



TAKAPUNA BEACH

city rhythm | beach vibe

**Annual General Meeting
of the
Takapuna Beach Business Association**

**6pm
Wednesday
27 September 2023**

The Spencer Hotel
Conference Centre

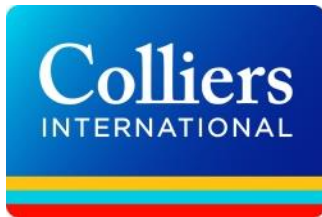
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AGENDA

- 1. 6pm - AGM Start – Welcome**
- 2. Apologies**
- 3. Confirmation of Minutes from the 2022 AGM**
- 4. Annual Reports**
 - 4.1. Chair Report**
 - 4.2. CEO Report**
- 5. Financial Reports**
 - 5.1. Treasurer report, Annual Financial Statements and Audit 2022/2023**
 - 5.2. Draft income and expenditure budget 2024/2025.**
- 6. Business Plan 2024-25**
- 7. Election of Chairperson**
- 8. Election of Board of Governance**
- 9. Appointment of Auditor**
- 10. General Business**

3. **Minutes from 2022 AGM**



**Takapuna Beach Business Association
2022 Annual General Meeting Minutes**

**6:00 P.M. – 7:30 P.M.
Wednesday 28th September 2022**

**Pacific Room, The Spencer Hotel
Takapuna Beach**

Takapuna Beach Business Association Annual General Meeting 2022

6:00 P.M. – 7:30 P.M.
Wednesday 28th September
The Spencer Hotel, Takapuna

Attendees: Attendees are listed in the Attendance Register attached to these minutes as Attachment 1.

Apologies: Apologies are listed and attached to these minutes as Attachment 2.

Resolved: That the apologies be accepted.

Moved: Rob Clark / Stephanie Slyfield. All in favour. Motion carried.

CALL TO ORDER

TBBA Chair Andrew Hill called the meeting to order at 6:08PM

I. Welcome – TBBA Chair, Andrew Hill

TBBA Chair Andrew Hill welcomed everybody and formally opened the 2022 Takapuna Beach Business Association Annual General Meeting confirming a quorum was in place.

He informed the body of the purpose of the meeting, as follows:

- To confirm the 2021 AGM Minutes and discuss any matters arising
- To receive reports on activities from the last year
- To approve the annual financial statements and audit report
- To approve the budget for the following financial year
- To approve the Business plan for the coming year
- To elect a Chairperson for the TBBA
- To elect a Board of Governance for the TBBA
- To appoint an auditor
- To discuss any General Business, if there is any.

Notice of the 2022 Annual General Meeting was issued in accordance with the Rules of the TBBA Constitution which requires 21 days' notice specifying the place, date, and time of the meeting and the nature of the business proposed to be transacted at the meeting.

He also informed the body that it is acknowledged that some of the TBBA Board Members are also sponsors of the TBBA. He assured the body that through the Constitution and Board Charter, any potential conflicts of interests are actively addressed and resolved.

II. Minutes of the 2021 TBBA Annual General Meeting

Confirmation of the Minutes from the Takapuna Beach Business Association 2021 Annual General Meeting held on Wednesday 24th November online via Zoom.

Resolved: To accept the minutes of the 2021 TBBA AGM confirmed as a true and correct record.

Moved: Andrew Hill / Janet Marshall. All in favour. No discussion from the body. Motion carried.

III. Annual Reports

i. Chair's Report – TBBA Chair, Andrew Hill

Andrew took his written report as read and highlighted the main points of interest from the past twelve months.

Andrew discussed being proud of the work and the association has accomplished during a turbulent and difficult time of recovery. Being able to quickly stand up a range of quality events once event restrictions lifted in order to bring people in to businesses, as well as the continued advocacy and support the TBBA has been able to provide businesses throughout not only COVID, but times of construction and development, has been a great point of difference for Takapuna.

Andrew also encouraged everybody to all return to work, to get their teams to return to work in the office if they haven't already, to further support other retail and hospitality businesses in the area, and cementing Takapuna as a great place to live, work and play.

He also acknowledged TBBA CEO Terence Harpur, and Marketing and Events Executive Hannah Stoddart for their incredible work on behalf of the TBBA and members. Andrew mentioned specifically Terence's leadership, passion and his work in advocating for Takapuna businesses and the area in the media, and gaining some fantastic coverage, keeping Takapuna front of mind in the public.

Resolved: That the Chair's Report be accepted.

Moved: Rob Clark / Stephanie Slyfield. All in favour. Motion carried.

ii. CEO Report – TBBA CEO, Terence Harpur

Terence welcomed members and remarked on the challenging year it's been, and the difficulties faced by all businesses around Takapuna. He highlighted the importance of a strong business community, connections to customers and a strong business association to get businesses through this period.

Terence spoke of a busy year with the association and the progress Takapuna has made, despite the pandemic. He noted the major construction of Hurstmere Road and getting this project completed to a high standard. The new Waiwharariki Anzac square has also started

construction, as well as the building of the new beach bathrooms. Terence thanked Auckland Councillors Richard Hills and Chris Darby for their support and help in advocating for the Hurstmere Road construction and Takapuna's development. He noted these key projects ensure a positive future for the area.

