



NEWMARKET.

NEWMARKET BUSINESS ASSOCIATION

Annual General Meeting

September 2018

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Agenda

Annual General Meeting of the Newmarket Business Association Held at Mini Garage, 381 - 383 Broadway at 5.30pm Wednesday 19th September 2018

Welcome	Mark Hill-Rennie
Apologies	Mark Knoff-Thomas
Adoption of previous minutes	Mark Hill-Rennie
Matters arising from previous minutes	Mark Hill-Rennie
Chairperson's Report	Mark Hill-Rennie
Chief Executive's Report	Mark Knoff-Thomas
Treasurer's Report for 2017/2018	Carl Sowter
Adoption of Financial Statements	Carl Sowter
Audit Report	Carl Sowter
Appointment of Auditor 2018/2019	Mark Hill-Rennie
Approval of 2018 Budget	Carl Sowter
Budget 2019	Carl Sowter
<i>BID Rate Increase</i>	
Introduction of new Board	Mark Knoff-Thomas
General Business	Mark Hill-Rennie
Question Time	Mark Hill-Rennie
Next Meeting Date	Mark Hill-Rennie
Close of Meeting	Mark Hill-Rennie
Refreshments	

AGM Minutes 2017

Annual General Meeting of the Newmarket Business Association Held at MINI Garage, 381 - 383 Broadway, Newmarket on Thursday 20th September 2017, meeting commenced at 5.52pm

PRESENT:

Bridget Smith (Chairperson)	BS
Kalpana Reddy	KR
Carl Sowter (Treasurer)	CS
Mark Hill-Rennie	MHR
Rachel Dovey	RD
Mark Knoff-Thomas	MKT

BS welcomed members and called the meeting to order.

APOLOGIES:

James Nelson	Scentre Group
David Seymour	MP for Epsom
Rob Thomas	Waitemata Local Board
Wendy & Harry Brackstone	Vita Investments Ltd
Shelley	Wise Cicada
Sophia	Les Mills
Wendy	Consignment

CONFIRMATION OF MINUTES

BS: Would someone like to adopt the minutes from the 2016 Annual General Meeting held 14th September 2016.

Adopted by Megan Sadgrove (Smith & Caughey's), seconded by Todd Male (Route 66).

CARRIED

MATTERS ARISING FROM PREVIOUS MINUTES

There were no matters arising from those minutes.

CHAIRPERSON'S REPORT

- BS spoke to her report as provided in the AGM Booklet.
- BS announced that she will be stepping down as a Chair of the Board.

Questions from the floor:

There were no questions from the floor.

BS: Would someone like to adopt the Chair's report:

Adopted by Neil Durie (Retreat), seconded Clayton Smith (The Poi Room).

Unanimously from the floor

CARRIED

Chief Executive's Report:

- MKT spoke to his report as provided in the AGM Booklet.
- Questions from the floor:

Todd Male (Route 66) – This is just feedback; many years ago, we had a street pole installed across the road from our store for a cross-street banner. Could this pole can be used for a Pedestrian Count camera if need be?

MKT – These cameras need to be central above the footpath – the positioning is key. Broadway is mostly covered anyway; we are struggling to get Davis Crescent area sorted though.

There were no further questions from the floor.

BS: Would someone like to adopt the Chief Executive's report: Adopted by Diana Stephenson (Modes), seconded Todd Male (Route 66).

CARRIED

Treasurer's Report:

- CS presented the financials for the period 30 June 2017 as provided in the AGM Booklet, including the auditor's report and the 2018 and 2019 budget.

MKT – Budget 2019 is a projection of what Newmarket might need in the next 2 years. We are forecasting a deficit of \$95,000. As you are aware NBA has accumulated some reserves over the past 3 years; we are planning to use up some of these funds over the next 18 months for digital and print promotions to keep Newmarket as a desirable destination for consumers. Christmas decorations will also need a refresh.

Questions from the floor:

Damon (Ecco Shoes) – Have we accumulated these reserves with a certain purpose in mind?

MKT – NBA wasn't in a good financial state in 2014 when I started, so we had to build up some reserves to support Newmarket through a possible Westfield development; \$150 million (about a quarter) of Newmarket's economy comes from Westfield, which means if the development goes ahead we will drop by over a quarter – the knock on effect may be

AGM Minutes 2017

even greater. We need these additional funds to maintain our existing schedule, plus do more to keep Newmarket front of mind

BS: Would someone like to adopt the Treasurer's report:
Adopted by Damon Scott (Ecco Shoes), seconded Neil Durie (Retreat)

CARRIED

Adoption of Financial Statements

BS: Would someone like to adopt the financial statements:
Adopted by Megan Sadgrove (Smith & Caughey's), seconded Clayton Smith (The Poi Room)

CARRIED

Adoption of Auditor's Report

MKT – Just a note from the auditors that we should have a contract in place for the advertising in the NEWMARKET magazine. We feel the current system of email confirmation for advertising bookings is enough and has proven to be so for debt collection purposes in the past.

BS: Would someone like to adopt the Auditor's Report:
Adopted by Damon Scott (Ecco Shoes), seconded Clayton Smith (The Poi Room).

CARRIED

Appointment of Auditors

BS: Asked for a motion to appoint JSA Limited as auditors for the following year:
Adopted by Clayton Smith (The Poi Room), seconded Megan Sadgrove (Smith & Caughey's).

CARRIED

Appointment of Scrutineers

• BS no need to appoint scrutineers this year as we are not having an election

Approval 2018 Budget

Questions from the floor:

• Budget 2018 was approved last year at the AGM for an increase in BID funding

• Budget 2019 – we are going for a 3.5 % increase BID funding

• Motion to approve the 2019 BID increase:

Diane Stephenson (Modes), seconded Clayton Smith (The Poi Room).

Appointment of Board

Successful candidates

MKT announced the following nominations were received and have been elected to the Newmarket Business Association Board for the next 12 months:

Bridget Smith (SBM Legal), Carl Sowter (Marley Loft Ltd), Mark Hill-Rennie (ANZ), James Nelson (Scentre Group), Rachel Dovey (Bayleys) and Kalpana Reddy (Chow Hill).

General Business

No general business.

Clayton (The Poi Room) – Just getting some thoughts about some specific things/projects that will make Newmarket ready for potential changes.

MKT – We are going to review our strategy to make it relevant for the years ahead. We are working with various landlords, parking providers and councillors to make sure Newmarket can provide the offering in the future.

Clayton (The Poi Room) – Is there any plans to upgrade Kent and York Street?

Pippa Coom (Waitemata Local Board) – We are looking forward to see how Teed Street upgrade turns out. There is no allocated budget for any further streetscape improvements at this stage.

Meeting closed at 6.43pm

Minutes signed by CEO Mark Knoff-Thomas as true and correct record.

Chief Executive
Newmarket Business Association

mark@newmarket.co.nz

Chairperson's Report 2018 - Mark Hill Rennie

This is my first report as Chairperson and what an eventful year it has been. Newmarket is going through a significant transition with the mall redevelopment having a significant impact. The board itself has seen a few changes during the year and the most significant will be Bridget Smith finishing her time on the Board at this meeting.

