



NEWMARKET.

NEWMARKET BUSINESS ASSOCIATION

Annual General Meeting

September 2019

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Agenda

Annual General Meeting of the Newmarket Business Association Held at Mini Garage, 381 - 383 Broadway at 5:30pm Wednesday 11th September 2019

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 2018/2019	Carl Sowter
Adoption of Financial Statements	Carl Sowter
Audit Report	Carl Sowter
Appointment of Auditor 2019/2020	Mark Hill-Rennie
Approval of 2020/2021 Budget	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

AGM Minutes 2018

Annual General Meeting of the Newmarket Business Association
Held at MINI Garage, 381 - 383 Broadway, Newmarket on Wednesday
19th September 2018, meeting commenced at 5.40pm

PRESENT:

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

MHR welcomed members and called the meeting to order.

APOLOGIES:

Fran Ninow	Verve
Diane Stephenson	Modes
Chris Coyte	Hayes Metals
Rob Thomas	Waitemata Local Board
Wendy Francis-Ching	Consignment Furniture
Pam Elgar	Make-A-Wish Foundation

CONFIRMATION OF MINUTES

MHR: Would someone like to adopt the minutes from the 2017 Annual General Meeting held 20th September 2017.
Adopted by Beth O'Loughlin (HFC), seconded by Jo Legat (Isabel Harris).

MATTERS ARISING FROM PREVIOUS MINUTES

There were no matters arising from those minutes.

CHAIRPERSON'S REPORT

- MHR spoke to his report as provided in the AGM Booklet.
- MHR announced that BS will be stepping down from the NBA Board.

Questions from the floor:

There were no questions from the floor.

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

Adopted by Peter Cleland (Molesworth Fruit), seconded Megan Sadgrove (Smith & Caugheys).

CARRIED

Chief Executive's Report:

- MKT spoke to his report as provided in the AGM Booklet.

Questions from the floor:

There were no further questions from the floor.

MHR: Would someone like to adopt the Chief Executive's report:

Adopted by Iain MacGibbon (Farrow Jamieson), seconded Ngaire Stone (Exhibition's Gallery).

CARRIED

Treasurer's Report:

- CS presented the financials for the period to 30 June 2018 as provided in the AGM Booklet, including the auditor's report and the 2019 and 2020 budget.

Questions from the floor:

Peter (Molesworth Fruit) – Will we lose BID funding because of the closure of Westfield?

MKT – No. Our BID levy is fixed regardless of changes to property – it is just redistributed.

Damon (Ecco Shoes) – We have \$50,000 in reserves. Are we expecting to spend it on advertising and promoting Newmarket?

MKT- We have budgeted additional \$100,000 in this year's budget for development response which will go towards generic brand promotion.

Doris Mousdale (Arcadia Books) – Is it time to spend more money of our own Christmas Decoration especially with Westfield Mall being closed?

MKT – We have a 2 year cycle when we purchase bulk decorations one year and drop out next year. Christmas decorations are very expensive, and we don't have enough budget to buy new decorations every year. We would rather spend more money on promoting Newmarket through print and digital promotion and drive more people into Newmarket to shop.

Working with building owners/landlords has proven difficult, which means we can't install light and decorations on buildings without their permission.

MKT - I would like to propose united hours across Newmarket for 5 weeks leading up to Christmas (9am-8pm).

MHR: Would someone like to adopt the Treasurer's report:

Adopted by Evan King (The Lumsden), seconded Neil Durie (Retreat Rialto).

CARRIED

Adoption of Financial Statements

MHR: Would someone like to adopt the financial statements:

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

CARRIED

Adoption of Auditor's Report

MHR: Would someone like to adopt the Auditor's Report:

Adopted by Beth O'Loughlin (HFC: Civil & Structural), seconded Clayton Smith (The Poi Room).

CARRIED

Appointment of Auditors

MHR: Asked for a motion to appoint JSA Limited as auditors for the following year:

Adopted by Evan King (The Lumsden), seconded Joanna Legat (Isabel Harris Ltd).

CARRIED

Appointment of Scrutineers

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

Approval 2019 Budget

Budget 2019/2020 – there is a proposed rate increase of 3.5 % to the BID levy

MHR: Asked for a motion to approve a BID levy increase of 3.5%, and a show of hands to approve.

Adopted by Megan Sadgrove (Smith and Caughey), seconded Joanna Legat (Isabel Harris Ltd). Majority of hands raised.

CARRIED

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:

Carl Sowter (Marley Loft Ltd), Mark Hill-Rennie (ANZ), Rachel Dovey (Bayleys), Tim McFarlane (FlexiCards), Christina Yu (Chinese Herald) and Emlyn Lloyd (Masfen Group) and Kalpana Reddy (Chow: Hill).

Bridget Smith (SBM Legal) will be stepping down from the NBA Board.

