

BROWNS BAY BUSINESS ASSOCIATION MANAGER'S REPORT 2024-2025



It is my pleasure to present the Manager's Report for the 2024 – 2025 financial year. Over the past year, our business community has shown remarkable resilience and commitment to making Browns Bay a welcoming town centre. Amid ongoing challenges, members have embraced opportunities to grow and innovate, while the Association has worked to support them. This report highlights achievements and initiatives across key focus areas, demonstrating the collective effort that continues to strengthen the economic viability and connectedness of our community.

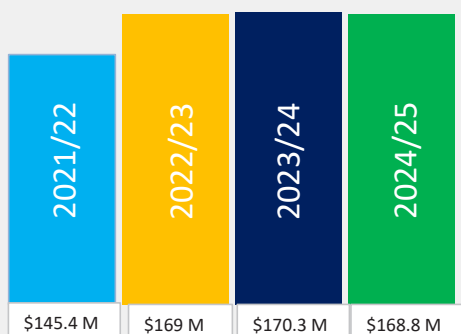


Kim Murdoch
Town Centre Manager

ECONOMIC OVERVIEW

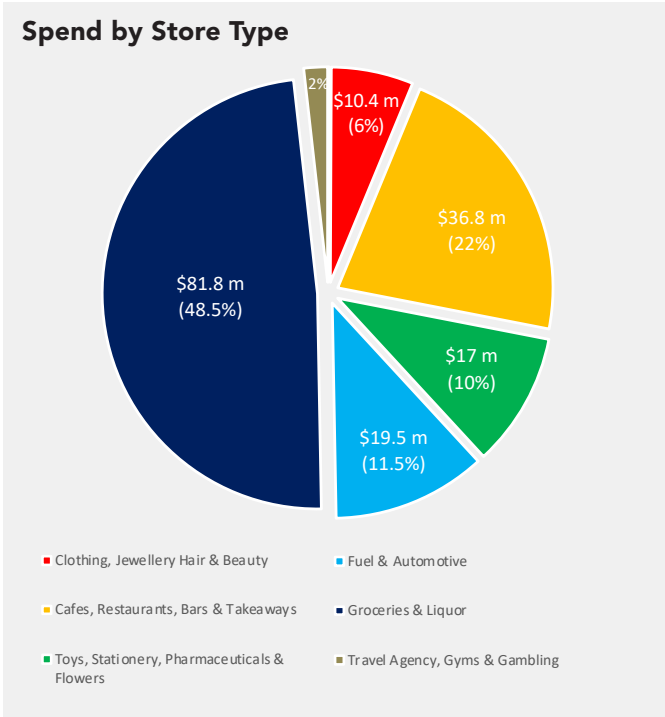
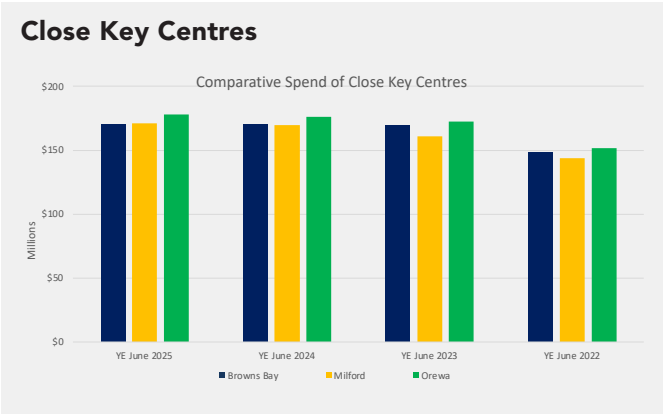
Consumer spending trends provide important insight into the performance of Browns Bay. Marketview data shows that total spend has decreased slightly from \$170.3 million to \$168.8 million, a 1% decrease in total spend, reflecting wider economic pressures such as cost of living and high mortgage rates. As a comparison, the Auckland region has decreased by 2.5% in the same period.

Total Spend



Despite this decline, Browns Bay continues to perform steadily relative to nearby centres, supported by its mix of businesses and appeal as a seaside destination. Analysis by centre type shows that Browns Bay remains reliant on supermarkets, which provide a consistent base of foot traffic and 48.5% of total spend. This underscores the need to diversify our retail offerings to reduce dependency on a single category.

