



NEWMARKET.

NEWMARKET BUSINESS ASSOCIATION

Annual General Meeting

SEPTEMBER 2020

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Agenda

Annual General Meeting of the Newmarket Business Association held virtually on, Thursday 3rd September 2020, meeting to commence at 5.30pm.

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 2019/2020	Carl Sowter
Adoption of Financial Statements	Carl Sowter
Audit Report	Carl Sowter
Appointment of Auditor 2020/2021	Mark Hill-Rennie
Approval of 2021/2022 Budget	Carl Sowter
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 2019

Annual General Meeting of the Newmarket Business Association
Held at MINI Garage, 381 - 383 Broadway, Newmarket on
Wednesday 11th September 2019, meeting commenced at 5.40pm

PRESENT:

Mark Hill-Rennie (Chairperson)	MHR
Carl Sowter (Treasurer)	CS
Rachel Dovey	RD
Kalpana Reddy	KR
Mark Knoff-Thomas	MKT
Christina Yu	CY

MHR welcomed members and called the meeting to order.

APOLOGIES:

Emlyn Lloyd	Masfen Group
Iain MacGibbon	Farrow Jamieson
Chris Cherry	Workshop
Todd Male	Route 66
David Seymour MP	MP

CONFIRMATION OF MINUTES

MHR: Would someone please adopt the minutes from the
2018 Annual General Meeting held 19th September 2018.
Adopted by Taylor Klein (Glengarry), seconded Pam Elgar
(Make A Wish).

MATTERS ARISING FROM PREVIOUS MINUTES

There were no matters arising from the previous minutes.

CHAIRPERSON'S REPORT

• MHR spoke to his report as provided in the AGM Booklet.

Questions from the floor:

There were no questions from the floor.

MHR: Would someone please adopt the Chair's report:

Adopted by Emily Miller-Sharma (RUBY), seconded Ngaire
Stone (Exhibitions Gallery).

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 please adopt the Chief Executive's
report:

Adopted by Roz Henry (Cooperative Business New Zealand),
seconded Neil Durie (Retreat Rialto).

CARRIED

Treasurer's Report:

• CS presented the financials for the period 30 June 2019 as
provided in the AGM Booklet, including the auditor's report
and the 2020 and 2021 budget.

Questions from the floor:

MHR - Why do we have a deficit this year?

CS - A deficit of 170k was budgeted, but the year end result
was better than expected due to the Arts Project rolling over
into the next financial year.

Pam Elgar (Make A Wish) - The last three years have been
negative, when do you expect to reach break-even?

CS - The current budget is also a deficit, but now that we have
reached our minimum reserves, this proposed 2021 budget is
slightly positive.

MHR: Would someone please adopt the Treasurer's report:

Adopted by Pam Elgar (Make A Wish), seconded Antony
Morris (Onpointprint).

CARRIED

Adoption of Financial Statements

MHR: Would someone please adopt the financial statements:

Adopted by Pam Elgar (Make A Wish), seconded Antony
Morris (Onpointprint).

CARRIED

Adoption of Auditor's Report

MHR: Would someone please adopt the Auditor's Report:

Adopted by Emily Miller-Sharma (RUBY), seconded Scott
Burke (The Claddagh).

CARRIED

Appointment of Auditors

MHR: A motion is proposed to appoint JSA Limited as auditors
for the next financial year:

Adopted by Ngaire Stone (Exhibition Gallery), seconded
Russell White (Mischief Shoes).

CARRIED

Approval 2019 Budget

• Budget 2020-2021 - there is a proposed rate increase of 3.5
% to the BID levy

Jo Leggat - Can you please go over the proposed additional
targeted rate?

MKT - Heart of the City and K Rd Business Association, they both have a BID rate like we do. In addition to this, they receive an additional targeted rate which is applied to all buildings in the set area with the houses, apartments, commercial buildings. They all contribute towards the Central City Advisory Board fund. This is different to a normal BID levy. The Newmarket BID rate is managed by us, whereas the Central City Advisory Board has a different governance model. It includes representation from Business Association, the Residents' Association, from the Local Board, council and others. They decide how the fund is allocated and spent. We propose this additional rate to help fund upgrades to street not only for us but also for the residents coming to Newmarket to use the streets, for the consumers coming to shop, for the kids walking to school, for everybody. So everybody in the local catchment area can contribute towards funding that.

Jo Leggat - And do those other stakeholders have any say in this?

MKT - Yes of course. It has to go through a thorough consultation process. All we have done is trigger the start of a long process.

Jo Leggat - Your BID commercial income shows a low jump from 2019 to 2021 when compared to the vast increase and growth in retail.

MKT - Carl's report shows that income decreased last year compared with the year before and that's a deliberate thing. We are not trying to squeeze all our income from our members to do advertising. I think our targets are modest, realistic and achievable.

MHR - We are being conservative and measured.

MHR: A motion is proposed to approve a BID levy increase of 3.5%, to \$1,750,820 and a show of hands to approve.

Adopted by Anthony Morris (Onpointprint), seconded Neil Durie (Retreat Rialto). 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), Christina Yu (Chinese Herald), Emlyn Lloyd (Masfen Group) and Kalpana Reddy (Chow: Hill). Two new members are Robbie Bryant (SBM Legal) and Iain MacGibbon (Farrow Jamieson).

General Business

MKT provided an update on Westfield opening dates, transport network planning, installation of wayfinding signage and roadworks in the pipeline.