General Business

No general business.

Questions from the floor:

Chris Cherry (Workshop) - Can we do some research on similar major developments like Westfield around the world in terms of how we should respond?

MKT – We have created a new role of Business Strategic Manager for Portia to look into development response around the world. We are using this data to help us with development our response strategy for Newmarket.

Nicole Dale (October Reign) – What is going to happen on Nuffield Street and other Newmarket Streets when big Retailers like Country Road will move into a new Westfield Mall?

MKT – Nuffield Street is part of Scentre Group (Westfield). They will re-tenant the shops or possibly change the tenant mix.

Some of the business may be trading better outside the mall, so they might decide to stay.

We had forecasted 25% drop in sales (Westfield Mall is 25% of Newmarket economy) for this year but the actual decrease was 18%, which is 7% better than expected.

Damon (Ecco Shoes) – What's your vision for Newmarket's future?

MKT – I think it's fantastic that Newmarket is getting almost a billion-dollar investment by Westfield, which means Newmarket can reassert itself as a very desirable destination, vibrant precinct with an increased population, new apartments and schools. Newmarket is going to become the epicentre of retail and hospitality for New Zealand and possibly Australasia.

Evan King (The Lumsden) – I would like to propose a vote of confidence for the work the Newmarket Business Association and Board are doing.

Majority of hands raised.

CARRIED

Resolution to decrease the quorum required for the AGM

MHR: Asked for a motion to adopt quorum required for the NBA AGM from 30 Members to 20 Members.

[NB: following legal advice this resolution has not passed as we did not provide reasoning for the resolution in our public notification. Consequently, a quorum of 30 stands until such time as we re-address this via an AGM or SGM]

Meeting closed at 7.23pm

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

Chief Executive

Newmarket Business Association

mark@newmarket.co.nz

Chairperson's Report 2019 - Mark Hill-Rennie

It is my pleasure to report on behalf of the board on what has been another eventful year for Newmarket. Newmarket has been going through a significant transition with the mall redevelopment having a considerable impact. The Board itself has worked well together. It is good to know they put Newmarket at the heart of what they are doing to help foster a premium business area.

The finances of the Association remain in good shape with good 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 mall redevelopment getting to the opening stage. This was a significant vote of confidence in Newmarket and will have a massive flow on impact to the local economy as it fully opens by the end of this year.
- 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 NZ 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 (which some of my team moved in to this year), 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, Faith, Ruby and Sarah 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 Emlyn Lloyd (Masfens Group), Kalpana Reddy (Chow: Hill), Christina Yu (Chinese NZ Herald).

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
Chairperson
Newmarket Business Association

Chief Executive's Report 2019

Mark Knoff-Thomas

This year's AGM marks my sixth, and our evolution continues at a quickening pace this year. Consumer spend in the precinct has dropped by around 10.7% in the past financial year, and again this reduction is attributable to the significant decrease in merchants during the Westfield redevelopment. These results are the first full year we have reported on without Westfield's contribution, with the exception of Nuffield Street. We expect that the next 12 months will look markedly different as stages 2 and 3 of the Westfield development open as well as a re-settling in the wider retail and hospitality area. We anticipate accelerated growth that should see the precinct break through the billion-dollar mark by 2021.

Despite some media perception, we have fewer retail vacancies at the moment than we had 5 years ago. Broadway is going to experience some significant change in the months ahead, but we have been buoyed by the interest from new brands looking to be part of the Newmarket story.

The past 12 months have seen further disruption to retail and consumer expectations remain ever-increasing. Our hospitality remains strong, and our commercial businesses go from strength to strength. There have been new commercial buildings open up and a new high school, which has seen foot traffic in northern Broadway increase year-on-year. There are more commercial developments in the pipeline and we expect our employee population to continue its upward trajectory.

Below is a high-level summary that covers off actions and results over the past 12 months:

Finances

We had forecast a 170k deficit for the past year, but it came in around 70k better than budget. Some forecasted expenses didn't occur and will now fall into the new financial year – for example 30k for the next art project. Everything else has tracked to budget more-or-less. We contributed 30k towards a wayfinding signage project which will see new blade and gateway signs appearing in major spots in the near future.

In the 12 months ahead we will be working with Waitemata Local Board and Auckland Council to establish a second targeted rate. This rate will not solely be borne by commercial property owners, but by all properties, including residential, and in a wider catchment area. We have identified this as a key mechanism to accelerate the delivery of the Newmarket Laneways Master Plan. Otherwise we lobby and advocate against every other precinct in Waitemata and have to endure lengthy periods between upgrades.

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. We had an unfortunate incident earlier this year when an elderly man tripped into an open tree pit and hit his head. The upshot of this has been increased vigilance by the council and their new contractors to ensure issues raised are addressed in a timely manner.