I only took on the role of chairperson after looking closely at how things were run in terms of governance and accountability. It is testament to the good work that Bridget, the Board and Mark Knoff-Thomas had done that I felt comfortable taking up the role.

The finances of the Association were in good shape with reserves and revenue growing from sources other than just our bid income. Importantly costs were under control and being spent in the right areas. The reserves have been important as it enabled the Board to sign off on additional spending to promote Newmarket during the time the mall was closed.

Mark will comment in more depth on the approach the association has taken in promoting and advocating for Newmarket in his report. It is worth noting however that Mark and his team have always kept the Board and members of the association fully informed of what they are doing via various information sources. These include comprehensive Board reporting monthly, The Update, public meetings, face-to-face meetings with stake holders, media and council.

Some of the highlights for me this year were:

- The decision to proceed with the mall redevelopment. This is a significant vote of confidence in Newmarket and will have a massive flow on impact to the local economy when completed in 2019
- The Newmarket Business Awards. These continue to go from strength to strength and it is a testament to their popularity that we had to increase the number of tables again this year.
- The fantastic work done via our magazine, social media, other media and involvement in events like fashion week ensure that Newmarket continues to be viewed as a premium destination.
- The advocacy work that Mark and his team do with council, council organisations and other organisations has ensured some good wins for Newmarket.
- The significant number of developments proceeding and planned for Newmarket which will significantly increase our day-time and night-time population. To name a few -Mercury

Energy, Auckland University, and a large number of other commercial developments and importantly apartment developments.

Mark leads a small but highly engaged, hardworking and motivated team that's clear focus is to promote Newmarket as a destination to do business and base a business.

Thank you to Di, Kelly, Zara, Portia, Tanya, Hanneke and Ruby for their fantastic contributions.

I would also like to thank my fellow board members Deputy Chair Rachel Dovey (Bayley's), Treasurer Carl Sowter (Marley Loft) and the other board members this term James Nelson (Westfield), Kalpana Reddy (Chow Hill), Bridget Smith (SBM Legal).

I would also like to mention Waitemata Local Board Members Rob Thomas and Pippa Coom and thank them for their contributions. They both provide a valuable perspective on how Newmarket is performing and upcoming Council plans.

Finally, thank you as members of the Association for your ongoing support of the Association.

Mark Hill-Rennie
Regional Manager
ANZ

Chief Executive's Report 2018

Mark Knoff-Thomas

This year's AGM marks my fifth, and our evolution continues. Consumer spend in the precinct has dropped by around 11% in the past financial year, this reduction is attributable to the significant decrease in merchants during the Westfield development.

Newmarket has experienced a mixed performance over the past 12-month period. Anecdotal feedback ranges from "best sales I've ever had" to "I'm down 35%" – some stores have left the area entirely. We are however getting more openings than closings. As much as it is important to listen to everything, it is also important to focus on the facts in our quarterly Marketview Reports.

Retail continues to face disruptive challenges and consumer expectations are ever increasing. Hospitality remains strong, and our commercial businesses go from strength to strength. Below is a high-level summary that covers off actions and results over the past 12 months:

Finances

We had forecast a 76k deficit for the past year, but it came in around 50k better than budget. We have had cause to tap into our reserves over the past 12 months as part of our new Development Response strategies. These strategies kick in when significant disruption, due to developments, take place. The Teed Street upgrade was the genesis of this and now the response tactics are rolled out on demand. Funds are now proactively earmarked for these events. A year ago we spoke of a \$50,000 contribution towards the enhancement of Station Square. We made some progress, not as much as we had hoped - new street flags were installed; planter boxes and benches were re-stained - but now the Waitemata Local Board has

picked this project up and will be funding some upgrades to the area shortly. The remaining balance from that \$50,000 has been merged into a consolidated development response fund. We continue our culture of fiscal responsibility.

Health and safety

Health and Safety continues to be an agenda item at each monthly board meeting to ensure the NBA is meeting its legal compliance obligations. Please note the NBA's health and safety responsibilities are limited to the office, the NBA team and any events we directly manage, including any temporary or contract staff, or any third party providers. We have full insurance policies in place.

Consumer Engagement, Brand and Focus

Our two major social media platforms, Facebook and Instagram, have had continued success in driving increased consumer engagement. On top of this we have significantly beefed up our online content over the past 12 months and you will have seen more blog posts being shared across all our platforms, including the website. The website itself is undergoing continual improvement. As in previous years, doing regular giveaways has proven to be highly successful. The NBA marketing team has achieved "influencer" status and works with vast majority of PR firms working with our members. I would comment though, occasionally businesses in the precinct have held major events or launches and we seem to have slipped off the radar. I urge you to engage with us. More is more, to help us promote you, and the precinct.

We have run multiple consumer campaigns during the past 12 months - focused on bringing people to the precinct, as follows:

Consumer Engagement Activations

Date	Facebook & Instagram	Website
Jul-17	Promoting multiple new collection launches, plus voucher giveaways; promoting in-store signings – eg All Blacks	Q&A Brendon Cutler - Hayes Knight Ltd, Huffer (20-year cover feature), Greg Holland collection launch.
Aug-17	Promoting multiple new collection launches; store openings; plus voucher giveaways; new NZ Fashion Week partnership with Viva and FQ magazine.	20 Questions - Steven Beaumont (GM Continental Cars), I Love Ugly (Cover Feature), Father's Day Gift Guide, Olivia Vincent (Muse Boutique - cover feature), New Zealand Fashion Week - Opening Night, NZ Fashion Week day 3
Sep-17	Promoting multiple new collection launches; store openings; plus voucher giveaways; new Maori language week promotion; Heritage Festival; Auckland Art Week; Festival Italiano event promotion.	Interview Suzanne Santos, 20 Questions - Pouroto Ngaropo (Maori Television), Fashion Quarterly x Newmarket - The FQ Edit, NZ Fashion Week Day 4, Westfield Weekend, Festival Italiano back for 2017, Simon James Design opening, OCTO Opening in Citta, Blink Studio fit out, Celebrate Festival Italiano, Burger Burger design competition, Heritage Festival giveaway - spend \$500 and win, Centrepoint Fabrics - store relocation