Importantly, the population of Browns Bay is on the increase, driven by housing intensification under the Auckland Unitary Plan. As new residents move into the area, we can reasonably expect that consumer spend will grow once broader economic factors, such as mortgage rates, become more favourable. This demographic shift represents a significant long-term opportunity for our town centre.



BUSINESS ASSOCIATION ACTIVITY

The Association supported Browns Bay’s vitality through:

Events & Promotions

Key achievements include:

- Seasonal and themed events:** Delivered a strong programme including Light Up the Plaza, the Christmas Parade, Boys Toys, Summer Spectacular, and Dog Day Out, with attendance continuing to grow and each event showing improvements in delivery.
- Winter hospitality promotion:** Ran Feast Coast Bays, attracting just under 3,000 entries. Changes to the format encouraged greater participation from local eateries, broadened promotion, and offered an enticing prize, resulting in strong engagement and positive outcomes for participating restaurants and cafés.
- Collaborative approach:** The Feast Coast Bays promotion was delivered in partnership with the Mairangi Bay Business Improvement District (BID).



Marketing & Communications

Key achievements include:

- **Regular newsletters:** Produced monthly newsletters for both businesses and shoppers, generating strong engagement across Members and the wider community.
- **Social media campaign:** Launched a new Instagram and Facebook campaign showcasing specialist businesses and the people behind them, resulting in significant growth in reach and follower numbers.
- **Campaign development:** The social media initiative will continue into the 2025 – 2026 year, with further enhancements planned to build on its success.
- **Integrated promotion:** Complemented digital campaigns with radio advertising and print media projects to maximise the town centre's visibility.



Safety & Security

Key achievements include:

- **Police collaboration:** Maintained strong engagement with local police to address challenges in the town centre, including increased homelessness and alcohol-related nuisance behaviour.
- **Stakeholder meetings:** Met with Local Board, community stakeholders and an Auckland Council security specialist to identify key issues and plan solutions for implementation by the end of 2025.
- **'Keep Browns Bay Safe' WhatsApp group:** Expanded membership and provided a real-time communication tool that supports police responses, allows information sharing among Members and helps businesses make informed safety decisions.
- **Auckland Transport partnership:** Represented the Association on the Safer Connections working group, contributing to initiatives improving pedestrian and vehicle safety, with positive recommendations expected to be implemented by December 2026.



Advocacy & Partnerships

Key achievements include:

- **Stakeholder engagement:** Actively liaised with Auckland Council, Local Board, Auckland Transport, and other key stakeholders to represent Member interests.
- **Town centre improvements:** Contributed to the Browns Bay streetscape upgrade, advocating for pedestrian safety, accessibility, and enhanced public spaces.
- **Collaboration with property sector:** Worked with real estate agents and property managers to communicate the town's collective needs and support a cohesive community offering.
- **Service level improvements:** Maintained ongoing dialogue with Council to enhance contractor performance and overall streetscape maintenance.
- **Strategic partnerships:** Joined forces with neighbouring business associations and community groups to strengthen advocacy and deliver tangible outcomes.
- **Promotional initiatives:** Supported Feast Coast Bays – dine out in East Coast Bays and win initiative to promote local hospitality.
- **Community engagement:** Fostered stronger connections through participation from Heart of the Bays, East Coast Bays Library, ANCAD, and Neighbourhood Support in our events.



LOOKING AHEAD

In 2025 - 2026, the Association is focusing on:

- Diversifying the business mix to strengthen resilience beyond supermarkets and build a balanced retail, hospitality and services offering,
- Maximising opportunities from population growth, ensuring that Browns Bay can capture increased local spend as new residents move in and economic conditions improve, and
- Continuing events, promotions, safety initiatives, and advocacy to maintain a vibrant and safe town centre.

ACKNOWLEDGEMENTS

I sincerely thank the Association's Executive Committee for generously volunteering their time, expertise and experience to support the Association. My gratitude also extends to our Members for their ongoing commitment to Browns Bay. Their engagement helps us to thrive. We could not deliver our annual programme of events and promotions without the invaluable financial support and guidance of Local Board. We are also grateful to Member sponsors, Stihl Shop Browns Bay and Safe Drive Vehicle Testing, whose generosity makes events like Boys Toys and the Christmas Parade possible. Ultimately, our strength lies in our people – landlords, business owners, staff and the wider community. It is a privilege to serve in this role.