Consumer Engagement, Brand and Focus

Our two major social media platforms, Facebook and Instagram, have had continued success in driving increased consumer engagement. Our online content continues to resonate well with our consumers and our marketing team are continually evolving what this content looks like and how and when it is delivered. 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:

Date	Social Media	Website
Jul-18	Magazine features shared (Shane Anselmi of Overland, Rue de Seine feature) Westfield development update, promotion of new collections, brand initiatives, openings & events; school holiday giveaway + Loaded giveaway; New Zealand Fashion week partnership promotion	Overland cover feature (Shane Anselmi); Rue de Seine feature; MAC feature; Zoe & Morgan opening; Specsavers post; Poké Poké opening; I Love Ugly post; adidas post; Stewart Sherriff of 2degrees (Word.); collection launches
Aug-18	Mana Dave magazine feature shared; new collection launches, openings, events, brand news; Father's Day competition, New Zealand Fashion Week content daily wrap up; giveaways; FQ x NEWMARKET. show promotion and sharing	Newmarket fitness hubs; Mana Dave feature post; collection launches (Kate Sylvester, Deuce, Karen Walker, Deadly Ponies); Kitchen Things Luxury Collection opening; Moochi store revamp; Newmarket date night feature; Father's Day giveaway; New Zealand Fashion Week daily coverage
Sep-18	September issue sharing cover feature -Barkers, A Day in the Life of Blink Studio; Eurostyle feature; Nuffield Street party; post NZFW promotion; Remix magazine digital content - 'How to spend the perfect day in Newmarket'; Newmarket Kid-Friendly eateries promotion; Maori Language week competition; vegan friendly eateries, date night content, Auckland Heritage Festival promotion; Suffrage Day post; Chinese Moon Festival promotion; Italian Festival promotion; giveaways; Artweek promotion; Newmarket Development Response Series video promotion	Giveaways; Fashion Quarterly x NEWMARKET. show promotion; September magazine features posted (Jamie Whiting of Barkers, Haka Tourism Group, Jess Laing), Newmarket's child friendly eateries feature; Eurostyle celebrates 15 years post; Krispy Kreme available in Newmarket; Glamour rebrand; Festival Italiano promotion; Whittaker's pop-up in Newmarket, Newmarket optometrists feature; Newmarket's top hair salons feature; Westfield crane name unveiling, Westfield Development Update Video 3 shared; collection launches (Huffer, Karen Murrell x Make A Wish)
Oct-18	October issue featuring Stephen Marr, Day in the Life content posting; school holidays campaign for Heritage Festival 'Find the Flag' competition - Newmarket primary pupils designed flags to sit across the flag sites in Newmarket; Osborne Lane eateries; Festival Italiano promotion; ongoing promotion of launches, openings events & activations; giveaways; feature for Tara from OLIVIA; promotion of November issue featuring Kristina Karlsson of kikki.K	October magazine features - Stephen Marr (cover) Jessica Bridal, Francis Valentine, Tara Kim; Spring style shoppable feature; Sportscraft opens new store; Osborne Lane Eateries feature; Auckland Heritage Festival in Newmarket; Artweek in Newmarket; Newmarket's best nail bars; Newmarket beauty clinic's feature; twenty-seven names sustainable fashion feature; Friday outfit shoppable feature; September magazine cover feature, Kristina Karlsson of kikki.K feature; Taste Catering feature
Nov-18	Race Day Ready' Melbourne Cup day fashion post; the best of Newmarket's ethnic eateries post promotion, Christmas launch - Christmas tree on Lumsden Green promoted alongside OUR SHOUT Christmas campaign and Santa's Grotto, Teed Street VIP shopping night promotion, promotion of events, openings, giveaways; Nuffield Street VIP Day promotion; promotion of December issue featuring editorial cover shot in Newmarket	Newmarket Ethic Eateries Feature; Techtorium magazine feature; Deadly Ponies giveaway; Karen Walker x Disney collaboration; Walker & Hall collaboration; Weekend beauty shoppable post; A Day in the Life of Jeff Kim, &Sushi, Merchant 1948 Monogramming Service; RUBY new collection; Freedom Furniture store renovation feature; I Love Ugly summer; Christmas in Newmarket; what to wear to work Christmas parties shoppable post; Kathryn Wilson partners with Ronald McDonald House
Dec-18	Christmas gift guide promotion; Santa's Grotto, 12 Days of Christmas giveaways across Facebook launched, OUR SHOUT promotion; Santa's Grotto; Teed Street feature; December magazine features shared across Facebook; Fashion Quarterly Christmas shopping content piece; Saturday Night Fever post	Santa's Grotto promotion; Where to buy the perfect Christmas card post; homewares shoppable post; December magazine features, Stu Ross from The Body Refinery & Skillsnacks John Latu; Saturday Night fever feature; what to wear on Christmas Day shoppable post; Gift Guides; beauty shopping guide; Christmas day table setting feature; beach bag essentials; White + Wong's announcement; Newmarket's best Sunday brunch spots
Jan-19	Giveaways; promotion of launches, eateries, new collections	Lunch on the run feature; MAC beauty giveaway; Juliette Hogan, RUBY new collections; celebrating Lunar New Year in Newmarket
Feb-19	February issue promotion featuring Mimi Gilmour, A Day in the Life of Katy (Freedom Furniture), Auckland Lantern Festival promotion, Nuffield Street guide, lunch on the run post promoted; giveaways; Valentine's Day promotion	February magazine cover feature on Mimi Gilmour Buckley, a day in the life of Katy Miles from Freedom Furniture & Word. by Paul Gardner; Greta Ryan of Skin Ritual Newmarket Locals; Valentine's Day gift guide; Nuffield Street precinct feature; BLUNT Umbrellas x Flox collaboration; home office interiors shoppable post; Autumn wardrobe must-haves; Newmarket's best sushi spots; menswear capsule wardrobe shoppable post; what's on our beauty radar; I Love Ugly collaboration

