NEWMARKET.

NEWMARKET BUSINESS ASSOCIATION

Annual General Meeting 2026

5.15pm at ITA (Industry Training Auckland)
Level 4, 5 Short Street, Newmarket

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NBA Agenda 2026 AGM on 21st October 2026

Welcome
Mark Hill-Rennie

Attendance & Apologies
Mark Knoff-Thomas

Adoption of previous minutes
Mark Hill-Rennie

Chairperson's Report
Mark Hill-Rennie

Chief Executive's Report
Mark Knoff-Thomas

Treasurer's Report 2025-2026
Carl Sowter
→ Adoption of financial statements
→ Audit report

Appointment of Auditor for financial year ending 30 June 2027
Mark Hill-Rennie

2027-2028 Budget and Resolution to approve
Mark Hill-Rennie
→ Proposed 4.5% BID levy increase (Appendix A, Resolution 1)

2027-2028 Business Plan and Resolution to approve
Mark Hill-Rennie
→ Approval of the 2027-2028 Business Plan (Appendix A, Resolution 2)

Board Nominations for 2026-2027 (and vote if nominations exceed 10)
Mark Knoff-Thomas

Election of Secretary
Mark Hill-Rennie

General Business & Question Time
Mark Hill-Rennie

Close of meeting

Minutes 2025

Annual General Meeting of the Newmarket Business Association Inc. Held at Industry Training Auckland (2/178 Broadway, Newmarket), on Wednesday 22nd October 2025. Meeting commenced at 5.30pm

INTRODUCTION & WELCOME
Mark Hill-Rennie.
MHR opened the meeting at 5:30 pm, welcoming attendees to the Annual General Meeting. He explained the set structure of the AGM in accordance with Council regulations and confirmed that there would be time for Q&A at the end of the meeting.

ATTENDANCE AND APOLOGIES
Mark Knoff-Thomas (CEO) confirmed that quorum had been achieved; Official apologies were tabled for: Sue O'Connor (Just Group), Deputy Mayor Desley Simpson, Ashley Collins (Collins & Associates), Vicki Collins (Collins & Associates), Lizzy Hyndman (Elle & Riley) and Deputy Prime Minister David Seymour.

PRESENT:
Mark Knoff-Thomas – Newmarket Business Association
Kelly Fulford – Newmarket Business Association
Francesca Ritchie – Newmarket Business Association
Maia Usherwood – Newmarket Business Association
Lana Su – Newmarket Business Association
CURRENT COMMITTEE
Mark Hill-Rennie – MH Consulting **Chair / MH**
Carl Sowter – Marley Loft **Treasurer / CS**
Kalpana Reddy – Chow:Hill
Nicole Lawson – Scentre Group
Christina Yu – Chinese Herald
Winidu Kannangara – BNZ
MEMBERS
Bruce Waller – 4 Angels Bakery (Landlord)
Matt Hayward – New World Newmarket
John Baatjes – ArtSelect Gallery
Ngaire Stone – ArtSelect Gallery
Esther Zeng – Oxyenergy Nutrition Limited
Lauren de France – Bared Footwear
Vaishali Talpade – Moore Markhams Auckland
David Marsh – Industry Training Auckland
Eric You 25 Broadway Newmarket
Rod Gabb (Associate Member) – GCo Fuels /Epsom Community Patrol
OTHERS
Bhuvan Chander – Total Plan Cleaning Services/ Epsom Community Patrol

CONFIRMATION OF MINUTES
Confirmation of Minutes of the previous AGM held on the 23rd October 2024. **MHR** confirmed that all attendees had received a draft copy of the minutes from the 2024 AGM and asked if someone would move that they are approved as a true and correct record of the business transacted.

Approval moved by Matt Hayward.
Seconded by Ngaire Stone.
CARRIED

PRESENTATION OF CHAIRMAN'S REPORT
Mark Hill-Rennie.

Mark Hill-Rennie presented his first Chairman's report, highlighting:

→ A challenging year for both the Association and Auckland businesses, with recovery slower than in other parts of New Zealand.

→ Interest rates have begun to drop, bringing cautious optimism for the months ahead.

→ The Association's finances remain in a strong position, with solid reserves and well-managed costs focused on promoting the precinct.

→ Leasing activity is picking up, with several new tenancies under fitouts and signs of renewed vibrancy on Broadway.

→ New residential and professional developments are emerging.

→ The Newmarket Security team continues to play a vital role in maintaining a safe and vibrant environment.

Mark expressed gratitude to the board for their teamwork and dedication. He acknowledged the valuable contribution of outgoing member Matt Harray and noted Genevieve Sage's support over the past year. He praised Mark Knoff-Thomas and the NBA team for their outstanding efforts in promoting Newmarket and closed his remarks by thanking members for their continued support and commitment to the precinct.

CHIEF EXECUTIVE'S REPORT 2024/2025
Mark Knoff-Thomas.

Mark Knoff-Thomas presented the 2024/2025 Chief Executive's Report. Key points included:

→ Challenging year for businesses, particularly retail and hospitality, with ongoing cash-flow pressure but a growing wave of confidence returning to Newmarket.

→ Recovery now underway, with major new fit-outs on Broadway and strong leasing activity at both the northern and southern ends, plus exciting redevelopment plans for Rialto.

→ Continued success of NEWMARKET. magazine (60,000 copies nationwide), major event partnerships, and strong engagement through social media, EDMs, and website channels.

→ Security operations expanded to six full-time officers, including patrols through Broadway Park, new Axon body cameras, and AI-enabled CCTV supporting police collaboration.

→ Advocacy and stakeholder engagement maintained across Māori, Chinese, rainbow, and youth communities, with recent initiatives addressing youth safety and knife crime concerns.

→ Ongoing focus on marketing, precinct safety, and member support to ensure Newmarket remains a thriving, positive, and successful town centre.

Minutes 2025

Mark Knoff-Thomas concluded by acknowledging the invaluable support of the Board and commending the NBA team for their professionalism and commitment. He reaffirmed that the collective efforts of all involved remain focused on ensuring the continued success and vitality of the Newmarket precinct.

TREASURER'S REPORT (1 JULY 2024 TO 30 JUNE 2025)
Carl Sowter.

Carl Sowter presented the 2024–2025 Treasurer's Report and Performance Report, which was prepared under the Tier 3 reporting format as required by the Incorporated Societies Act. Key points included:

→ Income: The Association's primary funding continues to come from the Business Improvement District (BID) levy collected by Auckland Council. A full income breakdown is provided in Note 1 of the performance report.

→ Expenses: Note 2 (page 14) outlines the detailed expenditure breakdown. While groupings were previously summarised in meetings, all line items are now presented in full for transparency.

→ Financial Position: The Statement of Financial Position (page 16) includes:

→ Prepayments – covering rates, prepaid Microsoft licenses, and the deposit on the new Christmas tree.

→ Accrued Expenses – primarily the audit fee accrual.

→ Income in Advance – made up of associate memberships, funding for the art project, and the Association's first instalment of the Proceeds of Crime Fund.

→ Capital Expenditure: $15,000 was incurred during the year, comprising $4,000 for office furniture and equipment, $4,000 for IT equipment, and $4,500 for building security at NBA's leased premises.

→ Loan: The loan shown in the accounts reflects the balance remaining on CCTV equipment purchased in prior years.

→ Proceeds of Crime Fund: Mark Knoff-Thomas confirmed successful lobbying resulted in all six central Auckland business associations (Newmarket, Uptown, Heart of the City, K Road, Parnell, and Ponsonby) receiving three years of funding. Newmarket receives $109,000 annually, which is allocated toward security technology upgrades and CCTV expansion.

→ Variance and Festival Impact: Page 27 of the report presents a high-level comparison of actual vs budgeted performance. The significant $135,000 deficit was primarily due to the Italian Festival, which ran approximately $120,000 over budget. As a result, the event will not be continued.

Mark Hill-Rennie asked if someone would please move that the Financial Statements be approved as a true and correct record.

Approval moved by Matt Hayward.
Seconded by Bruce Waller.
CARRIED

Mark Hill-Rennie recommended JSA Audit as the auditor for the upcoming financial year and called for a motion to confirm the appointment.

Approval moved by Carl Sowter.
Seconded by Ngaire Stone.
CARRIED

PRESENTATION OF INDICATIVE BUDGET 2026/2027
Mark Knoff-Thomas.

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Mark Knoff-Thomas presented the proposed budget:

$2,149,744 targeted rate grant (3.5% increase of $72,697 from 2026), enabling continued delivery of core initiatives, expansion of nationwide magazine distribution from 60,000 to 80,000 copies per season, and broader reach via a fully shoppable digital edition and growing national subscription base.