Terence noted the large amount of media attention and advocacy that the association was able to achieve, especially with the series of lockdowns and ensuring businesses were represented to decision makers.

The retail sector in Takapuna has specifically been hit hard these past twelve months, dealing with the effects of COVID19 and significant changes in office worker habits. With a total of eight months of lockdown over the past year, total retail spending has decreased by 21.6% and transactions have decreased by 23.9%. With a large office worker population, Takapuna was particularly susceptible to the COVID19 economic effects. However, the TBBA was able increase the marketing and events efforts, bringing thousands of people into Takapuna once gathering restrictions had lifted, in order to support the retail and hospitality sector businesses and to start encouraging people back in to the town centre. Marketing reach and engagement has been markedly improved on the previous year because of this, and promotions and social media channels are reaching thousands of new people.

Terence acknowledged and thanked the Auckland Ward Councillors and Devonport-Takapuna Local Board members, for their continuous hard work and support of the TBBA and members. He also thanked the TBBA sponsors for their continued support, as well as the TBBA Board of Governance for their guidance, passion and efforts over the last 12 months. Terence also thanked Marketing and Events Executive Hannah Stoddart for her continued hard work and passion for the TBBA and Takapuna, as well as the team of casual staff.

Resolved: That the CEO Report be accepted.

Moved: Rob Clark / Nicky Partridge. All in favour. Motion carried.

IV. Financial Reports

i. Approval of Statement of Accounts and Audit for 2021-2022

TBBA Board Treasurer Gina Todd presented the Treasurer's Report covering the Audited Financial Statements for 2021-2022.

Gina mentioned the 22% increase in total revenue is due to an increase in grants and funding received for events like Takapuna Winter Lights and Latin Fiesta, and the net profit recorded can be attributed to factors such as lower operating costs for the TBBA office and event cancellations due to COVID19 restrictions.

Gina noted that the TBBA is still in a strong financial position and will be able to strongly support businesses and the area going forward through an extended recovery phase, and

to allow the association's continued efforts to make Takapuna the place you want to live, work and play.

Gina informed the body that the annual financial statements have been signed by herself and TBBA Board Chair Andrew Hill, and audited by Crowe Horwath.

Resolved: That the annual financial statements be approved.

Moved: Gina Todd / Rob Clark. All in favour. No discussion from the body. Motion carried.

ii. Draft Income and Expenditure 2023/2024 Budget

It is noted that there is a proposed 8% increase to the current BID Targeted Rate to continue to produce additional events and keep up with inflationary costs.

Resolved: To approve the budget for the following financial year 2023/24 draft budget which includes a BID targeted rate grant amount of \$493,788.80, including an 8% increase or \$36,576.95 to the BID targeted rate grant for 2023-2024 financial year. Further ask the Devonport-Takapuna Local Board recommend to the Governing Body the amount of \$493,788.80, be included in the Auckland Council draft 2023-2024 annual budget consultation process.

Moved: Andrew Hill / Rob Clark. All in favour. No discussion from the body. Motion carried.

V. Business Plan 2023

Terence updated the body on the proposed business plan for the following year, as per the pillars of the strategic plan - bold advocacy, active promotion and enabling business excellence. Terence spoke through the highlights of each section and the key actions.

Resolved: That the Business Plan 2023 priorities be approved.

Moved: Andrew Hill / Rob Clark. All in favour. No discussion from the body. Motion carried.

VI. Election of Chairperson

Terence Harpur addressed members and took the opportunity to specially thank Chair Andrew Hill and Treasurer Gina Todd for the extra hours and duties they have performed over the last year. Terence then informed the members that the TBBA received one nomination for the position of Chairperson for Andrew Hill, partner at BDO Takapuna.

As there are no other nominations for the position of Chairperson, Andrew Hill of BDO Takapuna was declared as the elected Chair.

VII. Election of Board of Governance

Andrew Hill took the opportunity to thank board member Elliot Knight, who is standing down this year, for his contribution to the board over the last year. His fresh perspective and passion was highly valuable. Andrew also thanked George Wood, co-opted board member from the DTLB, for his contribution, advocacy and support of the business association and its members within Auckland Council over the last three years. Andrew wished him all the best with the upcoming election.

Andrew informed the members that as there are the same number of nominations as there are vacancies, all those nominated are elected:

- | | |
|--------------------|--------------------------------|
| 1. Alex Bicheno | Mortimer Hirst |
| 2. Gavin Bush | Avenue Advice |
| 3. Rob Clark | Simpson Western Lawyers |
| 4. Janet Marshall | Colliers International NZ Ltd. |
| 5. Nicky Partridge | Street Organics |
| 6. Steve Shute | The Elephant Wrestler |
| 7. Brad Smith | Peakstone |
| 8. Gina Todd | Escape HQ |

Andrew took the opportunity to thank each of the board members individually for their contribution to the TBBA and TBBA.

VIII. Appointment of Auditor

Rule 18 of the TBBA Constitution addresses the matter of the appointment of the auditor, as follows:

“18.1 The Auditor shall be appointed by the Association on an annual basis to carry out the functions set out in this Rule.

18.2 No person who is an Office or a member of the Governance Board may be appointed as Auditor”

Resolved: That Crowe Horwath be appointed as auditor of the Takapuna Beach Business Association for the financial year ending 30 June 2023.