Date	Facebook & Instagram	Website
Oct-17	Promoting multiple new collection launches; store openings; plus voucher giveaways; new school holiday promotion for Heritage Week.	Andrea Moore - feature, 20 Questions Mark-Hill Rennie (GM ANZ), October beauty must-haves, Westfield Newmarket School holiday activities, Wild Pilates - free domain event, Live Art installation with Flox, School holiday feature, Continental Cars - Driving 50 years, Halloween, Halloween Treats, New opening - Tao Dumplings, Christmas Garden Festival - Highwic, New openings: The Wine Cave, Deuce, Jo Malone pop-up, Spend \$50 and win \$150 voucher - giveaway, Lonely Label feature - Helene Morris and Steve Fergusson
Nov-17	Promoting multiple new collection launches; store openings; plus voucher giveaways; Station Square Paddington Bear event; NBA x Flox x Blunt mural in York Street.	Karen Walker pop-up Karen Walker giveaway, Market rose day - Mairson Vauron, 20 Questions - Brendon Cutler Hayes Knight, Farmers re-opening, Teed Street makeover, #OURSHOUT - Christmas in Newmarket, Trilogy - 15 years, Huffer voucher giveaway, Santa's coming to Westfield Newmarket, Blunt Umbrella x Flox release, Christmas shopping hours, Paddington comes to Newmarket, Newmarket supports City Mission, Santa Paws - Dog Photography, Meet the authors at Karen Walker, ASB Classic returns.
Dec-17	Dec-17 Promoting multiple new collection launches; store openings; plus voucher giveaways; 12 Days of Christmas Giveaways advent calendar; Christmas #OurShout activation; Parking map activation.	Newmarket Development Series video update, My Little Pony - Westfield, Blackcaps meet and greet, Christmas Parking Guide, Q&A Joe Wang - Wine Cave, Champagne and Shopping - Bolt of Cloth, Beauty at Smith & Cagheys, Smiggle Lucky Dip
Jan-18	Promoting multiple new collection launches; store openings; plus voucher giveaways; Westfield development updates; NBA x Jonny 4 Higher mural outside Teed Street Larder; store relocations after Westfield closure; Newmarket parking options promo; Newmarket Grocery options.	World's Denis L'Estrange becomes a Dame, \$200 Blaze giveaway (New Years), Construction update - old Farmer's site, Mecca Beauty giveaway, Candyshop opening(eatery), Store relocations within Newmarket, Parking in Newmarket, Supermarket Shopping in Newmarket, Players Sports event, Freedom x Bellyfull new collection, Benefit Cosmetics new launch, Players Sports event.
Feb-18	Promoting multiple new collection launches; store openings; plus voucher giveaways; Westfield Video walkthrough; David Jones announcement; Chinese New Year.	Deuce Sneakers charity blog post, Closure of 277, Day in the Life - Octo Coffee, Westfield announce David Jones, World x Newmarket Otago Polytech - 8 Week Fashion Internship, Win - 2 x \$100 Smith and Cagheys Gift Cards, Marketing Assistant Wanted, Scarpa relocates to Teed Street
Mar-18	Promoting multiple new collection launches; store openings; plus voucher giveaways; Win a Winter Wardrobe promo 2x \$500 vouchers; second Newmarket Development Series video; Pacific Resort Rarotonga giveaway.	Karen Murrell x Look Good Feel Better, The Big Hoot - Nuffield Street, Newmarket \$500 Shopping Spree facebook giveaway, Simon James Feature interview, A Day in the life - Eddy Chae from L'affare Melrose, 2018 Newmarket Business Awards open, Q&A with Pip Larner and Liz Upton from Scarpa, Get to know - Sam Gent from Oddfellows CLinic, ANZAC Day in Newmarket event, Development Update - video 2, Pacific Resort Rarotonga giveaway
Apr-18	Promoting multiple new collection launches; store openings; plus voucher giveaways; David Jones/ Westfield Jessica Gomes magazine cover; reached milestone of 10k followers on Instagram allowing us the the ability to add the 'swipe-up' function to stories, linking back to events and blog posts on our website for increased engagement	Jessica Gomes feature, POP Nails opening, A day in the life - Jazmin Tohaia of Taylor, Word. feature (Mark), Westfield heroes campaign, Deuce Sneakers event, Dry & Tea Amy Szcziner
May-18	Promoting multiple new collection launches; store openings; plus voucher giveaways; People's Choice voting for Newmarket Business Awards; Newmarket Business Awards finalists announced; Pacific Resort Rarotonga winner announced; Westfield update and video.	Bridget Smith - SBM Legal Partner, Blunt x Karen Walker collaboration, The Collective Hair Event, A Day in the Life - Woohyung Lee (Camper Coffee), People's Choice Voting for Newmarket Business Awards, Newmarket Business Awards 2018 Finalists, Word - Tony Alexander (BNZ), Newmarket Icon and Artist Mary McIntyre - turns 50, Mi Piaci blog post.
Jun-18	Promoting multiple new collection launches; store openings; plus voucher giveaways; winners of Newmarket Business Awards announced; Newmarket Business Awards photo album; Newmarket Business Awards - 390 attended.	Luke Crowther from Edit. feature, A Day in the life - Dylan and James from Mood, Karen Walker blog post, 2018 Newmarket Business Awards winners, Newmarket Business Awards Q&A - Hayes Knight. Newmarket Business Awards Q&A - Angela Pile, Newmarket eateries feature, Word. - Mark Knoff Thomas, Crimson Education award blog post.

NEWMARKET. magazine's distribution remains at 45,000 a month. It is letterbox dropped to CBD fringe residences from St Heliers to Westmere, through Western Springs to Epsom, Remuera, Ellerslie/ Greenlane and St Johns and is specially targeted at our core consumer demographic. We have recently included Kingsland.

Our above the line marketing strategy has continued – we are “always on”. NEWMARKET. magazine is our most impactful tool, but we are also regularly running digital promotion through various online media sites. We are becoming more sophisticated with our consumer engagement and our target audiences.

Our brand campaign is based on six pillars, which are:

1. PARK
2. SHOP
3. DINE
4. PLAY
5. WORK
6. LIVE

These six pillars promote the full scope of what Newmarket has on offer.

Member Engagement and Events

Member Interaction

- ‘Open Door Tuesdays’ between 2-4pm continue in the NBA boardroom each week
- The ‘Member’s Lounge’ is still available for members to drop in for a coffee
- The Update is emailed to the member database on the 1st of each month
- The Hub meetings are for members only and include training and networking events
- Half yearly member surveys to gauge business sentiment

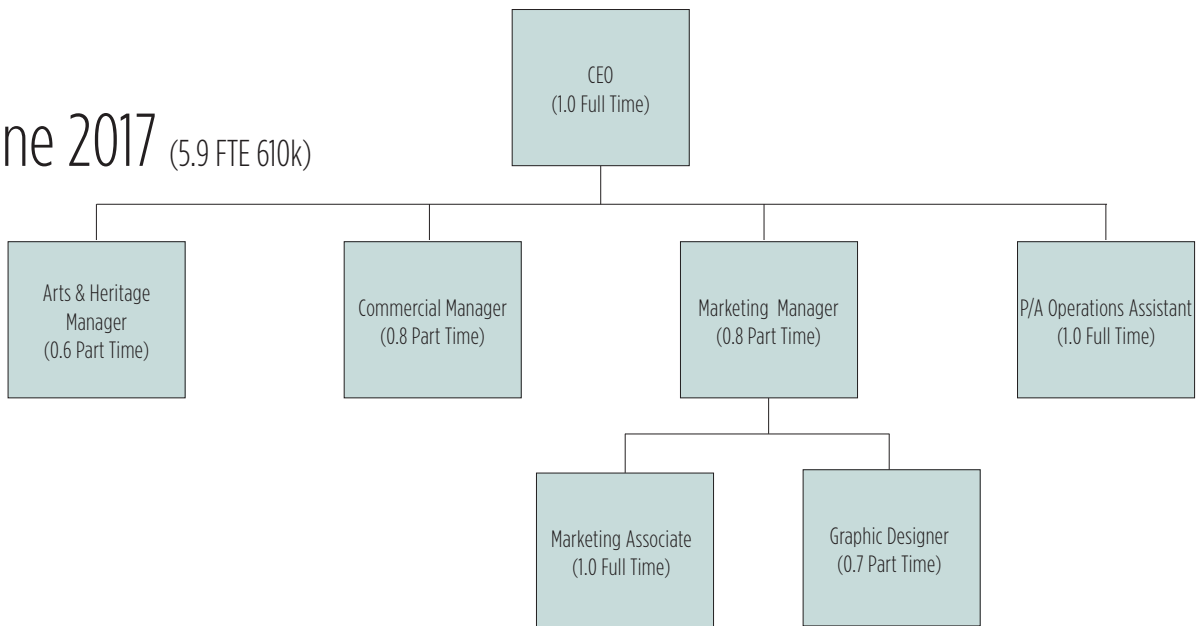
We have provided 11 member events in the past year, as follows:

