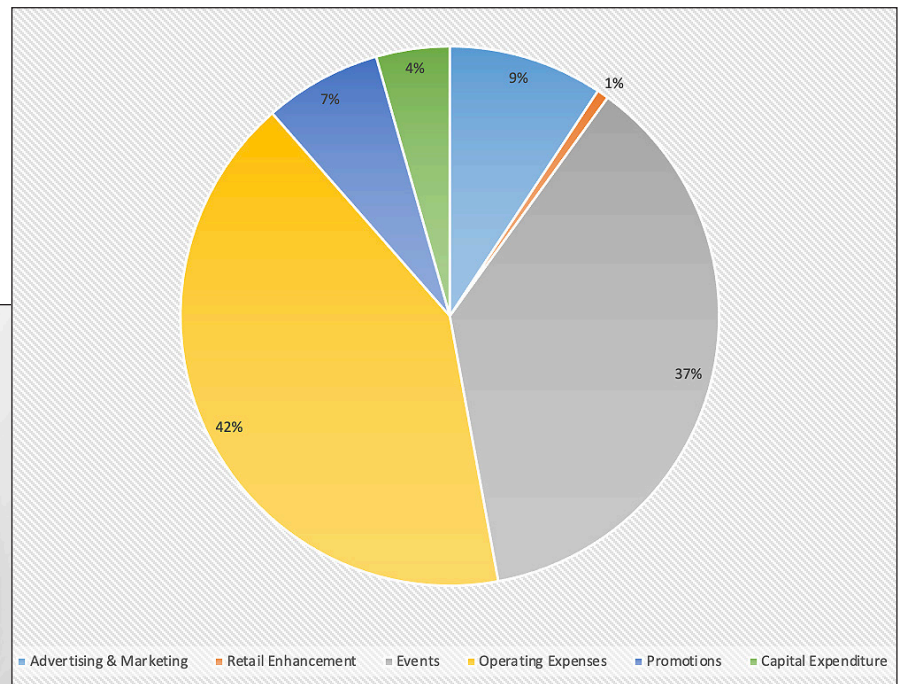
Revenue of Close Key Precincts



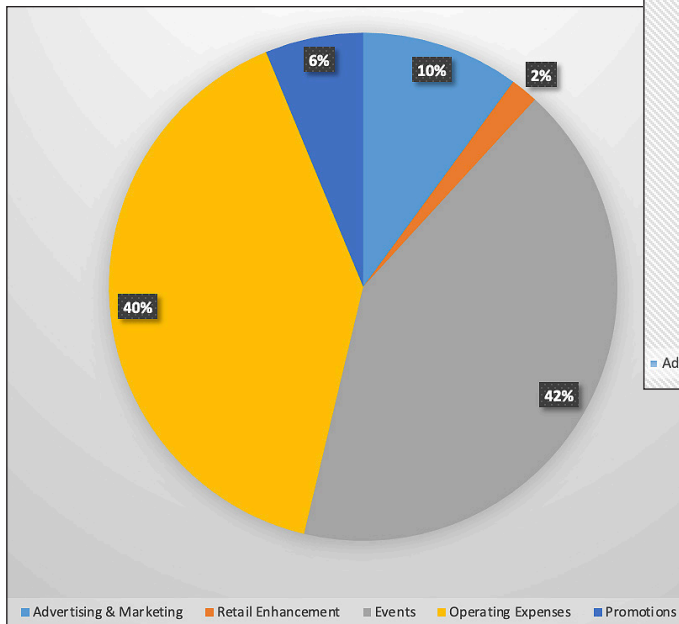
2022 - 2023 INCOME



2022 - 2023 EXPENDITURE



2023 - 2024 BUDGET EXPENDITURE



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