

Annual and Financial Report



YEAR ENDING 30 JUNE 2023





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Staff Members



GENERAL MANAGER

Shawna Coleman
shawna@pukekohe.org.nz



EVENTS & PROMOTIONS CO-ORDINATOR

Chenay Douglas
chenay@pukekohe.org.nz
(Maternity Leave)



COMMUNICATIONS & MARKETING CO-ORDINATOR

Courtney Johnson
courtney@pukekohe.org.nz



MEMBERSHIP LIASION

Logan Soole
logan@pukekohe.org.nz

Committee



PRESIDENT

Rupert Ross
Vibra-Train
09 238 5222



VICE PRESIDENT

Melissa van den Brink
Smith & Sons Renovations
& Extensions Franklin
09 947 9533



TREASURER

Philippa O'Mara
Engine Room Chartered
Accountants
09 238 5939



Eugene Hamilton
Franklins Bar &
Eatery
09 238 4680



Holly Jansen
The Daily Goods



Joshua Parson
Crosbies Security
0800 113 262



Maree Trow
Stirling Sports
Pukekohe
09 238 7689



Merritt Watson
Pik n Mix Lollies
021 425 555



Nutthida Boonprasert
Modish & Muse
09 238 7797



Sharon England
Top Notch Engraving
& Book Exchange
09 238 5684



Alan Cole
Franklin Local Board
Representative
021 923 719

2023 Annual General Meeting Agenda

5.30pm, Monday 30th October 2023

The Engine Room, 217 King Street, Pukekohe



Please note that the meeting will start promptly at 5.30 pm. Further information on the Business Improvement District (BID) Map, Member Details Form, Nomination Form, and Constitution can be found on our website, www.pukekohe.org.nz, or from the Pukekohe Business Association office, 217 King Street, Pukekohe.

Agenda

1. Welcome
2. Apologies
3. Confirmation of minutes from 2022 Annual General Meeting, Wednesday, 24th October, 2022
4. President's Report
5. Manager's Report
 - Move to accept the manager's report, including the Draft Business Plan and Budget for 2024/2025.
6. Treasurer's Report and Annual Financial Statements
7. Proposed budget for 2024/2025
 - **Resolution:** Move to approve the following financial year 2024/2025 draft budget which includes a BID targeted rate grant amount of \$520,000.00, including a 4% increase of \$20,000, to the BID targeted rate grant for the 2024-2025 financial year.
Further, ask the Franklin Local Board to recommend to the Governing Body the amount of \$520,000.00 to be included in the Auckland Council draft 2024-2025 annual budget consultation process.
8. Appointment of Auditor
9. Election of Executive Committee
10. Election of officers (chairperson and treasurer) "As per AGM resolution 9 (2017) the election of officers will be decided by the newly elected committee at their first committee meeting".
11. General Business

Minutes



31ST AGM 26TH OCTOBER 2022

Held at The Engine Room, 217 King St

Meeting Opened at 5.30pm

Meeting Chaired by Rupert Ross

PRESENT

Business Association Members

Rupert Ross (Vibra Train), Philippa O'Mara (Engine Room Chartered Accountants), Maree Trow (Stirling Sports), Mark Woodward (Blue Ox Babe BBQ), Leilani Steadman (Vintage Love), Holly Jansen (The Daily Goods), Joshua Parsons (Crosbies Security), Nutthida Boonprasert (Modish and Muse), Sharon England (TopNotch Engraving and Book Exchange), Jann Hurley (Hurley Architects), Jon Brandon (Joy Sushi), Ria Langard (Your Local Coffee Roasters), Merritt Watson (Pik n Mix Lollies), Robyn Driver (Franklin Family Support), Simon Jansen (Urban Market), Phillip Beston (Kinetic Electrical).

Staff and Guests

Shawna Coleman (PBA), Chenay Douglas (PBA), Kate Morgan (PBA), Alan Cole (Franklin Local Board), Andrew Kay (Franklin Local Board), Christina Rogstad (Economic Development Broker – Auckland Unlimited)

1. WELCOME

The purpose of this AGM is to elect an executive committee, adopt an auditor and present the financial reports and budgets for the next financial year.

2. APOLOGIES

Don Smith (Franklin County Stars Trust), Melissa van den Brink (Smith and Sons Renovations and Extensions Franklin), Heather Walden (Designer Flowers), Catherine Tafto (Loom Shared Space), Barbara Dawson and Kim Sterling (The Herbary), Andy Baker (Franklin Local Board), Logan Soole (Franklin Local Board), Miriam Arnett (Arnett Law), Eugene Hamilton (Franklins Bar and Eatery), Ben Paul (Wrights Jewellers), Ingrid van Dorsser (Flower and Gift Shoppe) and Diane Robinson (Called to Account Limited).

Moved by Rupert Ross /Seconded by Mark Woodward.
-Passed.

3. CONFIRMATION OF THE MINUTES OF THE LAST AGM

It is moved that the minutes of 24th November 2021 Annual General Meeting are adopted as a true and accurate record.

Moved by Rupert Ross /Seconded by Melissa Maree Trow.
- Passed.

4. PRESIDENT'S REPORT

President's Report presented by Rupert Ross and is available in AGM Report.

Rupert acknowledged the difficulties that Covid-19 had on businesses during the financial year and highlighted the KPI's achieved over the past financial year. Rupert confirmed that all three 2021 KPI's were met.

There will be 2 specific KPI's the business association will report on at our 2023 AGM. These are:

1. New Strategic Plan

Complete a thorough process involving an activity review and member and stakeholder consultation to develop a strategic plan for the next 3 to 4 years.

2. Christmas Event

Track numbers of people that participate in the Christmas on the Green event and gather feedback to evaluate the effectiveness of this event in line with our strategic objectives.

Rupert Ross moved that the President's Report, being the governance update and report on strategic achievements for the 1 July 2021 to 30 June 22 financial year and KPIs be accepted /Seconded by Philippa O'Mara.
- Passed

5. MANAGER'S REPORT

Shawna thanked her team for the exemplary work they produced while they operated and executed the 2021/2022 annual plan as a two-person team. Shawna touched on highlights of the past financial year which included an update on Events, Member Subsidies, Security, Christmas and the Give it a Whirl segment, alongside some items of interest from the annual plan for this year.

These included supporting members through the Eke Panuku Pukekohe Master Plan, developing initiatives that align with our

new Strategic Plan and objectives and also creating and fostering strong relationships with our landlord members.

Rupert Ross Moved that the Manager's Report, covering the achievements for the 1 July 2021 to 30 June 2022 financial year, and annual plan be accepted / Seconded By Maree Trow.
- Passed

6. TREASURER'S REPORT AND ANNUAL ACCOUNTS

Treasurer's Report, Annual Accounts, and Audit Report presented by Philippa O'Mara outlining the income and expenditure of the Association for the financial year ending 30 June 2022 and available in the AGM Report.

Philippa made specific reference to the impacts of Covid, which included several cancelled events such as the Best in Business Awards, October School Holidays in the Square, and Christmas in the Square that created a large carry forward. Further savings we made on wages due to Kendyl being on maternity leave and then after her departure having only two staff during that time, the cost of and installation of the ANPR cameras also came under budget due to Auckland Transport assisting with the installation. Phillip Beston enquired about the quality of the new cameras for reassurance as the previous cameras were not up to standard. It was explained that the cameras are brand new, of good quality and are on a 4-5 year maintenance and replacement contract with Auckland Transport.

Philippa O'Mara moved that the Treasurer's report, Annual Financial Statements and audit report for the Financial Year 1 July 2021 to 30 June 2022 be accepted / Seconded by Mark Woodward.
- Passed

7. PROPOSED BUDGET FOR 2023-2024

Philippa O'Mara presented the budget for 2022/2023.

The Business Association is not seeking an increase in the next financial year and will continue to use money that has been accrued over past years to implement projects over the next two financial years.

Sharon England asked for clarification on the funding from the Franklin Local Board and why it was not included in the 2023/2024 Budget. Philippa explained that Franklin Local Board funding is not always a given, therefore, is not included in the budget.

Sharon England enquired about the Flagtrax system and what it is. Shawna explained that it is a product that is attached to light poles to make installing flags easier and cheaper for year-round use.

