



# Panmure Business Association (PBA) 2020 AGM

Chris Sutton, Town Manager  
ANNUAL REPORT

Panmure Town Centre sits at the heart of the largest urban transformation project in New Zealand with the AMETI Eastern Busway construction, Tamaki Regeneration Company's building of 10,000 homes in the area, and Panuku Development Auckland's plans the revitalisation of the Panmure town centre. Without these projects being completed or progressing the town centre will continue to stagnate.

With the start of the removal of the Panmure Roundabout at Easter 2019 the impact of construction work was noticeable, so much so, that by the end of 2019, Marketview data showed that Panmure business turnover was down by 11.2% which we could be directly attributed the AMETI work.

With businesses already feeling financially fragile the impact of COVID-19 Lockdown felt like the final nail in the coffin but no there was more!

- The AMETI construction stalled until Level 4 dropped to Level 3.
- Major traffic congestion started from the beginning of Level 2, due in part to the road works, as well as CBD workers uncertainty to use public transport, as noted by the near empty Park n Ride sites.
- A temporary Covid-19 Testing station behind the Panmure Historic Hotel caused congestion in the eastern end of the Town Centre from the start of Level 2
- Contractors for Vector came into the Town Centre to upgrade the power cabling in response to the regular power outages in 2018 installing more barriers and orange cones.
- The western half of Queens Road was fully closed to through traffic for one whole week, taking the businesses in that area, back to what felt like Lockdown all over again.

Things started to pick up then Auckland went back into Level 3 Lockdown.

## How did the Business Association respond to the pandemic?

From the day that Level 4 was announced, I fielded calls from mainly building owner regarding tenant rent reduction requests.

A decision to not bombard the business community with COVID-19 information was agreed upon so most emails highlighted how the business community could access support. Some of that information was translated into Mandarin.

Emma, our Marketing Manager focused on promoting the businesses who were open and had some very successful Facebook posts.

### Facebook Summary for COVID-19 related posts

Date	Post	Reach	Engagement	Engagement %
17/3/20	Advice for businesses via Business.govt.nz	220	12	.3
18/3/20	Cancellation of Neighbours day	379	17	.5
24/3/20	Closure of PBA office	195	2	.1
30/3/20	Dairies and Pharmacy open during lockdown	676	134	4
2/4/20	Essential services notification	446	25	.7
3/4/20	Supporting local cafes during lockdown	280	13	.3
7/4/20	Social distancing in dairies	593	45	1
8/4/20	Langlimale Medical Centre – testing station	1723	209	6
9/4/20	Anju's online fitness class during lockdown	147	2	.1
9/4/20	Easter – essential services opening hours	319	9	.2
14/4/20	Thanks for staying home	1000	108	3
24/4/20	Level 3 businesses opening	2104	345	9
8/5/20	Mother's day, support local	2347	226	6
15/8/20	Level 3 businesses opening	5633	643	18
27/8/20	Taka He Monu Church - Testing station	1150	135	4
8/9/20	Face Masks	163	28	.7
16/9/20	Faith Family Connect – Testing station	2871	244	7

**Average Engagement Rate: 3.6%**

We celebrated our return with a Facebook based competition which we called the 'grateful' competition

**POP**  
into  
Panmure

# Win!

## Be in to win one of 20 X \$50 Panmure Shopping Vouchers

It's easy to take part, simply answer in the comment section below:

1. During lockdown which Panmure business were you most grateful for staying open?
2. Which Panmure business were you most looking forward to reopening after lockdown?

**Bonus Entry!** Take a selfie with the shop sign of your favourite Panmure business, post and tag #popintopanmure

Competition ends 14th June 2020 - and don't forget to Like our page and tag your friends so they can enter too!

