



TAKAPUNA BEACH

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

**6pm
Wednesday
15 October 2025**

The Spencer Hotel
Conference Centre

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APARTMENTS

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AGENDA

- 1. 6pm - AGM Start – Welcome**
- 2. Apologies**
- 3. Confirmation of Minutes from the 2024 AGM**
- 4. Annual Reports**
 - 4.1. Chair Report**
 - 4.2. CEO Report**
- 5. Financial Report**
 - 5.1. Treasurer report, Annual Financial Statements and Audit 2024/2025**
- 6. Strategic Plan 2026-2031 and Business Plan 2026/27**
 - 6.1. Draft income and expenditure budget 2026/2027.**

Resolution: Approve the following financial year 2026/27 draft budget which includes a BID targeted rate grant amount of \$604,622.00, including an 9% increase or \$50,000.00 to the BID targeted rate grant for 2026-2027 financial year. Further ask the Devonport-Takapuna Local Board recommend to the Governing Body the amount of \$604,622.00, be included in the Auckland Council draft 2026-2027 annual budget consultation process.
- 7. Election of Chairperson**
- 8. Election of Board of Governance**
- 9. Appointment of Auditor**
- 10. General Business**
- 11. AGM - Close**

3. **Minutes from 2024 AGM**



**Takapuna Beach Business Association
2024 Annual General Meeting Minutes**

**6:00 P.M.
Wednesday 25th September 2024**

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

**Takapuna Beach Business Association
Annual General Meeting 2024**

**6:00 P.M.
Wednesday 25th 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: Simon O'Connor / Rob Clark. All in favour. Motion carried.

CALL TO ORDER

TBBA Chair Alex Bicheno called the meeting to order at 6:09PM

I. Welcome – TBBA Chair, Alex Bicheno

TBBA Chair Alex Bicheno welcomed everybody and acknowledged and welcomed previous Chairs of the TBBA, Auckland Councillor Richard Hild and the Devonport-Takapuna Local Board Chair Toni van Tonder and Board members Melissa Powell, Gavin Busch and George Wood. He formally opened the 2024 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 2023 AGM Minutes and discuss any matters arising
- Approve a special resolution to update the TBBA Constitution to align with the new Incorporated Societies Act 2022
- To receive reports on activities from the last year
- To approve the annual financial statements and audit report
- To approve the budget for the coming financial year
- To approve the Business plan for the year ahead
- 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 2024 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 2023 TBBA Annual General Meeting

Confirmation of the Minutes from the Takapuna Beach Business Association 2023 Annual General Meeting held on Wednesday 25th September at The Spencer Hotel, Takapuna.

Resolved: To accept the minutes of the 2023 TBBA AGM confirmed as a true and correct record.

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

III. Special Resolution – Updated Constitution

The TBBA is an incorporated society and has been since 1948. The NZ Government has since put in place a new Incorporated Society Act 2022, which requires all incorporated societies to update their constitution and re-register the new Act within five years.

Updated copies of the constitution with tracked changes were provided to members and are available online. The constitution was updated by Takapuna law firm, Simpson Western. The main changes include changing terminology and adding a dispute resolution procedure.

Resolved: To adopt the updated constitution as presented and re-register the Takapuna Beach Business Association under the 2022 Act, applying the updated constitution from the date of re-registration.

Moved: Rob Clark / Simon O'Connor. All in favour. No discussion from the body. Motion carried.

IV. Annual Reports

i. Chair's Report – TBBA Chair, Alex Bicheno

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

Alex thanked the TBBA Board Members for their work over the year, personally acknowledging all the board members in the room, as well as staff members Terence Harpur and Hannah Stoddart.

Alex acknowledged the resilience of the Takapuna businesses and community despite the ongoing challenges over the past year, and remains optimistic about the future of Takapuna, and that the TBBA can continue to help build a thriving business community that meets the needs of today as well as paving the way for a prosperous tomorrow.

ii. CEO Report – TBBA CEO, Terence Harpur

Terence welcomed members and remarked on the busy and successful year it's been advocating for members, marketing Takapuna, producing events and helping businesses become better at being in business.