RESOLUTION 1: Move to approve the 2026-2027 budget which includes a BID targeted rate grant amount of $2,149,744, including a 3.5% increase [or $72,697] to the BID targeted rate grant for 2026-2027 financial year. Further ask the Waitematā Local Board recommend to the governing body the amount of $2,149,744 be included in the Auckland Council draft 2026 annual budget consultation process.

All those in favour
Approved by a show of hands: 11 in favour.
CARRIED

BUSINESS PLAN 2026/2027
Mark Hill-Rennie.

Mark Hill-Rennie introduced Resolution Two regarding the 2026/27 Business Plan and proposed activities of the Association (covering the period from 1 July 2026 to 30 June 2027).

RESOLUTION 2: Move to approve the 2026-2027 Business Plan and the proposed activities of the Association for the period July 2026 to June 2027.

All those in favour
Approved by a show of hands: 11 in favour.
CARRIED

CONSTITUTIONAL AMENDMENTS AND ADMINISTRATIVE UPDATES
Mark Hill-Rennie

Mark Hill-Rennie noted that due to ongoing legislative and administrative changes, several constitutional amendments had been required at recent AGMs. He acknowledged that although some of the changes were minor, the current constitutional structure necessitated approval by members. He then asked members to approve the resolution by a show of hands.

RESOLUTION 3: Move to approve an amendment to the Constitution (August 2024) incorporating changes as required by the Incorporated Societies Act 2022 regarding insurance. (see Appendix A, Resolution 2)

All those in favour
Approved by a show of hands: 12 in favour.
CARRIED

Mark Knoff-Thomas noted that for the past three years, constitutional amendments had to be brought to the AGM due to the current Constitution wording. He explained that while some changes - such as dates or Act name updates - are minor and administrative in nature, they still required member approval. The proposed resolution would allow the Board to approve such minor updates without needing to bring them to the AGM, as they do not involve changes to finances, strategy, or the business plan. He then asked members to approve the resolution by a show of hands.

RESOLUTION 4: That the Executive Committee be authorised to make any minor drafting changes to the Constitution (August 2024), especially in the event that such changes are required by the Registrar of Incorporated Societies.

All those in favour
Approved by a show of hands: 13 in favour.
CARRIED

BOARD NOMINATIONS
Mark Knoff-Thomas

6 Nominations from current committee members were received as follows:

→ Christina Yu (Chinese Herald)
→ Nicole Lawson – Scentre Group
→ Kalpana Reddy (Chow:Hill)
→ Carl Sowter (Marley Loft)
→ Mark Hill-Rennie (MH Consulting)
→ Winidu Kannangara (BNZ)

A new nomination Lizzy Hyndman (Elle & Riley) was also confirmed. Mark Knoff-Thomas thanked all for volunteering. He announced that seven board nominations had been received, which is below the threshold of ten requiring an election. As a result, no election is necessary, and all seven nominees were accepted as part of the standard nomination process. Mark Hill-Rennie noted that a Secretary needed to be appointed and proposed the nomination of Mark Knoff-Thomas, who currently sits on the Board. He explained that the role includes responsibility for ensuring compliance with relevant filing requirements and asked if anyone would move the nomination.

Approval moved by Matt Hayward.
Seconded by Winidu Kannangara.
CARRIED

GENERAL MATTERS OF BUSINESS (Q&A)
→ Mark Hill-Rennie noted that there had been no matters of general business raised before the meeting, but invited questions from the floor.

→ Questions were raised by members about new CCTV camera installations and AI facial recognition integration. Mark Knoff Thomas said some delays are due to Auckland Transport's encroachment policy, with new cameras now being installed at key sites.

→ Art project funding redirected toward a memorial project honouring David Haigh, pending Council approval.

→ Members asked about new openings on Broadway. Due to commercial sensitivity brands could not be named.

→ Questions were raised about night patrols. Mark Knoff-Thomas confirmed no plans to introduce them due to safety and staffing constraints, with daytime patrols deemed sufficient. Members were encouraged to continue reporting incidents to Police or NBA.

Meeting closed: 6:42 pm

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

Chief Executive
Newmarket Business Association
mark@newmarket.co.nz

Chairperson's Report 2026

Mark Hill-Rennie

Chairperson's Report 2026

It is my privilege to present this report on behalf of the Board.

It has been another challenging year for businesses in Newmarket and across Auckland. Consumer spending has been under pressure, the economic recovery has taken longer than many of us would have liked, and global events including President Trump's tariffs and the war in Iran have added further uncertainty and inflationary pressure.

But importantly, we are now seeing real reasons for optimism.

The economic indicators are beginning to move in the right direction. ANZ Economics has reported improvements in business and consumer confidence, while lower interest rates are starting to provide some much-needed breathing space for households and businesses.

And we are seeing some of that confidence translate into activity here in Newmarket.

One of the things that particularly encourages me is the **leasing activity across the precinct.**

Our latest quarterly leasing report shows retail vacancy continuing to fall, while commercial leasing remains strong. Importantly, there are also several leases currently being negotiated that have yet to be confirmed, which gives us further reason to be optimistic about the months ahead.

Leasing activity is one of those things that can be a very good barometer of confidence. Businesses do not commit to new premises, a new fitout or an expansion unless they believe there is a future here.

And we are seeing plenty of that across Newmarket.

Alongside the leasing activity, there is significant development happening across the precinct.

New residential and commercial buildings are being constructed, existing properties are being redeveloped, and we are seeing substantial investment in new fitouts.

That investment is important because it is increasing the number of people who live, work, shop, dine and spend time in Newmarket.

The Association itself remains in a strong financial position, with healthy reserves, and we continue to focus our resources on the things that make the greatest difference for our members and the wider precinct.

Mark will provide more detail on the Association's advocacy and promotional work, but I want to acknowledge the significant effort that goes on behind the scenes.

The team keeps the Board and our members well informed through comprehensive monthly reporting, The Update, public meetings, stakeholder engagement, media activity and regular interaction with council and government.

Our media presence has also continued to grow, helping to tell the Newmarket story and ensuring that the achievements, issues and opportunities within our precinct are being heard.

Our advocacy remains an important part of what we do. We continue to work closely with Auckland Council, government, property owners and other stakeholders to ensure Newmarket's interests are represented and that we continue to get the investment and attention our precinct deserves.

Looking ahead, I am genuinely optimistic.

We still have challenges. Auckland's economy has been slower to bounce back than many expected, and some businesses continue to operate in a difficult environment.

But when I look at what is happening on the

Chairperson's Report 2026

Mark Hill-Rennie

Chairperson's Report 2026

ground in Newmarket – the leasing activity, the new developments, the residential growth, the commercial investment, the new fitouts and the increasing confidence – I see a precinct that is moving forward.

And that gives me confidence heading into Christmas and, importantly, into **2027**.

I believe Newmarket is well positioned for the next phase of its growth.

Mark leads what the Board and I consider to be a best-in-class team. They are dedicated, highly engaged and passionate about promoting and protecting Newmarket.

On behalf of the Board, I thank the entire NBA team for their outstanding contribution over the past year.

I would also like to acknowledge and thank my fellow Board members: Treasurer Carl Sowter of Marley Loft, Kalpana Reddy of Chow Hill, Christina Yu of the Chinese NZ Herald, Nicole Lawson of Scentre Group, Lizzy Hyndman of Elle & Riley and Wini Kannangara of BNZ.

Their commitment, experience and contribution are greatly valued.

Finally, my sincere thanks to CEO Mark Knoff Thomas for his tireless and passionate advocacy on behalf of Newmarket. His energy, dedication and effectiveness as a leader are greatly appreciated.

I also acknowledge the valuable contribution of our Waitematā Local Board representative, Sarah Trotman.

And finally, to our members, thank you.

Your support, investment and commitment to Newmarket are what make this precinct what it is.

Mark Hill-Rennie
Chairperson
Newmarket Business Association

Chief Executive's Report 2026

Mark Knoff-Thomas

Chief Executive's Report 2026

This past year has continued to be challenging, but better than the past few years. The economy has definitely improved a few notches, but the geo-political issues earlier in the year really dampened overall sentiment.

Cashflow has continued to be a pain point for some businesses this year, and that has restricted buying power/ advertising spend and the ability to invest in improvements to businesses.

What has been particularly pleasing however has been the ongoing confidence with various commercial and residential developments, and the continued revival of Broadway and Nuffield Street. A highlight was welcoming McDonald's back to the precinct after a few years. Our hospitality sector has seen a flurry of new openings, and we are getting a reputation as the dessert capital of NZ. Our leasable commercial supply has seen some significant changes, with major brands like Sharp and Moore Markhams committing to the precinct. And Auckland University's Newmarket Innovation Precinct is on the cusp of massive transformation over the next few years.

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

Finances
I will leave our Treasurer, Carl Sowter, to cover off the finances in more detail, but suffice to say we have continued to be prudent financial managers, managing to maintain spend in marketing and promotions, whilst also investing more in security.