\*This Competition has no affiliation with Facebook\*\* \*\*Terms and Conditions of competition on website www.popintopanmure.co.nz\*\*

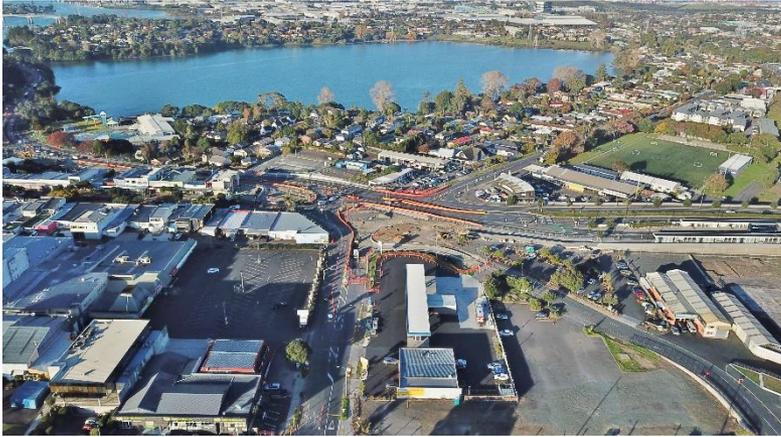
We have been pleasantly surprised to see how the Panmure business community have just got on with the pandemic.

Our businesses have demonstrated how resilient and adaptable they are.

We have many family owned business and they have coming together to support each other, to 'hunker down' and make the 'best of a bad situation'.

So far the town centre has lost three businesses since Lockdown ended.

Two businesses that had closed prior to the pandemic have opened again, a new business is due to open and the travel agent hopes to come back in the future



## Looking forward

The AMETI Eastern Busway construction is on track despite the 4 weeks of Lockdown. The new traffic lights will be installed 6 weeks late at the end of November, the barriers and sea of orange will be removed at the western end of town.

Kāinga Ora and Tāmaki Regeneration Company have partnered with NZ Living to build 75 market and affordable homes on the corner of Pilkington and Tripoli Roads, known as Hinaki.



COVID-19 has had a massive financial impact on Auckland Council, but the Maungakiekie-Tamaki Local Board have prioritised financial support for their 3 BID's.

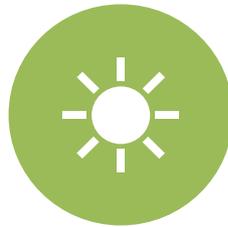
Panuku Development Auckland's Unlock Panmure project has been scaled back, but Panuku have prioritised support for events, Clifton Court Upgrade and community engagement on a new community hub.

Alan commented in his report that – ‘*Creating that positive mindset, a multi-faceted undertaking, is what your association is continually striving to do*’. So how does myself and my team do that?

## PBA Strategic Plan 2018 – 2021 Pillars



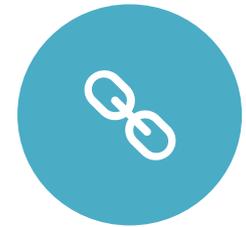
**PILLAR 1: PARTNERSHIP,  
REPRESENTATION &  
ADVOCACY**



**PILLAR 2: ENVIRONMENT**



**PILLAR 3:  
COMMUNICATIONS**



**PILLAR 4: BUSINESS  
SUPPORT**

# PBA 2019/20 Outcomes

## Pillar 1: PARTNERSHIP, REPRESENTATION & ADVOCACY

### Maungakiekie-Tāmaki Local Board

- Local Board Member Nerissa Henry attends the PBA monthly meetings
- Quarterly meeting with the Managers of Onehunga and Glen Innes Business Associations
- Annual bulk funding package of \$15,000 to assist the PBA with events and to pay for Marketview Reports on spending in the BID area.
- Recently granted funding for the replacement of old CCTV gear that views the Community Hall car park.
- Recently granted funding for the installation of decorative lights in two extra town centre trees.