Philippa O'Mara moved to approve the following financial year 2023/2024 draft budget which includes a BID targeted rate grant amount of \$500,000.00. Further, ask the Franklin Local Board to recommend to the Governing Body the amount of \$500,000.00 be included in the Auckland Council draft 2023-2024 annual budget consultation process /Seconded by Maree Trow
- Passed

8. APPROVAL OF THE 2022 PUKEKOHE BUSINESS ASSOCIATION BID CONSTITUTION

Special Resolution: That the Pukekohe Business Association's existing constitution (rules) document dated 2012 be replaced with the proposed new constitution (rules) dated 2022, presented at the Annual General Meeting of the Pukekohe Business Association on Wednesday 26th October 2022, and that such alterations be effected by replacing the existing constitution document dated 2012, with the proposed Pukekohe Business Association constitution dated 2022. A copy of the proposed new constitution dated 2022 is be available on our website, www.pukekohe.org.nz/members/agm2022

Reason: Amendments of the current constitution (rules) of the Pukekohe Business Association are required to ensure those rules pertaining to the BID programme and BID targeted rate grant are not inconsistent with the Auckland Council Business Improvement District (BID) Policy.

A robust discussion was had around what is a BID, the targeted rate area, our role in the business community, and the difference between a full vs associate member.

Show of hands indicated all in favour with no oppositions.

Special Resolution
- Passed

8. APPOINTMENT OF AUDITOR

The appointed Auditor has to be out of the area to be impartial. Diane Robinson, Called to Account Ltd was suggested as she has been our auditor for the past 11 years and has experience in BID audits.

Philippa O'Mara moved that Called to Account (Diane Robinson) Remain as auditor of the PBA / Seconded by Mark Woodward
- Passed

At this point of the AGM, Rupert Ross passed the meeting over to Shawna Coleman to run the appointment of the Executive Committee portion of the AGM.

9. EXECUTIVE COMMITTEE

Election of members – We have received nominations from 10 members.

- A) As per Rule 14 of the Constitution, the Executive Committee shall consist of an uneven number of members, no less than five voting members, no more than eleven voting members, up to two non-voting members, and there will also be a Manager.
- B) Election of members – 10 members have been nominated in accordance with the constitution and they are deemed elected. These members are Eugene Hamilton of Franklins Bar and Eatery, Holly Jansen of The Daily Goods, Joshua Parsons of Crosbys Security Ltd, Maree Trow of Stirling Sports Pukekohe, Mark Woodward of Blue Ox Babe BBQ, Melissa van den Brink of Smith and Sons Franklin, Nutthida Boonprasert of Modish and Muse, Philippa O'Mara of Engine Room Chartered Accountants, Rupert Ross of Vibra-Train Pukekohe, Sharon England of TopNotch Engraving and Book Exchange.

As there was still 1 vacant position, further nominations were called from the floor, from persons who are members of the association – two members of the association are required to nominate a person who are themselves a member of the association.

Merritt Watson of Pik n Mix Lollies nominated himself for the Committee.

Nomination moved by Philippa O'Mara / Seconded by Mark Woodward
- Passed

No further nominations received. We now have a full committee. Congratulations to our new Committee.

10. ELECTION OF OFFICERS (CHAIRPERSON AND TREASURER) FOR 2022-2023 YEAR:

As per the 2017 AGM Minutes, resolution 9 states that the election of officers will be decided by the newly elected committee at their first meeting.

The date of the first committee meeting to elect office holders is Tuesday 15th November 2022 at 5.15 pm, at the Pukekohe Business Association, 217 King Street, Pukekohe.

Rupert Ross moved that this process is approved to be retained / Seconded by Philippa O'Mara
- Passed

11. GENERAL BUSINESS

Rupert Ross thanked our Local Board, Rupert Ross thanked our attending members, Local Board, and guests. Discussions were had around the continuation of our Business After Five events and how they will bring together each sector with specific agendas and outcomes. Rupert also acknowledged the relationships that have been created with our local police and how that is supporting our businesses during challenging times of ram raids and shop theft.

Rupert discussed the opportunity of redeveloping the strategic plan over the next year and encouraged all members to take part in the process. We hope to dream big, involve all stakeholders and produce an exciting unified vision for the Pukekohe Business Association.

Acknowledgment was also made to Alan Cole, our Local Board Representative for his outstanding insight and wisdom, along with advice and perspective from the Local Board and from the Federated Farmers. And finally, many thanks were given to Shawna and the PBA team for their passion and dedication.

Meeting closed 6.35pm

Minutes signed as a true and complete record by the Chairperson:

.....
 Chairperson

.....
 Date

Reports

Looking back
& at the years
ahead



President's Report

WHAT A YEAR

Our PBA reporting cycle begins on 1 July each year. This report runs from 1 July 2022 and ends on 31 June 2023 and is known as the 2023 year.

It was mostly a year of slow recovery from the limitations and lockdowns of the previous covid years. Still one of mixed financial reviews and tricky economic conditions for business to grow with the continual rise of inflation and interest rates.

For the public – our customers, prices and costs have been going up while house prices have been dropping. At the same time mortgages and rents have been increasing. These are not conditions for consumer confidence and positive spending.

During this year, it's not hard to see why business confidence hit its lowest point in 50 years. In fact, the NZ Institute of Economic Research, had their weakest ever business confidence survey result since they started in 1970.

Pukekohe was not immune to this environment and unfortunately, we have seen some businesses permanently close. It makes us even more grateful for the amazing supportive local community we are all part of.

As you read this report, it is clear to see the wide range of activities and initiatives undertaken by Shawna and her team.

From promotions to holiday activities, from seminars to parades – so much activity to support business in Pukekohe. The whole committee is proud of the work put in by our staff and the outstanding results they achieved.

As a board, we had one KPI for the year, it was to deliver our new strategic plan. I am pleased to say this has been achieved. We are very grateful to all the business owners who attended our workshops. Your input on concerns and priorities was so helpful in shaping this new strategy which you can read about in this report.

As Chair, I would like to thank Shawna, our PBA Manager. She has risen to the task and delivered all our plans in an exceptional manner and all within budget! She has been creative and hardworking and a great ambassador for the PBA.

I would like to thank all the members of the committee for their time and passion. They have each given generously of their own time to work towards growing Pukekohe.

Special thanks to Philippa as treasurer for the countless hours over spreadsheets and Melissa as deputy Chair. Also, to Alan who has been an invaluable link with the Franklin Local Board.

Sincere thanks also to our key partners and stakeholders including Sgt Wayne

Paxton and the Pukekohe Police team, the Franklin Local Board, Eke Panuku, Auckland Council, Auckland Unlimited and Auckland Transport.

“Thank you to our members for supporting and engaging with our initiatives and

PBA has a limited resource but when we combine our focus, we can move mountains.

Here's to the best of business in Pukekohe.



Rupert Ross
President
Pukekohe Business Association

Manager's Report



This Managers report will run through the strategies contained in our business plan for 2022-2023.

You can read about our new and upcoming projects in the 2023 – 2024 business plan which follows this report.

This period has been the first in many years where businesses were free of interruption from COVID-19 lockdowns, restrictions and alert level changes.

With the absence of restrictions all 4 of our major community events were able to take place, and all with record attendance.

We saw the ever increasing crime trend of ram raids and brazen retail crime, which led to a heavy focus on safety and security as many of our retailers became targets of these unrelenting crime sprees.

As Eke Panuku presses on with their Unlock Pukekohe plans and activations we were happy to see the inclusion of two new parklets in the town centre.

These provide spaces for people to linger and gather which encourages increased spend in our local businesses.

I'd like to thank my team, Chenay and Courtney who have been instrumental to our success this year.

Thank you to our Chairperson, Rupert and Treasurer, Philippa for their continued support and guidance, and to our members for their resilience, engagement, and support of our initiatives over this past year.

Membership Support & Advocacy

Our Member Subsidy Programme continues to be a valuable benefit to our "Full" Members (Associate members are ineligible for this programme). This year, 50 applications were processed and \$26,404 worth of subsidies were paid out. 90% of subsidies paid went back to local businesses. Once again, the CCTV and Security subsidy was the most utilised, followed by the Shop Tidy Subsidy this year.

This is encouraging to see as members are gaining direct benefits and improving their quality of business with the support of the Pukekohe Business Association.



Our **Give it a Whirl** segments continue to be really popular featuring a behind-the-scenes look at our local businesses. The Franklin County News regularly features these articles providing extra exposure for our members.



Member Networking events such as Coffee with a Cop, contingency planning workshops, and information events to discuss the Unlock Pukekohe plan were well attended.

Ongoing work with Eke Panuku's Unlock Pukekohe team ensures that the plans presented to the community are disseminated through our business network and feedback is provided. In September, the PBA held a workshop where over 100 members attended.

The final draft Unlock Pukekohe plan was presented along with plans to implement a new raised pedestrian crossing and Traffic Lights around town.