Questions from the floor:

Pam Elgar (Make A Wish) - I want to commend the NBA for your leadership in holding the Peace Vigil for Christchurch. It was excellent and we appreciate you doing that for our community.

Stephanie Hua (Zoe and Morgan) - I wondered if and when Kent Street will be upgraded like Teed Street?

MKT - We have been advocating for Kent and York Streets to be next in line for upgrades. The Local Board has requested a Rough Order of Costs from Auckland Transport for York Street, which I understand is currently being considered. Kent Street is a bit more problematic than Teed Street and will be much more expensive. We will re-engage with the Local Board after the local body elections and begin the lobbying process again. This is exactly the reason why we need the additional targeted rate to finish the Newmarket Laneway's Masterplan and get everything done as fast we can.

Meeting closed at 6:50pm

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



Chief Executive

Newmarket Business Association

mark@newmarket.co.nz

Chairperson's Report 2020

Mark Hill-Rennie

It is my duty to report on behalf of the board on what has been another massively eventful year for Newmarket and New Zealand. As I wrote this report we were again in level 3 lockdown with all the impacts that has on businesses across Newmarket.

COVID-19 has and continues to make trading difficult for all businesses and unfortunately has meant some have permanently closed and more are probably likely to.

The NBA has had to adapt its approach to assist in promoting and advocating for Newmarket businesses.

The finances of the Association remain in good shape with good reserves. Importantly, costs were under control and being spent in the right areas. This has meant instead of a budgeted loss we have a small profit for the financial year. The reserves will be important as it will enable the Board to sign off on additional spending to promote Newmarket during these difficult times.

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 and Zoom meetings with stakeholders, media and council.

While these are challenging times I am still optimistic around Newmarket's future as a premium business area while having a very liveable environment.

Some of the things that I would like to highlight that keep me optimistic about the future growth of Newmarket are:

- The mall reopening. This was a significant vote of confidence in Newmarket and is and will continue to be a major net contributor to the growth of Newmarket.

- The fantastic work done via our magazine, social media, other media and involvement in events that 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 – Manson's new office development on Carlton Gore Road, Ramada Residences, and a large number of other commercial developments and importantly apartment developments are planned or are underway.

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, and Maddie 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 Graeme Gunthorp and Sarah Trotman 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

2020 Mark Knoff-Thomas

This year's AGM marks my seventh, and the most extraordinary 12 months of my career. For many of us the idea that the country would have experienced what we have been through in the past few months would seem unimaginable. The economic impact of COVID 19 has been devastating. Our local economy all but collapsed during lockdown 1. We have lost a multitude of businesses as a result. The government financial support provided a lifeline for many. The lack of clarity during the Alert level transitions caused unnecessary frustration. Once lockdown 1 ended trade rebounded relatively quickly, and was largely sustained up until end of June 2020.

Our MarketView figures look remarkable, but are skewed due to the various stages of Westfield Newmarket opening during the year. Consumer spend increased by 17.7%. When our "next normal" stabilises, we anticipate accelerated growth that should see the precinct on track to hit the billion-dollar mark sometime after 2021. Anecdotal feedback is mostly very positive.

Despite the media's fascination with a cluster of For Lease signs on Broadway, leasing overall has been surprisingly buoyant. As commented at the AGM last year Broadway is in a transitional phase, but it will come back. COVID certainly hasn't helped retail leasing confidence. The luxury strategy of Westfield remains on track, albeit delayed. We have a number of new brands moving onto Broadway and surrounding side streets, and some relocating within the area. We will likely see some of the new neighbours cause a shift in the retail offering, as new consumers are engaged – we are very excited about this. And interestingly for the first time every under 45 consumer age demographic has increased. We have spoken in the past of building our younger consumer pipeline, and this now seems to be happening.

COVID dealt a body blow to our hospitality sector, and it will take some time for a full recovery. Up until Lockdown 1 we had seen an increase in night time spend and foot traffic. Our commercial businesses are trading well, although many are still exercising flexible working arrangements for their employees, which has had a detrimental impact on cafes, bars and restaurants located nearby commercial clusters - for example Carlton Gore Road. We have a new 6 level Manson's commercial office block under construction in Carlton Gore Road which will further bolster foot traffic once completed and tenanted. In addition to this, we have approximately 754 apartment units in the pipeline – these include: The Warehouse site on Broadway, Fiore5 in Kingdon Street,

Ramada Residences on Gillies Ave, and South Park's 3 towers on George, Clayton and Morgan Streets.

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

Finances

We had forecast a 123k deficit for the past year, but after some COVID reforecasting we ended up with a 37k surplus. Some forecasted expenses didn't occur and will now fall into the new financial year – for example 60k for the next art project; no ANZAC Day event; no Business Awards; no magazine printed or distributed in May etc. Everything else has tracked to budget more-or-less.

In our consideration of the impact of COVID on members, we made the call to defer the 3.5% BID levy increase, as approved at last year's AGM, to July 2021. In addition we advised the Waitemata Local Board that we would not be advocating for an additional targeted rate to raise capital to complete the Newmarket Laneways Masterplan. Subject to economic conditions, we will re-commence our efforts around this in the next calendar year.

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 report to council on a weekly basis any environmental issues in the precinct that are potential health and safety risks.

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 has recently undergone a significant backend upgrade to improve its technology and capability. As in previous years, our regular consumer giveaways have proven to be highly successful and drive engagement.