# AMETI Eastern Busway Project

- Town Manager attends bi-monthly meetings with key stakeholders surrounding the progress of the construction
- Ensuring the business community is informed of work by Fulton Hogan that may impact on the Panmure business community – communications via hard copy and email
- Received funding to cover the cost of ‘ Panmure is Open for Business’ signage at the western end of the town
- **Received a Development Response package for Panmure’s Tidy Up The Town project**

# Tamaki Regeneration Company

- A representative from TRC attends the monthly PBA Board meetings
- Town Manager is a member of the TRC’s Community Liaison Committee’s monthly meetings that allows me to keep up to date regarding the TRC’s development sites Point England/Panmure
- Support and participation in the Christmas Street Party & Basin Fun Day
- **TRC granted 50% funding for the Whale Tale promotion – deferred until 2022.** This is a three month promotion showcasing a artistically painted whales tail that will feature in a Whale Tale Trail across the Auckland Region

# Panuku's Unlock Panmure Project

COVID-19 has had a dramatic effect on Auckland Council spending with Panuku Development Auckland needing to defer some Unlock & Transform projects across Auckland.

However, the Auckland Council Emergency Budget has allocated some funds for:

- The upgrade of Clifton Court
- Consultation on a future new community hub

Panuku has consistently offered financial support for our events and promotions.

## PBA regularly receives Panuku's support for events & placemaking activities – until Covid-19



Christmas Street Party –  
December 2019



Panmure food outlets promoted at  
the Panmure Basin Fun Day –  
March 2020



# PBA 2019/20 Outcomes

## Pillar 2: ENVIRONMENT

### Safety and Security

- Taniela worked on 129 (115) incidents using the PBA CCTV (46 cameras)
- Many of those incidents were passed onto the NZ Police
- After Hours Security – Taniela regularly checks the Town Centre when he is out and about



- Two thirds of the Town Centre Under Veranda Community LED Lighting project has been installed over the past financial year (\$20,000.00)

- PBA works directly with Civic Contractors to quickly remove tags from Town Centre walls
- The incidence of tagging is considerably down

- PBA reports approximately **30 requests for service** (down by 20 in previous year) to Auckland Council, Auckland Transport, Watercare, Vector and Chorus
- Monthly meeting with Rick Everett – Auckland Council’s Community Facilities Manager – this ensures a quick response to ongoing problems

# PBA 2019/20 Outcomes

## Pillar 3: COMMUNICATIONS

- Our monthly Pop into Panmure publication has been reduced in size due to a reduction in Communication Coordinator's hours
- Newsletter is published on PBA website, social media & hardcopies go to the Panmure Library.
- Bi-monthly A5 sized in-house hard copy directory
- New business Welcome or Business Information Pack, which includes valuable information about how to do business in New Zealand as well as helpful business tips.



# PBA 2019/20 Outcomes

## Pillar 4: BUSINESS SUPPORT

- We now have access to regular quarterly Marketview spending data
- We regularly update the directory data on the PBA website but rely on our businesses to inform us of any changes
- We focused on giving our businesses a FREE opportunity to improve their on-line presence and marketing skills via One on One Marketing support from PBA's Marketing Manager, Emma.
- **Regular Facebook posts. Since March 2020:**
  - 75 posts (average 10 per month)
  - Reach of 92,000 (average 1,000 per post)
  - Average engagement rate of 7% (above 5% is considered excellent)
  - Mix of community news, business promotion, PBA information

Dec 2019 we showcased Panmure community groups by their participation in our events



*Sylvia Park Kapahaka*



*Kisses with Santa*



*Sylvia's Bakery*



*Artisan Alley*

# What are we working on?

- In early 2020, Auckland Transport offered the PBA an amazing financial support package for our business community
- This package is in response to the impact of the AMETI Eastern Busway construction
- Over Lockdown, the PBA prepared a document outlining how those funds would best be spent to strengthen and improve the town centre for the future
- The PBA Board settled on a three-pronged project which was accepted by Auckland Transport





*Panmure's*  
**TIDY UP THE TOWN**  
**PROJECT**



# Why are we doing this project?

- Annual Marketview data shows customers coming into our BID spent \$40M.
- Local spent \$14M but spent \$300M outside of our BID.
- The highest spending age profile of Panmure's customers is between 35-39 years of age.
- Highest spend – cafes, restaurants & takeaways - \$18.7M, average transaction value = \$31

Customer survey of 100 people was conducted over July, August & September.