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 health and safety hazards in the precinct to council on a weekly basis.

Consumer Engagement, Brand and Focus
Our major social media platforms, Facebook, Instagram and TikTok have continued to drive 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. We will continue to push these channels as it helps us engage with the ever-changing consumer demographic.

Our website continues to be enhanced to improve the user experience, searchability, content-richness, and overall consumer appeal.

As always our regular consumer giveaways have proven to be extremely successful and continue to drive engagement. Our prime marketing focus is to do the "heavy lifting" as guardians of the Newmarket brand.

We have run multiple consumer campaigns and activations during the past 12 months. We are focused on bringing people to the precinct. A summary of our activity:

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Chief Executive's Report 2026

DATE	SOCIAL MEDIA	WEBSITE & EDM
JUL 2025	Subtype, Studio Pilates, Superette, Checks Downtown, Balenciaga, Gregory, October Reign, Glassons, Cheese on Toast, Karen Walker, Crocs, Fallenfront, MECCA, Levi's, Swarovski, Olivia Cashmore, Bowl & Arrow, Service Denim, Balenciaga, Maggie Marilyn, Novo Shoes, Suite19, Torpedo7, VT Station, Forever New, Father Rabbit, Stylerunner, Giveaway with Everyday Solitude, Caci, Studio Pilates, Stephen Marr, NailTime and Bliss Reflexology, Pie Rollas, Levi's SunglassStyle, Huffer, Railway Street Studios, Karen Walker, Chemist Warehouse, Hype DC, Coco Republic. **TikTok:** Pie Rollas.	▪ No7 Skincare launches in Life Pharmacy ▪ Beauty Products you need to get your hands on ▪ Kids Fashion – Spring fashion updates ▪ Opinion Editorial: Action on Secret intimate recordings & name suppression ▪ **The Edit:** Pinot & Picasso, Something & Social, Running Grid, Westfield, Gravity X, Parnell Community Centre, NZ Fashion Week Designers Announced, Maison Vauron, Sephora, DS Team Jiu-Jitsu, Pandora, Twenty Seven Names, Rialto Cinemas, L'Epanoui, Deadly Ponies, Scarpa, Coach, Baby Buck, Stolen Girlfriends Club, Event Cinemas, The Lumsden Freehouse. ▪ **The Bite:** Pie Rollas, Katsu Katsu, Pastarita, Kokodak, Buffet Buffet, VT Station, Baha Betty, Safran, Yes Pancakes, Gilli Café, Hansan, Sardine.
AUG 2025	Bared Footwear, Deadly Ponies, Stirling Sports, Sanderson, Max fashion, Simon James, Platypus, Golden Goose, Kowtow, Leafe Café, Spring Issue Launch, Twenty Seven Names, Rodd & Gunn, Daily Bread, MECCA, David Jones, Status Anxiety, Toast on The Green, Vida Flores, Witchery, Style Runner, Strand Bags, Simon James, Bared Footwear Giveaway, Hype DC, Leafe Café, MECCA, The Poi Room, Kathmandu, Walker & Hall, Simon James, NailTime, My Fried Chicken, RUBY, David Jones. **TikTok:** &Sushi, Huffer, Olivia Cashmore, Sals, Versace, Modes, Beach Brains, Trelise Cooper, Sno Café, Deadly Ponies, Adidas.	▪ Spring issue digital edition & launch ▪ Westfield Local Heroes ▪ Sneaker Season: Upgrade your shoe game ▪ **The Edit:** Kowtow, ArtSelect, John Barleycorns, Sardine, Zoe & Morgan, Concierge Carwash, Bared, Checks Downtown x Popeyes, House of TWLV, Nude Lucy, Nature Baby, WIN $15k in prizes when you shop in Newmarket, Westfield Local Heroes. ▪ **The Bite:** Sals, Arte Della Pasta, Moodie Foodie Thai, Ajisen Ramen, The Lumsden Freehouse, Something & Social, Kajiken, Archies Pizzeria, Selera, Khao San Eatery, Downlow, Oodles
SEPT 2025	September Giveaway, Rodney Wayne, Daily Bread, Superette, Whitcoulls, Stirling Sports, Mi Piaci, Kowtow, Stolen Girlfriends Club, Broadway Diner, Father's Day, Checks Downtown, RUBY, Assembly Label, Workshop, Elle & Riley, Life Pharmacy, Just Another Fisherman, Marthas Fabrics, October Reign, Farmers, Taylor Boutique, Karakter, RM Williams, Stolen Girlfriends Club, Superette, Gucci, Balenciaga, Popmart, Baha Betty, French Country Collections, Coach, Best Ugly Bagels, MECCA, Walker & Hall, Assembly Label, Mulberry, Lorna Jane, David Jones, Moochi, Chemist Warehouse, MECCA, Sephora, Life Pharmacy, Farmers, Sanderson, Papinelle, Homage. **TikTok:** Nude Lucy, Les Mills	▪ WIN! $15,000 in Prizes everyday this September ▪ Father's Day Gift Guide ▪ Celebrating Te Wiki o Te Reo Māori ▪ Escape Hide Tell – Know What to Do ▪ Your Guide to School Holidays in Newmarket ▪ **The Edit:** Event Cinemas, ArtSelect, Auckland Museum, Everyday Solitude Giveaway, Rebel Sport, Highwic House, Battle for Waitemata, Archie Brothers, School Holiday Activities, The Dirty Potato, Life Pharmacy, Stolen Girlfriends Club, Westfield Sophie Store, Event Cinemas, Railway Street Gallery + Studios, Escape Hide Tell. ▪ **The Bite:** VT Station, Pie Rollas, Broadway Diner, Faro Korean Traditional Grill, Zeta Greek Kitchen, Master Pig Pork Rice, Mr Stevens, The Claddagh, Canto Canto, Bambina, O & Bowl, Atmosphere.

Chief Executive's Report 2026

DATE	SOCIAL MEDIA	WEBSITE & EDM
OCT 2025	Standard Issue, Late & Local, Onda, Deadly Ponies, Les Mills, Glassons, Daily Bread, Gorman, Chemist Warehouse, RUBY, 3 Wise Men, Levis, Leafe Cafe, Subtype, The Poi Room, Shoe Clinic, Starbucks, Nude Lucy, Rodney Wayne, Drop Out, Blush Skin Clinic, Nicole Rebstock, AS Colour, Kajiken, Sylvester, Zoe & Morgan, Pie Rollas, Drapers Fabrics, Sephora, Life Pharmacy, Sanderson, Le Creuset, Michael Kors, Mr Stevens, Elle & Riley, Blunt Umbrellas. **TikTok:** Mibo Bakery x Maru Matcha, Fankery, Selera, Sephora, Atmosphere, Kia.	▪ Late & Local: Dining out in Newmarket deals for October ▪ Spooky Season: Get Halloween Ready ▪ **The Edit:** Late & Local, Fankery, Westfield, MEBA, Westfield Melanoma NZ, Kowtow, Enchanted Christmas, Dermalogica, Westfield Shuttle, The Poi Room, Enchanted Christmas, John Barleycorns, Westfield, MAMA. ▪ **The Bite:** Something & Social, Tasca, VT Station, Ajisen Ramen, My Fried Chicken, Reunion BBQ + Bar, White & Wong's, Safran, Eden Noodles, Broadway Diner, Arte Della Pasta, New York Grill, MAMA, Lukumades, Baha Betty, Square Pizza, Leafe Café, Khao San Eatery.
NOV 2025	Daruma Ramen, Levi's, GHD Giveaway, Reece Bathrooms, Farmers, Sunglass Style, American Apparel, Father Rabbit, Elle & Riley Cashmere, Merchant, Yu Mei, MAMA, Summer issue teaser content, Summer Issue Launch, The Warehouse, Aje, Nature Baby, Enchanted Christmas, Indie Home Collective, Nude Lucy Giveaway, Sephora, Repertoire, Atmosphere Desserts, Fallenfront, Sunglass Style, Stirling Sports, Life Pharmacy, Huffer, CandyShop, Lorna Jane, Shoe Clinic. **TikTok:** Walker & Hall, Karen Walker, Lovisa, Stolen Girlfriends Club, Nood, Workshop, Storm, Adidas, The Warehouse, Superette, Whitcoulls, Father Rabbit, General Pants, Noel Leeming, RUBY, Farmers, David Jones, MECCA, Popmart, Barkers, LEGO, Huffer, The Homestore, Farmers, HypeDC.	▪ Summer issue digital edition & launch ▪ 10 Pieces we're loving from Nude Lucy ▪ Spotlight on Osborne Street ▪ Newmarket Christmas Tree Launch ▪ 10 favourite Christmas Advent Calendars ▪ Curating your Dream Home – Furniture stores in Newmarket ▪ Christmas Gift Edit: Gifts under $70 ▪ Christmas Gift guide for the beauty fanatic ▪ Christmas Gift Edit: For the Kids ▪ Christmas Gift Edit: For Him ▪ **The Edit:** Maison Vauron, House of TWLV, Stolen Girlfriends Club, Westfield Santa, &Black, Enchanted Christmas, Scarpa, Event Cinemas, Rialto Cinemas, Westfield K-pop, Huffer Clubhouse, Macro Espresso, Highwic, Westfield, Sanderson. ▪ **The Bite:** New York Grill, Best Ugly Bagels, Hustle Hotpot, Pearl Garden, Panda, Tasca, VT Station, &Black, Nan Xin, Pita Pit, Archies Pizzeria, Something & Social.