Date	Event	Location	Attendees
July 2017	Facebook Session hosted by Facebook Australia	NBA / at L'affare	65
	Deputy PM Paula Bennett talk and Q&A	NBA/ Bayleys	60
August 2017	THE HUB - State of the Nation Event	NBA / Citta	70
September 2017	AGM	NBA / MINI Garage	35
	THE HUB - Customer Obsession Workshops for Managers and Staff	NBA/ Retain Consulting at MINI Garage	80
December 2017	THE HUB - Christmas Drinks for members	NBA/ L'affare	60
February 2018	Morrow Street Development Response Meeting	NBA / Citta	22
March 2018	THE HUB – Customer Obsession Workshops for Managers and Staff	NBA / Retain Consulting at MINI Garage	75
April 2018	THE HUB – How to engage with the Chinese Consumer	NBA / MINI Garage	30
May 2018	THE Hub – hosted by the Newmarket Innovation Precinct	NBA / Retain Consulting at MINI Garage	60
	THE HUB Deputy PM Paula Bennett	NBA/ at Bayleys	45
June 2017	Newmarket Business Awards	NBA/ Cordis	395

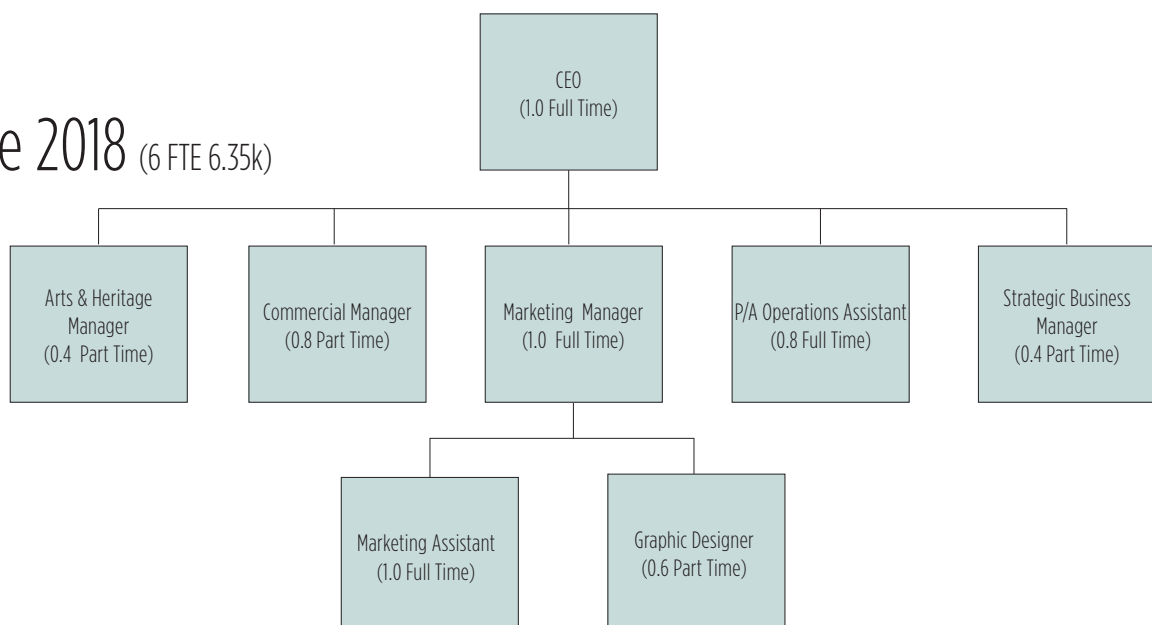
TEAM

Once again we have enjoyed a stable year with the same team, although we have grown a little. The NBA team is a total of 6.0 FTE. This has changed slightly since the last AGM. Some roles have had hours reduced and become part time. Zara Overton was promoted from Marketing Associate to Marketing Manager, Portia Campbell moved into a newly created part time role as Strategic Business Manager, and Ruby Hamilton joined us recently as Marketing Assistant.

June 2017 (5.9 FTE 610k)



June 2018 (6 FTE 6.35k)



STRATEGY

Our three year strategy continues with the main strategic imperatives being:

- 1) Priority One: Increase Foot Traffic
- 2) Priority Two: Optimise Stakeholder Engagement
- 3) Priority Three: Advocacy



These three imperatives are reported on a monthly basis to the board and form the basis of the CEO's KPI's that are reviewed with the HR sub-committee. (See 3-year Strategic Plan inside this report). The strategy has been refreshed from the previous three years. The only significant difference is the second priority "Optimise Stakeholder Engagement". Previously this was "Attract the Right Businesses" – the updated plan incorporates that and adds so much more. We are striving for wider inclusion across our diverse stakeholder groups.

TRADING RESULTS - BID ANNUAL RETAIL SNAPSHOT (PROVIDED BY MARKETVIEW)

Year on Year comparison of Spend and Transactions

	Amount Spent			Number of Transactions		
Newmarket	This Year	Last Year	Change	This Year	Last Year	Change
Customer's from NZ	\$514.78 mn	\$583.33 mn	-11.8% ▼	7.94 mn	9.14 mn	13.1% ▼
International Visitors	\$24.82 mn	\$26.24 mn	-5.4% ▼	0.18 mn	0.19 mn	5.2% ▼
TOTAL	\$539.60mn	\$609.57mn	-11.5% ▼	8.12 mn	9.33mn	12.9% ▼

Newmarket July '17 - June '18

	Spending	Transactions
July	-4.4%	-4.1%
August	-2.3%	-2.8%
September	-1.2%	-2.6%  BEST MONTH
October	-8.7%	-5.0%
November	-2.7%	-7.0%
December	-11.1%	-11.1%
January	-10.2%	-11.0%
February	-17.2%	-21.6%
March	-21.1%	-24.7%  WORST MONTH
April	-20.1%	-21.9%
May	-20.7%	-22.7%
June	-17.8%	-21.9%
FULL YEAR	-11.5%	-12.9%