In comparison to the survey in 2018, customers came a much wider area: Panmure, Glen Innes, Mt Wellington, Pakuranga, Howick, Botany, Pt England, Glendowie, Mission Bay, Kohi, St Heliers, Ellerslie, St Johns, Otahuhu, Royal Oak, Hillsborough, Out west, Papatoetoe, Tauranga, Onehunga, Mangere, Avondale Parnell, Flat Bush

In comparison to the survey conducted in 2018, the majority of those surveyed were between the ages of 20 – 49. When asked what was the 'one thing you think would improve Panmure', they said:

1. More variety of shops
2. Less roadworks
3. Better parking
4. Improve the appearance of Panmure
5. Supermarket

In comparison to the survey in 2018, the age group between 50 – 60+ did not come from a wide area and said:

1. Improve the appearance of Panmure
2. More variety of shops
3. Less roadworks
4. Better parking
5. Supermarket

# What ability has the PBA to change things?

- The road works will finish later this year and we have been promised that the orange barriers will be removed as soon as the new traffic lights are installed
- A new supermarket will be eventually built on the old Moyes Motors site
- The PBA will continue to advocate for the continued use of our car parks and highlight to business owners who wish to conveniently park outside of their premises that they are 'stealing' money from the local business community
- We have very little influence over who a premises is leased to as we are not a mall

## What can the PBA do? What are the problems that we need to address?

- Parts of the town looks sad and unloved
- Some business produce fantastic food but consider that to be sufficient and feel it does not matter what their premises look like
- Many businesses limit their customer base to word of mouth and need support with marketing and social media
- Roller doors imply that the town centre is unsafe
- The local community already know the gems, but we need to reach out to widen our audience

- By improving the image of Panmure, we will have a stronger base for futures promotions
- We aim to promote Panmure as an '**ethnic eats hot spot**'
- By making it physically more appealing, it will increase the perception that the Town Centre is safe, easily accessible, and interesting to a **wider** reach of consumers

We want to focus on a small number of projects and do them well.....

## So how will we achieve this?

### Strategy ONE:

#### Strengthening community involvement

By strengthening community involvement, it will increase a sense of togetherness.

Working together will increase the desire for the project to succeed and increase pride in the 'Panmure Town Centre' brand, enabling future **promotions to successfully reach a broader range of customers**

### Strategy TWO:

#### Improve & Upgrade Physical Appearance

By improving the image of Panmure, we will have a stronger base for futures promotions:

- Encourage businesses to **'love their space'** to be the best business they can be
- Encourage businesses to understand that they can be part of an attractive, appealing, and strong Town Centre business community



**TIDY UP THE TOWN**



# What is already happening?

## Strategy ONE:

### Community - Migrant Business Involvement

This project is a collaboration between Chinese New Settlers Services Trust and PBA to ensure communication and buy-in is successful from Chinese businesses in Panmure.

- The CNSST are working with each of those businesses on a one on one basis
- CNSST held a project launch in early August
- Create a PBA WeChat group hosted by Communications Coordinator for important information about AMETI Eastern Busway and criminal incidents



**TIDY UP THE TOWN**



## Strategy TWO – improve the image of the Town Centre



- As part of our Tidy Up The Town campaign, we will be painting up to 15 roller doors on Queens Road, Panmure
- The artwork will provide a consistent look and feel to Panmure, as well as encourage the public to enjoy a range of art in Panmure.
- An Expression of Interest has gone out to the local art community.
- The artwork is currently being produced.

## Examples of what we are looking achieve



**TIDY UP THE TOWN**



## **Image - Business Owners Input Project**

This project is an opportunity for local businesses to share responsibility for Panmure's appearance.

How? By the PBA supporting with advice and guidance and rewarding improvements made by the business community

## **Image - Improve Premise Signs**

This project involves removal of old signs and purchase of new signs for business owners.