Terence talked about having a great, uninterrupted year of getting stuck into the mission to make Takapuna the place “where you want to live, work and play” and continually looking for ways “to enhance the economic, social and environmental landscape of Takapuna through bold advocacy, active promotion and enabling business excellence”.

Terence spoke about the improvements being made in Takapuna over the last 12 months with TBBA advocacy, including the completion and activation of the Waiwharariki Anzac Square and operational improvements, as well as the Northcroft Street upgrade and playground extension and small streetscape improvements.

He highlighted that the retail sector saw some continued growth in 2023, however having slowed and declined slightly in 2024 with the tightening economic environment. Total retail spending across all categories for the last 12 months was \$194.8m, compared to \$203.7m in the previous 12 months, with transactions only down 1%, showing a good number of customers, but the average transaction value falling by 3.4%.

The TBBA continued with strong marketing and events campaigns, delivering over 30 public events in Takapuna, including the very successful Takapuna Winter Lights, that attracted over 45,000 people to Takapuna over 4 days. The TBBA are also proud to have supported and sponsored many other events to be based in Takapuna to drive visitation, like the NZ Pipe Band Championships, Takapuna Beach Cup, NZ Waka Ama Championships, as well as local theatre, stage and art shows.

Terence acknowledged and thanked the North Shore 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 Dan Move and the team of casual staff.

Resolved: That the Chair and CEO Report be accepted.

Moved: Rob Clark / Andrew Hill. All in favour. Motion carried.

V. Financial Report

i. Approval of Annual Financial Statements and Audit for 2023-2024

TBBA Chair Alex Bicheno acknowledged TBBA Treasurer Gina Todd for her work over the last year managing the Association's finances, and thanked new Treasurer Glenn Read for taking on the role.

TBBA Board Member Glenn Read presented the Treasurer's Report covering the Audited Financial Statements for 2023-2024.

Glenn informed the body that the annual financial statements have been signed by himself and TBBA Chair Alex Bicheno, and audited by BVO Audit NZ.

Resolved: That the annual financial statements be approved.

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

ii. Business Plan 2025-26

Terence updated the body on the proposed business plan for the following year, talking through the main action points for the year, which are in line with the pillars of the strategic plan - bold advocacy, active promotion and enabling business excellence. Terence spoke through the highlights of each section and some key actions.

Caroline Hedley – asked what could be done to help attract more, high quality tenants and businesses to reduce the appearance of vacancies in the town centre. Terence informed the body that the TBBA works closely with Real Estate agents and landlords in the area that are engaged, and have information packs about Doing Business in Takapuna to provide potential tenants and have created some Business Attraction videos (retail and professional services) that feature existing businesses and tenants talking about businesses should choose Takapuna.

Resolved: That the Business Plan 2025-26 priorities be approved.

Moved: Glenn Read / Simon O'Connor. All in favour. No discussion from the body. Motion carried.

iii. Draft Income and Expenditure 2025/2026 Budget

Alex presented the draft 2025/26 budget and specifically noted that there is a proposed 4% increase to the current BID Targeted Rate to continue to offer the services to members and keep up with inflationary costs.

Resolved: To approve the budget for the following financial year 2025/26 draft budget which includes a BID targeted rate grant amount of \$554,622 including an 4% increase or \$21,331 to the BID targeted rate grant for 2025-26 financial year. Further ask the Devonport-Takapuna Local Board recommend to the Governing Body the amount of \$554,622, be included in the Auckland Council draft 2025-2026 annual budget consultation process.

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

VI. Election of Chairperson

Terence Harpur addressed members and took the opportunity to thank Chair Alex Bicheno for his hard work and dedication over the last year in leading the Business Association.

Terence then informed the members that the TBBA received one nomination for the position of Chairperson for Alex Bicheno, partner at Mortimer Hirst Takapuna.

As there are no other nominations for the position of Chairperson, Alex Bicheno of Mortimer Hirst Takapuna was declared as the elected Chair.

Terence invited Alex to address the members. Alex spoke to the members acknowledging the rest of the Board and thanking them for their assistance and work over the last twelve months, and how he is looking forward to another fantastic, positive year of growth in Takapuna.