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-19	RUBY Spring/Summer collection launch, August issue promotion (fashion editorial), ECOYA Spring collection launch, Newmarket streetstyle winter shoot promotion, HYBYCOZO Lumsden Green light activation over winter - competition encouraging people to share pictures, Newmarket Blunt Umbrella giveaway, Mi Piaci SS19 collection, The Poi Room exhibition promotion, Kate Sylvester collection launch, Reform Pilates post, July magazine promotion (fashion editorial), Fashion Quarterly \$1000 Newmarket shopping spree promotion, Westfield Newmarket stores opening, Nicole Rebstock giveaway, best comfort food in Newmarket, Newbie opening, twenty-seven names collection launch, The Poi Room event promoted, Event Cinemas movie pass giveaway for school holidays, Kate Sylvester eyewear collection shared, &Sushi menu shared, Glamour Boutique giveaway, Newmarket's street art, Newmarket Locals (Mi Piaci)	Newmarket Locals - Mi Piaci, Where to find your sushi fix in Newmarket, The best of Newmarket's street art, A day in the life - Citta, Kate Sylvester new collection, How to spend school holidays in Newmarket, 20 Questions - ACC, LEGO opening, Mutual Friend's recipe, twenty-seven names new collection, Newbie opening, Where to find the best winter comfort food in Newmarket, Who is opening in Westfield Newmarket
Aug-19	New Zealand Fashion Week posting, Fashion Quarterly x Newmarket partnership show + promotion, Westfield stage one openings promotion, L'Americano Espresso opening, Juliette Hogan fashion show, Kate Sylvester NZFW show, Coco Republic opening, Juliette Hogan giveaway, Newmarket's best desserts blog post promotion, Flox mural in Station Square post, Father's Day gift guide (Barkers), Zoe & Morgan collection launch, Pip Edwards at Superette Newmarket promoting P.E Nation, Trilogy post, Karen Walker Atelier collection launch, RUBY x Hello Kitty collection launch, Burger Burger recipe, LUSH event shared, Guide to Carlton Gore Road, Newmarket Locals (Timberland), Mutual Friend's recipe, Deadly Ponies Day in the Life feature, Khyber Pass Road street eats shared, adidas Newmarket event with All Blacks	A day in the Life - Deadly Ponies, OneHQ - opinion piece, RUBY x Hello Kitty collaboration, 20 Questions - Harmony, Burger Burger recipe, Newmarket Locals - Timberland, Guide to Carlton Gore Road, Q & A - Marle, Karen Walker bridal collection, Zoe & Morgan new collection, The Candy Shop Recipe, Father's Day Gift Guide, Kate Sylvester Opens Fashion Week, Jockey Fashion Week, Westfield Stage One opening, NZFW Day 3 round up
Sep-19	Glamour Boutique 7th Birthday post, The Kind Project opening, Duck Island teaser, Tasca paella recipe, H&M teaser, Citta giveaway, Deadly Ponies giveaway, Mi Piaci shoe post, Kowtow opening, Specsavers Spring collection, September magazine promotion (BLAK), OLIVIA store opening, Archie Brother's Cirque Electriq school holiday giveaway, Under Armour opening, Westfield Taste.Shop. Play event post, best cheap eats in Newmarket post, Newmarket Locals feature (Zoe & Morgan), The Cosmetic Clinic feature, Newmarket's best dumplings, Maude Wilcox of Jill Tuck Soft Furnishings feature, Māori Language Week promotion, Auckland Heritage Festival blog shared, Under Armour giveaway	Cover story - BLAK, Heritage Festival, A day in the Life - Tuck Soft Furnishings, Newmarket's best dumplings, Sip Kitchen recipe, The Cosmetic Clinic Feature, Newmarket Locals - Zoe & Morgan, Davis Crescent's Best Bites, Kowtow opening, H&M opening, Westfield announcement
Oct-19	LEGO opening, November magazine promotion (David Jones), Papinelle x Karen Walker collection launch, Maggie Marilyn opening, Nature Baby giveaway, Newmarket Christmas party locations blog promotion, Karen Walker x Outland Denim collaboration, Sodastream masterclass event, Italian Festival promotion, General Pants opening, October magazine post (I Love Ugly), Rooftop Dining Precinct opening, INCA opening event, Sass & Bide opening event, Aje opening, Duck Island opening, INCA restaurant review, IKA Bowl giveaway, Artweek Auckland post, Davis Crescent hospitality options blog shared, School Holiday activities, L'affare Melrose post, A Day in the Life (Reform Fitness) shared, AT Hop/Auckland Transport giveaway for Rooftop on Broadway opening	Cover story - I Love Ugly, Where to watch the Rugby World Cup, A day in the Life - Reform Fitness, Tasca Recipe, Westfield Rooftop Dining opening, Artweek guide, Dimples new store, Where to host a Christmas Party in Newmarket, Westfield opening's update