How? PBA contributing to a % of the cost of physical changes

## **Image - Improve Premise Facades**

This project involves upgrade of dirty building facades

How? PBA contributing to a % of the cost of physical changes

## **Image - Improve Wayfinding Signs**

This project involves replacement and enhancement of existing parking signs for Panmure's Town Centre

How? PBA contributing to the cost of physical changes



# Summary

- We are getting excellent results with our online marketing focussed on promoting the benefits of businesses and our town
- We have a strong following of people who love living in Panmure and engaging with the PBA.
- The Pop into Panmure publication is well read and liked
- Safety and security perceptions continue to improve and 'real' crime and anti-social behaviour has dropped dramatically
- We have a great PBA team with a high level of expertise
- We have an engaged and proactive Board

**Maungakiekie-Tāmaki  
Local Board**



*Auckland Council*



**MT WELLINGTON FOUNDATION LTD**



**Panuku  
Development  
Auckland**



*An Auckland Council Organisation*

**A big thanks to our big supporters!**

---

# Who is the PBA?



PANMURE  
COMMERCIAL  
ASSOCIATION  
STARTED IN 1952



IN 1991, ALONG WITH  
ONEHUNGA, WE  
ADOPTED THE  
MAINSTREET (RETAIL  
FOCUSSED) MODEL  
OF ESTABLISHING A  
TARGETED RATE ON  
ALL BUILDINGS  
WITHIN A DEFINED  
COMMERCIAL AREA



IN 2011 WE BECAME  
A BUSINESS  
IMPROVEMENT  
DISTRICT (BID) TO  
REFLECT THE  
CHANGING NATURE  
OF OUR BUSINESS  
COMMUNITY



THERE ARE  
CURRENTLY 48 BIDS  
IN THE AUCKLAND  
REGION



THE TARGETED RATE  
OF **\$443,895.00** IS  
COLLECTED BY  
AUCKLAND COUNCIL  
VIA THE RATES BILL  
AND PASSED BACK TO  
THE PBA IN  
QUARTERLY  
AMOUNTS



THE PBA BOARD SETS  
THE GOALS AND  
OVERSEES THE  
SPENDING

# The Board: Oct 2019 – Sep 2020 Term



1



2



3



4



5



6



7



8



9



10

welcome  
on board

## Panmure Business Association Board Members 2019 - 2020

1. **Alan Duncan** (Chair)  
Loft Dance Studio - Owner/operator
2. **Chris Swann** (Deputy Chair)  
Barfoot & Thompson - Branch Manager
3. **Steven Arnold** (Treasurer)  
Peace Experiment - Director
4. **Adrienne Hodson**  
Panmure Library - Library Assistant
5. **Representative**  
Tāmaki Regeneration Company
6. **Representative**  
Panuku Development Auckland
7. **Christian Pulley**  
Waipuna Hotel and Conference Centre - Group
8. **Norma McDonald**  
McDonald Trading - External Relations  
Manager
9. **Susan Zwaagdijk**  
Muscle Movement - Owner/operator
10. **Maungakiekie-Tāmaki Local Board  
Representative**  
(to be confirmed)

# The heart of the PBA

The Association's **Town Manager** is responsible for the day to day operational management and is supported by:

- a full time **Security Liaison Officer**  
– Taniela Kaivelata

Three part time staff members:

- a **Communications Coordinator, Katie Chan;**
- a **Marketing Manager, Emma Chesney**
- an **Accounts Manager, Dannielle Carter**