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DATE	SOCIAL MEDIA	WEBSITE & EDM
DEC 2025	Christmas Scavenger Hunt, Michael Hill, Pascoes, Bared Footwear, Island Gelato, Drop Out, Chemist Warehouse, Summer issue behind the scenes of our dog shoot, Allium Interiors, Merry Christmas from Newmarket, Aje, Karakter, Scarpa Shoes, Birkenstock, Max Fashion, Starbucks, Blackdrop Eatery, Stylerunner, Fankery, PopMart, Saben, The Dress Room, Nature Baby, Freedom, Maggie Marilyn, Art Select Gallery, Farmers, Archies Pizzeria, AS Colour, Rodney Wayne, Forever New, Island Gelato Co, Baby Buck Baking, Twenty Seven Names, Flo & Frankie, Merry Christmas, Kiosk, Aje, Stylerunner, General Pants, Glengarry Wines. **TikTok:** Atmosphere, Max, MECCA, Lululemon, Sephora, Hikoco, Superette, Karen Walker, Zoe & Morgan, Noel Leeming, Peter Alexander, Michael Hill, Chemist Warehouse, David Jones, Rebel Sport, Kathmandu, Bed Bath N' Table, Farmers, RUBY, Stirling Sports, Shoe Clinic, Maggie Marilyn, Assembly Label, Bendon Lingerie, Shaver Shop.	▪ Christmas Gift Edit: For the Entertainers ▪ Christmas Gift Edit: For the Art Lover ▪ Free Festive Face painting for kids! ▪ The Inside Scoop – Newmarket's ice cream stores ▪ Dressing for NYE – Shop the looks ▪ Oh MAMA! – Feature Story ▪ Bali Travel Feature ▪ Where to host your end of year function ▪ **The Edit:** Christmas Scavenger Hunt, Superette, Free Christmas Face Painting, Enchanted Christmas, Westfield Santa, Westfield Rooftop, Event Cinemas, Public Transport & Parking in Newmarket, Dressing for the Party Season, Colouring in Competition, Westfield Christmas Hours, Enchanted Christmas, Westfield Gift Wrapping, Superette. ▪ **The Bite:** Jinweide Beef Noodles, Juice Up, Zen E Private Kitchen, Cheese on Toast, John Barleycorns, Arte Della Pasta.
JAN 2026	Happy New Year, Father Rabbit, Maggie Marilyn, Shibbys, Nude Lucy, Sanderson, Michael Holmes Premium Eyewear, Superette, New World, Farmers, The Botanist, Birkenstock, Mr Stevens, Deadly Ponies, Coco Republic, Father Rabbit, Aesop, Chemist Warehouse, Stirling sports, Country Road, Superette, Daily Bread, Glassons, Lorna Jane, Torpedo7, Barkers, Auckland Anniversary Day, Huffer, & Black, Mi Piaci, RUBY, Status Anxiety, Noel Leeming, Superette, Partridge Jewellers, Stolen Girlfriends Club, Zoe & Morgan, FABRIC, Lisa Hoskins, STORM, Kookai, Deadly Ponies, Stylerunner.	▪ Work(out) in progress- Your guide to Pilates and Yoga Studios in Newmarket ▪ Tony Sly – Feature story ▪ Yu Mei – Feature Story ▪ Tonga Travel Feature ▪ Wynn & Thayne – Feature story ▪ Italy Travel Feature ▪ iRobot Roomba Review ▪ Things to do in Newmarket this Long Weekend ▪ **The Edit:** Maison Vauron, Mecca Masterclass, Sanderson, Maggie Bakery x Catfe Mao, Rialto Cinemas, Westfield Rooftop Entertainment, Westfield E-Waste collections. ▪ **The Bite:** Hanami, Shibbys, Tasca, Kuai Dian, Bodrum Market, &Sushi, Ajisen Ramen, Best Ugly Bagels, Lucky Panda, Blackdrop Eatery, White & Wong's, The Reaper.

Chief Executive's Report 2026

DATE	SOCIAL MEDIA	WEBSITE & EDM
FEB 2026	Huffer, The Poi Room, Valentines Giveaway with Archie Brothers, Arte Della Pasta and Duck Island, SunglassStyle, Tony Sly, Adidas, Waitangi Day, Farmers, Strand Bags, Cosmetic Store, Woolworths, MECCA, Chemist Warehouse, Maison and Muse (MOXX brands), Assembly Label, Glassons, Huffer, LEGO, Le Creuset, Stolen Girlfriends Club, The Warehouse, Superette, Woolworths, Dweji, Le Creuset, Happy Valentine's Day, Farmers, Levi's Recycle Boutique, Les Mills, Gregory, Witchery, My Fried Chicken, Country Road, David Jones, Stolen Girlfriends Club, Drop Out, Status Anxiety, Homage, Kowtow, Happy Lunar New Year. **TikTok:** MAMA, Selera, Toast on the Green, Baby Buck, Sals, Jinweide Beef Noodles, Arte Della Pasta, Fankery.	▪ Royal Family Dance Crew-approved: Teesha Taulepa's beauty must-haves. ▪ The Gift Edit: Valentine's Day ▪ It's a date! 10 things to do for Valentine's Day ▪ Farro reveals new destination in Newmarket ▪ Rhode to launch in MECCA ▪ **The Edit:** Highwic, Westfield Lunar NY, The Lumsden Freehouse, Pinot & Picasso, Urban Fairway, ArtSelect, Westfield Local Heroes, Yu Mei, Winnings, Westfield Lunar NY, Superette, Augustine, Event Cinemas, Rialto Cinemas, Confide Barber, Wynn & Thayne, Highwic. ▪ **The Bite:** MAMA, New York Grill, Maison Vauron, Sardine, MEMO, Katsu Katsu, My Fried Chicken, Soul Origin, Gaga Café, Safran, Ancient Lanzhou Beef Noodles, Eat Indian.
MAR 2026	Madder & Rouge, October Reign, Barkers, David Jones, Adidas, Blackdrop Eatery, Pandora, MECCA, Decjuba, SunglassStyle, Nature Baby, Canto Canto, Noel Leeming, I Love Ugly, Farmers, LEGO, Olivia Cashmore, Chemist Warehouse, Nude Lucy, Daily Bread, Barkers, MECCA, Repertoire, Moochi, Ancient Lanzhou Beef, Timberland, General Pants, Les Mills, Railway Street Studios, Levis, I Love Ugly. **TikTok:** Jinweide Beef Noodles, Urban Fairway.	▪ International Women's Day ▪ Burger Nation: Newmarket's entries for 2026 ▪ ANZAC Day Service ▪ Curly Girl Approved hair products you need ▪ Easter treats without the sugar crash ▪ Spending Easter Weekend in Newmarket ▪ Best spots for pre-Synthony drinks ▪ **The Edit:** Farro, Art Escape, John Barleycorns, Highwic, The Claddagh, Ground Zero, Railway Street Gallery + Studios, Mecca, O3 Space, Burger Nation, Highwic, Westfield JP Service, Mercedes Benz, Lorna Jane, The Olympic, The Dirty Potato. ▪ **The Bite:** The Dirty Potato, 108 Tastes, Khao San Eatery, Baha Betty, Bruce Lee Sushi, MAMA, Burger Nation, Tsuru Tsuru, Bodrum, Pizza Hut, The Courtyard Vietnamese Café, Billy Café, White & Wong's.