Date	Social Media	Website
Nov-19	Maggie Marilyn Somewhere collection post, Christmas campaign and activations post, Newmarket Christmas tree, public transport post, David Jones opening, Westfield openings, Benefit giveaway, Ajisen Ramen opening, Marketing Assistant recruitment, Zoe & Morgan x Superette collection post, Santa Parade at Westfield Newmarket, Cali recipe shared, Melrose Street feature shared, Art of Nails post, Dr Martens store, Michael Hill collection launch, Karen Walker Day in the Life, INCA post, Deuce x Storm collection launch, Wu Cha birthday, AT Metro, Auckland Transport collaboration giveaway - HOP cards, The Poi Room giveaway, WORLD 30th Birthday post, Flox Christmas Street Flags post, Morrow Street \$500 giveaway, your guide to Morrow Street - street activation, David Jones arrival post, Max rebrand shared post, The Cosmetic Clinic opening event	Guide to Morrow Street, Max new look, Cover story - Jessica Gomes of David Jones, Maggie Marilyn opening, 20 questions - PMG Funds, Cali recipe, WORLD 30 years, Michael Hill feature, Deuce x Storm collaboration, Marketing Assistant recruitment, Dr. Martens opening, Newmarket art gallery guide, Melrose Street guide, What's on this summer in Newmarket
Dec-19	Boxing Day sales post, Christmas post, magazine editorial post, V.T Station opening, H&M opening, Nuffield Street giveaway activation, Win your Newmarket Christmas wish list promotion, Christmas wrapping ideas (Città), December magazine promotion (editorial photoshoot), Trilogy giveaway, How to spend the school holidays in Newmakret, Maison Vauron's confit duck, best cheap eats, best desserts, where to buy the perfect Christmas card, Karen Walker giveaway, Your Ultimate Guide to Shopping in Newmarket, What's on this Summer in Newmarket post - promoting Nuffield Street Summer Lounge, Christmas day outfit, Simon James Store interview, gift guide for him, for her, Corner Burger x Soda Stream event, Rebe of Muse Boutique feature	20 questions - Co-operative Business New Zealand, Christmas gift guides, A day in the life - MUSE, Maison Vauron recipe, Jessica McCormack feature, Shopping in Auckland guide, Christmas wish list competition
Jan-20	Deadly Ponies giveaway (5,200 entries), February magazine post (Kowtow), Chinese New Year, COS opening teaser, Mi Piaci Merchant AW20 collection launch, RUBY giveaway (6,300 entries), Nuffield Street post, Loaded giveaway, &Sushi giveaway, Westfield Newmarket food post via Metro Magazine, Working in Newmarket remotely, Healthy food options, Where to try Pilates in Newmarket post shared, Newmarket's best homewares, best dumpings post	Newmarket benefits from shopping spree, Nuffield Street guide
Feb-20	Nonna opening, Designer Wardrobe opening, Maggie Marilyn season 10 launch, Daily Bread opening, Kowtow Autumn Winter collection, The Poi Room exhibition, Superette International New Season launch, Krispy Kreme opening blog post, Saturday Night fever blog post shared, Freedom Furniture giveaway, Fashion Quarterly Newmarket article shared on on Newmarket beauty, Duck Island giveaway, Scarpa post shared, Under Armour ambassador TJ Perenara, Lovely by Skin Institute article, Greg Holland Fine Jewellery, Juliette Hogan A Day in the Life feature	A day in the life - Juliette Hogan, Lovely by skin institute feature, Under Armour sign TJ Perenara, Cover story - Gosia Piatek of Kowtow, 20 questions - Michael Hill, RUBY/Liam new collection, COS opening revealed, ACG scholar accepted into Oxford University, Newmarket's Chinese food scene, Krispy Kreme opening
Mar-20	Extensive COVID posting, Little & Friday Hot Cross Bun recipe post, lockdown posting - at home workouts, food & drinks, COS store opening, St Patrick's Day post, Assembly Label opening, New York Grill happy hour post, Event Cinemas opening, March magazine promotion (Aje), Newmarket virtual home workouts from Newmarket gyms, Nonna cafe post, Huffer giveaway, Newmarket beauty bible, art galleries post, Les Mills Day in the Life, Newmarket's best burgers, Newmarket Business Awards entries opened, Lunch on the run, Zomato Newmarket top 12 Asian eats, the best of Newmarket's Chinese food scene, P.E Nation x H&M collection, Krispy Kreme opening, I Love Ugly giveaway	Cover story - Aje, Newmarket's best burgers, Word. - Mark Knoff-Thomas, Lunch on the run, Assembly Label opening, A day in the life - Les Mills, Newmarket Beauty Bible, Olympic Pool 80 years, Little & Friday recipe, Covid-19 Essential services open, Newmarket's virtual gym/home workouts