Average Transaction Value YoY Comparison

	Jun - 18	June - 17	Change
Newmarket	\$66.42	\$65.33	1.7%
CBD	\$42.49	\$42.10	0.9%
Mt Wgn/ Sylvia Park	\$51.97	\$52.60	-1.2%
Ponsonby	\$50.43	\$48.66	3.6%

• This year Newmarket spend down 11.5% / transactions down 12.9%

**Average Transaction Value by Category YoY
Comparison 2017 / 18**

Category	Avg Trans Value
Core Retail	\$136.94
Hospitality	\$23.32
Food and liquor	\$31.92
Automotive	\$101.25
Other storetypes	\$316.42
Other retail	\$76.69
Medical services	\$404.57
Recreational	\$87.67
Personal services	\$91.23
Total	\$66.42

**Average Transaction Value by Category YoY
Comparison 2016 / 17**

Category	Avg Trans Value
Core Retail	\$134.28
Hospitality	\$22.55
Food and liquor	\$35.54
Automotive	\$97.54
Other storetypes	\$304.44
Other retail	\$73.40
Medical services	\$402.25
Recreational	\$75.99
Personal services	\$89.28
Total	\$65.42

**Breakdown of Consumer Demographic YoY Comparison
2017/18**

	% of	Change	Avg trans
Urban Affluence	57.7%	-13.1%	\$70.16
Solid & Secure	6.5%	-10.2%	\$54.28
Five Spice	10.6%	-12.8%	\$48.75
Fush & Chups	3.6%	-5.0%	\$47.02
Smart Starters	4.4%	-9.0%	\$47.66
Community Diversity	3.2%	-5.1%	\$43.22
Super Trooper	3.1%	-9.8%	\$74.32
On the Fringe	4.2%	-7.3%	\$74.67
Muddy Gumboots	6.7%	-11.5%	\$86.89
Total	100.0%	-11.5%	\$63.37

**Breakdown of Consumer Demographic YoY Comparison
2016/17**

	% of	Change	Avg trans
Urban Affluence	58.8%	-3.6%	\$68.80
Solid & Secure	6.4%	0.5%	\$54.45
Five Spice	10.8%	-3.0%	\$48.43
Fush & Chups	3.3%	-4.2%	\$47.86
Smart Starters	4.3%	2.1%	\$45.62
Community Diversity	3.0%	10.7%	\$41.07
Super Trooper	2.9%	0.0%	\$69.05
On the Fringe	3.9%	4.1%	\$77.10
Muddy Gumboots	6.6%	4.9%	\$90.45
Total	100.0%	-1.9%	\$62.64

Total Annual Spend 2014 - 2018

Based on Moving Annual Total Spending

	Newmarket	Key Competitors	Total Auckland
Jun-14	\$561.19 m	\$2,126.60 m	\$16,295.47 m
Jun-15	\$602.39 m	\$2,321.15 m	\$17,163.52 m
Jun-16	\$621.61 m	\$2,549.27 m	\$18,133.03 m
Jun-17	\$609.57 m	\$2,621.49 m	\$18,663.57 m
Jun-18	\$539.60 m	\$2,655.55 m	\$19,288.40 m

OTHER AREAS OF NOTE:

SECURITY

Patrols, CCTV & Pedestrian Count Cameras

City Guard continue to patrol the streets of Newmarket and are doing an excellent job. We hold regular meetings to discuss issues and have developed a robust proactive strategy with regards to Newmarket's security in general. Of particular concern has been the increase in homelessness and begging. We are working with multiple parties on this issue.

Our CCTV network is fully operational and achieving excellent results. City Guard were awarded the camera monitoring contract, so are now communicating directly with their street surveillance guards at all times. This has been a significant step forward in terms of our management of crime in the precinct, and the proactive identification and alerting of known criminals. We are members of SaferCityGrid, a partnership between the Police and Auckland Transport, and all our CCTV cameras are transmitted to the District Command Centre at the Central Police Station and are now available to the police 24/7 365 days of the year.

GRAFFITI

Graffiti Solutions still manage the contract for the precinct and continue to deliver an excellent service.

To finish off I would like to express my sincere thanks to the board, expertly chaired by Mark Hill-Rennie, supported by Deputy Chair Bridget Smith, Treasurer by Carl Sowter, Rachel Dovey, and Kalpana Reddy. James Nelson resigned from the board earlier this year. I, as always, have been very grateful for the support they have provided to me and the NBA team. I'd like to add that Bridget Smith who has been on the board for some 6 is stepping down. Bridget's contribution has been invaluable. Thanks also to Rob Thomas and Pippa Coom from the Waitemata Local Board who continue to support and advocate for Newmarket.

Finally, thank you to Di, Kelly, Portia, Zara, Tanya, Hanneke and Ruby who continue to work so hard for Newmarket.

Mark Knoff-Thomas
Chief Executive

Treasurer's Report 2018

Carl Sowter

TREASURER'S REPORT

For the year ended 30 June 2018

My report is on the financial performance of the Newmarket Business Association for the year ended 30 June 2018.

The full audited accounts have been included in your booklets. Here are some explanations on certain line items in these accounts.

STATEMENT OF FINANCIAL PERFORMANCE

INCOME

Our main source of funding is from the Business Improvement District Levy, or BID Levy, which is collected by Auckland Council and passed on to us. Included in Commercial Income are Sponsorship, Board Room Hire, NEWMARKET. advertising, Exclusive EDM's, Newmarket Business Awards, and Associate Memberships. Participation Fees came from Newmarket Business Award ticket sales.

EXPENSES

Included in Advertising & Events are Standard Events (Italian Festival, Anzac Day, Art Week, Newmarket Business Awards, Day of Luxury, Scholarships, Precinct Activations, and Christmas Fest), Generic Promotion includes Print and Digital marketing, Brochures, Creative, Website and NEWMARKET.

Meeting Expenses include Member Events, Precinct meetings, Chief Executive networking, AGM, Board meetings, and Council meetings.

STATEMENT OF FINANCIAL POSITION

Items in Accrued Expenses are Audit fee and Payroll costs. Income in Advance is the September 2018 BID Levy which Auckland Council gave to us early. Prepayments relate to Rent and Advanced Security CCTV lease paid in advance. During the year we spent \$7,918 on fixed assets, mainly relating to IT and office furniture.

BUDGET SUMMARY

Also attached is a summary of our Actual results compared to Budget for 2018, the 2019 Budget and the proposed 2020 Budget.