Date	Social Media	Website
Mar-19	March issue promotion featuring Al Brown; International Women's Day content; giveaways; Westfield food announcements (White + Wong's); openings (Superette International, Studio Box); Osborne Lane guide; Newmarket's best lunch eateries; Coco Republic announcement; Easter promotion; Something & Social announcement	March magazine features, Al Brown and Word. by Mark Knoff-Thomas; 3 food partners announced for Westfield Newmarket; International Women's Day post; Kathryn Wilson new collection; Newmarket Locals with Margeaux Frizelle from Juliette Hogan; entries are open for the 2019 Newmarket Business Awards; Dermalogica feature; Mi Piaci new collection; Studio Box opening; Superette International opening; Barkers sustainable denim line; Città new collection; Osborne Lane precinct feature; Coco Republic store announcement
Apr-19	April issue promoted featuring Zoe & Morgan; Westfield update; Glasson's revamped store post; events, giveaways & openings; ANZAC Day event promotion; school holiday activities; Mother's Day shopping guide promotion; May magazine promotion featuring Nature Baby; Newmarket Business Awards People's Choice campaign voting launched; Newmarket supports The New Zealand Rainbow Excellence Awards 2019 as a sponsor;	Zoe Williams of Zoe & Morgan magazine cover feature; Newmarket Locals with Wendy Francis Ching of Consignment Furniture; Newmarket's best burgers; 20 Questions with ACG; Glasson's store revamp; ANZAC Day in Newmarket service; Newmarket's Easter treats feature; Ian MacGibbon of Farrow Jamieson pens Word. column; beauty shoppable post; how to spend the school holidays in Newmarket, A Day in the Life of Woody Norbert Munns, Manager at QB Studios; Mother's Day gift guide; Newmarket Business Awards People's Choice campaign live; Karen Walker x Blunt; Newmarket florist feature
May-19	Mother's Day posting; giveaways, events & openings shared; Newmarket's best brunch spots post; Newmarket Business Awards finalists announced, Newmarket's best remote work spaces; Westfield project update; Newmarket Business Awards People's Choice campaign promotion; Street Eats - Khyber Pass Road feature; INCA opening announced; Fashion Quarterly digital content with 'street specific' outfits	Nature Baby magazine feature; Word. column by Mark Knoff-Thomas; Superette International interview; Newmarket Business Awards finalists announced; shoppable beauty product feature; best places to work remotely in Newmarket feature; Westfield project update; Street Eats - Khyber Pass Road precinct feature; fashion shoppable post; Taylor celebrates 20 years; Karen Walker pop-up; Westfield announce INCA
Jun-19	June magazine features shared featuring Glasson's; Newmarket Business Awards event promotion & sharing of winners; giveaways; Matariki Flags 'Te Ti Tutahi' installed and shared across social; Khao San Eatery & Bar opening, Hello Mister & Newbie opening; HYBYCOZO static art installation on Lumsden Green campaign	June cover feature for Glasson's, MKT pens Word. column; Newmarket designers sustainable fashion feature; celebrating Matariki in Newmarket; 2019 Newmarket Business Awards winners announced; a day in the life of Greg Holland; Newmarket by Night - HYBYCOZO static light sculpture installation on Lumsden Green; Newmarket Development Series video 4 promotion; Hello Mister opens in Newmarket; shoppable jewellery post; Khao San Eatery & Bar opening; where to try Pilates in Newmarket; Newmarket florists feature; the best of Newmarket's street art feature

We have increased NEWMARKET. magazine's distribution to 60,000 copies a month. It is letterbox dropped to CBD fringe residences from St Heliers to Westmere, through Western Springs to Epsom, Remuera, Ellerslie/ Greenlane, St Johns and Kingsland and is specially targeted at our core consumer demographic. We have recently upgraded the digital format of the magazine to ensure that the user experience remains premium for our online readers. This includes a new shoppable

feature, which allows potential consumers to buy directly from items featured in the magazine.