Moved: Andrew Hill / Rob Clark. All in favour. No discussion from the body. Motion carried.

IX. General Business

Cr Richard Hills – expressed his thanks to the TBBA and Board Members for their positivity and work during these tough times. Richard mentioned the work that has been put in to making sure the area is moving forward positively for the businesses and the wider community has been amazing, and he’s appreciated being able to work well as a team with the Board and Cr Chris Darby during an extremely turbulent time.

ADJOURNMENT

The meeting was adjourned at 6:45 P.M.

Attachment 1 – Attendance Register

Attendees:

Last Name	First Name	Organisation
Bain	Jeremy	Pack & Send Takapuna
Borrie	Ed	MBS Advertising Ltd
Busch	Gavin	Avenue Advice
Clark	Rob	Simpson Western
Darby	Chris	Auckland Councillor - North Shore Ward
Deans	Trish	Devonport-Takapuna Local board
Dench	Tony	SHARE NZ Ltd
Donaldson	Dave	Property Owner
Glucina	Drew	North Shore Budget Service
Hill	Andrew	BDO
Hills	Richard	Auckland Council
Jackson	Ruth	Devonport-Takapuna Local Board
James	Taylor	Real Food by Street Organics
Joo	Chloe	Flying Studio
Kim	Terry	Great Castle Ltd
Kuo	Maria	Property Owner
Marshall	Janet	Colliers
O'Connor	Simon	Sentinel Planning Limited
Park	Daniel	Flying Studio
Partridge	Nicky	Street Organics NZ Ltd
Remmington	Greg	The Spencer Hotel
Slyfield	Stephanie	Property Owner
Todd	Gina	Escape HQ
Ward	Rosalind	Turner Hopkins
Yen	Paul	Property Owner
Yen	Tim	Property Owner
Youn	Eric	Great Castle Limited

Proxy Votes:

Members Name	Organisation	Proxy Vote
Sara Sheldon	Pearnold Ltd	Janet Marshall
Craig Newth	Newth Properties Ltd	Janet Marshall

Attachment 2 – Apologies

Last Name	First Name	Organisation
Bailey	Ian	Kingbird Ltd
Bicheno	Alex	Mortimer Hirst
Knight	Elliot	Knight Crawford
O'Connor	Jan	Devonport-Takapuna Local Board

Read	Glenn	Quartz Wealth
Shute	Steve	The Elephant Wrestler
Smith	Brad	Peakstone
Thompson	Andy	House of Travel
Wiltshire	Ben	Wiltshire Property Group
Wright	Emma	KOR Creative
Wood	George	Devonport-Takapuna Local Board
Zhang	John	HND Holdings

4. ANNUAL REPORTS

4.1 CHAIR REPORT

Please refer to the TBBA Annual Report document

4.2 CEO REPORT

Please refer to the TBBA Annual Report document

5. Financial Reports

5.1 Treasurer report and approval of Annual Financial Statements and Audit 2022/2023

Please refer to the separate audited accounts document.

5.2 Draft income and expenditure Budget 2024/2025

TBBA Budget

	Budget - 2023/24	Budget 2024/25	Notes
	Approved at AGM	Draft	
Income			
Associate Membership	\$1,500.00	\$1,500.00	
BID target rate grant	\$493,788.80	\$493,788.80	
Proposed increase for 2024/25		\$39,502.20	8% increase for inflation and reduced funding from Council.
Event Income	\$4,000.00	\$4,000.00	
Grants - Events	\$38,000.00	\$20,000.00	Reduction in local board funding. Could be \$0
Grants - Other	\$5,000.00	\$0.00	Reduction in local board funding
Interest Income	\$1,200.00	\$4,000.00	
Promotion Income	\$0.00	\$1,500.00	
Sponsorships	\$42,000.00	\$50,000.00	
Total Income	\$585,488.80	\$614,291	

Expenses		
Event - AGM	\$2,500.00	\$2,500.00
Event - Business	\$12,000.00	\$10,000.00
Event - Christmas Carnival & decorations	\$30,000.00	\$35,000.00
Event - Easter Carnival	\$12,000.00	\$12,000.00
Event - Cultural Festivals	\$15,000.00	\$20,000.00
Event - Summer Festival	\$20,000.00	\$20,000.00
Event - School Holidays Activations	\$6,000.00	\$6,000.00
Event - Summer Movies	\$10,000.00	\$6,000.00
Event - Winter Festival	\$30,000.00	\$30,000.00
Event - Date Nights	\$6,000.00	\$6,000.00
Event - Activations	\$0.00	\$5,000.00
Event - Markets	\$15,000.00	\$10,000.00
Event Sponsorship - Beach Cup	\$2,500.00	\$2,500.00
Event Sponsorship - Criterium	\$2,500.00	\$0.00
Event Sponsorship - New	\$5,000.00	\$5,000.00
Event - Takapuna Rocks	\$3,000.00	\$3,000.00
TOTAL EVENTS	\$171,500.00	\$173,000.00
Marketing - Channel Mag	\$17,000.00	\$17,000.00
Marketing - Design	\$500.00	\$500.00
Marketing - General	\$3,000.00	\$3,000.00
Marketing - Networking	\$500.00	\$500.00
Marketing - Online	\$30,000.00	\$30,000.00
Marketing - Photography and Video	\$2,000.00	\$2,000.00
Marketing - PR costs	\$10,000.00	\$10,000.00
Marketing - Promotional items	\$1,000.00	\$1,500.00
Marketing - Radio	\$35,000.00	\$35,000.00
Marketing - Research & Development	\$5,250.00	\$5,250.00
Marketing - Techapuna	\$0.00	\$0.00
Marketing - Website	\$2,000.00	\$2,000.00
TOTAL MARKETING	\$106,250.00	\$106,750.00
Promotion - Christmas Shopping	\$3,000.00	\$3,000.00
Promotion - Summer	\$8,000.00	\$8,000.00
Promotion - Taste of Takapuna	\$12,000.00	\$12,000.00
Promotion - Tourism	\$10,000.00	\$6,000.00
Promotion - Winter Shop & Win	\$22,000.00	\$22,000.00