Advocating and representing our members is a constant focus for the PBA.

Over the year, submissions were made on the Eke Panuku Unlock Pukekohe Staged plan with a heavy focus on the Town Square and Roulston Lane upgrade, Market Hall and Eat Street, and the planned timed parking reduction on Massey Ave.

We also fed back comments on the Auckland (reduced) budget, and the FLB Annual Budget and plans.

Events & Promotions

We started with preparations to bring back our iconic “V8 Street Parade” which was quickly derailed by the devastating news of the Pukekohe Park raceway closure. Nevertheless, we soldiered on to ensure we gave motorsport in Pukekohe the send-off it deserved!

Our Pukekohe Final Rumble Parade and Park Up, combined with a Shop to Win promotion where we sent two lucky customers to the Gold Coast 500, the Cardboard Car Rally, and a Drivers Signing with all 2022 Supercar Drivers in attendance was the event of the year!

Over 5,000 people streamed into the Pukekohe Town centre to watch over 150 classic, vintage and special interest cars parade up and down King Street.

The town was buzzing and will be remembered by many as the final good bye to motorsport in Pukekohe.

The October and April School holidays in the Square events brought new attractions and entertainment to the community which included new interactive attractions such as Little Bo Peeps Petting Zoo, the Life Education Mobile classroom with Harold the Giraffe, Waiuku Zero Waste creative play space, and a special VR experience with the Tiaki Project. These events continue to grow in popularity each year and are supported by the Franklin Local Board.

Christmas continues to be a critical time for retailers capitalising on the “Shop and Support Local” messaging that we continue to push throughout the year. Our 12 Days of Christmas Promotions continue to see over 10,000 post comments and have increased in engagement year on year.

Our 8 meter Christmas Tree and Street Decorations continue to bring the festive spirit to members of our community however after an early morning crime spree, 6 vandals attacked our tree causing thousands of dollars’ worth of damage. Luckily, CCTV footage and a police report supported our insurance claim and a replacement tree has been purchased.

Finally, our flagship event, Christmas on the Green, was designed to replace our long-standing “Santa Parade” with a family-friendly afternoon event providing free entertainment to the Franklin community and beyond. With free amusement rides, sponsored by the Franklin Local Board, food trucks, face-painting stilt walkers and supreme onstage entertainment, the only thing that could dampen our spirits was the rain.

And rain it did! Torrential rain poured down 1 hour into the event which saw the estimated 1,000 attendees run for cover. The onstage talent pushed through providing entertainment for those brave enough to dance and sing in the rain.

Although the event was derailed by the weather, the overwhelmingly positive feedback showed just how much the Franklin community want this event to continue.



Manager's Report Continued

Placemaking & Community

We continue to strongly advocate for town beautification and appearance including reporting issues to Council, reporting tagging and health and safety issues.

We worked closely with **Eke Panuku Small Tactical project teams** to support businesses through the Devon Lane one way upgrade, the Edinburgh Street Parklet, and helped bring the Pukekohe

Parklet in the town square to life which provides a community space where people can gather to meet, eat and drink at picnic tables.

Some other planned initiatives such as flag trax, fringe lighting and welcome to Pukekohe Sign have been deferred into the following financial years as partnerships on these projects were delayed.



Communication & Marketing

Social Media continues to dominate in terms of sharing what the Business Association is doing with the community.

We continue to utilise both Facebook and Instagram to promote our events, promotions, and members. We are also constantly looking for new ways to improve these mediums.

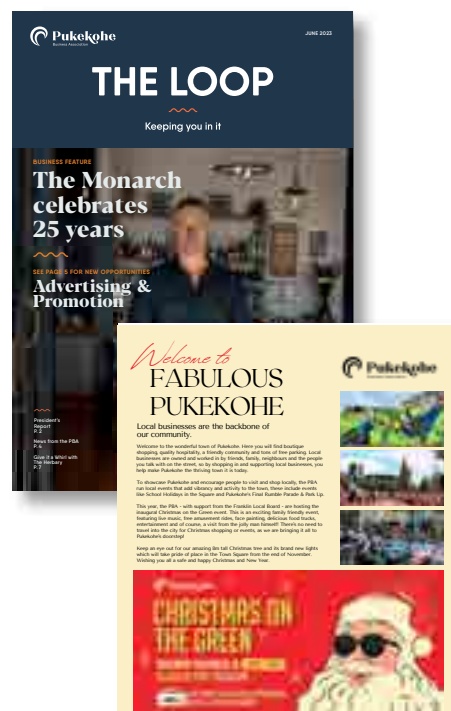
As at the end of June 2022 we have and have seen an increase of over 500 followers on our Facebook page, and an increase of over 400 likes since June 30th 2022. Our Instagram page also gained over 500 new followers.

Our online presence means we are able to reach a significant audience. Our **giveaway promotions** have been extremely successful with the money being reinvested straight into the local economy or local businesses getting wide coverage.

We continue to communicate with our members through many different communication facets and marketing collateral which includes new member packs with information about the PBA and the benefits of membership.

Our monthly magazine, The Loop, which informs our members of projects, celebrations, and activities of interest, and our website continues to be a source of information on all things Pukekohe with a special focus on business promotion and information channels. Our weekly member email provides a link to networking events and business development opportunities, information and news.

Incorporating radio, print and digital advertising through More FM and the Breeze. Stuff Digital, Franklin County News and Rural Living provided a multi-pronged approach that worked well.



Safety & Security

Ram Raids and Retail Crime were the key issues this financial year. Pukekohe saw a number of nighttime ram raids targeting jewellery, clothing, mobile phone and vape shops.

A night patrol was implemented to patrol the CBD over a 30-day period. Incidentally, no ram raids occurred during this time, however, data shows that this lull in activity was seen across Auckland.

Our CCTV Project continues with a collaboration between the PBA, Police, Franklin Local Board, Counties Energy, Downer and Auckland Transport.

A locally owned security company, TPT Group, have gifted Pukekohe 40 PTZ CCTV cameras along with a high-tech

monitoring system, which will be based in the Pukekohe Police Station. Work is ongoing and we hope to have these installed by the end of 2023.

Our PBA Security WhatsApp group is going from strength to strength. It is proving to be a helpful and beneficial tool to enable our members to quickly communicate issues that arise within the business community. We have seen some fantastic wins as a result of this what's app group including the arrest of a prolific shoplifter and the assistance with footage used to charge ram raid offenders.

We continue to work closely with our Community Police team, Sergeant Wayne Paxton, and constables Kevin Greasley and Nardine Mackwood-Smith to deliver

high-quality support to our businesses during what has been a frustrating time of increased retail crime, ram raids and break-ins.



Our new Strategic Plan

In May, six **Strategic Planning workshops** were held receiving feedback from all five business sectors and major stakeholders. During these sessions, a collective vision emerged for PBA's future and how we should contribute to the evolution of Pukekohe.

Some of the suggestions and themes included:

- Connectivity across businesses, communities and generations,
- Strengthening local supply chains,
- Safety and crime prevention through environmental design,
- Attracting employees and residents,
- Increasing events and placemaking.

With this insight, we have developed our new five-year strategy that focuses on 3 key pillars.

- Supporting business prosperity
- Enhancing a safe and attractive business environment
- Advocacy leading to positive changes

We are excited about the prospect of embarking on this new vision that reflects the interests of our members in the current environment. You can see our Strategic Plan in further detail in this booklet.

It is important we stay agile in our business plan to allow us to be reactive to any unexpected market trends. With the addition of the Drury development

coming closer to reality, Pukekohe will need to have cemented its identity to ensure we continue to provide the very best of town and country and sustain the rural charm that makes our town special.

You can find our detailed 2023-2028 Strategic Plan on page 34 of this document.

Current financial year and looking to the year ahead

As we are now 4 months into the 2023-2024 financial year, we are powering through our annual plan.

The year started with the return of the Pukekohe Business Excellence awards, our biggest and most successful event to date. Over 420 guests attended, 11 awards presented all with a deserving highly commended recipient.

Our October School Holidays in the Square event saw a new twist with a bigger and longer event spanning in to the evening, and our Christmas

on the Green event is set to return in December, where we take the event to Navigation Homes Stadium with more free family entertainment to celebrate the festive season.

We are excited to be working to our newly adopted strategic plan that focuses on member support and promotion of Pukekohe and its Businesses. Our newly implemented network sessions, "Business & Beers", have been well attended and has received great feedback.

We are also working closely with Eke Panuku to develop placemaking initiatives that will beautify and invigorate our main shopping districts with new lighting, way-finding and welcome signs.