VII. Election of Board of Governance

Alex Bicheno took the opportunity to thank board member Gina Todd, who recently stepped down from the board due to a move overseas. He acknowledged the valuable contribution Gina made to the organisation through her time as a board member and then as treasurer.

Alex informed the members that the Association received 9 nominations for a maximum of 8 positions on the Board. Due to this, there was an election held by members in attendance. All full and eligible members were given a nomination form upon entry and instructed about how the election would take place. Voting was completed by members on voting forms, then handed to two independent adjudicators to count the votes, DTLB Chair Toni van Tonder and Member Melissa Powell. Alex thanked everyone in the room who cast their votes, and thanked the two independent adjudicators who volunteered their time to assist with receiving and counting the votes – Chair of the Devonport-Takapuna Local Board Toni van Tonder and board member Melissa Powell.

The votes were counted and results were confirmed by the adjudicators, and Alex congratulated the following as the 2024-2025 TBBA Board of Governance:

- | | |
|--------------------|--------------------------------|
| 1. Kate Chivers | Turner Hopkins |
| 2. Rob Clark | Simpson Western Lawyers |
| 3. Andrew Hill | BDO Takapuna |
| 4. Janet Marshall | Colliers International NZ Ltd. |
| 5. Simon O'Connor | Sentinel Planning |
| 6. Nicky Partridge | Street Organics |
| 7. Glenn Read | Quartz Wealth |
| 8. Steve Shute | The Elephant Wrestler |

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 BVO Audit be appointed as auditor of the Takapuna Beach Business Association for the financial year ending 30 June 2025.
- Moved:** Rob Clark / Simon O’Connor. All in favour. No discussion from the body. Motion carried.

IX. General Business

Caroline Hedly – mentioned that customers had reported receiving a parking ticket when parking on Hurstmere Road, but had reported that the ticketing machine was not working meaning there was no way for them to pay to park in the first place. Caroline asked for more advocacy with Auckland Council / Auckland Transport on this issue, to be more on to these issues to prevent negative thinking towards parking in Takapuna. Terence acknowledged this and agreed to follow this up with Caroline.

CR Richard Hills – acknowledged the TBBA staff and Board, thanking them for their hard work and dedication, their advocacy and positivity and in particular following up and advocating on issues in a positive way, which has been noticed and appreciated through the different Council departments and organisations. Richard acknowledged the Takapuna business and property owners, noting that it’s been a tough year but that new things and changes are happening with more coming soon, so please keep pushing forward, there are positive things coming.

Fern Jelleyman – asked for more advocacy around rubbish bins in Takapuna. With the reduction of bins, the remaining couple get full very quickly and remain that way for too long, leading to people piling rubbish on top and around the bins because they can’t fit their rubbish inside the bin. More plastic recycling options are needed around the town, as well as specific receptacles for dog waste. Terence noted that he will continue this discussion with Fern, and will continue to advocate for this issue to be considered and addressed.

Toni van Tonder, Devonport-Takapuna Local Board Chair – acknowledged the TBBA, and informed the body that from a Local Board point of view, the TBBA is seen an important partner that punches well above its weight in terms of activities, advocacy and effectiveness of their work, and thanked the volunteer Board Members for their time and skills. Toni also acknowledged that it’s been a challenging time, thanked the TBBA staff and Board for their continued and unwavering positivity, and encouraged the body to hold on for positive and great times ahead for Takapuna and the wider Local Board area.

ADJOURNMENT

The meeting was adjourned at 6:55 P.M.