Chief Executive's Report 2026

DATE	SOCIAL MEDIA	WEBSITE & EDM
APR 2026	Golden Goose, Nood, Happy Easter, Kookai, Subtype, New Issue Launch, Sylvester, David Jones, Sals, MECCA, Hype DC, Moochi, Mi Piaci, Whitcoulls, Just Jeans, MECCA, FABRIC, Blackdrop Eatery, Huffer, Anzac Day, RUBY, Love Babe & Bean, Sanderson, Farmers, Allium Interiors, Hype DC, Mother's Day Giveaway with CIRCA, RM Williams, Moochi, The Poi Room. **TikTok:** Bared Footwear, Michael Hill, MECCA, Deadly Ponies, Nespresso, NailTime, Farmers, The Poi Room, Papinelle, Life Pharmacy, BLUNT, Aesop, MECCA.	▪ Newmarket's Best hot cross buns ▪ Autumn/Winter digital edition and launch ▪ For the Girls: Entertainment guide ▪ Your Guide to the School Holidays ▪ Augustine new store opening ▪ Mother's Day Gift Edit ▪ Mother's Day Activities ▪ Mother's Day Dining ▪ Furry, Fuzzy & Full noise; 10 Jackets you need this winter ▪ ANZAC Day Service ▪ **The Edit:** Sweet Treats, Event Cinemas, Rialto Cinemas, Westfields Kids Pass, Love Babe & Bean, Sanderson, Anzac Day Service, Westfield App, Railway Street Gallery + Studios, Rialto Cinemas, ArtSelect, John Barleycorns, Westfield Rooftop Dining, Urban Fairway, Event Cinemas, Rialto Cinemas, Le Creuset, New World. ▪ **The Bite:** Hansan, Katsubi, Square Pizza, Chocomelt, Mi & Chi, VT Station, Hanami, Ekiben, Daily Bread, Tombo Buffet, The Carvery, The Claddagh.
MAY 2026	Moochi, Deadly Ponies, Kathmandu, UGG, Adidas, Ekiben, Timberland, Ajisen Ramen, Aesop, Stirling Sports, Max Fashion, RM Williams, Father Rabbit, MAMA, Farmers, Zoe & Morgan, Superette, Moochi, Karen Walker, Maru Matcha, Winnings, Birkenstock, Decjuba, VT Station, Sephora, Huffer, Loccitane, Augustine, MECCA, Max Fashion, Subtype, Country Road, Sunglass Hut, Papinelle, Aesop, Happy Mother's Day, Stolen Girlfriends Club.	▪ There's always room for Dessert – Your guide to enjoying Newmarket's dessert dining scene ▪ Explore the best family dining spots in Newmarket ▪ **The Edit:** KX Pilates, House of TWLV, Aquarium Café, McDonald's, Resene, Rialto Cinemas, David Jones, Westfield Star Wars, Maru's House, Family Dining, Dimples reopens, Krispy Kreme, ArtSelect Gallery, John Barleycorns, Railway Street Gallery + Studios, Blush Skin Clinic, The Olympic, Woolworths. ▪ **The Bite:** White & Wong's, MAMA, K10 Sushi Train, Archies Pizzeria, Bambina, L'Atelier Du Fromage, My Fried Chicken, Maru's House, Tart Bakery, Zeta Greek Kitchen, Master Pig Pork Rice, John Barleycorns.
JUN 2026	King's Birthday, Chemist Warehouse, Strand Bags, Lorna Jane, Madder & Rouge, Superette, Blackdrop Eatery, Nood, The Poi Room, Just Another Fisherman, Reece Bathrooms, Balenciaga, Glassons, Workshop, The Botanist, Chemist Warehouse, Mi Piaci, My Fried Chicken, MECCA, Lululemon, JB Hi-Fi, Chocomelt, RUBY, The Poi Room, Stirling Sports, David Jones, Karen Walker, Life Pharmacy, Rodd & Gunn. **TikTok:** MECCA	▪ Dimples Newmarket store reopens after fire ▪ What's in our beauty bag right now ▪ Where to Watch the FIFA World Cup in Newmarket ▪ **The Edit:** The Golf Lounge, John Barleycorns, Event Cinemas, JB Hi-Fi, Les Mills, Caci, UGG, Baby Buck, JB Hi-Fi, Drama The Label, The Dirty Potato, The Poi Room, Westfield FIFA World Cup, Westfield E-Waste Collection. ▪ **The Bite:** Ajisen Ramen, Duck Island, The Coffee Club, Square Pizza, O & Bowl, Khao San Eatery, Arte Della Pasta, Tank, Himalayan Fusion, Island Gelato, PadThai Addict, McDonald's

Chief Executive's Report 2026

NEWMARKET. magazine
As at June 2026 NEWMARKET. magazine's distribution was 65,000 copies per edition, and seasonally letterbox dropped to central suburbs and fringe, plus the eastern area and is targeted toward our core consumer demographic based on the data we receive from MarketView. Alongside the national distribution to key areas of Wellington, Christchurch, Queenstown and Dunedin, in the past year we have expanded to Hamilton, Cambridge, Mount Maunganui, parts of the north shore and Whangārei.

Our above the line marketing strategy has continued – we are "always on". NEWMARKET. magazine is a highly impactful tool, supported by regular digital promotions 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

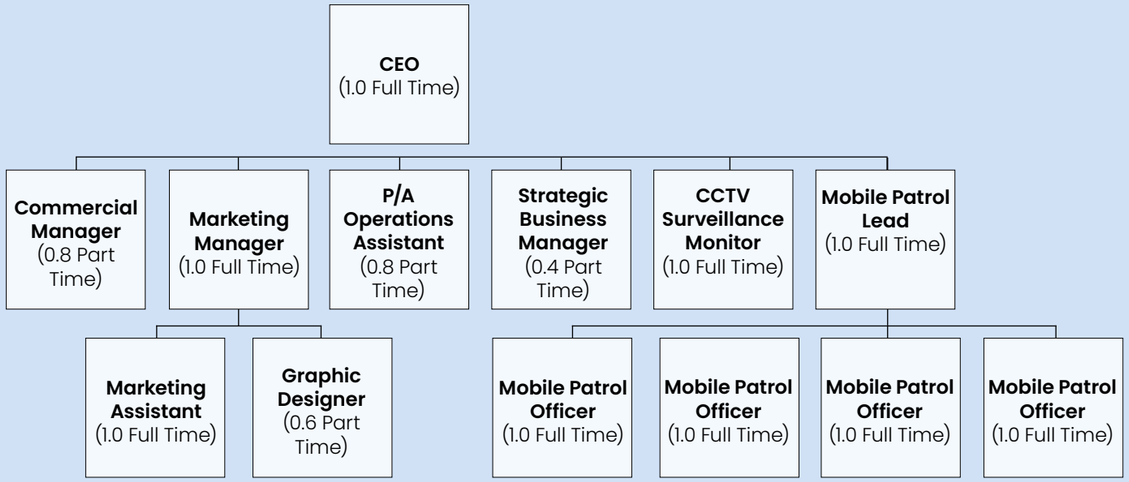
We have facilitated and promoted 11 member events in the past year, as follows:

MEMBER EVENTS 1 JULY 2025 – 30 JUNE 2026

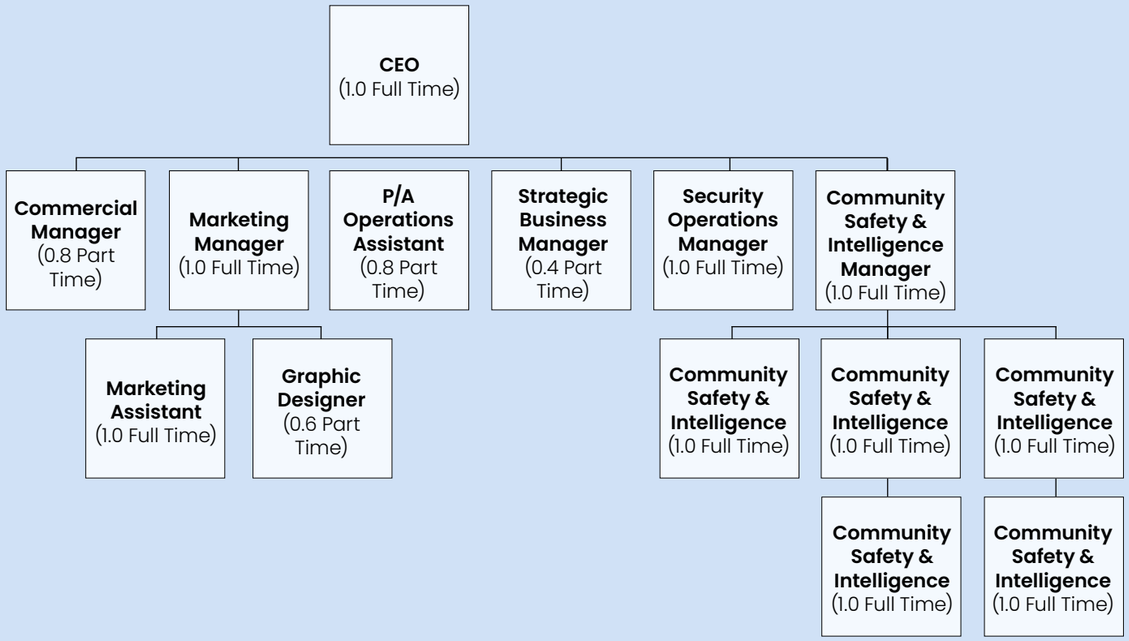
JULY 2025	Hub Movie – The Great Lilllian Hall	Rialto Cinema	62 members
JULY 2025	Play Lab Session with academyEX	academyEX	6 members
AUG 2025	Battle Waitemata and Gulf, Local Body Election	Jubilee Hall	79 members
OCT 2025	Newmarket Business Association Annual General Meeting	ITA	35 members
NOV 2025	The Christmas Member Hub	Lumsden Green	84 members
NOV 2025	SMALL BUSINESS SUPPORT – WEBINAR with Business Mentors NZ	Webinar	10 members
APR 2026	Cashflow 101	Webinar	35 members
APR 2026	ANZAC Day	Olympic Park	250 attendees
MAR 2026	Hub Movie Night-I Swear	Rialto Cinema	65 members
MAY 2026	SaaS is Dead – Long Live AI with academyEX	academyEX	7 members
JUNE 2026	Hub Movie Night - Glenrothan	Rialto Cinema	78 members