An exciting project for next year will see the Pukekohe Branding project start to take shape, providing a strong platform to promote Pukekohe as a place to live, shop, work, and Play.

Stay tuned for more exciting updates!

Conclusion

My thanks go to the Committee for volunteering their time and ideas over the past year and for the support they have provided my team and I.

We welcome our new and returning committee members, I look forward to working with you all.



SHAWNA COLEMAN
Manager
Pukekohe Business Association

Annual Plan

To confirm
2023/2024



1. SUPPORTING BUSINESS PROSPERITY

Provide resources and opportunities for businesses to grow, connect, and innovate.

1a. PROMOTION OF PUKEKOHE AND ITS BUSINESSES

PROMOTIONS & MARKETING

- **THE PBA WILL** launch promotional campaigns, advertising and giveaways to showcase local businesses, attractions, and events and promote these through social media, print media, and cinema advertising, including Christmas and celebration promotions.
- **THE PBA WILL** establish the PBA website as a place for business promotion and information sharing.
- **THE PBA WILL** continue to strengthen the "Give it a Whirl" features to showcase local businesses in a unique way.

SUCCESS CRITERIA

- Promotions and strategies developed and undertaken.
- Positive feedback from the public and businesses
- Number of new 'likes' and 'Follows' on our Facebook page and general engagement.

EVENTS & COMMUNITY

- **THE PBA WILL** organise well-targeted events to showcase Pukekohe during major holidays and off-peak periods. These includes:
 - Business Excellence Awards (July 23)
 - School Holidays in the Square (April & October)
 - Christmas on the Green (December)
- **THE PBA WILL** support community-led initiatives via sponsorship that align with our Strategic outcomes and goals.
- **THE PBA WILL** continue to install and maintain Christmas decorations, purchase new decorations when required and provide insurance for all assets

SUCCESS CRITERIA

- Events held and number of people estimated to have attended
- Feedback received from attendees and surrounding businesses
- Christmas decorations purchased, installed, and removed.

PUKEKOHE BRANDING PROJECT

- **THE PBA WILL** create a consistent and appealing brand for Pukekohe, in conjunction with the Franklin Economic Narrative, that highlights its unique offerings and encourages both businesses and visitors to the area.
- **THE PBA WILL** collaborate with key partners for a new Welcome to Pukekohe sign.
- **THE PBA WILL** continue to advocate for the installation of Flag Trax to align with the Pukekohe Branding project.

SUCCESS CRITERIA

- Stage one established and plans agreed on
- Feedback received
- Vision confirmed

1b. BUSINESS SUPPORT & DEVELOPMENT

- **THE PBA WILL** continue to support members via our subsidy programme and adjust support based on feedback received.
- **THE PBA WILL** establish itself as a Small Business Support Hub, offering space for member meetings, workshops, training, and seminars on various aspects of business management.
- **THE PBA WILL** develop initiatives that align with the new strategic plan

SUCCESS CRITERIA

- Hold at least six member workshop events in the Financial year with increasing attendance at each event.
- Increased number of businesses interacting with the Association

1c. CONNECT & COLLABORATE

- **THE PBA WILL** support a newly developed Membership Liaison role with heavy focus on membership engagement and connection.
- **THE PBA WILL** organise regular sector meetings to understand the needs of our members and create networking sessions, seminars, and workshops to facilitate connections among businesses and encourage knowledge sharing.
- **THE PBA WILL** expand the Loop to allow for more business advertising and provide more quality business information.
- **THE PBA WILL** hold a Landlord networking meeting to help encourage town beautification.

SUCCESS CRITERIA

- Hold at least six member networking events in the financial year
- Membership to increase by 10%
- Membership engagement to increase by 20%

This Annual Plan has been written in accordance with our newly adopted 2023-2028 Strategic Plan.

2. ENHANCING A SAFE & ATTRACTIVE BUSINESS ENVIROMENT

Elevate the visibility and attractiveness of Pukekohe whilst encouraging a Safe, Secure, and Pleasant Business Environment

2a. SAFETY & SECURITY

- **THE PBA WILL** collaborate with law enforcement, Auckland Council, Auckland Transport, Franklin Local Board and other key organisations to help progress the CCTV network to create a safe environment for businesses and customers.
- **THE PBA WILL** support the progression of monitoring for town CCTV and ANPR system at the Pukekohe Police station by CPNZ
- **THE PBA WILL** liaise with the Community Policing team on issues on behalf of our members
- **THE PBA WILL** implement strategies to support our members with safety and security

SUCCESS CRITERIA

- Additional cameras installed in the BID area
- Town CCTV and ANPR to be monitored overnight
- New ideas and strategies put into place to support our members.

2b. PLACEMAKING & BEAUTIFICATION

- **THE PBA WILL** continue to advocate for town centre cleanliness and for services in Pukekohe to be up to a high standard including reporting of unclean pavements, mowing needs, weeds removal, lighting maintenance, graffiti management and town tidiness.
- **THE PBA WILL** advocate for under veranda fairy lights in conjunction with Eke Panuku and the small Ts project

SUCCESS CRITERIA

- Reduction of graffiti and rubbish in retail areas
- Continue to feedback issues relating to CBD cleanliness, ensure job requests are fed through to the council for addressing and Town Centre Cleanliness Reports produced as required.
- The successful instillation of under veranda fairy lights.

2. ADVOCACY & REPRESENTATION

Advocate for policies and initiatives that bring positive changes for our businesses and the community.

3a. ADVOCACY & REPRESENTATION

- **THE PBA WILL** continue to advocate in the interests of business in Pukekohe by providing feedback on changes in bylaws and other proposals by Council and CCO's
- **THE PBA WILL** continue involvement with the BID advocacy group speaking directly with Auckland Council
- **THE PBA WILL** be the conduit between businesses and Eke Panuku to provide an opportunity for businesses to engage and give feedback on the plan and receive up-to-date information

SUCCESS CRITERIA

- Advocate on changes in bylaws and other proposals by Council and CCO's
- Business engagement and understanding of the Eke Panuku Unlock Pukekohe plan

OFFICE, COMPLIANCE & TRAINING

- **THE PBA WILL** continue to maintain a fund for business continuity for our members in case of emergency
- **THE PBA WILL** ensure continued compliance with Health & Safety legislation and maintain high-quality Health & Safety initiatives
- **THE PBA WILL** support staff to receive further professional development training

SUCCESS CRITERIA

- Put money aside in budget annually for business continuity case of emergency,
- Review health and safety documentation annually
- Training completed

Draft Annual Plan

2024/2025

1. SUPPORTING BUSINESS PROSPERITY

1a. PROMOTION OF PUKEKOHE AND ITS BUSINESSES

ACTIONS	SUCCESS CRITERIA
Promotion & Marketing THE PBA WILL launch campaigns to showcase local businesses, attractions, and events through social media, websites, and targeted advertisements.	<ul style="list-style-type: none">• Promotions developed and undertaken.• Positive feedback from the public and businesses• Number of new 'likes' and 'Follows' on our Facebook page and general engagement
Events THE PBA WILL organise well-targeted events to showcase Pukekohe during major holidays and off-peak periods. These includes: <ul style="list-style-type: none">• School Holidays in the Square (April & October)• Christmas on the Green (December)• Rhythm in the Square - Summer lunchtime sessions (Jan-March)	<ul style="list-style-type: none">• Events held• Number of people estimated to have attended• Feedback received from attendees and surrounding businesses
Pukekohe Branding Project THE PBA WILL create a consistent and appealing brand for Pukekohe. In conjunction with the Franklin Economic Narrative, that highlights its unique offerings and encourages both businesses and visitors to the area.	<ul style="list-style-type: none">• Stage one successfully completed.• Feedback received• Vision confirmed

1b. BUSINESS SUPPORT & DEVELOPMENT

ACTIONS	SUCCESS CRITERIA
Business support & development THE PBA WILL provide support and services for business growth and development. THE PBA WILL establish itself as a Small Business Support Hub, offering workshops, training, and seminars on various aspects of business management.	<ul style="list-style-type: none">• Hold at least 6 member workshop events in the Financial year• Increasing attendance at each event• Positive feedback recieved

1c. CONNECT & COLLABERATE

ACTIONS	SUCCESS CRITERIA
Membership Engagement THE PBA WILL support a newly developed Membership Co-Ordinator role with heavy focus on Membership engagement and connection. THE PBA WILL organise regular sector meetings to understand the needs of our members and create networking sessions, seminars, and workshops to facilitate connections among businesses and encourage knowledge sharing.	<ul style="list-style-type: none">• Hold at least 6 member networking events in the financial year• Membership to increase by 10%• Membership engagement to increase by 20%

This Annual Plan has been written in accordance with our newly adopted 2023-2028 Strategic plan.

