

CHAIRPERSON'S REPORT

It is my pleasure to present the Chairperson's Report for the Browns Bay Business Association (BBBA) for the financial year ending 30 June 2026.

The twelve months under review have again been challenging for the local business community, with ongoing economic pressures and heightened global uncertainty requiring businesses to adapt, manage rising costs and remain current and competitive. International trade uncertainty, geopolitical events and increases in energy and other input costs have continued to flow through to businesses and consumers in New Zealand.

For many owner-operated small businesses, these pressures are particularly significant, and a level of attrition is to be expected as part of the natural cycle of a town centre. Against this backdrop, BBBA has remained focused on the longer-term strength and resilience of Browns Bay.

The Strategic Plan 2025 - 2029 provides a clear direction for our work, with priorities around business growth, town centre improvements, safety, placemaking, business capability and destination promotion. This year has seen the beginning of putting these priorities into action.

Security in public spaces remains an important priority. The BID has a network of 17 CCTV cameras, with a longer-term objective of expanding coverage in key locations. We are also reviewing our nightly security patrols and camera monitoring to ensure these resources continue to provide value to businesses. The *Keep Browns Bay Safe* WhatsApp group has proved useful, enabling businesses in the group to communicate in real time about issues affecting them.

BBBA continues to advocate for improved pedestrian and vehicle movement within the town centre, including the much-needed pedestrian crossings installed on Beach Front Lane, loading zones and additional mobility parking. We also recognise the increasing pressure on parking availability, and the importance of convenient customer access.

Advocacy remains a key part of BBBA's role. We have continued to work with Auckland Council, Auckland Transport, the Hibiscus and Bays Local Board and other stakeholders on issues affecting the town centre, with a particular focus on achieving an improved level of service of maintenance and upkeep.

There have been encouraging signs in the commercial environment, with a number of previously vacant premises being filled. BBBA remains focused on encouraging a good mix of quality businesses that complement Browns Bay and contribute positively to the wider business community. While leasing decisions ultimately sit with landlords and commercial agents, BBBA uses its relationships, local knowledge and advocacy role to promote Browns Bay as an attractive place to do business and, where opportunities arise, encourage businesses that align with the needs and character of our town centre. Building and maintaining a strong and diverse business community remains an important strategic focus.

BBBA has continued to carefully manage and rationalise operational and events expenditure in response to significant increases in the cost of services and programme delivery. This has required difficult choices around spending and prioritisation. However, as costs continue to rise, maintaining the breadth and quality of the programme through cost management alone

is becoming increasingly difficult. A sustainable funding base is therefore important to our ability to continue delivering the priorities of the Strategic Plan.

I would like to thank our Board members, manager, volunteers and the many businesses who have contributed their time, ideas and support throughout the year. I also acknowledge the Hibiscus and Bays Local Board, Auckland Council, Auckland Transport, sponsors and other partners for their ongoing engagement and support.

Finally, I acknowledge the resilience and commitment of Browns Bay's business owners and operators. Their willingness to adapt, invest and continue operating is an important part of the strength and character of our town centre.

Lara Kamionka