Carl Sowter
Treasurer


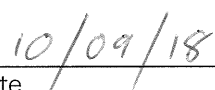


**SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018**

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**BUSINESS ENTITY DIRECTORY
AS AT 30 JUNE 2018**

Established:	18th August 1994
Nature of Business Entity:	Business Association
Location of Business Entity:	PO Box 9374 Newmarket Auckland
Registered Office:	Level 2, 238 Broadway Newmarket Auckland
Bankers:	ANZ Bank Broadway Newmarket Auckland
Auditors:	JSA Audit Ltd Suite 106, 100 Parnell Road Parnell Auckland

**STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2018**

	Note	2018	2017
ACCUMULATED FUNDS			
Accumulated Surplus		326,579	348,754
CURRENT LIABILITIES			
Trade Creditors		106,953	217,550
Accrued Expenses		37,472	35,443
Income In Advance		409,452	394,785
		553,877	647,778
TOTAL FUNDS EMPLOYED		\$880,456	\$996,532
CURRENT ASSETS			
Cash on Hand		237	182
ANZ Bank 00 Account		55,273	53,866
ANZ Bank 25 Account		420,554	513,660
ANZ Bank 30 Account		309,529	302,562
ANZ Credit Card		568	536
Prepayments		12,545	39,502
Trade Debtors		25,660	19,446
GST Refund Due		34,020	44,129
		858,388	973,883
NON CURRENT ASSETS			
At Book Value	5	22,068	22,649
TOTAL ASSETS		\$880,456	\$996,532
			
Chairperson		Date	
			
Treasurer		Date	

The Statement of Accounting Policies and Notes form part of, and should be read in conjunction with these special purpose financial statements.

STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 30 JUNE 2018

	Note	2018	2017
INCOME			
BID Levy		1,579,139	1,569,139
Commercial Income		201,694	203,733
Participation Fees		31,298	24,625
		<u>1,812,130</u>	<u>1,797,497</u>
INVESTMENT AND OTHER INCOME			
Interest Received		7,686	5,247
TOTAL INCOME		<u>1,819,817</u>	<u>1,802,744</u>
EXPENSES			
ACC Levy		1,366	1,197
Accountancy Fees		4,000	4,000
Advertising & Events		654,845	605,315
Art Projects		31,288	20,000
Audit Fee		5,000	4,500
Bad Debts Written Off		465	-
Bank Charges		431	539
Christmas Decorations		35,452	59,480
Cleaning		3,617	2,737
Customer Research		13,871	13,010
Database		-	3,773
Depreciation		8,498	7,875
General Expenses		1,227	2,633
Graffiti Project		57,500	57,500
Heritage Projects		1,954	4,545
Insurance		4,162	3,034
IT Repair and Maintenances		10,871	10,722
Lease Payments		9,046	8,862
Legal Fees		4,042	4,709
Low Cost Assets		416	1,069
Meeting Expenses		5,069	9,987
Postage		4,837	3,895
Power & Gas		2,483	2,457
Printing & Stationery		1,441	2,639
Public Relations		33,000	33,217
Rent		67,943	69,522
Repairs & Maintenance		28,696	3,039
Security Costs		210,114	197,274
Staff Advertising		6,173	-
Station Square Expenses		-	1,400
Subscriptions		2,179	2,053
Telephone		9,954	10,114
Travelling Expenses		5,145	2,699
Wages		616,907	606,530
TOTAL EXPENSES		<u>1,841,992</u>	<u>1,760,325</u>
NET SURPLUS (DEFICIT)		<u><u>\$(22,175)</u></u>	<u><u>\$42,419</u></u>

The Statement of Accounting Policies and Notes form part of, and should be read in conjunction with these special purpose financial statements.

**STATEMENT OF MOVEMENTS IN ACCUMULATED FUNDS
FOR THE YEAR ENDED 30 JUNE 2018**

	<i>Note</i>	2018	2017
Net Surplus (Deficit) for the Period		(22,175)	42,419
Total Recognised Revenue and Expenses		(22,175)	42,419
 ACCUMULATED FUNDS AT START OF PERIOD		 348,754	 306,335
		326,579	348,754
 ACCUMULATED FUNDS AT END OF PERIOD		 \$326,579	 \$348,754

The Statement of Accounting Policies and Notes form part of, and should be read in conjunction with these special purpose financial statements.

**NOTES TO THE SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018**

1 REPORTING ENTITY

Newmarket Business Association Inc is an Incorporated Society established under the Incorporated Societies Act 1908.

2 BASIS OF PREPARATION

a) Statement of Compliance

These financial statements have been prepared in accordance with the Special Purpose Financial Reporting Framework for For-Profit entities (SPFR for FPE's). The framework is considered to be appropriate framework to meet the requirements of the Incorporated Societies Act 1908 and rules of the Association. They have been prepared for management, the members and financiers of Newmarket Business Association.

b) Basis of Measurement

These financial statements have been prepared on a historical cost basis, except as noted otherwise below. The financial statements are presented in New Zealand dollars (NZ\$) and all values are rounded to the nearest NZ\$, except when otherwise indicated.

3 SUMMARY OF SIGNIFICANT ACCOUNTING PARTIES

a) Property, Plant and Equipment

Plant and equipment is measured at cost, less accumulated depreciation and any impairment losses. Cost includes expenditure that is directly attributable to the acquisition of the asset.

Additions and subsequent costs

Subsequent costs and the cost replacing part of an item of property, plant and equipment is recognised as an asset if, and only if, it is probable that future economic benefits or service potential will flow to the entity and the cost of the item can be measured reliably. The carrying amount of the replaced part is derecognised.

In most instances, an item of property, plant and equipment is recognised at its cost. Where an asset is acquired at no cost, or for a nominal cost, it is recognised at fair value at the acquisition date.

All repairs and maintenance expenditure is charged to statement of financial performance in the year in which the expense is incurred.

Disposals

When an item of plant or equipment is disposed of, the gain or loss recognised in the statement of financial performance is calculated as the difference between the net sale proceeds and the carrying amount of the asset.

Depreciation

Depreciation is charged on a diminishing value (DV) basis on all plant and equipment over the estimated useful life of the asset. Depreciation is charged to statement of financial performance and disclosed within expenses. The following depreciation rates have been applied at each class of plant and equipment.

**NOTES TO THE SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018**

Office furniture and equipment	12 – 60% DV
Computer software and equipment	50 – 60% DV

The residual value and useful life of property, plant and equipment is reassessed annually.

b) **Accounts Receivable**

Accounts receivable are stated at their estimated realisable value.

c) **Goods and Services Tax**

Financial information in these accounts is recorded exclusive of GST with the exception of receivables and payables, which include GST. GST payable or receivable at balance date is included in the appropriate category in the Statement of Financial Position.

d) **Leased Assets**

The annual costs associated with leasing items which would otherwise be classed as fixed assets have been included in the Statement of Financial Performance as expenses. No such costs have been treated as conferring future benefit, and thus none have been capitalised.

e) **Liabilities**

Liabilities are stated at the estimated amounts payable and include obligations which can be reliably estimated. Current liabilities include the amounts payable in the next financial period.

f) **Changes in Accounting Policies**

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

4 **TAXATION**

No tax has been provided as the Newmarket Business Association is exempt for tax

5 **PROPERTY, PLANT AND EQUIPMENT SUMMARY**

2018	Cost	Accum Depn	Book Value
Building Fitout	4,106	906	3,200
Office Furniture & Equipment	41,667	29,119	12,548
Computer Software & Equipment	68,461	62,141	6,320
	<u>\$114,234</u>	<u>\$92,166</u>	<u>\$22,068</u>
2017			
Building Fitout	4,106	551	3,555
Office Furniture & Equipment	36,052	25,535	10,517
Computer Software & Equipment	66,158	57,581	8,577
	<u>\$106,316</u>	<u>\$83,667</u>	<u>\$22,649</u>

6 **EVENTS OCCURRING AFTER BALANCE DATE**

No events subsequent to balance date.