Date	Social Media	Website
Apr-20	ANZAC Day Zoom service promotion, Easter posting (Leopold Hall), Easter activities, Mutual Friends Espresso Pumpkin Soup recipe post, April issue promotion (Maggie Marilyn), Sanderson Art Gallery exhibition, Sip Kitchen recipe shared, New Zealand fashion designers - support local, Sustainable NZ designers post shared, Burger Burger recipe shared - focus on at-home recipes from Newmarket hospo, books we're reading from Newmarket bookstores, OFF&ON feature post, Tasca Paella recipe shared, Deuce Sneakers design competition, Workshop (Helen Cherry) feature, Mortimer Hirst Day in the Life post, Essential Services Operating in Newmarket	Cover story - Maggie Hewitt of Maggie Marilyn, A day in the life - Mortimer Hirst, Easter activities for kids, OFF & ON feature, Deuce sneaker competition, 20 questions - Mas-fen Group, ANZAC Day zoom service, Newmarket's level 3 takeaway options, Newmarket's online retailers, Homegrown fashion heroes
May-20	Newmarket street art post, St Clements opening, Hand Sanitiser Station promotion and map, One Stop Shop Local Shop Newmarket campaign live across social + digital billboards, Together 4 NZ Fashion campaign promotion, May magazine promotion (Nic Watt of INCA) with extensive digital (only) campaign, Nuffield and Teed Street streetscapes, lockdown delivery/takeaway options and online retailers promoted, Newmarket's florists post shared, Remix Magazine feature shared 'Where to eat in Newmarket', Where to find the best scones in Newmarket blog post shared, Osborne Lane Eateries post shared, Leaf Cafe feature shared, Deadly Ponies giveaway, Studio Box feature, menswear fashion blog post shared, Witchery campaign post, Simon James Store giveaway, Eurostyle new website promotion, Mother's Day shoppable guide, A Day in the Life of Deborah Caldwell from Storm	Cover story - INCA, A day in the life - Storm, Word. - Mark Knoff-Thomas, Mother's Day gift guide, Leaf Cafe recipe, Witchery white shirt campaign, Covid-19 hand sanitiser stations, Studio Box feature, Osborne Lane eateries, Newmarket florists, Best scones in Newmarket
Jun-20	June magazine promotion (COS), Subtype store opening, Elle + Riley store opening, Osborne Lane block party, Father Rabbit Select opening, Zoe & Morgan giveaway, July magazine promotion (Donielle Brooke of Designer Wardrobe), Newmarket's top hair salons blog promotion, Best Sunday Lunch Spots blog promotion, Remix best restaurant's in Auckland shared post (V.T Station, INCA, White + Wong's mention), Newbie magazine recipe post, Plan the weekend you've been waiting for domestic campaign combined with a competition to win flights to Newmarket, MECCA Q&A feature post, Vicki Taylor of Taylor feature shared, A Day in the Life of Under Armour's Lisa Carrington shared, Date Night ideas in Newmarket, &Sushi giveaway	Cover story - COS, A day in the life - Under Armour athlete Lisa Carrington, Osborne Lane block party, Vicki Taylor of Taylor feature, MECCA feature, Newbie recipe, 20 questions - Helloworld Travel, Word. - Better Co. Accounting, Newmarket's top hair salons, Newmarket's healthy food options, National campaign - flights to Newmarket competition

NEWMARKET. magazine's distribution remains at 60,000 copies a month for 11 months of the year. 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 especially targeted at our core consumer demographic based on the data we receive from MarketView.

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 our various media channels, which themselves have substantial followings and engagement.

Member Engagement and Events

Member Interaction

- 'Open Door Tuesdays' between 2-4pm continue in the NBA boardroom each week
- The 'Member's Lounge' is 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
- As part of our COVID response we launched a series of Webinars for members. These will continue.

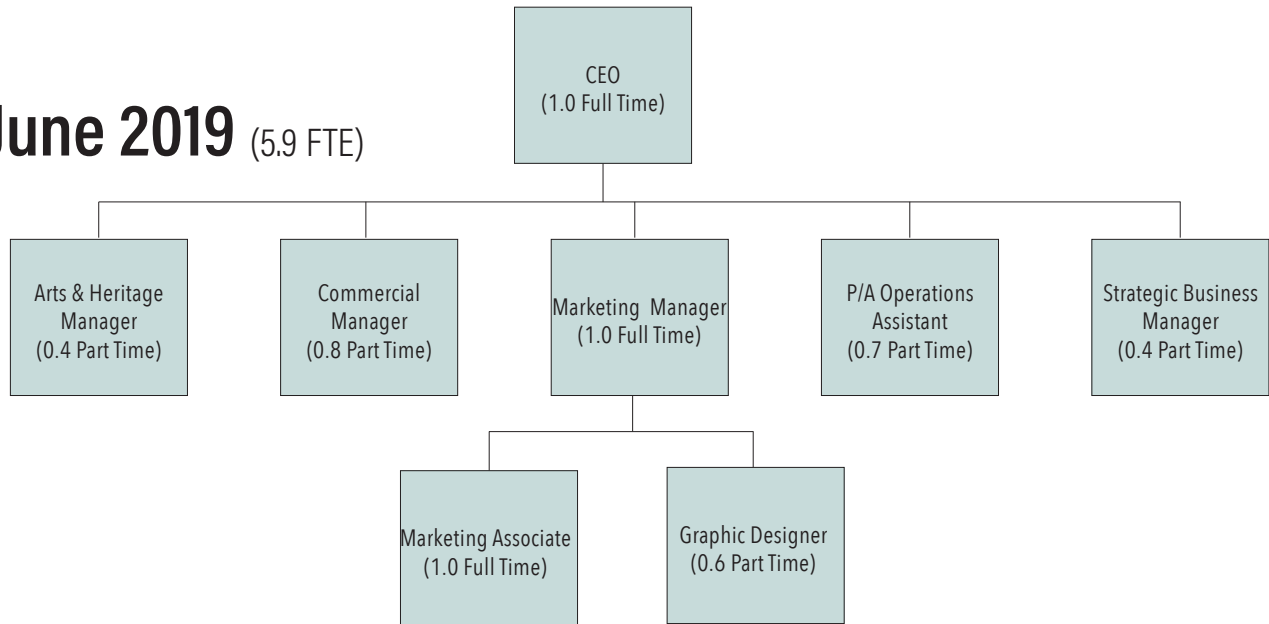
We have provided 13 member events in the past year, as follows::