Chinese and Latin Festivals

TOTAL PROMOTIONS	\$55,000.00	\$51,000.00
Advocacy - Meetings	\$3,000.00	\$3,000.00
Security	\$5,000.00	\$15,000.00
Graffiti Removal	\$3,000.00	\$0.00
Streetscape Improvements	\$5,000.00	\$5,000.00
TOTAL TOWN CENTRE IMPROVEMENTS	\$16,000.00	\$23,000.00
ACC Premiums	\$700.00	\$700.00
Audit and Year end Costs	\$5,000.00	\$6,000.00
Bank Fees	\$200.00	\$200.00
Computer Expenses	\$2,000.00	\$3,000.00
Consulting and Accounting	\$0.00	\$0.00
Depreciation	\$0.00	\$6,200.00
Freight & Courier	\$100.00	\$100.00
General Expenses	\$0.00	\$1,000.00
Insurance	\$5,000.00	\$5,000.00
KiwiSaver Employer Contributions	\$7,000.00	\$7,200.00
Legal expenses	\$0.00	\$0.00
Office Expenses	\$1,500.00	\$2,000.00
Parking	\$150.00	\$150.00
Printing & Stationery	\$500.00	\$500.00
Rent and Outgoings	\$20,000.00	\$20,000.00
Repairs and Maintenance	\$0.00	\$0.00
Salaries, wages & contractors	\$236,000.00	\$249,800.00
Sponsorship Expenses	\$3,000.00	\$3,000.00
Subscriptions	\$2,000.00	\$2,000.00
Telephone & Internet	\$3,000.00	\$3,000.00
Training and Development	\$2,000.00	\$2,000.00
Travel	\$1,000.00	\$1,000.00
Total Overheads	\$289,150.00	\$312,850.00
Total Expenses	\$637,900.00	\$666,600.00
Net Profit	-\$52,411.20	-\$52,309

Hopefully we can get this sponsored

Please note:

- The BID rate is proposed to increase from \$493,788.80 to \$533,291. This is due to reductions in council funding, increased inflationary costs, additional events to be produced and to allow the organisation to continue to provide the continued level of operations and service to our members.
- In 2022/23, and 2023/24, due to our advocacy of reducing business rates, the commercial property BID rates have decreased by 3% on average per business per year.
- For a typical retail property, with a Council valuation of \$1,800,000 – the new BID rate increase is approximately \$30 per year.
- Takapuna Business improvement district continues to have one of the lowest BID rates in Auckland.

Competitors BID rates:

2022/2023	BID targeted rate	Rate in the dollar multiplied by Capital Value
Ponsonby	\$ 690,446	0.00071443
Parnell	\$ 969,150	0.00049177
Newmarket	\$ 1,812,099	0.00051644
Karangahape Rd	\$ 480,074	0.00042668
Heart of the City	\$ 4,782,614	0.00034263
Takapuna	\$ 457,212	0.00034830

Resolution: Move to approve the budget for the following financial year 2024/25 draft budget which includes a BID targeted rate grant amount of \$533,291, including an 8% increase or \$39,502.20 to the BID targeted rate grant for 2024-2025 financial year. Further ask the Devonport-Takapuna Local Board recommend to the Governing Body the amount of \$533,291, be included in the Auckland Council draft 2024-2025 annual budget consultation process.

6. Business Plan 2024

TAKAPUNA BEACH BUSINESS ASSOCIATION STRATEGIC PLAN 2021-2025

VISION: Where you want to Live, Work and Play

MISSION: To enhance the economic, social, and environmental landscape of Takapuna through bold advocacy, active promotion, and enabling business excellence.

BOLD ADVOCACY

- Infrastructure and Development
- Disruption mitigation
- Relationship building with decision makers
- Environment, safety & presentation
- Parking and transportation
- Business attraction
- Media engagement

ACTIVE PROMOTION

- Marketing
- Retail promotions
- Events
- Brand management
- Public Relations

ENABLING BUSINESS EXCELLENCE

- Information and support
- Networking
- Professional development
- Business recovery and resilience
- Sustainability

Business Plan 2024-2025

Vision: “Where you want to Live, Work and Play

Mission: “To enhance the economic, social and environmental landscape of Takapuna through bold advocacy, active promotion and enabling business excellence”

1. BOLD ADVOCACY

1.1. Infrastructure and Development

- 1.1.1. Lobby and collaborate with Auckland Council, Devonport-Takapuna local board, Eke Panuku and CCOs to continue with development and infrastructure investment in Takapuna.
- 1.1.2. Lobby Waka Kotahi, NZ government representatives and Auckland Council to plan and build an additional harbour crossing connecting Takapuna directly to the CBD and other areas of the North Shore.
- 1.1.3. Collaborate with Eke Panuku and their Unlock Takapuna project to drive the project forward and ensure the development supports economic growth.
- 1.1.4. Lobby Auckland Council to spend Development Contributions locally so that they improve local infrastructure and amenities.
- 1.1.5. Work with Eke Panuku on the upgrade of Northcroft and Huron Street to maximise its benefits and keep disruption to a minimum.
- 1.1.6. Work with private landlords on the development of their properties to compliment Takapuna and support economic growth.
- 1.1.7. Work with Auckland Council to improve amenities in and around Takapuna.