Attachment 1 – Attendance Register

Attendees:

Last Name	First Name	Organisation
Bailey	Ian	-
Bicheno	Alex	Mortimer Hirst
Blanchard	Daren	TLP 2023
Booth	Kaleb	Harper Digital
Brown	Mary	NSH
Busch	Gavin	Avenue Advice
Bussen	Bastiaan	Moak Coffee Solutions
Chivers	Kate	Turner Hopkins
Clark	Robert	Simpson Western
Dann-Hoare	Sarah	Project Employ
Dunn	Martin	Real Estate Together Ltd
Enright	Jason	Golden Yogi
Fernandes	Warren	Reprographics
Green	David	adviceHQ
Hedley	Carolyn	Helloworld Travel Takapuna
Hill	Andrew	BDO
Hills	Richard	Auckland Council
Hu	Kay	Seven Hills Cafe
Jelleyman	Fern	ALLFIT Takapuna
Joe	Sue	Holmden Horrocks
Knight	Elliot	Property Owner - Knight Crawford
Kuo	Maria	Property Owner - 426 Lake Rd
Lane	Dave	NAI Harcourts
Lane	Lesley	NAI Harcourts
Li	Caroline	Zealive language School
Lockwood	Murray	MSC Consulting Group Ltd
Mackay	Annettee	Laser Clinics
Marmont	Erin	North Harbour Club
Marshall	Janet	Colliers NZ Ltd
McAlpine	Bev	ASB
McLean	Dee	O-Studio Takapuna
Merriman	Monika	Golden Yogi
Moore	Shelley	Taylor's on Hurstmere
O'Connor	Simon	Sentinel Planning Ltd
Painter	Sonja	Thrillzone / Escape Quest
Painter	Francis	Thrillzone/Escape Quest
Partridge	Nicky	Street Organics
Pegler	Irina	ASB
Porath	Mark	Porath Press
Potbury	Will	The Right Fit Takapuna
Powell	Melissa	Devonport Takapuna Local Board
Read	Glenn	Quartz Wealth

Remmington	Greg	The Spencer Hotel
Rogers	David	Oceanbridge Shipping
Thompson	Andy	House of Travel Takapuna
van Tonder	Toni	Devonport Takapuna Local Board
Warr	Vikki	ASB
Wood	George	Devonport Takapuna Local Board
Yen	Paul	Property Owner - 426 Lake Rd
Yen	Timothy	Property Owner - 426 Lake Rd
Yule	Ellen	Citizens Advice Bureau Takapuna

TBBA Staff

Harpur	Terence	Chief Executive
Stoddart	Hannah	Marketing and Events Exec

Proxy Votes:

Members Name	Organisation	Proxy Vote
Dean Williams	The Right Fit Takapuna	Will Potbury
Philip Shannon	Turner Hopkins	Kate Chivers
Helen Ng & Albert Yee	Helena Ng Family Trust	Janet Marshall
Jeff Chai (Newth Properties)	Cathay Properties Ltd	Janet Marshall
John Lee	Bando Restaurant	Janet Marshall
SongXi Xie	Basu Lounge	Janet Marshall
Sarah Wrait	Azure Property	Janet Marshall
Jimmy O'Brien	Colliers	Janet Marshall
Lexi Sloss	Coffix Hurstmere Rd	Janet Marshall
Scott Murray	M&P Property	Janet Marshall
Nicola Bearis	Mecca Cosmetics	Janet Marshall
Keith Kar	Glory Patisserie	Janet Marshall
Fadi Al Bhraisi	Seven Stars Mini Mart	Janet Marshall
Christopher Zhang	Paper Plus	Janet Marshall
A. Kaewhruasri	Vapo Takapuna	Janet Marshall
X E Ahn	Essence of Roses	Janet Marshall
Joseph Geo	Joe's Eatery	Janet Marshall
Robert Luo	Sushi Ya	Janet Marshall
Kay Hu	Seven Hills	Janet Marshall
Ben Wiltshire	Verdot Investments Ltd	Janet Marshall
Chang Woo Lee	Wok N Noodle	Janet Marshall

Attachment 2 – Apologies

Last Name	First Name	Organisation
Allen	Peter	Devonport-Takapuna Local Board
Borrie	Ed	MBS Advertising
Chisholm	Steve	Harper Digital
Darby	Chris	Auckland Council
Jones	Matt	Takapuna Markets
Koch	Rob	Street Organics
Millar	Kevin	Lake House Arts
Moore	Matt	Harper Digital
Murray	Scott	M&P Properties
Shepard	Ezra	Street Organics
Shute	Steve	The Elephant Wrestler

4. ANNUAL REPORTS

4.1 CHAIR REPORT

Please refer to the TBBA Annual Report document for the Chair report.