Date	Event	Location	Attendees
July 2019	THE HUB - Customer Obsession Workshops for Managers and Staff	NBA/ Retain Consulting at MINI Garage	60
August 2019	THE HUB – How to engage with the Chinese Consumer	NBA/Chinese Herald at MINI Garage	40
August 2019	THE HUB – State of the Nation	NBA held at Exhibition Gallery	60
September 2019	AGM	NBA / MINI Garage	35
December 2019	THE HUB – Christmas Drinks for members	NBA/The Poi Room	60
March 2020	COVID-19 Member Update with Robbie Bryant from SBM Legal	NBA/MINI Garage	39
April 2020	The HUB – Managing the effects of COVID-19	Webinar with Robbie Bryant from SBM Legal	RSVPs 57 Post views 51
April 2020	THE HUB – Commercial leases	Webinar with Nick Hodson from Powle and Hodson	RSVPs 77 Post views 118
April 2020	THE HUB- Financial Resilience during Uncertain Times	Webinar with Niran Iswar from Better Co	RSVPs 46 Post views 31
April 2020	THE HUB – Economic Recovery Post COVID-19	Webinar with Cameron Bagrie from Bagrie Economics	RSVPs 97 Post views 244
April 2020	THE HUB – What your Brand should be doing on Social Media	Webinar with Wendy Thompson from Socialites	RSVPs 49 Post views 66
April 2020	THE HUB -Google for Retail and Hospitality	Webinar with Amanda Jordan from Google	RSVPs 43 Post views
May 2020	THE HUB - MPs David Seymour & Hon. Paul Goldsmith from Epidemic Response Committee	Webinar	RSVPs 65 Post views

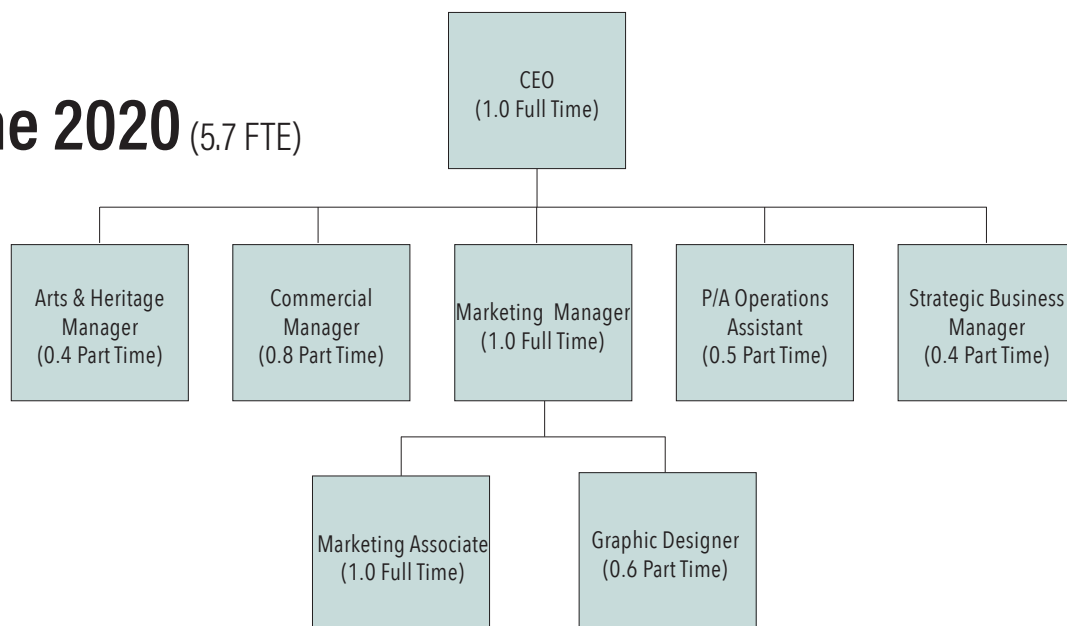
TEAM

Once again we have enjoyed a stable year with the same core team and our headcount has remained largely the same. The NBA team hovers around 6.0 FTE. Our former Office Manager opted not to return from maternity leave, and Faith Zhu who had been contracted to cover the position became a permanent member of the team. Hanneke Van Vliet, our graphic designer, returned from maternity leave in January 2020. Maddie Irvine joined the team in January as Marketing Assistant.

June 2019 (5.9 FTE)



June 2020 (5.7 FTE)



STRATEGY

Our strategy 2018-2021 continues with the main strategic imperatives being:

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

Progress on these three imperatives is reported to the board at our monthly meetings.
(See 3-year Strategic Plan inside this report). The strategy is due to be refreshed in the next 12 months.

DIVERSITY & INCLUSION

Over the past few years the NBA developed strategies to promote diversity and inclusion, amongst our own staff and board, our members, consumers and wider communities. 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 whenever possible. The strategies are malleable, and it is our intention to continue to grow and evolve these over the coming years.

The four key communities are:

- Māori and mana whenua
- Chinese
- LGBTQIA+
- Youth

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

Year on Year comparison of Spend and Transactions to 30 June 2020

COMPETITOR AREAS

SPENDING			
Retail Centre	This Year	Last Year	Change
CBD	\$1,389M	\$1,730M	-19.7%
Mt Wellington / Sylvia Park	\$473.2M	\$540.5M	-12.5%
Ponsonby	\$255.3M	\$304.5M	-16.2%
Total Auckland	\$21.1B	\$22.3B	-5.0%

TRANSACTIONS		
This Year	Last Year	Change
36M	45.3M	-20.5%
9M	10.6M	-14.9%
5.1M	6.2M	-18.6%
468.5M	513M	-8.7%

NEWMARKET

SPENDING*			
Customer Origin	This Year	Last Year	Change
Customers from NZ	\$564.5M	\$484M	+16.6%
International	\$27.9M	\$19.1M	+45.6%
Grand Total	\$592.4M	\$503.1M	+17.7%

TRANSACTIONS		
This Year	Last Year	Change
9.2M	7.7M	+19.6%
350.6K	214.9K	+63.1%
9.6M	7.9M	+20.7%