1.2. Disruption Mitigation

- 1.2.1. Ensure construction disruption mitigation is at the centre of all development discussions with project teams and stakeholders.
- 1.2.2. Facilitate discussions with key stakeholder groups to assist with providing transparency and managing expectations.
- 1.2.3. Ensure our members are kept informed with accurate, timely information and allocate resources to actively engage with and listen to members thoughts, stories, issues and concerns and develop plans to assist where possible.
- 1.2.4. Be available for members to voice concerns, to be communicated to development project leaders.
- 1.2.5. Actively promote and advertise Businesses surrounding construction areas.
- 1.2.6. Engage with local media and encourage community support for local businesses.
- 1.2.7. Work with the project team to ensure streets are kept tidy during construction.

1.3. Relationship building with decision makers.

- 1.3.1. Build strong and influential networks and relationships within local and central government.

- 1.3.2. Hold regular meetings with our local elected officials, including North Shore MP and Auckland Council North Shore Councillors.
- 1.3.3. Work closely with the Devonport – Takapuna Local Board and their advisors.
- 1.3.4. Build strong relationships with Auckland Council’s CCOs – Auckland Transport, Eke Panuku Development Auckland, Auckland Unlimited and Watercare.
- 1.3.5. Work with Auckland’s larger Business Improvement Districts to lobby together on important strategic business matters across Auckland and NZ. This includes Auckland CBD, Newmarket, Parnell and Business North Harbour
- 1.3.6. Collaborate where appropriate with the Devonport, Milford and North Harbour Business Associations, to support each other and the greater North Shore region.
- 1.3.7. Work closely with sponsors to optimise the value that they receive from their sponsorship.
- 1.3.8. Work closely with individual members that would like to form a stronger relationship and grow Takapuna.
- 1.3.9. Support building relationships with Barry’s Point Road and Smales Farm landlords and business owners.

1.4. Environment, Safety and Presentation

- 1.4.1. Lobby and collaborate with Auckland Council, Safe Swim, Health Waters and Watercare to ensure Takapuna Beach is in optimal condition.
- 1.4.2. Work with Surf Life Saving NZ on having beach patrols and promotion of water safety.
- 1.4.3. Lobby and collaborate with Auckland Council to ensure parks and reserves are maintained to a high standard.
- 1.4.4. Lobby and collaborate with Auckland Council to improve and maintain streetscape presentation and have Takapuna as a clean, tidy and well-maintained centre.
- 1.4.5. Work with members and Auckland Council on rubbish collection, ensuring it is done in a tidy and efficient manner, keeping Takapuna streets as attractive as possible.
- 1.4.6. Work with NZ police and Government agencies to prevent and reduce crime in Takapuna.
- 1.4.7. Educate members on security and crime prevention through their own actions.
- 1.4.8. Investigate and install CCTV cameras in “Blind” spots around the centre using private networks and investigate connecting cameras to the Safer-Cities network
- 1.4.9. Work with NZ Police to collate a database of CCTV camera locations and contact details for fast investigation of crime.
- 1.4.10. Remove graffiti as soon as it is discovered using Auckland Council and private contractors.
- 1.4.11. Improve environmental factors to reduce crime, such as plants and lighting.

1.5. Parking and Transportation

- 1.5.1. Collaborate with Auckland Transport and monitor the results of parking audits to optimize parking availability and affordable pricing.
- 1.5.2. Lobby Auckland Transport for improved parking availability, signage and technology to improve the parking experience of customers.

- 1.5.3. Lobby Waka Kotahi for an additional harbour crossing and rapid transit directly into Takapuna CBD
- 1.5.4. Lobby Auckland Transport for improved arterial routes into Takapuna
- 1.5.5. Promote all parking solutions for members including Auckland Transport, Parkable, Secure Parking and Wilson Parking.
- 1.5.6. Promote parking availability, parking prices and number of spaces to the public to encourage visitation.
- 1.5.7. Work closely with parking providers with a view to providing value based additional all-day parking options for employees.
- 1.5.8. Collaborate with Auckland Transport and the DTLB to encourage alternative transportation to motor vehicles.
- 1.5.9. Regularly communicate the variety of transportation options available to members and the public

1.6. Business Attraction

- 1.6.1. Work with landlords and real-estate agents to attract destination retail, quality hospitality and boutique commercial tenants to Takapuna.
- 1.6.2. Research, compile and distribute useful information that would help tenants choose Takapuna as a location for their business.
- 1.6.3. Update and distribute information packs about Takapuna to landlords and real estate agents to give to potential tenants.
- 1.6.4. Meet with potential new businesses if required to discuss doing business in Takapuna and welcome them to the area.
- 1.6.5. Support new businesses with encouraging early advertising through TBBA channels.
- 1.6.6. Meet with landlords and real estate agents regularly to share information.