2. ENHANCING A SAFE & ATTRACTIVE BUSINESS ENVIROMENT



2a. SAFETY & SECURITY		2b. PLACEMAKING & BEAUTIFICATION	
ACTIONS	SUCCESS CRITERIA	ACTIONS	SUCCESS CRITERIA
Safety & Security THE PBA WILL collaborate with law enforcement, Auckland Council, Auckland Transport, Franklin Local Board and other key organisations to help progress the CCTV network to create a safe environment for businesses and customers.	<ul style="list-style-type: none"> • Additional Cameras installed • Town CCTV and ANPR to be monitored overnight • Number of successes achieved • Feedback from Police on success gained from CCTV and ANPR 	Placemaking & Beautification THE PBA WILL enhance the visual appeal of the business district through collaborations with council organisations and consistent reporting and audits of the Town Centre. THE PBA WILL collaborate with landlords to support building enhancement.	<ul style="list-style-type: none"> • Reduction of graffiti and rubbish in retail areas • Advocate for town revitalisation projects that supports business in Pukekohe

3. ADVOCACY & REPRESENTATION



3a. ADVOCACY & REPRESENTATION	
ACTIONS	SUCCESS CRITERIA
Advocacy & Representation THE PBA WILL advocate for improvement that positively benefits members through council organisations such as FLB, Auckland Council, Auckland Transport, Eke Panuku ect	<ul style="list-style-type: none"> • Advocate on changes in bylaws and other proposals by Council and CCO's • Number of submissions made

Treasurer's Report



As Treasurer, I present an overview of our financial performance for the fiscal year spanning from July 2022 to June 2023, (referred to as FY23), and the Association performed against budget.

Financial Snapshot:

The Association achieved a surplus of \$30,330 for FY23, compared to a planned budgeted deficit of \$193,811.

This surplus will be carried forward with additional brought forward surpluses from earlier years for allocation towards planned projects in FY24 and FY25.

This arose due to lower staffing costs, some placemaking activities being deferred or taken up under Auckland Council/Eke Panuku's own budget, and events being deferred to FY24 eg The Business Excellence Awards.

We have substantial funds to carry forward into FY24 of \$394,205, including funds earmarked as Disaster Recovery and Continuity of just over \$15,000.

Due to the years of Covid and lockdowns, the Association had to defer many projects, events and activities and been unable to spend all the year's targeted rate funding. However, the FY24 and draft FY25 budgets anticipate expenditure to utilise most of the surplus. Our new strategic plan will give the Association renewed focus and more directed programme of events and member support activities to enable full expenditure.

The following are key highlights of our financial performance in more detail.

Revenue:

- We generated an additional \$16,549 in revenue from associate memberships and interest income,

which are never factored into our budgeted income.

- Additionally, we raised \$7,395 in advertising and sponsorship income for specific events and activities, exceeding our plans.

Events and Activities:

- The Association had a busy calendar of member activities and community events on the agenda. Due to these initiatives being well-planned and managed, we remained under budget for all of them.
- The Business Awards event, initially planned for FY23, was deferred to July 2023, thus falling into FY24. The committee has approved the transfer of the associated FY23 budget into FY24 to enable a much bigger event.
- Christmas on the Green incurred lower costs than anticipated, and this was further supported by sponsorship income.
- Our School Holiday Events came in under budget due to a shorter duration and a greater reliance on volunteer support, as opposed to paid activities.
- No Business After Five events were held, leading to savings in this budget category.
- Expenditure on Christmas activities aligned with the budgeted figures.

Marketing Collateral and Initiatives:

- Our marketing team optimised media choices to enhance advertising effectiveness, leading to reduced expenses. Print media was scaled back, and radio advertising by the media agency was lower than expected.
- We introduced a Shop to Win campaign as part of the Final Rumble event. Although this initiative was not originally budgeted, it was

successfully sponsored, allowing us to reallocate remaining funds to support this event.

- The Member Subsidy program was well-received, with particular emphasis on subsidies for CCTV and Security, as well as Shop Tidy and Marketing.

Community Initiatives:

- No expenditure was incurred under the Placemaking budget, as other agencies stepped in to fund some initiatives, while other activities experienced delays in obtaining approvals so will take place in FY24.
- Although a budget had been allocated for ANPR camera maintenance, none was required during the year. Instead, we conducted a trial of a security night patrol and conducted further research on potential CCTV network investments.

Office, Staff & Committee Expenses:

- Staff expenses were below budget, primarily due to the administrator's role during FY23 being part-time.
- The strategic planning project, which began during FY23, was not completed by 30 June 2023, resulting in lower expenses for FY23. The remainder of the budget will be spent in FY24.
- Depreciation costs were slightly higher than budgeted due to accelerated asset write-downs.

Targeted Rate Increase:

- We will be proposing a small targeted rate increase for FY25 to ensure sufficient cash flow remains in the Association into FY26 with the requirement to re-register under the Incorporated Societies Act 2022.

In summary, the Association's financial performance in FY23 demonstrated careful fiscal management and adaptability in response to changing circumstances.

We remain committed to prudent financial practices and eagerly anticipate the opportunities that lie ahead in FY24.



PHILIPPA O'MARA

Treasurer

Pukekohe Business Association

MARKETVIEW SUMMARY

PUKEKOHE SPEND TREND

FY23 SPEND OVERVIEW *

Month	Spend	Transactions	Av. Transactions Value
Jul	\$54.6M	852,649	\$63.98
Aug	\$53.4M	861,063	\$62.04
Sep	\$54.4M	867,962	\$62.67
Oct	\$57.4M	898,113	\$63.93
Nov	\$57.3M	893,844	\$64.08
Dec	\$73.8M	1,062,681	\$69.45
Jan	\$54.4M	847,894	\$64.33
Feb	\$52.6M	814,618	\$64.55
Mar	\$59M	927,698	\$63.55
Apr	\$55.6M	863,412	\$64.36
May	\$57.7M	913,327	\$63.19
Jun	\$57M	892,227	\$63.85
Total	\$687M	10,694,796	\$64.24

COMPETITOR COMPARISON

	Q3	Q4	Q1	Q2	Total
Pukekohe	\$162.4M	\$188.5M	\$166.1M	\$170.3M	\$687M
Newmarket	\$203.6M	\$248.4M	\$190.5M	\$198M	\$841.2M
Manurewa	\$72.4M	\$76M	\$70.7M	\$73M	\$292.1M
Papakura	\$70.3M	\$76.3M	\$67.2M	\$69.2M	\$283.4M
Onehunga	\$60.9M	\$72.4M	\$56.64M	\$62.6M	\$252.4M
Takapuna	\$46.8M	\$55.7M	\$47.3M	\$46.3M	\$196M
Papatoetoe	\$16.1M	\$18.1M	\$17.2M	\$17.1M	\$68.6 M

* This data is recieved from Marketview.co.nz and is generated from Eftpos transactions within Pukekohe.

Financial Statements



PUKEKOHE BUSINESS ASSOCIATION, INC

Financial Statements

Year Ended 30th June 2023



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- Audit Report
- Statement of Financial Performance
- Statement of Financial Position
- Notes to the Financial Statements
- Proposed Budget

INDEPENDENT AUDITOR'S REPORT

To the Members of Pukekohe Business Association Inc.

Report on the Financial Statements

We have audited the accompanying financial statements of **Pukekohe Business Association Inc.**, comprising the Statements of Financial Performance and Position and Notes to the Financial Statements including the Statement of Accounting Policies for the year ended **30 June 2023**.

Opinion

In our opinion the accompanying financial statements

- present fairly in all material respects the Statement of Financial Position of the Association as at 30 June 2023 and Statement of Financial Performance and Notes to the Financial Statements including the Statement of Accounting Policies for the year ended **30 June 2023**,
- In accordance with s) 23 Of The Incorporated Societies Act 1908 and the Association's rules. These are special purpose statements intended for the use of members only. (A new Act came into being in April 2022 and we await regulations on presentation requirements of annual financial statements for the future).
- Dated this day **2 October 2023**

Basis of Opinion

We conducted our audit of the Financial Statements comprising Statements of Financial Performance and Position; Notes to the Financial Statements including the Statement of Accounting Policies in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)). Our responsibilities under those standards are further described in the Auditors Responsibilities for the audit of the Financial Statements section of our report. We are independent of **Pukekohe Business Association Inc.** in accordance with Professional and Ethics standard 1 (Revised) Code of Ethics for Assurance Practitioners issued by the NZ Auditing and Assurance Standards Board and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with or interest in **Pukekohe Business Association Inc.**

The Responsibility of the Executive for the Financial Statements

The Executive are responsible for

- a) the preparation and fair presentation of the financial statements in accordance with s) 23 Of the Incorporated Societies Act 1908 and the Association's rules.
- b) for such internal controls as the Executive determine are necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements the Executive are responsible on behalf of **Pukekohe Business Association Inc.** for assessing the entity's ability to continue as a going concern and disclosing as applicable any matters related to the going concern basis of accounting.