* 3 quarters includes Westfield 309 / 2 quarters includes Westfield 277.
This year Newmarket spend up 17.7% / transactions up 20.7%

AVERAGE TRANSACTION VALUE COMPARISON

	Average transaction value	Change YOY %
Newmarket	\$61.84	-2.5%
Mt Wellington / Sylvia Park	\$52.50	+2.9%
Ponsonby	\$50.23	+3.0%
CBD	\$38.56	+1.0%

BREAKDOWN OF CONSUMER ORIGINS 2019/2020

LOCAL

Customer Origin	This Year	Last Year	Change
Auckland Central	\$178.5M	\$149.3M	+19.6%
Catchment	\$153.3M	\$136.4M	+12.4%
Rest of NZ	\$76.9M	\$67.5M	+13.9%
Auckland South	\$64.2M	\$54.3M	+18.1%
Auckland North	\$59.8M	\$48.1M	+24.4%
Auckland West	\$31.8M	\$28.5M	+11.8%
International	\$27.9M	\$19.1M	+45.6%
TOTAL	\$592.4M	\$503.1M	+17.7%

INTERNATIONAL

Top 5 Countries	
China	\$7.1M
Australia	\$5.8M
USA	\$3.4M
Europe	\$3.4M
Rest of Asia	\$2.8M
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
Jun '14	\$561.1M
Jun '15	\$602.3M
Jun '16	\$621.6M
Jun '17	\$609.5M
Jun '18	\$539.6M
Jun '19	\$484.3M
Jun '20	\$592.4M

COVID IMPACT

- Spend dropped from a daily average of \$1.6-1.7M to 300K during lockdown
- Precinct rebounded quickly in Alert Level 1
- Startling trends emerged around consumer buying behaviour

KEY TAKEAWAYS

- Every consumer demographic under 45 years of age has increased (for the first time)
- Precinct is on an upward trajectory
- Confidence remains positive
- Younger demographic re-engaging with Newmarket
- Average transaction decrease likely due to growth in hospitality sector
- International visitors being back-filled by domestic tourists

OTHER AREAS OF NOTE:

SECURITY

Patrols, CCTV & Pedestrian Count Cameras

City Guard continue to patrol the streets of Newmarket and monitor our CCTV cameras, but the contract is up for renewal in November 2020. At the time of this report going to print we have started a review of our security service model and have issued an EOI to a select group of security providers. We are also conducting a feasibility study to bring the services in-house to manage it directly ourselves. A decision will be made with the new board in the next month or so.

We have ongoing concerns with the increase in our street communities, and the spike in crime especially since lockdown 1 ended. We have raised our concerns with the local police, the newly appointed Area Commander, the Minister of Police, Minister of Social Development and the Mayor of Auckland.

Our CCTV network is fully operational and will be due for an upgrade at the end of 2021. We will be reviewing this in due course. As it stands we are still 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 Carl Sowter, Rachel Dovey, Kalpana Reddy, Christina Yu, Robbie Bryant and Emlyn Lloyd. I, as always, have been very grateful for the support they have provided to me and the NBA team. Emlyn Lloyd resigned his position on the board last month. Graeme Gunthorp from the Waitemata Local Board became our representative after the local body election in 2019, and we look forward to working with him to ensure our views are considered on key decisions about the precinct.

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

Mark Knoff-Thomas

Chief Executive

Treasurer's Report 2020

Carl Sowter

For the year ended 30 June 2020

My report is on the financial performance of the Newmarket Business Association for the year ended 30 June 2020.

This financial year there were a few events that did not occur due to Covid-19. As a result, we did not receive income from these or make payments relating to them, e.g. Newmarket Business Awards, ANZAC Day, and Art Week.

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 Board Room Hire, NEWMARKET. advertising, Exclusive EDM's, and Associate Memberships. Grants / Slips Funding relates to the App project (an equal amount has been spent).

EXPENSES

Included in Advertising & Events are Standard Events (Italian Festival, 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 2020 BID Levy which Auckland Council gave to us early along with the balance of the SLIPS funding for the new App. Prepayments relate to Rent, Advanced Security CCTV lease and Payroll paid in advance. During the year we spent \$10,045 on fixed assets, relating to IT and office furniture.

BUDGET SUMMARY

Also attached is a summary of our Actual results compared to Budget for 2020, the 2021 Budget and the proposed 2022 Budget.

Carl Sowter
Treasurer



**SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

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**BUSINESS ENTITY DIRECTORY
AS AT 30 JUNE 2020**

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

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2020

	Note	2020	2019
ACCUMULATED FUNDS			
Accumulated Surplus		253,886	215,292
CURRENT LIABILITIES			
Trade Creditors		96,088	143,389
Accrued Expenses		27,586	35,232
Income In Advance		436,852	480,676
		560,527	659,297
TOTAL FUNDS EMPLOYED		\$814,413	\$874,589
CURRENT ASSETS			
Cash on Hand		19	69
ANZ Bank 00 Account		32,590	110,878
ANZ Bank 25 Account		410,481	340,355
ANZ Bank 30 Account		269,418	315,815
ANZ Credit Card		684	1,966
Accrued Income		11	25
Prepayments		38,318	12,545
Trade Debtors		-	18,406
GST Refund Due		38,388	51,255
		789,909	851,314
NON CURRENT ASSETS			
At Book Value	5	24,504	23,275
TOTAL ASSETS		\$814,413	\$874,589
 Chairperson			
		24/8/2020	Date
 Treasurer			
		24/08/2020	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 2020