1.7. Media Management

- 1.7.1. Work with media outlets to report positively on Takapuna and help businesses.
- 1.7.2. Provide comment on news topics to represent business interests.
- 1.7.3. Use PR professionals and Press Releases to drive/create media to encourage business awareness and community support.
- 1.7.4. Utilize media outlets to reinforce the Takapuna brand.

ENABLING BUSINESS EXCELLENCE

1.8. Information and Support

- 1.8.1. Share with members Marketview reports, Shopper profile reports, pedestrian counts/density and other market information as acquired by the TBBA.
- 1.8.2. Collaborate with Massey University centre for retail excellence to provide improved knowledge, information and skills.
- 1.8.3. Continue to improve the members section in the TBBA website as a central place for business information and support.
- 1.8.4. Distribute high value information to members via a weekly business newsletter to all members and a two weekly consumer newsletter.

1.9. Networking

- 1.9.1. Hold monthly networking events for members to encourage networking and build community.
- 1.9.2. Host a variety of speakers to the networking nights to encourage members to attend from all business categories.
- 1.9.3. Promote other networking opportunities for members to build their own networks.
- 1.9.4. Work with our sponsors to highlight their businesses at our networking nights.

1.10. Professional Development

- 1.10.1. Host business seminars on a variety of topics to help businesses grow and upskill staff.
- 1.10.2. Work / partner with external providers to hold business seminars that would help grow and upskill members. Promote externally hosted business seminars.
- 1.10.3. Offer business mentorship to members through Business Mentors NZ
- 1.10.4. Connect members to appropriate courses and organisations to improve skills and processes.
- 1.10.5. Promote online learning tools and webinars to members.
- 1.10.6. Create tools, templates and guides available to members through the website members section.

1.11. Business Recovery and Resilience

- 1.11.1. Lobby for support for businesses to aid recovery from COVID19 effects on our economy, shopper and office worker behaviour though local and central government.
- 1.11.2. Represent members and encourage community support of businesses through media channels.
- 1.11.3. Provide business mentorship and wellbeing support for local business owners and members.

1.12. Sustainability

- 1.12.1. Encourage members to reduce the environmental impact of their business.
- 1.12.2. Promote alternative packaging and waste reduction mechanisms.
- 1.12.3. Provide information, guides and templates to members to become more sustainable.

- 1.12.4. Encourage members to get their wastewater networks improved to help with water-quality issues on Takapuna Beach.
- 1.12.5. Promote courses, webinars and information in business sustainability and continuity.
- 1.12.6. Lobby for funding to support businesses to become more sustainable.

2. ACTIVE PROMOTION

2.1. Marketing

Market Takapuna using a variety of channels, targeting specific market segments for different messages and campaigns, increasing visitation and spending.

- 2.1.1. Social Media – Facebook and Instagram. Regularly post on “I Love Takapuna” pages featuring businesses, competitions, activities, events and beauty shots to inspire, drive visitation and increase engagement through organic and paid promotion. Continue to grow the number of followers.
- 2.1.2. Online Advertising – Use digital platforms such as Herald Online, Stuff News and specific industry publications such as Verve, Dish Magazine and Urban List to promote Takapuna and members businesses.
- 2.1.3. Website – Continue to develop our website as a channel for visitors to get information about the area, marketing and promotions, business information and distribute news and blogs. Continue to improve the website through SEO optimization. Continue to develop the members section as an information resource for members.
- 2.1.4. Print Media – Feature Takapuna through print media, specific to target markets for campaigns. This includes Channel Magazine, Rangitoto Observer, North Shore Times and NZ Herald. Continue with Channel Magazine regular double page spreads and feature articles. Work with the editors to feature Takapuna businesses, invite reporters to events and distribute press releases where appropriate.
- 2.1.5. Radio – Advertise campaigns on target market radio stations. Continue with “doughnut style” advert for 30 second adverts, as well as traffic spots to be focused on specific weeks.
- 2.1.6. Electronic Direct Mail (EDM) and newsletters – Continue to produce two EDM’s and distribute with Mail Chimp or similar platform. “Business Update” to be sent to members and inform them on operational items around Takapuna as well as market intelligence, business tips and special offers. “I Love Takapuna News” to be consumer facing and inspire and incentivize public visitation.
- 2.1.7. Photography and Video – Continue to update TBBA stock of pictures and TBBA produced Video to promote the area. Distribute and use these through publications.
- 2.1.8. Influencers, bloggers and journalists - Invite to come to Takapuna and promote the area to drive visitation through their channels. Target audience mainly ‘across the bridge and beyond’, being Auckland and the greater Auckland area with the additional reach into the drive market from the upper North Island.
- 2.1.9. Marketing Design – Marketing collateral to be designed to be eye-catching, informative and use of our brands “Takapuna Beach” and “I Love Takapuna” in line with our brand guidelines.

- 2.1.10. Social Media – LinkedIn – Regularly post business articles and information to promote Takapuna as a top destination to base a business. Promote collaboration between existing businesses and increase their reach by sharing posts.
- 2.1.11. Research and Development – Continue to commission relevant research that will provide members with greater insights and intelligence to make improved informed decisions.

