

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 ENVIRONMENT

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

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, Kivisaver, 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