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.

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

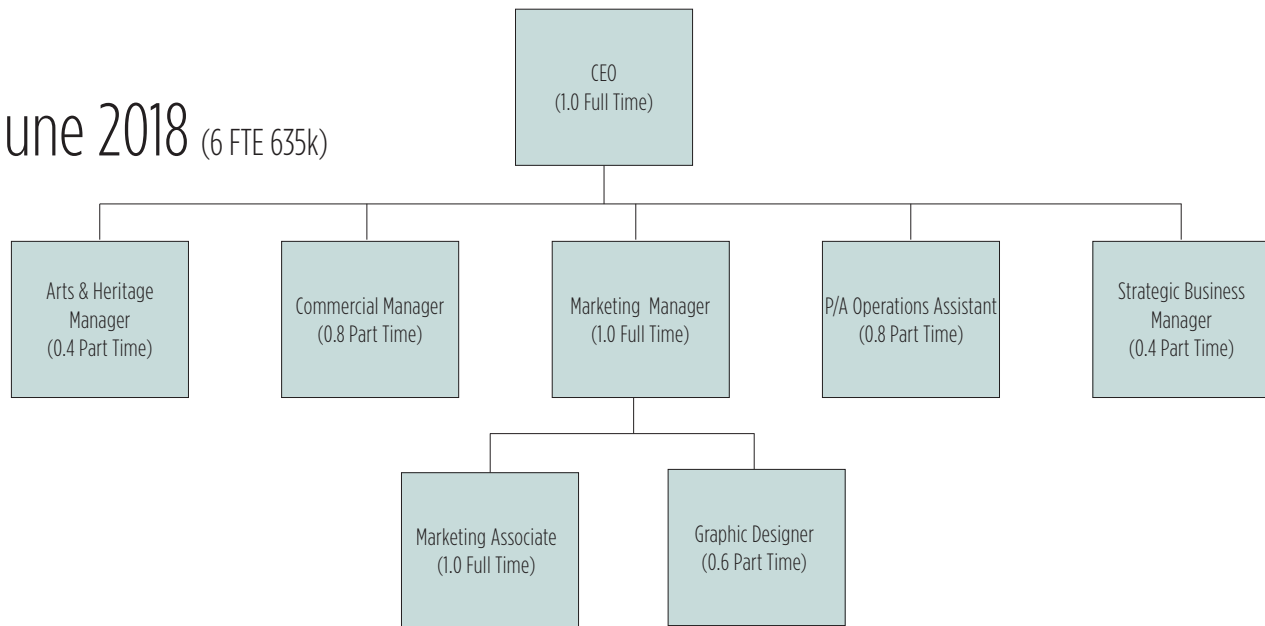
We have provided 10 member events in the past year, as follows:

Date	Event	Location	Attendees
July 2018	THE HUB - Customer Obsession Workshops for Managers and Staff	NBA / Retain Consulting at MINI Garage	60
August 2018	THE HUB - State of the Nation Event (including a movie)	NBA / Events Cinema	65
September 2018	AGM	NBA / MINI Garage	45
October 2018	THE HUB - Customer Obsession Workshops for Managers and Staff	NBA / Retain Consulting at MINI Garage	70
December 2018	THE HUB - Christmas Drinks for members	NBA / The Wine Cave	65
February 2019	Chinese Payment Workshop Session including speakers from Union Pay, Chinese NZ Herald and Alipay	NBA / MINI Garage	35
March 2019	Newmarket Peace Vigil for Christchurch	Lumsden Green	3,500
April 2019	THE HUB - Customer Obsession Workshops for Managers and Staff	NBA / Retain Consulting at MINI Garage	40
May 2019	THE HUB – Update on Westfield Development	NBA / Newmarket Primary	60
June 2019	Newmarket Business Awards	NBA/ Cordis	395