2.2. Retail Promotions

TBBA will continue to produce specific promotional campaigns to drive visitation and spending. Key campaigns to include:

- 2.2.1. Hospitality Promotion – a promotion to create awareness for the huge range of fantastic cafes and restaurants in Takapuna. This promotion will also increase advertising, newsletter and social media engagement for hospitality businesses.
- 2.2.2. Winter Shop and Win Promotion – a promotion to incentivise retail spending though giving shoppers a chance to win a major prize. To be held in our low shopping season - 1st June– 31st July. The promotion will encourage visitors to shop in Takapuna during the winter period and also increase brand awareness of Takapuna Beach, as well as increasing our presence in online, radio, and print advertising.
- 2.2.3. Summer Destination - Takapuna to be promoted as Auckland’s top summer destination. This is to increase visitation to our centre through the promotion of our beach and summer activities.
- 2.2.4. Date Nights – To produce a promotion based around dates nights for adults, involving a movie/theatre and dinner. This is to be based at existing venues in autumn.
- 2.2.5. Tourism - Takapuna to be promoted to tourists and visitors as a top destination to visit while in Auckland. This will be through the creation and distribution of a Takapuna Tourist Map promoting retail, hospitality and experiences in Takapuna. It will also be through other public tourist channels such as A-Z and AA Traveller
- 2.2.6. Tourism “Explore North Shore” - TBBA to continue to drive and support the “Explore North Shore” tourism project. This is a joint project between Takapuna, Devonport and Milford Business Associations, with the support of Auckland Council. The DTLB area will be promoted through online marketing, print publications distribution and online advertising.
- 2.2.7. Promotional Items – produce branded items such as hats, frisbees, stickers, coffee cups and t-shirts that will be used to increase brand awareness of ‘Takapuna Beach’ and ‘I Love Takapuna’. These are especially popular during activations and promotions and allow visitors to take home as a reminder of Takapuna with them.

2.3. Events

Continue to produce key events during the year to drive visitation to the area, showcase Takapuna and market Takapuna as an events destination.

- 2.3.1. Christmas Carnival - Produce a free family event including live entertainment, market stalls and Christmas grotto, based in the centre of Takapuna. Christmas decorations to be setup around the town centre including a Christmas tree.

- 2.3.2. Summer Days Festival - Produce a free summer festival event on the beach reserve to celebrate “summer”. This event to showcase Takapuna as a top summer destination, as well as increasing visitation and spending in our businesses.
- 2.3.3. Chinese New Year Festival – Produce an event to celebrate the Chinese New Year, celebrating food, performance and art.
- 2.3.4. Latin Festival - Produce a summer music and dance festival celebrating Latin culture and food. The event to be based on the Takapuna beach reserve in February.
- 2.3.5. Easter Carnival - Family Easter event that includes a market, Easter Egg Hunt, live music and entertainment and other family activities. Event to be based in central Takapuna, with the Easter Egg Hunt encouraging movement around the centre.
- 2.3.6. Winter Lights Festival – A winter lights festival type event based on illumination, projection and performance to encourage people to get out of their houses and into Takapuna. The event will seek significant sponsorship and be based in the centre of Takapuna.
- 2.3.7. Markets – Produce a series of markets during the year based in Waiwharariki Anzac Square. The markets will aim to attract customers into central Takapuna and be based around Hurstmere Green
- 2.3.8. Activations in public spaces – Produce activations in central Takapuna public spaces, such as Waiwharariki Anzac Square, to increase visitation and the atmosphere of Takapuna
- 2.3.9. School Holiday activations - To produce an activation or promotion during each of the school holidays. This may be items such as a treasure hunt or activity such as ice skating or entertainment show.
- 2.3.10. Supported Events - TBBA will support externally produced events to increase visitation to Takapuna and showcase the area. Supported events may include – Takapuna Beach Cup, Takapuna Rocks Classic Car Show, Takapuna Beach Series, Takapuna Snorkelling Day and any additional events which may arise. An event funding application and approval of the TBBA board will apply for any large financial support requested. Support may also involve marketing and administration support to enable more successful events. Supporting these events also includes ensuring that local businesses and members will be the ones to benefit the most from the increased number of visitors that are brought by these events.

2.4. Brand Management

- 2.4.1. Promote Takapuna as the top destination for people to visit to shop, work, live and play.
- 2.4.2. Represent TBBA members when working with the media.
- 2.4.3. Invest in public relations to encourage media to report positively on Takapuna.
- 2.4.4. Promote the Takapuna Beach and I Love Takapuna brands to the public.
- 2.4.5. Create passion for Takapuna through social media and marketing channels.


2.5. Public Relations

- 2.5.1. Invest in public relations to encourage media to report positively on Takapuna.

- 2.5.2. Create and distribute press releases with the aim of being picked up in the media and promote/help Takapuna businesses.
- 2.5.3. Use PR specialists used to create and distribute content for promotion of Takapuna business categories, such and hospitality. PR also used to create excitement about developments and drive visitation to the area.

7. Election of Chairperson



The TBBA received one nomination for Chairperson, Alex Bicheno, Partner at Mortimer & Hirst on Hurstmere Road.