(continued on second page)



INDEPENDENT AUDITOR'S REPORT (for 30 June 2023 continued from previous page)
To the Members of Pukekohe Business Association Inc.

Auditor's Responsibility for the Audit of the Financial Statements

Our objective is to obtain reasonable assurance about whether the financial statements are free from material misstatement whether due to fraud or error and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement if it exists. Misstatements can arise from fraud or error and are considered material if individually or in the aggregate they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (NZ) we exercise judgement and maintain professional scepticism throughout the audit. we also:

Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of the internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

Conclude on the appropriateness of the use of the going concern basis of accounting by the Executive and based on the evidence obtained whether a material uncertainty exists related to events or conditions that may cast significant doubt on the entity's ability to continue as a going concern. If we conclude a material uncertainty exists, we are required to draw attention in our audit report to the related disclosures in the financial statements or if such disclosures are inadequate to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However future events or conditions may cause the entity to cease to continue as a going concern.

We communicate with the Executive regarding among other matters the planned scope and timing of the audit and significant audit findings including any significant deficiency in internal control that we identify during the audit.

Called to Account Limited

Signed by Diane Robinson CA, BTheol, Director for Called to Account Limited, Auditor,
Auckland 2 October 2023



Statement of Financial Performance

Pukekohe Business Association Inc.

For the year ended 30 June 2023

	NOTES	2023	2023 OVERALL BUDGET	2022
Revenue				
Auckland Council Separate Rate Fund		500,000	500,000	462,000
Franklin Local Board Grants & Funding	5	27,339	27,339	31,250
Advertising income		1,840	-	-
Event Sponsorship Income		5,555	-	3,654
Associate Memberships		4,750	-	3,250
Voucher Booklet- income		-	-	2,352
Interest Income		11,700	-	1,918
Cond Wages Subsidy - Leave Support		-	-	600
Total Revenue		551,282	527,339	505,024
Expenses				
Staff Expenses	8	205,045	230,900	195,828
Marketing Initiatives & Collateral	7	106,841	133,200	111,176
Events	9	72,919	149,500	14,859
Christmas Expenses	9	56,069	60,000	53,083
Community Initiatives	10	11,927	57,000	92,476
Office & Committee Expenses	11	27,021	38,550	20,306
Property Expenses	12	31,759	40,500	32,361
Disaster Support & Wellbeing		-	5,000	-
Depreciation		9,372	7,500	14,001
Total Expenses		520,953	721,150	494,677
Surplus/(Deficit) for the Year		30,330	(193,811)	10,347

These statements should be read in conjunction with the accompanying Notes to the Financial Statements and the attached Audit Report.

Financial Statements - Pukekohe Business Association Inc.



Statement of Financial Position

Pukekohe Business Association Inc.

As at 30 June 2023

	NOTES	30 JUN 2023	30 JUN 2022
Assets			
Current Assets			
Bank accounts and cash		278,114	356,622
Debtors and prepayments	1	70,582	1,150
Other Current Assets		139,370	134,959
GST		7,232	10,426
Total Current Assets		495,298	503,157
Non-Current Assets			
Property, Plant and Equipment	1	18,485	27,856
Total Non-Current Assets		18,485	27,856
Total Assets		513,782	531,013
Liabilities			
Current Liabilities			
Creditors and accrued expenses		27,183	26,206
Income in Advance	4	87,461	136,000
Total Current Liabilities		114,645	162,206
Total Liabilities		114,645	162,206
Total Assets less Total Liabilities (Net Assets)		399,137	368,808
Accumulated Funds			
Opening Balance		368,808	958,461
Current Year Earnings			
Current year earnings			
Current Year Earnings		30,330	10,347
Total Current year earnings		30,330	10,347
Total Current Year Earnings		30,330	10,347
Total Accumulated Funds		399,137	368,808

Signed:



Chairperson

Date 21/9/2023



Treasurer

The accompanying Notes form an integral part of these Financial Statements and the attached Audit Report.

Notes to the Financial Statements

Pukekohe Business Association Inc. For the year ended 30 June 2023

1. Statement of Accounting Policies

Reporting Entity

Pukekohe Business Association is an incorporated society registered under the Incorporated Societies Act 1908 and is domiciled in New Zealand. The Financial Statements are not prepared for external users and are accordingly described as special purpose reports.

Basis of Preparation

Measurement base

The measurement base adopted is that of historic cost, unless otherwise indicated. The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position on a historical cost basis have been used, with the exception of certain items for which specific accounting policies have been identified. Accrual accounting is used to recognise expenses and revenues when they occur.

Income recognition

Business Improvement District Grants are recognised at time of receipt, the final income may be adjusted post balance-date depending on the collections received by the Council from ratepayers.

Specific Accounting Policies

The following specific accounting policies which materially affect the measurements of earnings and financial position have been applied:

- Accounts Receivable are stated at their estimated net realisable value.
- Fixed assets are stated at cost less accumulated depreciation. Assets are depreciated over the expected life of the assets. Assets with an expected life of less than 3 years have been expensed in the year of purchase.
- Any large items purchased eg Christmas Decorations, for which the association derives no economic benefit, are expensed in the year of purchase.
- Vouchers and prizes issued and not yet redeemed at 30 June 2022 have been included in liabilities.

Goods and Services Tax (GST)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Income Tax

Pukekohe Business Association Inc. is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

These notes should be read in conjunction with the attached Audit Report.



2. Capital Commitments

At balance date capital commitments were \$nil (30 June 2022: \$nil).

3. Contingent Liabilities

There are no contingent liabilities at balance date.

4. Auckland Separate Rate Fund

The annual income figure is set by the Association in their budget and approved by Auckland Council. Auckland Council collect it via the rates system. The council remit the budgeted income in instalments to the Association during the financial year. If the council's actual collections from ratepayers differ the Association may owe or be owed an adjustment amount. The adjustment will be recognised at the time of the related cash transaction.

	2022	2023 OVERALL BUDGET	2022
5. Franklin Local Board Grants and Funding			
Security Grant	-	-	18,000
School Holiday Promo Funding	11,000	11,000	5,000
Grant for Events	16,339	16,339	4,250
Placemaking Grant	-	-	4,000
Total Franklin Local Board Grants and Funding	27,339	27,339	31,250
	2022	2023 OVERALL BUDGET	2022
6. Staff Expenses			
Wages / Kiwisaver	197,910	220,000	187,065
ACC Cover	442	500	403
Training Courses & Conferences	2,715	5,000	2,344
Payroll processing	692	600	742
Recruitment	3,283	3,000	3,911
Travel	-	300	-
Other Contractors	-	1,500	1,300
Total Staff Expenses	205,040	230,900	195,826

These notes should be read in conjunction with the attached Audit Report.

	2021	2021 OVERALL BUDGET	2022
7. Marketing Collateral & Initiatives			
Communications, Marketing and Promotions			
Communication Strategy & Advertising	28,457	43,000	23,626
Radio Advertising	18,364	22,000	21,596
The Loop Printing and Distribution Expense	14,633	20,000	11,920
Facebook Giveaways	1,185	5,000	5,076
Website Expenses	2,338	2,500	3,354
MarketView	5,250	5,200	5,000
Where to eat Guide	-	-	7,532
Shop Local Voucher Promotion	-	-	12,380
Information Kiosk	-	2,000	90
Total Communications, Marketing and Promotions	70,126	99,700	96,375
Member Subsidy Funding			
Business Advice and Training Subsidy	2,000	5,000	1,795
CCTV and Security Member Subsidy	8,659	5,000	6,789
E-Commerce Subsidy	920	5,000	1,000
Health and Safety Member Subsidy	3,435	5,000	937
Marketing Subsidy	5,425	5,000	3,775
Shop Tidy Subsidy	5,965	5,000	4,435
Christmas Decorations Subsidy	-	-	1,939
Total Member Subsidy Funding	26,404	30,000	20,669
Membership Focus			
Shop to Win Promotion	7,947	-	-
Webinars/Networking	1,350	1,500	126
Membership Pack	1,608	1,000	-
Total Membership Focus	10,905	2,500	126
Total Marketing Collateral & Initiatives	196,941	132,200	117,170
	2021	2021 OVERALL BUDGET	2022
8. Events			
Major Event - Christmas on the Green	46,582	66,500	-
School Holiday Event	12,722	21,000	4,928
Supercars / Final Remble	13,614	27,000	-
Business Awards	-	30,000	-
Business After 5	-	5,000	496
Whales Tale	-	-	3,435
Total Events	72,918	149,500	14,859
	2021	2021 OVERALL BUDGET	2022
9. Christmas Expenses			
Christmas Decorations	24,422	25,000	17,851

These notes should be read in conjunction with the attached Audit Report.