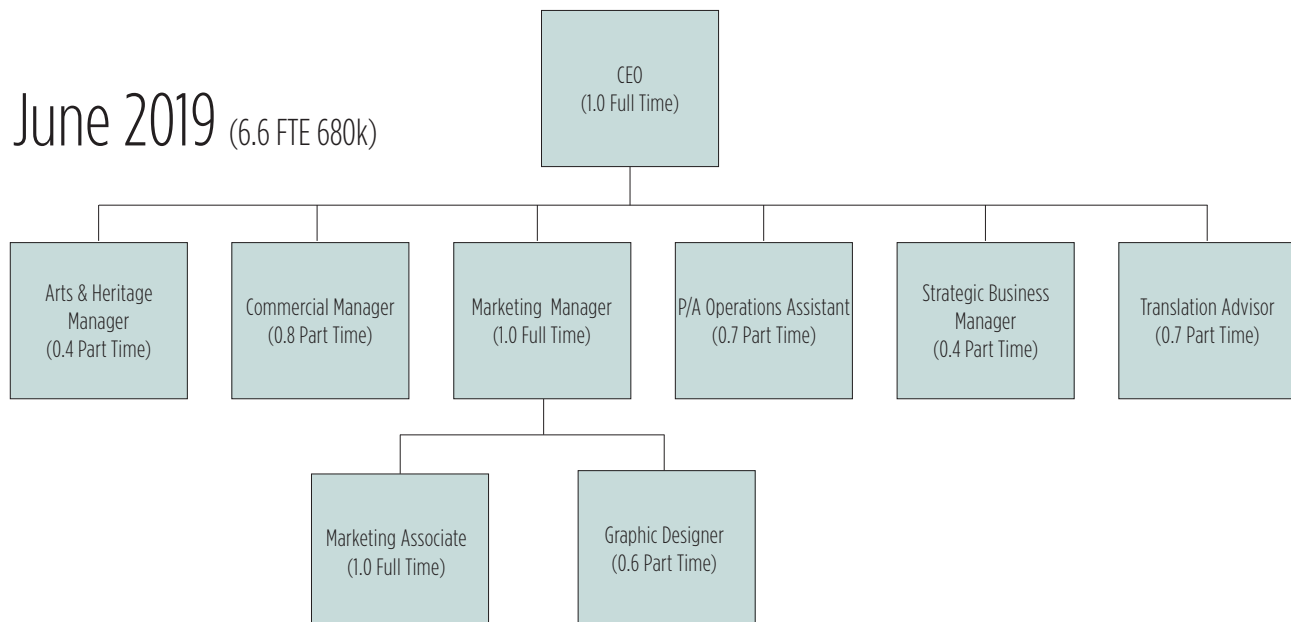
TEAM

Once again we have enjoyed a stable year with the same core team and our headcount has remained the same. The NBA team is a total of 6.0 FTE. Both Tanya Robertson, our Office Manager, and Hanneke Kruger, our Graphic Designer, are currently on maternity leave, so Faith Zhu and Sarah Dragicevich have joined our team on a contract basis, whilst Tanya and Hanneke are on leave.

June 2018 (6 FTE 635k)



June 2019 (6.6 FTE 680k)



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).

DIVERSITY & INCLUSION

Over the past 2 years the NBA has taken a leadership position on diversity and inclusion, amongst our staff, our members and our consumers. We have identified four diverse key communities within Newmarket and have developed diversity and inclusion strategies that ensure that the NBA and Newmarket are accepting, inclusive and relevant to these communities. These strategies include the NBA holding community engagement workshops, Newmarket taking a leadership position when acknowledging, recognising and celebrating relevant cultural events and including the voices and opinions of these communities in any strategic Newmarket developments. The strategies are malleable, and it is our intention to continue to refine and evolve these over the coming years.

The four key communities are:

- 1) Māori and mana whenua
- 2) Chinese
- 3) LGBTQIA+
- 4) Youth

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

Year on Year comparison of Spend and Transactions to 30 June 19

KEY COMPETITORS

SPENDING			
Retail Centre	This Year	Last Year	Change
CBD	\$1689.0M	\$1679.9M	0.5%
Mt Wellington / Sylvia Park	\$540.6M	\$546.7M	- 1.1%
Ponsonby	\$296.7M	\$303.2M	- 2.1%
Total Auckland	\$21.9B	\$21.4B	2.3%

TRANSACTIONS		
This Year	Last Year	Change
43.4M	43.8M	- 0.9%
10.6M	10.7M	- 1.6%
6.2M	6.3M	- 1.7%
502.2M	495.0M	- 1.5%

NEWMARKET

SPENDING			
Customer Origin	This Year	Last Year	Change
Customers from NZ	\$466.0M	\$523.6M	- 11.0%
International	\$18.3M	\$19.0M	- 3.7%
Grand Total	\$484.3M	\$542.6M	- 10.7%

TRANSACTIONS		
This Year	Last Year	Change
7.4M	8.4M	- 12.5%
211.9K	183.5K	15.5%
7.6M	8.6M	- 11.9%

AVERAGE TRANSACTION VALUE COMPARISON

	Average transaction value	Change YOY %
Newmarket	\$63.76	1.3%
Mt Wellington / Sylvia Park	\$51.15	0.5%
Ponsonby	\$48.08	- 0.4%
CBD	\$38.88	1.4%