 <p>Alex BICHENO</p>	<p>Alex is a Partner at Mortimer & Hirst on Hurstmere Road. Alex loves helping his clients and community and enjoys being based in Takapuna. Alex has worked in the optical manufacturing, wholesale, and retail sectors for over 25 years in a number of positions. Alex was elected to the board in 2017 bringing extensive construction disruption mitigation experience, having managed several businesses through streetscape upgrades across Auckland. Alex is passionate about retail in Takapuna and providing the best products and service. Alex is dedicated to helping Takapuna fulfil its potential as a destination to shop, eat and enjoy the beach. Alex is always available to local businesses to answer questions, offer advice and updates on the Takapuna upgrades.</p>
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8. Election of Board of Governance

The TBBA received 7 nominations for the Board of Governance. These are:

Rob Clark	Simpson Western Lawyers
Andrew Hill	BDO Takapuna
Janet Marshall	Colliers International NZ Ltd
Simon O'Connor	Sentinel Planning
Nicky Partridge	Street Organics
Steve Shute	The Elephant Wrestler
Gina Todd	Escape HQ

BOARD MEMBERS	
 <p>Rob CLARK</p>	<p>Rob has practiced law for over 32 years (the last 21 years here in Takapuna Beach) and is a partner in North Shore's leading law firm, Simpson Western. He heads the firm's Property team, advising clients in all aspects of property-related law. Rob strongly believes that one should contribute to one's community where possible and shares his knowledge and insights to help build a prosperous Takapuna Beach. Rob has been on the TBBA Board for over 10 years.</p>
 <p>Andrew HILL</p>	<p>Andrew is a Chartered Accountant and a partner with BDO based in Takapuna. He leads a small team in advising medium sized businesses in areas as diverse as acquisitions, business valuations, tax planning, trusts and restructuring. Andrew is interested in seeing Takapuna progress as the business, retail and residential hub of the North Shore. Outside of work Andrew is an avid cyclist and is working hard on improving his fishing.</p>
 <p>Janet MARSHALL</p>	<p>Janet has been on the TBBA Board for 4 years and was previously on the Business North Harbour Board for 6 years. As a Director at Colliers North Shore (a long time Gold Sponsor of TBBA) Janet has assisted businesses on the North Shore for over 15 years and uses her extensive network to do whatever she can to assist. She is also a business mentor, and an advocate of "Takapuna is the place to be".</p>
 <p>Simon O'CONNOR</p>	<p>Simon is Sentinel Plannings owner and Managing Director, an accomplished town planner with over 20 years of experience. He grew up on the North Shore and is led by a great passion for Takapuna's development and growth. Simon is committed to utilising his experience to deliver the best solutions, which will help ensure Takapuna becomes Auckland's premier destination to dine, work, shop, live and play.</p>

 <p style="text-align: center;">Nicky PARTRIDGE</p>	<p>I describe myself as a US-born, Aussie-raised, Kiwi Girl, who lives on the Shore! I just love New Zealand and have proudly called it home since 2009. A hospo girl from way back, I studied catering & hospitality management back when it was barely recognised as a thing! After a career with Hilton Hotels in food & beverage and human resources in Sydney & Melbourne, I took time out to become a mum – my greatest passion – before consulting back to the industry conducting systems and management training. A career pivot in 2002 to Director of a fitness training organisation in Melbourne, was a great opportunity to learn about nutrition and fitness and the importance of a balanced approach to a healthy lifestyle. I then came full circle to open Street Organics in January 2017 and I'm very grateful to be doing something I love and am very passionate about every day, with a talented, dedicated team. Through my various roles, I've enjoyed learning about what I consider the three key elements of any business - people, numbers & systems. I find the mechanics of small business fascinating and I'm excited about the opportunity to be more involved in the Takapuna business scene, particularly with the challenges we're all facing.</p>
 <p style="text-align: center;">Steve SHUTE</p>	<p>Steve is the owner and director of The Elephant Wrestler on Hurstmere Rd, Franc's Bar & Diner, and Regatta Bar & Eatery on Takapuna's waterfront. He is a hospitality professional who is passionate about serving and service. Steve has 20+ years experience in this industry and enjoys passing his knowledge and experience to the team he is charged to lead and develop. Steve has been on the TBBA board for 6 years and loves helping Takapuna grow and business improve.</p>
 <p style="text-align: center;">Gina TODD</p>	<p>Gina grew up on the North Shore and has lived with her husband and three children in Takapuna for the last 10 years after returning from 6 years in London. She studied at Auckland University and then worked as a Chartered Accountant for 10 years, mostly in the UK at Penguin Publishing and The Economist. After taking a break to raise their children she decided on a career change and launched an escape room business, Escape HQ, located on Lake Rd. With work, home and friends being local, she spends a huge amount of time in the area and loves that Takapuna has so much to offer. She's excited by changes happening in Takapuna and for what the future offers for local residents, visitors and businesses. Gina is standing for the Board as she is passionate about Takapuna and small business and would love to contribute wherever she can to support the continued improvement and growth of this amazing beach side suburb!</p>

9. Appointment of Auditor

That BVO Audit Auckland be appointed auditor of the Takapuna Beach Business Association Inc. for the financial year ending 30 June 2024

10. General Business

11. Adjourn for Networking

THANK YOU