TBBA Conflicts of Interest Register Correct as of September 2025			
Name	Description of Interest	Date of Disclosure	Action taken by TBBA to deal with conflict
Peter Allen	Owner of Seven Events	Oct-22	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
	Elected member - Devonport-Takapuna Local Board	Oct-22	Acknowledgement of the entity within general discussions
Alex Bicheno	Owner of Mortimer Hirst Opticians - TBBA member business	Sept-16	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
Kate Chivers	Partner at Turner Hopkins - TBBA member business	Sept-24	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
Rob Clark	Partner at Simpson Western - TBBA member business, lawyer of TBBA and Sponsor of the TBBA	Sept-10	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
Andrew Hill	Partner at BDO - TBBA member business, Sponsor of the TBBA, Accountants for the TBBA	Oct-19	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
	Board member of Project Employ - TBBA member Business	Sept-21	Acknowledgement of the entity within general discussions
Janet Marshall	Director of Colliers Takapuna - TBBA member business, Sponsor of the TBBA	Oct-18	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
	Chair of Business North Harbour	Sept-24	Acknowledgement of the entity within general discussions
Simon O'Connor	Owner of Sentinel Planning - TBBA member business	Jan-23	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
Nicky Partridge	Owner of Street Organics - TBBA member business, Sponsor of the TBBA	Sept-22	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
	Board member of Project Employ - TBBA member Business	May-23	Acknowledgement of the entity within general discussions
Glenn Read	Owners of Quartz Wealth - TBBA member business	Feb-24	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
	Family member is a casual employee of the TBBA		Standard HR practices in place. Acknowledgement in any general discussions.
Steve Shute	Owner of Regatta, Rosies Red-hot Cantina and The Elephant Wrestler - TBBA member businesses. Regatta is a Sponsor of the TBBA	Sept-15	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
Andy Thompson	Owner of house of Travel Takapuna - TBBA member Business, Sponsor of the TBBA	Oct-18	No voting on matters relating directly to this entity. Acknowledgement of the entity within general discussions
Definition			
A conflict of interest is any situation where a person's personal interest or loyalties could affect their ability to make a decision in the best interest of the Association. A conflict of interest may be actual, potential or perceived and may be financial or non-financial.			

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 2024/2025

Please refer to the separate audited accounts document with Treasurer report.

6. Strategic Plan 2026-2031 and Business Plan 2026/27

Strategic Plan 2026 - 2031

Strategic Purpose 2026 - 2031



Key Strategic Focus 2026 - 2031

Ongoing

- Bold Advocacy** - Champion the interests of Takapuna businesses and the wider community through effective lobbying, strategic partnerships, and proactive engagement with key decision-makers, securing long-term benefits for the precinct.
- Active Promotion and Events** - Strategically market Takapuna as a vibrant destination, driving visitation, increasing spending, and enhancing brand recognition, achieving sustained economic growth.
- Enabling Business Excellence** - Empower Takapuna businesses with the knowledge, resources, and networks necessary for sustained growth, resilience, and sustainable practices, fostering an innovative and inclusive business environment.

Years 1-2

- Renaming and rebranding the association, with new colours, logos, website and marketing materials
- Increased security and safety in and around Takapuna, including foot patrols and CCTV
- Increased use of specialist public relations experts and enhancing visual content to sell Takapuna's attractiveness
- Refocus association produced events to have greater emphasis on a smaller number of key events throughout the year, while increasing funding and support for external producers to host events in Takapuna
- Higher engagement with Takapuna landlords, increasing collaboration and development of Takapuna
- Promotion of Takapuna as a wellness hub, increased themed promotions throughout the year and business collaboration promotional activities
- Increased marketing and support of existing school holiday activations and business seminars and reducing association produced activations and seminars

Years 2-5

- Investigate expanding the geographical area of the association to assist more business, strengthen advocacy and increase membership
- Investigate ways to improve the entrances to Takapuna such as installing gateway signage
- Advocating for beachfront development and public realm connections
- Increase artificial intelligent use and 'AI bot' use for increased customer engagement
- Investigate options for enhancing the public realm such as lighting, art and replacement of Christmas decorations
- Advocate for an additional harbour crossing and rapid transit into Takapuna CBD, as part of long-term transport solutions for the wider region