**NOTES TO THE SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018**

7 CONTINGENT LIABILITIES

There are no contingent liabilities at year end (30 June 2017: \$Nil).

8 CAPITAL COMMITMENTS

There are no capital commitments at year end (30 June 2017: \$Nil).

9 RELATED PARTIES

Bridget Smith (Board Member) is also a partner in SBM Legal. SBM Legal received \$652 (2017, \$459) from Newmarket Business Association for legal advice relating to employment.

Carl Sowter (Treasurer) is also a director of Marley Loft 2012 Limited. Marley Loft 2012 Limited received \$4,000 (2017, \$4,000) from Newmarket Business Association for the preparation of monthly and annual accounts.

Kalpana Reddy (Board Member) is also the CEO of Chow Hill. Chow Hill received \$0 (2017, \$1,400) from Newmarket Business Association for model and concepts regarding Station Square.

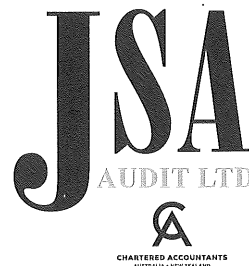
During the year Board members have used the services of the Association. These have been charged at normal market rates.

10 SECURITIES AND GUARANTEES OF LIABILITIES

The ANZ Bank has issued Newmarket Business Association with 1 Visa credit card with a total limit of \$1,000.

INDEPENDENT AUDITOR'S REPORT

To the Members of Newmarket Business Association Incorporated



Suite 106, Geyser Building
100 Parnell Road, Parnell.
PO Box 136
Shortland Street
Auckland 1140
Phone + 64 9 302 7306
Facsimile + 64 9 302 7307
Website www.jsa.net.nz
Email jsa@jsa.net.nz

Opinion

We have audited the financial statements of Newmarket Business Association Incorporated on pages 2 to 7, which comprise the statement of financial position as at 30 June 2018, and the statement of financial performance and statement of movements in accumulated funds for the year then ended, and notes to the special purpose financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects the financial position of Newmarket Business Association Incorporated as at 30 June 2018, and its financial performance for the year then ended, in accordance with the Special Purpose Financial Reporting Framework for For-Profit Entities (SPFR for FPEs), issued by Chartered Accountants Australia & New Zealand and the requirements of the Incorporated Societies Act 1908 and rules of the Association.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Special Purpose Financial Statements section of our report. We are independent of Newmarket Business Association Incorporated in accordance with Professional and Ethical Standard 1 (Revised) Code of Ethics for Assurance Practitioners issued by the New Zealand 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 interests in, Newmarket Business Association Incorporated.

Emphasis of Matter - Basis of Accounting

We draw attention to Note 1 of the special purpose financial statements, which describes the basis of accounting. The special purpose financial statements are prepared for the Entity, its members and financiers. As a result, the special purpose financial statements may not be suitable for another purpose and should not be distributed to or used by parties other than the Entity, its members or financiers. Our opinion is not modified in respect of this matter.

Restriction on Responsibility

This report is made solely to the Members, as a body, in accordance with constitution of Newmarket Business Association Incorporated. Our audit work has been undertaken so that we might state to the Members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Members as a body, for our audit work, for this report, or for the opinions we have formed.

Board's Responsibility for the Special Purpose Financial Statements

The Board are responsible for the preparation of the financial statements in accordance with an appropriate Special Purpose Framework to meet the requirements of the Incorporated Societies Act 1908 and rules of the Association, and for such internal control as the Board determine is necessary to enable the preparation of special purpose financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the special purpose financial statements, the Board are responsible on behalf of the entity for assessing the entity's ability to continue as going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board either intend to liquidate the entity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Special Purpose Financial Statements

Our objectives are to obtain reasonable assurance about whether the special purpose financial statements as a whole 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 when it exists. Misstatement can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of these special purpose financial statements.

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

- Identify and assess the risks of material misstatement of the special purpose 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 internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's 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 Board and, based on the audit 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 that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the special purpose 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 going concern.

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


JSA Audit Limited
Auckland
10 September 2018

Budget

	Actual 2018	Budget 2018	Budget 2019	Budget 2020
Income				
BID Income - Auckland Council	1,579,139	1,579,139	1,634,409	1,691,613 *
Commercial Income	201,694	193,000	192,500	214,750
Other Income	38,984	23,000	29,000	34,500
Total Income	1,819,817	1,795,139	1,855,909	1,940,863
Expenditure				
Operating Expenses				
Wages & Salaries	612,415	610,000	635,000	680,000
Rent & Overheads	70,426	73,000	76,000	81,250
Other	81,250	100,650	102,800	102,800
	765,977	783,650	813,800	870,985
Security				
CCTV (Monitoring & Patrols)	135,198	135,000	140,000	150,000
CCTV Lease	74,916	75,500	75,500	75,500
Graffiti Removal	57,500	57,500	58,500	60,000
	267,614	268,000	274,000	285,500
Advertising & Promotion				
Generic Promotion	335,389	338,500	348,000	392,500
Standard Events	283,069	284,000	262,500	275,500
Development Response	25,620	-	112,000	-
	644,078	622,500	722,500	668,000
Business Development				
Business Activator	41,840	46,500	46,500	55,500
Other	28,104	35,200	35,200	44,700
	79,138	89,000	81,700	101,200
Urban Design & Heritage				
Christmas Decorations	35,452	30,500	99,000	32,000
Station Square	25,685	50,000	-	-
Other	33,242	35,000	35,000	26,500
	94,379	115,500	134,000	58,500
Total Expenditure	1,841,992	1,871,350	2,026,000	1,983,185
Net Operating Surplus / (Deficit)	- 22,175	- 76,211	- 170,091	- 42,322

* 3.50% increase

Newmarket Business Association Strategic Plan 2018 - 2021

COMMERCIAL IN CONFIDENCE

OUR VISION AND GOALS

The Newmarket Business Association represents a group of over 1,300 building and business owners and is one of 48 Business Improvement District (BID) bodies within the Auckland region.

Our Vision is for the Association to be the authority on all matters related to Newmarket for all stakeholders, and at all times.

Our Goal is for Newmarket to be perceived as Auckland's premier urban lifestyle destination to shop, dine, play, work and live.

The core work of the Association is to advance the economic and business interests of our members within the Newmarket BID. This includes promotions, events, and ensuring the safety and security of the area. However, we understand that economic development is much broader and more complex than this. To enable the development of the Newmarket area, we work widely with the whole community, recognising that we all have a part to play in our town's success.

Over the next three years the Association will further build on the stable foundation that has been set during 2014-2018. We will continue to exercise fiscal responsibility while adding the most value we can to members across all of the sectors. Since mid-2014 the NBA has undergone extensive change, including restructuring of the team, re-scoping of the team's functions, cultural re-alignment to a more commercial model, and re-evaluation of the NBA's primary objectives and expected outcomes. The changes are largely complete and we look to the next three years as a phase of consolidation, and implementation to add greater value to the Newmarket business community.

