

BROWNS BAY BUSINESS ASSOCIATION CHAIRPERSON REPORT 2024-2025



It is my pleasure to present the Chairperson's Report for The Browns Bay Business Association (BBBA) for the financial year ending 30 June 2025. The past twelve months have been a period of both opportunity and challenge for our business community. Against the backdrop of a complex economic environment, our association has worked hard to support members, advocate on their behalf, and deliver initiatives that strengthen Browns Bay as a vibrant retail, hospitality and service centre on Auckland's North Shore.

Key Achievements

- **Events & Activation:** Successful delivery of community favourites including Boys Toys, the Christmas Parade, Summer Spectacular and Dog Day Out, each drawing strong attendance and boosting foot traffic.
- **Marketing & Promotions:** Continued growth of our social media presence, with increased engagement through business features, competitions, and destination campaigns such as Feast Coast Bays.
- **Strategic Planning:** Development and adoption of the Strategic Plan 2025-2029, setting a clear direction for the Association with a focus on business growth, community connection, safety, and placemaking.
- **Business Support & Advocacy:** Ongoing liaison with Auckland Council, Hibiscus & Bays Local Board, Auckland Transport and other stakeholders on issues affecting our centre, including parking, safety, and public realm improvements.
- **Partnerships:** Strengthened relationships with local community groups and event organisers, ensuring Browns Bay is seen as a hub for connection and collaboration.

The Association remains in a stable financial position, with funds carefully managed to maximise returns for our members. Levy income and sponsorships have enabled us to deliver quality events and promotions while maintaining reserves for future projects. Full details are outlined in the Treasurer's Report and audited accounts.

Like many town centres, Browns Bay businesses continue to face economic pressures from inflation, changing consumer behaviour, and competition from online retail. Safety and perceptions of antisocial

behaviour also remain key issues raised by members. These challenges reinforce the importance of a strong, proactive Business Association.

The year ahead will see us build momentum with the implementation of our new strategic plan. Priorities include:

- Expanding marketing campaigns to attract more visitors.
- Delivering business capability workshops and networking opportunities.
- Advocating for improved town centre safety and infrastructure.
- Driving placemaking initiatives that enhance the look, feel, and functionality of Browns Bay.

I would like to thank our Manager, Committee Members, and volunteers for their dedication and energy throughout the year. Special thanks also go to the Hibiscus & Bays Local Board and our event sponsors, whose support allows us to deliver so much for our community.

Finally, I acknowledge the resilience and commitment of our local business owners and operators. Your hard work and investment are what make Browns Bay such a special place to live, work, and visit.

Lara Kamionka
September 2025