	Note	2020	2019
INCOME			
BID Levy		1,691,613	1,634,409
Commercial Income		107,987	188,707
Participation Fees		-	29,322
Grants/ Slips Funding		50,106	-
		<u>1,849,706</u>	<u>1,852,438</u>
INVESTMENT AND OTHER INCOME			
Interest Received		3,525	6,943
Sundry Income		759	-
		<u>4,284</u>	<u>6,943</u>
TOTAL INCOME		<u>1,853,990</u>	<u>1,859,381</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 FINANCIAL PERFORMANCE
FOR THE YEAR ENDED 30 JUNE 2020**

	<i>Note</i>	2020	2019
EXPENSES			
ACC Levy		1,367	1,335
Accountancy Fees		4,000	4,000
Advertising & Events		532,008	718,414
Art Projects		1,500	41
Audit Fee		4,500	4,000
Bank Charges		(108)	530
Christmas Decorations		76,553	93,323
Cleaning		3,256	3,400
Customer Research		8,260	16,970
Depreciation		8,816	7,405
General Expenses		2,848	1,794
Graffiti Project		49,500	57,500
Heritage Projects		2,298	1,941
Insurance		6,508	4,277
IT Repair and Maintenances		12,786	14,665
Lease Payments		8,664	8,971
Legal Fees		4,265	6,274
Loss on Sale of Fixed Assets		-	83
Low Cost Assets		350	946
Meeting Expenses		8,914	8,833
Postage		4,869	5,930
Power & Gas		2,078	2,404
Printing & Stationery		954	1,267
Public Relations		36,000	36,000
Rent		69,233	69,437
Repairs & Maintenance		3,456	3,553
Security Costs		229,757	222,358
Slips Expenditures Re App		50,106	-
Staff Advertising		4,068	9,072
Subscriptions		3,578	2,623
Telephone		11,499	11,427
Travelling Expenses		4,363	3,790
Wages		659,149	648,105
TOTAL EXPENSES		1,815,395	1,970,668
NET SURPLUS (DEFICIT)		\$38,594	\$(111,287)

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 2020

	Note	2020	2019
Net Surplus (Deficit) for the Period		38,594	(111,287)
Total Recognised Revenue and Expenses		38,594	(111,287)
ACCUMULATED FUNDS AT START OF PERIOD		215,292	326,579
		253,886	215,292
ACCUMULATED FUNDS AT END OF PERIOD		\$253,886	\$215,292

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 2020**

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 2020****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

2020	Cost	Accum Depn	Book Value
Building Fitout	6,735	2,027	4,708
Office Furniture & Equipment	45,251	35,347	9,904
Computer Software & Equipment	72,683	62,791	9,892
	<u>\$124,669</u>	<u>\$100,165</u>	<u>\$24,504</u>
2019			
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>

**NOTES TO THE SPECIAL PURPOSE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

6 EVENTS OCCURRING AFTER BALANCE DATE

No events subsequent to balance date. Covid 19 has no impact on Newmarket Business Association Inc.

7 CONTINGENT LIABILITIES

There are no contingent liabilities at year end (30 June 2019: \$Nil).

8 CAPITAL COMMITMENTS

There are no capital commitments at year end (30 June 2019: \$Nil).

9 RELATED PARTIES

Carl Sowter (Treasurer) is also a director of Marley Loft 2012 Limited. Marley Loft 2012 Limited received \$4,000 (2019, \$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

To the Members of Newmarket Business Association Incorporated



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

Opinion

We have audited the special purpose financial statements of Newmarket Business Association Incorporated on pages 2 to 8, which comprise the statement of financial position as at 30 June 2020, 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 2020, 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

DIRECTOR Mark Bezuidenhout

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
24 August 2020

JSA

Budget

	Actual 2020	Budget 2020	Budget 2021	Budget 2022
Income				
BID Income - Auckland Council	1,691,613	1,691,613	1,691,613	1,750,820 *
Commercial Income	107,837	203,000	122,500	213,000
Other Income	4,434	33,000	31,000	36,500
Total Income	1,803,884	1,927,613	1,845,113	2,000,320
Expenditure				
Operating Expenses				
Wages & Salaries	653,856	680,000	680,000	680,000
Rent & Overheads	71,312	76,000	78,290	76,250
Other	87,391	101,750	99,980	110,335
	812,559	857,750	858,270	866,585
Security				
CCTV (Monitoring & Patrols)	153,501	150,000	150,000	155,250
CCTV Lease	76,256	75,500	75,500	78,143
Graffiti Removal	49,500	49,500	49,500	49,500
	279,257	275,000	275,000	282,893
Advertising & Promotion				
Generic Promotion	376,528	393,500	382,500	420,000
Standard Events	142,680	260,000	241,000	261,500
	519,208	653,500	623,500	681,500
Business Development				
Business Activator	44,000	46,000	45,000	48,500
Other	29,915	34,950	32,800	34,450
	73,915	80,950	77,800	82,950
Urban Design & Heritage				
Christmas Decorations	76,553	119,000	74,000	50,000
Other	3,798	65,000	61,500	2,500
	80,351	184,000	135,500	52,500
Total Expenditure	1,765,290	2,051,200	1,970,070	1,966,428
Net Operating Surplus / (Deficit)	38,594	-123,587	-124,957	33,892

* 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:
 - o Providing diversity and inclusion training opportunities for businesses
 - o Increasing use of translated communications
 - o 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

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, 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

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