According to Marketview reports Newmarket's annual sales were in decline from 2009-2013. Between 2014-2017 we saw Newmarket's decline cease and return to positive growth. Toward the end of 2017, our sales dropped again, due substantially to the reduction in merchants trading within Westfield. We expect to see further quarterly declines over the next 3-4 quarters, with a rebound in mid-2019, and then strong increases thereafter.

Our success is not achieved by any one group, nor any one initiative. We work in an environment of large external influence and diverse stakeholders, and must take a broad approach to effecting change. We see it as our role to make connections, to represent diverse voices, to critique proposals, and to focus on doing what we know we can achieve. These persistent efforts will yield the Newmarket of the future.

OUR STRATEGIC PRIORITIES FOR THE NEXT 3 YEARS

PRIORITY ONE: INCREASE FOOT TRAFFIC

- We will market Newmarket through a number of different means
- We will make Newmarket a more attractive place through decoration and development
- We will make Newmarket an easier place to visit through having good transport solutions available
- We will measure this through pedestrian foot traffic (via cameras), Paymark data, and event attendance.

PRIORITY TWO: OPTIMISE STAKEHOLDER ENGAGEMENT

- We aim to optimize engagement with the property sector and share our vision
- We will understand our consumer stakeholders at a granular level through the use of narrative research
- We will ensure we have a diverse, engaged, and representative Board
- We will work closely with local schools to improve youth engagement
- We will increase our efforts to engage with our diverse consumers, residents and business owners, by:
 - Providing diversity and inclusion training opportunities for businesses
 - Increasing use of translated communications
 - Celebrating our diverse communities, and being inclusive to all
- We will measure this through narrative research, Council and Paymark Data, the mix of businesses in the area, business confidence in the area, and engagement surveys with diversity communities and consumers.

PRIORITY THREE: ADVOCACY

- We will advocate successfully to Council and CCOs
- We will effectively engage with our wider stakeholders
- We will measure this through voluntary and tangible invitations for comment, member engagement and satisfaction, and levels of social media activity.

OUR STRATEGIC PRIORITIES FOR THE NEXT 3 YEARS

PRIORITY ONE: INCREASE FOOT TRAFFIC

Our Areas of Focus will be:

We will promote Newmarket through a number of different means. From a marketing perspective there has been a deliberate and substantial shift away from an events based strategy and commitment at a macro-level to above the line positioning of Newmarket as a brand and destination. This is being achieved through the in-house publication of NEWMARKET. magazine, external print, digital and social media channels. The Newmarket Business Association's marketing focuses on above the line branding of Newmarket as a precinct of choice to shop, dine, play, work and live through relevant print, digital and social media channels.

We will make Newmarket a more attractive place through decoration and development. We recognize that the appearance of a place has a significant effect on its appeal. We want Newmarket to continue to be a destination for high-end retail – as well as a hospitality destination of choice. Because of this, we will work to ensure that the area has continued appeal for the wide demographic that we wish to attract.

We will make Newmarket an easier place to visit through having good transport solutions available. Newmarket has a main transport corridor that brings a lot of people to the centre. We want to ensure that these people continue to find it easy to travel to Newmarket, and continue to find it easy to stay within the area. We will work with Auckland Transport and Auckland Council on matters such as bus lanes, parking, and taxi stands, and will work to develop innovative solutions (for example electric car and electric bike charging stations).

We will measure this through the following means:

Key/Primary Measures:

- > Amount of foot traffic measured by pedestrian cameras at various times and days.

Subsidiary Measurements:

- > Paymark Data - Measured against camera data measured by precinct normalized against competing areas (e.g. CBD)
- > Event attendance - Measured against camera data and Paymark data in order to gauge success.

PRIORITY TWO: OPTIMISE STAKEHOLDER ENGAGEMENT

OUR AREAS OF FOCUS WILL BE:

To optimise engagement with the property sector: The nature and longevity of businesses has economic implications for the area – we need sustainable businesses that complement our Newmarket offering, and that will take root in our business community. Connected to this is the management of our commercial properties: there are still some absentee landlords, which has a negative impact on tenants and increases the difficulty of engaging with building owners. We will influence these situations through establishing and maintaining strong relationships with land owners, commercial property agents and the property managers who oversee many of the tenancy arrangements.

We will have an engaged and representative Board: The Board of the Association should be comprised of people who represent business owners but also wider community interests. This includes the demographic that we wish to have (not just the one that we currently have).

We will increase our efforts to engage with our diverse consumers, students, residents and business owners: The landscape is changing and residential intensification, coupled with an ethnically diverse range of business owners and consumers, means we need to adapt our strategies to engage meaningfully with all these groups to ensure inclusion and connectivity is a reality. The precinct's schools are experiencing unprecedented growth and we must consider the wider needs of the school-age demographic. We will increase use of translated communications, celebrate our diverse communities, and make inclusion a foundation of what we do.

We will measure this through the following means:

Key/Primary Measures:

- > Narrative Research - Conducted annually to gauge authentic responses on the appeal of Newmarket.

Subsidiary Measurement:

- > Council and Paymark Data
- > Measuring the different split of businesses in the Newmarket area – and possible inferences on economic performance
- > Members survey measuring business confidence in the Newmarket area
- > Engagement surveys with diverse communities and consumers.

PRIORITY THREE: ADVOCACY

The Newmarket Business Association is the ultimate advocate for the town centre and a key communications hub for local authorities, business and the media. We will be the facilitators of Newmarket-specific information, member businesses' details and local news. We will offer members' support on Newmarket matters but not individual business advice. We will act as a bridge to Council and bring people together and create networking opportunities. We will help create a sense of community.

The Newmarket Business Association engages in activities as a collective which individual members would struggle to advance. The Association's role is not to drive individual businesses, nor to be an event management company. We are here to promote and lobby on behalf of Newmarket as a whole.

Our Areas of Focus will be:

We will effectively advocate to Council and CCOs: Given the size and complexity of Auckland, Newmarket's regular engagement with Auckland Council and its CCOs is an ongoing and challenging proposition. We will keep engaged and educated, representing our people through a variety of channels.

We will effectively engage with our stakeholders: The Association has an excellent working relationship with the Waitemata Local Board. We will continue to build and maintain these trusted mutually beneficial working relationships.

We will measure this through the following means:

Key/Primary Measures :

- > Invitation – Decision Making - Voluntary and tangible invitations for inputs into decisions by stakeholders (e.g. Council)
- > Invitation – Media Comment - Voluntary and tangible invitations for media comment.

Subsidiary Measurement:

- > Member Engagement - Attendance at member events; Committee and Board involvement
- > Member Satisfaction - Levels of Member satisfaction from surveys, anecdotes, and narrative research
- > Social Media - Level of Activity

NEWMARKET.
NEWMARKET BUSINESS ASSOCIATION

@newmarketnz #newmarketnz