	2022	2023 OVERALL BUDGET	2022
Christmas Promotions	4,869	5,000	5,844
Installation Christmas Decos	22,280	25,000	22,214
Christmas Expenses	4,498	5,000	3,523
Christmas Parade	-	-	3,654
Total Christmas Expenses	56,065	60,000	52,085

Due to the Covid lockdown, the Christmas Parade was cancelled and the Auckland Council Funding received was repaid.

	2022	2023 OVERALL BUDGET	2022
10. Community Initiatives			
Placemaking	-	35,000	4,030
Community Events Sponsorship	3,241	5,000	4,660
Security	2,551	10,000	36,454
WiFi	6,135	7,000	5,312
Total Community Initiatives	11,927	57,000	52,456

	2022	2023 OVERALL BUDGET	2022
11. Office & Committee Expenses			
Strategic Planning	7,720	15,000	-
Meeting Expenses & AGM	2,777	2,650	2,121
Accounting & Audit	5,490	5,300	7,353
Bank Fees	68	100	83
Computer Expenses & Subscriptions	5,346	5,250	5,016
Office Expenses	1,134	1,750	957
Office Equipment	457	2,500	2,049
Printing & Stationery	526	1,000	750
Telephone & Internet	2,364	2,500	3,311
Legal expenses	539	2,500	713
Total Office & Committee Expenses	27,021	38,550	20,340

	2022	2023 OVERALL BUDGET	2022
12. Property Expenses			
Rent & Outgoings	23,288	30,500	27,490
Insurance	3,681	4,000	3,528
Cleaning Costs	3,649	3,500	1,840
Furniture	507	1,500	-
Repairs and Maintenance	435	1,000	62
Total Property Expenses	31,759	40,500	32,961

These notes should be read in conjunction with the attached Audit Report.

Annual Budgets

2022-2023 Spend Report

2023-2024 To confirm

2024-2025 Draft



INCOME	2022-2023 (Total income)	2023-2024 (Expected income)	2024-2025 (Expected income)
Auckland Council BID Funding (targeted rate)	500,000	500,000	500,000
Auckland Council BID Funding (Proposed targeted rate increase 2024-2025)	-	-	20,000
Auckland Council/Franklin Local Board- School Holidays in the Square	11,000	10,000	-
Auckland Council/Franklin Local Board - Placemaking & events	16,339	10,000	-
Advertising & Sponsorship Income	7,395	-	-
Membership Income	4,750	-	-
Auckland Council- Proceeds of Crime Security Funding	-	5,110	-
Interest & Other Income	11,799	-	-
Brought Forward (from previous financial year)	368,826	394,205	221,165
TOTAL INCOME	920,109	919,315	741,165

OPERATIONAL EXPENSES	2022-2023 (Total Spend)	2023-2024 (Budget to confirm)	2024-2025 (Draft budget)
Personnel Costs <small>Incl Wages, Kiwisaver, Payroll Processing, Travel, ACC, Training and Recruitment</small>	204,945	228,900	249,100
Office Expenses <small>Financial, stationery, internet, phone, subscriptions, health and safety</small>	21,386	24,550	24,800
Executive and Strategic Expenses <small>General, Committee and AGM meeting expenses, Strategic implementation, Inc Soc Act 2022 Compliance</small>	10,346	12,150	12,150
Property Expenses <small>Rent, outgoings, cleaning, furniture, insurance and maintenance</small>	31,760	40,500	40,500
Depreciation	9,372	8,250	8,500
OPERATIONAL TOTAL	277,809	314,350	335,050

The below budgets have been written in accordance with our newly adopted Strategic plan.

STRATEGIC OUTCOMES	2022-2023 (Total Spend)	2023-2024 (Budget to confirm)	2024-2025 (Draft budget)
1. SUPPORTING BUSINESS PROSPERITY			
1a. Promotion of Pukekohe and its Businesses	139,876	201,500	159,500
Promotions & Marketing <i>Advertising, Website, Christmas Promotions, Social Media ect</i>	66,958	57,500	59,500
Events <i>Christmas on the Green, School Holidays in the Square, Business Excellence Awards (FY2025), other major events (biannually)</i>	72,918	120,000	70,000
Pukekohe Branding Project	-	24,000	30,000
1b. Business Support & Development	31,404	78,000	43,000
Business Hub <i>Pukekohe Business Hub development, Training & Workshops, *Disaster Recovery & Continuity</i>	5,000	47,000	12,000
Member Subsidy Programme <i>CCTV & Security, Health & Safety, Marketing, Advertising, Shopfront Tidy, Business Advice & Training.</i>	26,404	30,000	30,000
Mentorship Programme	-	1,000	1,000
1c. Connect & Collaborate	17,597	37,500	37,500
Strengthen Member Engagement <i>Networking, Member meeting, Coffee with a cop</i>	1,359	9,000	10,000
Communication <i>The Loop, Membership eelcome packs, New business info pack</i>	16,238	23,000	26,000
Community Connections <i>Initiatives to support engagement between business leaders and younger generations</i>	-	500	500
Business- to -Business <i>Initiatives and events that support Business to Business trading</i>	-	5,000	1,000
2. SAFE & ATTRACTIVE BUSINESS ENVIRONMENT			
2a. Safety & Security <i>Security, CCTV Projects, Other Safety Initiatives</i>	2,551	20,000	15,000
2b. Placemaking & Beautification <i>Community Initiatives, Christmas Installation, Placemaking, Beautification, Lighting, Wayfinding</i>	56,128	41,800	51,000
3. ADVOCACY			
3a. Legal Expenses	539	5,000	5,000
STRATEGIC OUTCOMES TOTAL	248,095	383,800	311,000

AT A GLANCE	2022-2023 (Total Spend)	2023-2024 (Budget to confirm)	2024-2025 (Draft budget)
Total income	920,109	919,315	741,165
Total expenditure	525,904	698,150	646,050
Total carry forward into next financial year*	394,205	221,165	95,115

* Carry forward includes disaster recovery fund balance of \$15,257



2023-2028

Strategic Plan

They say “A goal without a plan, is just a wish”, now that we have that plan, lets make it a reality

For most of this year, the PBA committee have been working on a new 5 year strategy. After some serious collaborating, writing, re writing and re-re-writing, our strategic goal “To create a vibrant and prosperous business community in Pukekohe, where businesses thrive, residents prosper, and the town flourishes as a hub of economic and social activity” finally has a plan to see it come to fruition.

We enlisted the help of Steve McDowell, who runs regular governance training for our executive committee, and has a wealth of experience in governance and strategising for a range of organisations, including Business Improvement Districts like ours. You may have met Steve if you came to one of the workshops we ran in May this year. Attendees were asked a range of questions about business in Pukekohe, the current and future outlooks.

There was much talk about the positive vibe in Pukekohe and how we really do have it all here – there’s no need to go anywhere else. We are that interesting mix of being part of Auckland, but many


“The feedback we received at our strategic planning sessions is invaluable”

of the people we service, come from rural areas outside of Auckland.

In specific regards to what role the PBA should play moving forward, 3 major themes emerged.

Priority One: Supporting Business Prosperity.

Nearly every measure or activity links back to supporting the prosperity of our local businesses. In other words,



“Through these three key priorities, we hope to play a pivotal role in shaping a thriving and dynamic business landscape in Pukekohe”

any other activity or outcome was not as important if it didn't lead to increased patronage for our local businesses. Everything else can be helpful or desirable but not essential, when compared to this theme.

How will we support business prosperity? We will do this by bringing local events to the business community, attracting visitors, and engaging the community. We will provide effective business support and development programmes, ensuring that businesses in the community receive valuable assistance and resources to thrive and grow. We will also strengthen communication, collaboration, and engagement with members to gain valuable feedback & insights.