BREAKDOWN OF CONSUMER ORIGINS 2018/2019

LOCAL

Customer Origin	This Year	Last Year	Change
Auckland Central	\$143.0M	\$162.3M	- 11.9%
Catchment	\$132.5M	\$149.2M	- 11.2%
Rest of NZ	\$66.0M	\$79.5M	- 17.0%
Auckland South	\$51.6M	\$56.0M	- 7.8%
Auckland North	\$45.7M	\$49.0M	- 6.8%
Auckland West	\$27.1M	\$27.6M	- 1.7%
International	\$18.3M	\$19.0M	- 3.7%
TOTAL	\$484.3M	\$542.6M	- 10.7%

INTERNATIONAL

Top 5 Countries	
China	\$4.3M
Australia	\$4.1M
USA	\$2.4M
Europe	\$2.0M
Rest of Asia	\$1.8M
Customers from the top five countries spending within Newmarket during the year made up 79.8% of total international spend.	

TOTAL ANNUAL SPEND 2014 – 2019

EOFY 30 June	Newmarket	Key Competitors	Total Auckland
Jun '14	\$561.1m	\$2.1b	\$16.2b
Jun '15	\$602.3m	\$2.3b	\$17.1b
Jun '16	\$621.6m	\$2.5b	\$18.1b
Jun '17	\$609.5m	\$2.6b	\$18.6b
Jun '18	\$539.6m	\$2.6b	\$19.2b
Jun '19	\$484.3m	\$2.5b	\$21.9b

OTHER AREAS OF NOTE:

SECURITY

Patrols, CCTV & Pedestrian Count Cameras

City Guard continue to patrol the streets of Newmarket. We hold regular meetings to discuss issues and have developed a robust proactive strategy with regards to Newmarket's security in general. Again a particular concern has been the increase in homelessness and begging. These are two separate issues and we are working with multiple parties on this problem. We have also raised it as a key issue for the upcoming mayoral and local body elections.

Our CCTV network is fully operational and achieving excellent results. City Guard continue to communicate 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 continue to manage the contract for the precinct and as always deliver an excellent service.

To finish off I would like to express my sincere thanks to the board, expertly chaired by Mark Hill-Rennie, Treasurer by Carl Sowter, Rachel Dovey, Kalpana Reddy, Emlyn Lloyd and Christina Yu. I, as always, have been very grateful for the support they have provided to me and the NBA team. 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, Ruby, Faith and Sarah who continue to work so hard for Newmarket.

Mark Knoff-Thomas
Chief Executive

Treasurer's Report 2019

Carl Sowter

For the year ended 30 June 2019

My report is on the financial performance of the Newmarket Business Association for the period to year ended 30 June 2019.

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, Precinct Activations, Development Response 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 2019 BID Levy which Auckland Council gave to us early along with some SLIPS funding for the new App. Prepayments relate to Rent and Advanced Security CCTV lease paid in advance. During the year we spent \$8,694 on fixed assets, relating to IT and office furniture.

BUDGET SUMMARY

Also attached is a summary of our Actual results compared to Budget for 2019, the 2020 Budget and the proposed 2021 Budget.

Carl Sowter
Treasurer

**SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

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Newmarket Business Association Inc

BUSINESS ENTITY DIRECTORY AS AT 30 JUNE 2019

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 Level 2, 155 Parnell Road Parnell Auckland


Newmarket Business Association Inc

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2019

	Note	2019	2018
ACCUMULATED FUNDS			
Accumulated Surplus		215,292	326,579
CURRENT LIABILITIES			
Trade Creditors		143,389	106,953
Accrued Expenses		35,232	37,472
Income In Advance		480,676	409,452
		659,297	553,877
TOTAL FUNDS EMPLOYED		\$874,589	\$880,456
CURRENT ASSETS			
Cash on Hand		69	237
ANZ Bank 00 Account		110,878	55,273
ANZ Bank 25 Account		340,355	420,554
ANZ Bank 30 Account		315,815	309,529
ANZ Credit Card		1,966	568
Accrued Income		25	-
Prepayments		12,545	12,545
Trade Debtors		18,406	25,660
GST Refund Due		51,255	34,020
		851,314	858,388
NON CURRENT ASSETS			
At Book Value	5	23,275	22,068
TOTAL ASSETS		\$874,589	\$880,456