Full Time



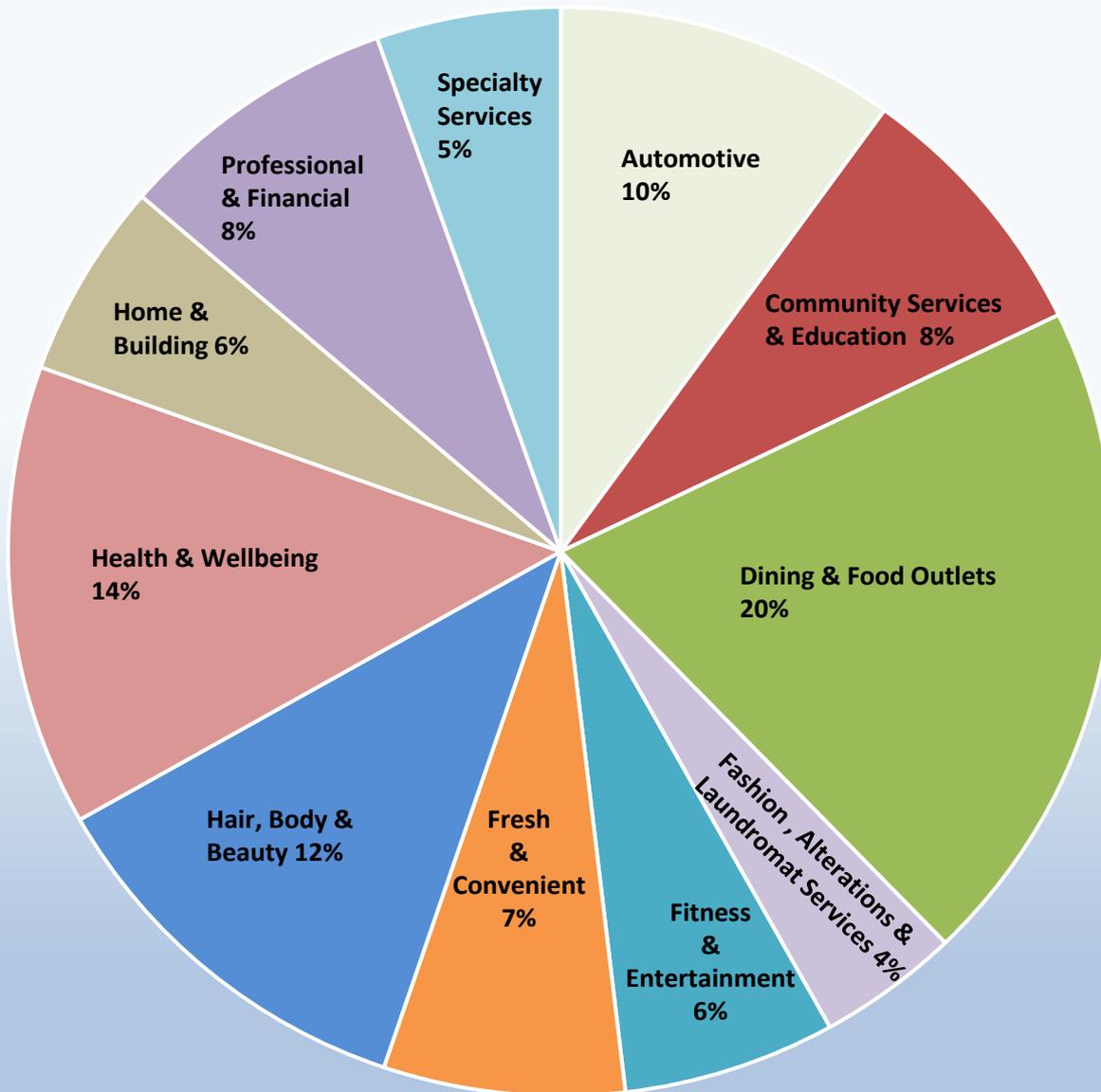
# Why does the PBA exist?

*To support and promote the businesses within the defined Business Improvement District area, to enable a thriving and successful business community.*

We do this by:

- making connections with key stakeholders
- advocacy to local Government
- representing the culturally diverse voices of the business community
- focusing on activities that support a thriving Panmure business community.

# What is the business makeup of our BID?



## Top 3 Sectors:

- 1) Dining & Food Outlets
- 2) Health & Wellbeing
- 3) Hair, Body & Beauty