Chief Executive's Report 2026

June 2025



June 2026



Chief Executive's Report 2026

The Operations & Security Teams
As at 30 June the NBA head count was 12.6 FTE. We have 10 full time employees, and 4 part time. The changes during 2025-2026 were the recruitment of Raquel Paiva (Community Safety & Intelligence) and the departure of Lana Su (PA and Operations Assistant). We have recently recruited Jennifer Vercezes to replace Lana Su.

Newmarket Security has continued to be an asset to our community. We now have 7 full timers in the team, with the recent recruitment of Raquel. Earlier in the year we conducted a review and have changed the roles from Mobile Patrol to Community Safety & Intelligence. This more accurately reflects what the team do every day. We continue to work very closely with the police, and this collaboration has seen an increase in the number of offenders being arrested and processed.

We are also lobbying for a restriction in the sale of some dangerous weapons, ie machetes. And for improved support for some of our more vulnerable street community.

Graffiti Removal
Graffiti Solutions continue to manage the contract for the precinct and as always deliver an excellent service. This past year has been better than the previous few years, but it's important we stay on top of tagging. I'm very grateful for their hard work.

Strategy
A full version of our Strategic Plan can be found on the website at our Members Portal. We held a workshop and did a refresh and the new strategy takes us from 2026 through to 2031.

Our 3 core imperatives are:

1) Priority One: Drive Foot Traffic, Dwell Time and Commercial Conversion Rates

2) Priority Two: Optimise Engagement & Alignment Across a Growing and Diverse Stakeholder Ecosystem

3) Priority Three: Be the Trusted, Influential and Proactive Advocate for Newmarket

Progress on these three imperatives is reported to the board at the monthly meetings.

Business Plan 2027-2028
The full version of our proposed Business Plan aligned to our proposed budget for the next financial year can be found at the back of this booklet. The Business Plan covers off our activities against our Strategic Plan and the ensuing imperatives.

Diversity & Inclusion
We have continued to develop and evolve strategies to promote diversity and inclusion, amongst our own staff and board, our members, consumers and wider communities. We have identified 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 organic, and it is our intention to continue to review and improve year on year.

Of note, we have put significant effort into working better with our rangatahi/ youth and advocating for more things for them to do recreationally in Newmarket.

Trading Results BID Annual Retail Snapshot

(PROVIDED BY MARKETVIEW)

YEAR ON YEAR COMPARISON OF SPEND AND TRANSACTIONS TO 30 JUNE 2026

QUARTER	SPEND	TRANSACTIONS	AV. TRANSACTION $
JUL/AUG/SEP '25	$164.5M	2,681,568	$61.34
OCT/NOV/DEC '25	$197.6M	2,931,662	$67.39
JAN/FEB/MAR '26	$165.2M	2,694,776	$61.29
APR/MAY/JUN '26	$163.7M	2,712,799	$60.33
TOTAL	**$690.9M**	**11,020,805**	**$62.69**

COMPETITOR AREAS

	SPENDING			TRANSACTIONS		
RETAIL CENTRE	THIS YEAR	LAST YEAR	CHANGE	THIS YEAR	LAST YEAR	CHANGE
CBD	$1,757.5M	$1,779.8M	-1.3%	40.0M	40.9M	-2.2%
MT WGN/SYLVIA PRK	$618.9M	$640.4M	-3.4%	11.1M	11.6M	-4.3%
PONSONBY	$261.6M	$294.5M	-11.2%	5.2M	5.9M	-11.9%
KARANGAHAPE ROAD	$110.6M	$102.2M	+8.2%	3.3M	3.1M	+6.5%

AVERAGE TRANSACTION VALUE COMPARISON

RETAIL CENTRE	AVERAGE TRANSACTION VALUE	CHANGE YOY %
NEWMARKET	$62.69	-1.7%
MT WGN/SYLVIA PRK	$56.00	+1.0%
PONSONBY	$50.06	-0.6%
CBD	$43.90	+0.4%
KARANGAHAPE ROAD	$33.79	+1.9%

Chief Executive's Report 2026

Trading Results BID Annual Retail Snapshot

(PROVIDED BY MARKETVIEW)

BREAKDOWN OF CATEGORY SPEND - NEWMARKET

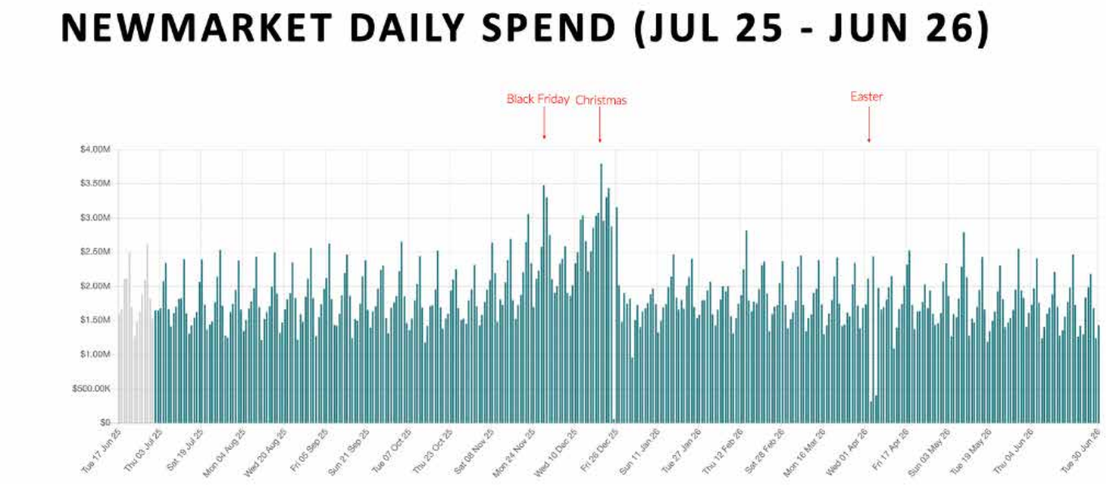
CATEGORY	SPEND	CHANGE YOY %
ACCOMMODATION	$9.1M	-14.7%
APPAREL & PERSONAL	$168.7M	-11.5%
CAFES, RESTAURANTS, BARS & TAKEAWAYS	$115.1M	-1.6%
DEPARTMENT STORES & LEISURE	$163.4M	+2.8%
FUEL & AUTOMOTIVE	$57.9M	-6.9%
GROCERIES & LIQUOR	$93.3M	+2.2%
HOME, HARDWARE & ELECTRICAL	$47.7M	-8.7%
OTHER	$35.6M	-0.8%

MEASURABLE MERCHANT TERMINAL ANNUAL SPEND 2019 – 2026

EOFY 30 JUNE	NEWMARKET	TREND
JUN '19	$484.3M	↑
JUN '20	$592.4M	↑
JUN '21	$727.0M	↑
JUN '22	$648.4M	↓
JUN '23	$840.7M	↑
JUN '24	$764.1M	↓
JUN '25	$709.0M	↓
JUN '26	$690.9M	↓

Trading Results
BID Annual Retail Snapshot (PROVIDED BY MARKETVIEW)

NEWMARKET DAILY SPEND 2025/2026



EVENT PERIOD: 1 JUL 2025- 30 JUN 2026

KEY TAKEAWAYS
→ The bones of the economy are in better shape
→ Consumer confidence has been sensitive to geo-political shocks
→ Trade conditions have been up and down throughout the full year
→ Major leasing wins for some keys sites on Broadway
→ Nuffield Street almost fully occupied again

Finally, I would like to express my sincere thanks to the board, chaired by Mark Hill-Rennie, Treasurer Carl Sowter, Kalpana Reddy, Christina Yu, Nicole Lawson, Wini Kannangara and Lizzy Hyndman. Special acknowledgement of Christina, Nicole and Lizzy who are not standing for board selection again, and who have all made such valuable contributions over the years.