Priority Two: Enhancing a Safe and Attractive Business Environment.

Secondly, we are dedicated to enhancing the safety and attractiveness of the local business environment. With the major investment at Drury, making Pukekohe an attractive place to do business is paramount.

We will work with local authorities and community organisations to improve safety and support the reduction in crime. We will also collaborate with Council organisations, commercial lease agents, community groups and landlords to enhance the visual appeal

of the business district. By investing in initiatives that elevate the overall appearance of Pukekohe and promoting safety measures, we aim to boost our town's appeal as a vibrant and inviting place to live, shop and work.

Priority Three: Advocacy Leading to Positive Changes.

The last major theme is that of Advocacy.

Lastly, but by no means least, the PBA is committed to advocacy efforts that lead to positive changes for both businesses and the broader community.

The PBA has the unique position of being a voice for over 700 members. What is the chief concern of those members and who needs to hear this? This is the place of advocacy. Whether it's dealing with Eke Panuku, Auckland Unlimited or Waka Kotahi, the PBA can ensure the voice of Pukekohe business is represented at all levels.

You can read more about our 5 year strategic plan over the page. This plan has now shaped our Annual Plan for 2023-2024 & 2024-2025 with our budget now nicely aligned.

Here's to the next chapter of business in Pukekohe.

What is our Vision, Mission and Core Values?



VISION

To create a vibrant and prosperous business community in Pukekohe, where businesses thrive, residents prosper, and the town flourishes as a hub of economic and social activity.

MISSION

The Pukekohe Business Association is dedicated to empowering local businesses by providing resources, networking opportunities, advocacy, and support, ultimately contributing to a vibrant and prosperous Pukekohe.

VALUES

The values we adopt are the values that we expect our committee and staff of the PBA to live too.

When we were creating this plan, the below values were identified by our members as values that can support businesses to become more profitable and manage through the tough times we encounter in business.

Our values are: Trust, Respect, Achievement, Safety, Friendliness

- **Trust:** Upholding unwavering honesty and integrity in all interactions and transactions, building a foundation of reliability and credibility.
- **Respect:** Treating every individual, member, and stakeholder with consideration, valuing diversity, and maintaining professionalism in all engagements.
- **Achievement:** Committing to fulfilling promises, pursuing excellence, and acknowledging the contributions that lead to continuous growth and success.
- **Safety:** Prioritising the well-being of members, customers, and the community, advocating for both physical and economic security.
- **Friendliness:** Creating an inviting environment that fosters positive interactions, inclusivity, and a supportive community atmosphere.

Strategic Plan

2023-2028

Priority One:

Supporting business prosperity

Provide resources and opportunities for businesses to grow, connect, and innovate.

Measure of Success: Business hub adding value to our members, successful events held, and increased member engagement

Target	Action	Measurment
1a. Promotion of Pukekohe and its Businesses Bring local events to the community, attracting visitors, encouraging tourism, engaging the community, and driving business growth in the area.	Promotional Marketing Campaigns Launch campaigns to showcase local businesses, attractions, and events through social media, websites, and targeted advertisements.	<ul style="list-style-type: none"> ✓ Marketing campaigns are conducted annually. ✓ Engagement metrics on social media platforms for campaign-related content.
	Events that attract visitors to the area Organise targeted events that showcase Pukekohe during major holidays and off-peak periods.	<ul style="list-style-type: none"> ✓ Successful events and promotions are carried out. ✓ The impact during and after events on local business revenue.
	Develop a Strong Brand Identity Create a consistent and appealing brand for Pukekohe that highlights its unique offerings and encourages both businesses and visitors.	<ul style="list-style-type: none"> ✓ Pukekohe branding utilised in business promotion. ✓ Monitor social media engagement and mentions related to Pukekohe's brand identity.
1b. Business Support and Development Provide effective programmes, ensuring local businesses receive valuable assistance and resources to thrive and grow	Small Business Support Hub Establish a Small Business Support Hub and create a calendar of events for seminars and workshops focusing on customer service, Xero, social media, management ect	<ul style="list-style-type: none"> ✓ Workshops and training sessions offered for businesses. ✓ Participation rate in the Small Business Support Hub activities.
	Subsidy Programme Expansion Develop the Subsidy programme to offer tailored and targeted support.	<ul style="list-style-type: none"> ✓ Number of businesses benefiting from the expanded Subsidy program.
	Mentorship Programme Launch a mentorship initiative pairing experienced business leaders with newcomers to provide guidance and insights.	<ul style="list-style-type: none"> ✓ Number of mentor-mentee pairings established.
1c. Connect & Collaborate Strengthen communication, collaboration, and engagement with members to gain valuable feedback and insights	Strengthen Membership Engagement Organise regular networking sessions to facilitate business connections and encourage knowledge sharing.	<ul style="list-style-type: none"> ✓ Attendance rate and member participation at networking sessions and PBA initiatives.
	Communication Strengthen communication channels and engagement with members. Launch a member feedback system to understand needs and expectations.	<ul style="list-style-type: none"> ✓ Launch a member feedback system and record response rates and qualitative feedback. ✓ Engagement across communication channels.
	Community Connectedness Foster engagement between business leaders and younger generations	<ul style="list-style-type: none"> ✓ Partnerships formed with local community assets and educational institutions.
	B2B Initiatives Encourage organic relationships between businesses that will support and enhance business-to-business trading.	<ul style="list-style-type: none"> ✓ Monitor the growth of inter-business trading and its impact on local business revenue.

Priority Two:

Enhancing a safe & attractive business environment

Elevate the visibility and attractiveness of Pukekohe whilst encouraging a safe, secure, and pleasant business environment

Measure of Success: Members' perception of safety increases, Pukekohe is a fantastic place to shop and do business

Target	Action	Measurement
2a. Safety & Security Work with local authorities and community organisations to improve safety and support the reduction of crime	Community Engagement Collaborate with local authorities and community organisations to improve safety	✓ Collaborate with Police, Māori wardens and truancy staff at local schools to launch 2 number of community safety initiatives annually
	Maintain & Expand the CCTV Network Support a comprehensive surveillance network through the expansion of the CCTV and number plate recognition network	✓ Increase the coverage area of the CCTV network by 40% within 3 years
	Crime Reduction Contribute to crime reduction in the business district. Work with local authorities and community organisations to improve safety and support the reduction of crime	✓ Collaborate with local authorities to achieve a decrease in reported crimes within 5 years
2b. Placemaking & Beautification Collaborate with Council organisations, commercial lease agents, community groups and landlords to enhance the visual appeal of the business district	Attractive Commercial Spaces Enhance the visual appeal of our main retail spaces through commercial lease agent collaboration, creative window displays, and strong relationship building with landlords	✓ Collaborate with landlords to maintain attractive window displays of vacant stores to attract high-quality businesses
	Community Placemaking Projects Enhance the district's visual appeal through community placemaking projects	✓ Collaborate with local artists, musicians, performers and community members to complete a number of community projects annually
	Beautification Initiatives Measure the impact of beautification initiatives on the district	✓ Conduct surveys to gauge community satisfaction with the visual improvements, aiming for a 40% increase in positive feedback

Priority Three:

Advocacy leading to positive changes

Advocate for policies and initiatives that lead to positive changes for our businesses and the community.

Measure of Success: The number of advocacy initiatives achieved in a year

Target	Action	Measurement
3a. Advocacy & Representation Advocate for policies and initiatives that lead to positive changes for our businesses and the community	Advocating on Council Plans Advocating on Council plans and updates for the benefit of our members	✓ Coordinated submissions representing local businesses made on Council-led plan changes/ updates
	Infrastructure Upgrades Advocate for infrastructure upgrades to enhance the district's attractiveness	✓ Collaborations with local authorities to achieve infrastructure improvements (e.g., road upgrades, public transportation access, parking facilities)
	Policy Monitoring and Advocacy Monitor policies affecting businesses and advocate for favourable changes	✓ Regular review and analysis of local, regional, and national policies impacting businesses
	Collaboration with Industry Associations Collaborate with industry associations to amplify advocacy efforts	✓ Media coverage, policy changes, infrastructure improvements, and key relationships formed through joint advocacy



General Information



The Pukekohe Business Association represents the commercial businesses of Pukekohe.

Physical Address

217 King Street, Pukekohe

Postal Address

PO Box 1240, Pukekohe 2340

Telephone

09 910 0137

Website

www.pukekohe.org.nz

Email

info@pukekohe.org.nz

GST

10-675-294

Legal Status

Incorporated Society 511878