Chairperson

2/9/2019
Date


Treasurer

2/9/2019
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 2019**

	Note	2019	2018
INCOME			
BID Levy		1,634,409	1,579,139
Commercial Income		188,707	201,694
Participation Fees		29,322	31,298
		<u>1,852,438</u>	<u>1,812,130</u>
INVESTMENT AND OTHER INCOME			
Interest Received		6,943	7,686
		<u>1,859,381</u>	<u>1,819,817</u>
EXPENSES			
ACC Levy		1,335	1,366
Accountancy Fees		4,000	4,000
Advertising & Events		718,414	654,845
Art Projects		41	31,288
Audit Fee		4,000	5,000
Bad Debts Written Off		-	465
Bank Charges		530	431
Christmas Decorations		93,323	35,452
Cleaning		3,400	3,617
Customer Research		16,970	13,871
Depreciation		7,405	8,498
General Expenses		1,794	1,227
Graffiti Project		57,500	57,500
Heritage Projects		1,941	1,954
Insurance		4,277	4,162
IT Repair and Maintenances		14,665	10,871
Lease Payments		8,971	9,046
Legal Fees		6,274	4,042
Loss on Sale of Fixed Assets		83	-
Low Cost Assets		946	416
Meeting Expenses		8,833	5,069
Postage		5,930	4,837
Power & Gas		2,404	2,483
Printing & Stationery		1,267	1,441
Public Relations		36,000	33,000
Rent		69,437	67,943
Repairs & Maintenance		3,553	28,696
Security Costs		222,358	210,114
Staff Advertising		9,072	6,173
Subscriptions		2,623	2,179
Telephone		11,427	9,954
Travelling Expenses		3,790	5,145
Wages		648,105	616,907
		<u>1,970,668</u>	<u>1,841,992</u>
TOTAL EXPENSES			
		<u>\$ (111,287)</u>	<u>\$ (22,175)</u>
NET SURPLUS (DEFICIT)			

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 2019**

	<i>Note</i>	2019	2018
Net Surplus (Deficit) for the Period		(111,287)	(22,175)
Total Recognised Revenue and Expenses		(111,287)	(22,175)
 ACCUMULATED FUNDS AT START OF PERIOD		 326,579	 348,754
		215,292	326,579
 ACCUMULATED FUNDS AT END OF PERIOD		 \$215,292	 \$326,579

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 2019**

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.

**NOTES TO THE SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019****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.

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

2019	Cost	Accum Depn	Book Value
Building Fitout	4,106	1,226	2,880
Office Furniture & Equipment	44,646	32,614	12,032
Computer Software & Equipment	65,872	57,509	8,363
	<u>\$114,624</u>	<u>\$91,349</u>	<u>\$23,275</u>
2018			
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>

**NOTES TO THE SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

6 EVENTS OCCURRING AFTER BALANCE DATE

No events subsequent to balance date.

7 CONTINGENT LIABILITIES

There are no contingent liabilities at year end (30 June 2018: \$Nil).

8 CAPITAL COMMITMENTS

There are no capital commitments at year end (30 June 2018: \$Nil).

9 RELATED PARTIES

Carl Sowter (Treasurer) is also a director of Marley Loft 2012 Limited. Marley Loft 2012 Limited received \$4,000 (2018, \$4,000) from Newmarket Business Association for the preparation of monthly and annual accounts.

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



Level 2, 155 Parnell Road
Parnell, Auckland 1052

PO Box 136
Shortland Street
Auckland 1140

Phone + 64 9 302 7306

Website www.jsa.net.nz

Email enquiries@jsa.net.nz

To the Members of Newmarket Business Association Incorporated

Opinion

We have audited the special purpose financial statements of Newmarket Business Association Incorporated on pages 2 to 7, which comprise the statement of financial position as at 30 June 2019, 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 2019, 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.

To Whom Do We Report To

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
2 September 2019

Budget

	Actual 2019	Budget 2019	Budget 2020	Budget 2021
Income				
BID Income - Auckland Council	1,634,409	1,634,409	1,691,613	1,750,820 *
Commercial Income	188,708	192,500	203,000	213,000
Other Income	36,239	29,000	33,000	36,500
Total Income	1,859,356	1,855,909	1,927,613	2,000,320
Expenditure				
Operating Expenses				
Wages & Salaries	642,129	635,000	680,000	680,000
Rent & Overheads	71,841	76,000	76,000	76,250
Other	96,006	102,800	101,250	110,335
	809,976	813,800	857,250	866,585
Security				
CCTV (Monitoring & Patrols)	146,250	140,000	150,000	155,250
CCTV Lease	76,107	75,500	75,500	78,143
Graffiti Removal	57,500	58,500	49,500	49,500
	279,857	274,000	275,000	282,893
Advertising & Promotion				
Generic Promotion	346,528	348,000	393,500	420,000
Standard Events	252,651	262,500	260,000	261,500
Development Response	109,566	112,000	-	30,000
	708,745	622,500	722,500	668,000
Business Development				
Business Activator	45,400	46,500	46,000	48,500
Other	31,360	35,200	34,950	34,450
	76,760	81,700	80,950	82,950
Urban Design & Heritage				
Christmas Decorations	93,323	99,000	119,000	50,000
Other	1,982	35,000	65,000	2,500
	95,305	134,000	184,000	52,500
Total Expenditure	1,970,643	2,026,000	2,050,700	1,996,428
Net Operating Surplus / (Deficit)	-111,287	-170,091	-123,087	3,892

* 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