I'm extremely grateful to the property owners and all the businesses of Newmarket, for investing time and money – and for helping Newmarket continually evolve.

And thank you to my team of Kelly, Francesca, Maia, Shani, Portia, Josh, Ray, Lopeti, William, Tyrone, Lani, Raquel & Jennifer who continue to work so hard to make this town centre the safest and the most appealing place that it can be.

Mark Knoff-Thomas
Chief Executive

Treasurer's Report 2026

Carl Sowter

Treasurer's Report 2026

Carl Sowter

FOR THE YEAR ENDED 30 JUNE 2026

I am pleased to present the Treasurer's Report for the Newmarket Business Association for the year ended 30 June 2026.

The Association is now required to report under the Tier 3 reporting requirements for Incorporated Societies. While the presentation is different from previous years, the underlying financial information remains consistent and transparent.

STATEMENT OF FINANCIAL PERFORMANCE
Income
The Association's principal source of income continues to be the Business Improvement District Levy (BID Levy), which is collected by Auckland Council and passed on to the Association.

A full breakdown of income for the year is set out in Note 1 of the Notes to the Performance Report.

Expenses
The Association's expenditure reflects the wide range of activities, services and initiatives undertaken during the year for the benefit of the Newmarket business community.

A detailed breakdown of expenditure is provided in Note 2 of the Notes to the Performance Report.

STATEMENT OF FINANCIAL POSITION
Details of the Association's assets are set out in Note 3 of the Notes to the Performance Report.

Prepayments at year end include rent paid in advance, prepaid Microsoft licences, Australian Mainstreet conference (August 2026), Two heritage signs (September 2026) and the purchase of a new Art installation.

Accrued expenses include the annual audit fee. Income received in advance comprises funding for the Art installation and Spring 2026 magazine advertising.

During the year, the Association invested $57,507 in fixed assets, comprising:

→ $1,492 in office furniture and equipment;

→ $9,139 relating to IT; and

→ $46,876 on security.

→ The loan balance shown in the Statement of Financial Position relates to the remaining amount payable under the

→ CCTV lease arrangement.

Budget Summary
Also included in the AGM meeting booklet is a summary comparing the Association's actual results with the 2026 Budget, together with the approved 2027 Budget and the proposed Budget for 2028.

Overall, the Association remains in a sound financial position and continues to carefully manage its resources while supporting the activities and objectives of the Newmarket Business Association.

Carl Sowter
Treasurer

→ To view the audit report, visit www.newmarket.co.nz/member-home

NEWMARKET.
SECURITY

Protecting our precinct

Funded by Newmarket Business Association

Budget Summary

INCOME	ACTUAL 2026	BUDGET 2026	BUDGET 2027	BUDGET 2028
BID Income - Auckland Council	2,077,047	2,077,047	2,149,744	2,149,744
BID Levy Increase 2027-2028	-	-	-	96,738 *
Commercial Income	219,435	378,650	241,075	280,000
Proceeds of Crime Fund	218,462	218,000	109,000	-
Other Income	6,694	53,518	53,518	20,000
TOTAL INCOME	**2,521,638**	**2,727,215**	**2,553,337**	**2,546,482**
EXPENDITURE				
OPERATING EXPENSES				
Wages & Salaries	809,300	804,000	775,000	885,000 *
Rent & Overheads	76,908	84,000	84,000	92,000
Other	167,388	115,650	110,450	115,723
OPERATING EXPENSES TOTAL	**1,053,596**	**1,003,650**	**969,450**	**1,092,723**
SECURITY				
Wages	425,110	418,000	500,000	534,000
CCTV	11,537	107,780	93,000	50,000
Graffiti Removal	59,000	59,000	59,000	59,000
Proceeds of Crime Fund	182,457	218,000	109,000	-
Other	19,596	15,000	15,000	79,000
SECURITY EXPENSES TOTAL	**697,700**	**817,780**	**776,000**	**722,000**
ADVERTISING & PROMOTION				
Generic Promotion	413,577	416,000	446,950	472,000
Standard Events	132,709	295,000	163,750	195,000
ADVERTISING & PROMOTION TOTAL	**546,286**	**711,000**	**610,700**	**667,000**
BUSINESS DEVELOPMENT				
Business Activator	34,389	35,000	35,000	35,000
Other	42,466	47,250	41,845	49,000
BUSINESS DEVELOPMENT TOTAL	**76,855**	**82,250**	**76,845**	**84,000**
URBAN DESIGN & HERITAGE				
Christmas Decorations	134,999	135,000	55,000	60,000
Other	30,748	75,018	104,518	3,000
URBAN DESIGN & HERITAGE TOTAL	**165,747**	**210,018**	**159,518**	**63,000**
TOTAL EXPENDITURE	**2,540,184**	**2,824,698**	**2,592,513**	**2,628,723**
NET OPERATING SURPLUS/(DEFICIT)	**-18,546**	**-97,483**	**-39,176**	**-82,241**

* 4.50% increase allocated for additional resources in Marketing.

Introduction
The Newmarket Business Association 'NBA' represents a group of over 3,000 building and business owners and is one of 51 Business Improvement District (BID) bodies within the Auckland region.

Our strategy has three core objectives to reflect current operating conditions, stakeholder expectations, and benchmarking against leading Business Improvement Districts and Business Associations across New Zealand and Australia.

Our vision is for the Newmarket Business Association to be the authority on all matters related to Newmarket for all stakeholders, at all times. And, for Newmarket to be perceived as New Zealand's premier urban lifestyle destination to shop, dine, work, play, and live.

Our success is not achieved by any one group, nor any one initiative. We continue to 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.

The core work of the NBA 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.

We continue to build on the stable foundation that has been set during the past decade. We will continue to exercise fiscal responsibility while adding the most value we can to members across all sectors within the Newmarket business community.

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

Priority One: Drive foot traffic, dwell time, and commercial conversion
→ The Newmarket Business Association will focus on attracting high-quality visitation and converting that activity into sustainable economic outcomes for the precinct.

→ We will position Newmarket as New Zealand's premier urban lifestyle destination by balancing above-the-line brand marketing with targeted, high-impact activations that encourage longer dwell times and increased spend. Safety, cleanliness, and amenity will be treated as core economic infrastructure, recognising their direct impact on visitation, perception, and conversion.

→ We will work closely with landlords, leasing agents, and developers to ensure the right mix of retail, hospitality, services, and employment uses, supported by robust data and market intelligence. Digital discovery, wayfinding, and content will increasingly be used to connect online audiences with physical visits and in-precinct experiences.

→ Using technology tools success will be measured through pedestrian foot traffic, dwell proxies, Marketview spend data, vacancy duration, City-wide event impact,

Business Plan
2027-2028

Commercial In
Confidence

and precinct-normalised comparisons against competing centres.

→ Community safety, assisted by our Newmarket Security initiative will underpin all of this.

Priority Two: Optimise engagement and alignment across a growing and diverse stakeholder ecosystem
→ The Newmarket precinct is evolving rapidly, with increased residential density, a growing student and worker population, and a diverse range of business owners, consumers, and visitors. The Association will move beyond engagement to actively align these stakeholders around shared outcomes for the precinct.

→ We will develop tailored engagement strategies for key stakeholder groups, including residents, schools, employers, landlords, cultural communities, and visitors. Inclusion and representation will be operationalised through accessible communications, appropriate channels, culturally relevant programming, and authentic visibility.

→ The NBA will continue to strengthen Board diversity and capability, ensuring governance reflects both the business community and the wider precinct. Stronger, more formalised relationships with landlords and property agents will be leveraged to influence tenancy mix, building management, and long-term precinct performance.

→ Success will be measured through narrative research, stakeholder-specific engagement metrics, business confidence surveys, leasing mix analysis, and resident and consumer sentiment tracking.

→ Community safety across all stakeholder groups, assisted by our Newmarket Security initiative will underpin all of this.

Priority Three: Be the trusted, influential, and proactive advocate for Newmarket
→ The Newmarket Business Association will be the leading voice shaping the future of the precinct, advocating early, constructively, and credibly on behalf of members and stakeholders.

→ We will set clear annual advocacy priorities and proactively influence policy, planning, transport, safety, and investment decisions at local and central government levels. Using data, insight, and on-the-ground knowledge, we will position the NBA as a thought leader on town centre performance, safety, and urban experience.

→ Members will be regularly informed about advocacy positions, progress, and outcomes, with clear expectations of the NBA's role and influence. The NBA will continue to act as the primary media and stakeholder voice for Newmarket.

→ Success will be measured through early-stage involvement in decision-making, advocacy outcomes achieved, media engagement quality, member understanding of advocacy, and participation in Association activity.

→ Ongoing advocacy at the highest levels for community safety and fit-for-purpose legislation will underpin all of this.

Resources Available
Each of our Priorities is measured on a monthly basis and reported to the NBA Board. Each imperative is implemented with tactics; these tactics are reviewed regularly, and on not less than an annual basis. To help achieve these imperatives we have an annual budget of approximately $2.65m in revenue, a combination of BID income plus an additional $509k of commercial income.

OUR ACTIONS IN 2027-2028 (JULY – JUNE)
Priority One: Drive foot traffic, dwell time, and commercial conversion

INITIATIVE	ANNUAL BUDGET	TIMING	OWNER	MEASURE / KPI
NEWMARKET. magazine 65,000 copies distributed	$325,000	Seasonal – ongoing	Marketing Manager	Distribution carried out; readership high; members onboard; advertising revenue targets achieved
eDM 'The Edit' sign up Prize Draw	$350 p/m	Fortnightly – ongoing	Marketing Associate	Number of new subscribers; eDM open rate
eDM 'The Bite' – hospo-specific	$350 p/m	Fortnightly – ongoing	Marketing Associate	eDM open rate; MarketView data
Precinct Activations	$115,000	Ongoing	CEO/ Marketing Manager	Increase in foot traffic; MarketView reports; number of events/ activations
Generic digital promotions (with call to action)	$45,000	As required	Marketing Associate	Number of entries; social media engagement; foot traffic increased
Generic print promotions (with call to action)	$45,000	As required	Marketing Associate	Number of entries; social media engagement; foot traffic increased
Matariki	Precinct Activations	June	Marketing Associate	Engagement with diverse communities increased; foot traffic increased
Māori Language Week	Precinct Activations	September	Marketing Associate	Engagement with the Māori language increased. Events held and foot traffic increased
Art Week	$6,000	October	CEO/ Marketing Manager	Event attendance; foot traffic increased
Christmas Decorations	$60,000	October	Marketing Manager	Social Media uptake/ Consumer Engagement
Christmas Fest	$30,000	December	Marketing Manager	Event attendance; foot traffic increased/ Consumer Engagement
Hospo Festival	$75,000	TBC	CEO/ Commercial Manager/ Marketing Manager	Event attendance; precinct sales increased; foot traffic increased
Retail Event	$75,000	TBC	CEO/ Commercial Manager/ Marketing Manager	Event attendance; precinct sales increased; foot traffic increased
Creative photo shoots	$35,000	Throughout year	Marketing Manager	New creative stock available for brand campaign / ATL promotion
ANZAC Day	$4,000	April	CEO / RSA/ WLB / MPs	Event attendance; foot traffic increased
Domestic Tourism Campaign	Precinct Activations	August	Marketing Manager/ Marketing Associate	Call to action pick up; precinct sales; foot traffic increased
General Precinct Activations	Precinct Activations	January - onwards	Marketing Manager	Call to action pick up; precinct sales; foot traffic increased
Heritage Fund	$3,000	July onwards	CEO / Ngati Whatua Ōrākei / Waitematā Local Board	2 new signs added to the Heritage Trail

Business Plan 2027-2028 Commercial In Confidence

OUR ACTIONS IN 2027-2028 (JULY – JUNE)
Priority Two: Optimise engagement and alignment across a growing and diverse stakeholder ecosystem

INITIATIVE	ANNUAL BUDGET	TIMING	OWNER / PARTNER	MEASURE / KPI
Increased engagement with the property sector	$-	Ongoing	CEO / Commercial Manager	Increased engagement; voluntary and tangible interactions with developers and landlords
An engaged, diverse, and representative Board	$-	Board election process; ongoing	CEO / Commercial Manager	Board has senior businesspeople that represent both existing and desired split of Newmarket businesses
Research Project	$7,500	May/ October	CEO / Strategic Business Manager	Up-to-date information on Newmarket consumer opinions and behaviours
Members Pack	$2,500	October	Marketing Manager / Commercial Manager	A new, professional, factual information pack/ attraction tool on Newmarket available for members, landlords, realtors and other stakeholders
The Hub - network meetings	$3,000	Quarterly meetings from March	CEO / Commercial Manager	Continual enjoyment, supported by a good number of members with interest strong from hosts
Newmarket Business Awards	$36,000	April/ May	Marketing Manager / Commercial Manager	Consumer Engagement/ number of online entries
Inclusion Strategies for Māori/ Chinese/ Youth and LGBTIQ+ communities	Precinct Activations	Ongoing	CEO / Strategic Business Manager	Feedback from key stakeholders

OUR ACTIONS IN 2027-2028 (JULY – JUNE)
Priority Three: Be the trusted, influential, and proactive advocate for Newmarket

INITIATIVE	ANNUAL BUDGET	TIMING	OWNER / PARTNER	MEASURE / KPI
Increased engagement with Council and CCOs	$TIME	Ongoing on an as needed basis	CEO / Commercial Manager	Voluntary and tangible interactions by wider stakeholders. Involvement in all major proposals that directly or indirectly affect Newmarket
Media and PR	$35,000	Monthly	CEO / PR Partner	Share of voice; media mentions; social media engagement
Diversity and Inclusion Strategies	Precinct Activations	2027/2028 Financial year	CEO / Strategic Business Manager / Others	Cohesive strategies to embed diverse stakeholders in NBA events; projects and wider community
Security: Graffiti Removal	$59,000	Weekly	CEO / Commercial Manager / Members	Tagging is proactively removed on a regular basis. Feedback from members and others
Security: Personnel	$534,000	Ongoing	CEO/ CCTV Surveillance Officer/ Mobile Patrol Officers/ Newmarket Police/ Members	Police requests are responded to in a timely manner. Proactive monitoring of the precinct 7 days a week during business hours and proactive responses to crime issues 7 days a week during business hours, in coordination with precinct-wide security stakeholders. Multiple daily Reports to CEO
Security: Car, Body Cams, Radios, CCTV Cameras and Maintenance	$129,000	Ongoing	CEO/ Technology Providers	Technology tools functions perform at 95% or better at all times.

Business Plan
2027-2028

Staff Retention Plan
→ Provide a fulfilling, flexible and effective work environment
→ Celebrate successes and recognise loyalty
→ Provide training and developmental opportunities
→ Maintain team diversity
→ Regular team building socialising, activities and events

[NOTED ON BUDGET: The 4.5% ($96,738) increase in the BID targeted rate grant is to further expand the resources within the marketing team and the creation of a new role]

STRENGTHS (internal)	WEAKNESSES (internal)
→ Reputation and credibility → Security initiaitves & interventions → Brand recognition → Longevity / trading history → Transport hub – buses, trains, motorways, CRL → Many public car parks → Catchment area / demographic → Burgeoning hospitality sector → New youth offerings and activations.	→ Local and national economic environment → Lack of retail offering to some demographics → Lack of stakeholder engagement in some sectors → Lack of public green space.

OPPORTUNITIES (external)	THREATS (external)
→ Significant multi-billion dollar development pipeline → Inflow of new retail, hospitality & commercial brands → Refreshed offering, best in class → More gained media attention → Consolidation as epicentre of retail, fashion and hospitality → New international retail flagships → New commercial brands and HQs → Precinct beautification/ upgrades → Stakeholder engagement strategies.	→ Geo-political environment → Increasing competition → Volatile retail sector → Negative media attention → Reduction in on-street parking → Infrastructure maintenance & upgrades causing disruption → Technological disruption → Weak consumer confidence.

Appendix A

Proposed Resolutions

AGM Resolution 1:
That members approve the 2027-2028 budget which includes a BID targeted rate grant amount of $2,246,482, including a 4.5% increase [or $96,738] to the BID targeted rate grant for 2027-2028 financial year. Further ask the Waitematā Local Board recommend to the governing body the amount of $2,246,482 be included in the Auckland Council draft 2027/2028 annual budget consultation process.

Proposed wording for Minutes:
To approve the 2027-2028 budget which includes a BID targeted rate grant amount of $2,246,482, including a 4.5% increase [or $96,738] to the BID targeted rate grant for 2027-2028 financial year. Further ask the Waitematā Local Board recommend to the governing body the amount of $2,246,482 be included in the Auckland Council draft 2027/2028 annual budget consultation process.

AGM Resolution 2:
That members approve the 2027-2028 Business Plan and the proposed activities of the Association

Proposed wording for Minutes:
To approve the 2027-2028 Business Plan and the proposed activities of the Association for the period July 2027 to June 2028

[NB: Hard copies of the full AGM documentation will be available at the venue on 21st October, and online at our Member Portal www.newmarket.co.nz/member-home from 7th October 2026]

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Notes

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