Takapuna Business Association

Annual Business Plan 2026/27

Executive Summary

The Takapuna Beach Business Association (TBBA) is dedicated to 'empowering a thriving Takapuna' through enhancing the economic, social, and environmental landscape of Takapuna. This annual business plan outlines our key objectives and initiatives for 2026, focusing on strategic partnerships, vibrant community engagement, and robust support for our members. We aim to solidify Takapuna's position as a premier urban lifestyle destination for businesses, residents, and visitors alike, fostering an environment of positivity, safety, and inclusivity. Furthermore, this strategy includes a forward-looking plan for the potential renaming and rebranding of the organisation to the "Takapuna Business Association," and refocusing our activities to maximise the long-term benefits for our members and community.

Strategic Pillars and Objectives

Our strategy is built upon three interconnected pillars, each with specific objectives and initiatives designed to achieve our overarching purpose throughout 2026/27.

Pillar 1: Bold Advocacy

Objective: To champion the interests of Takapuna businesses and the wider community through effective lobbying, strategic partnerships, and proactive engagement with key decision-makers, securing long-term benefits for the precinct.

- **2.1.1. Infrastructure and Development**

- Lobby and collaborate with Auckland Council, Devonport-Takapuna Local Board, Eke Panuku, and CCOs to secure continued and significant development and infrastructure investment in Takapuna
- Advocate for an additional harbour crossing connecting Takapuna directly to the CBD and other North Shore areas.
- Collaborate with Eke Panuku on the "Unlock Takapuna" project to ensure economic growth is supported, monitoring its progress and advocating for timely completion within the strategic timeframe.
- Lobby Auckland Council to allocate Development Contributions locally for infrastructure and amenities, ensuring a consistent flow of investment
- Lobby Eke Panuku on the Huron Street upgrade, minimising disruption and maximising benefits
- Engage with private landlords to ensure property developments complement Takapuna's growth, fostering a long-term development pipeline.

- Collaborate with Auckland Council to enhance general amenities in and around Takapuna, including the development of vibrant public spaces, with ongoing improvements in 2026.
- Create more visual content (3D models, images, consented building information) to illustrate Takapuna's future development and potential, engaging the community and stakeholders more effectively, updating these visuals as plans evolve.
- **2.1.2. Development Disruption Mitigation**
 - Ensure construction disruption mitigation is central to all development discussions, with robust plans in place for all major projects.
 - Facilitate transparent discussions with key stakeholder groups to manage expectations, maintaining open communication channels throughout the year.
 - Keep members informed with accurate, timely information and actively engage to address concerns, providing consistent support.
 - Serve as a conduit for members to voice concerns to development project leaders, ensuring their voices are heard and addressed.
 - Actively promote and advertise businesses impacted by construction, with sustained campaigns throughout the construction phases.
 - Engage with local media to encourage community support for local businesses, building community resilience.
 - Work with project teams to maintain tidy streets during construction, ensuring a positive environment for businesses and visitors.
- **2.1.3. Relationship Building with Decision Makers**
 - Cultivate strong and influential networks within local and central government, maintaining these relationships throughout 2026.
 - Hold regular meetings with our local elected officials, including North Shore MP and Auckland Council North Shore Councillors, to ensure consistent representation and advocacy.
 - Work closely with the Devonport-Takapuna Local Board and their advisors, as a key strategic partner throughout 2026.
 - Build robust relationships with Auckland Council and its Council Controlled Organisation, for collaborative planning and project delivery.
 - Collaborate with larger Business Improvement Districts (e.g., Auckland CBD, Newmarket, Parnell, Business North Harbour) on strategic business matters

- Partner with neighbouring Business Associations (Devonport, Milford, Birkenhead, Northcote, and North Harbour) to support the greater North Shore region
 - Optimise value for sponsors through close collaboration, securing long-term partnerships and diversified funding streams.
 - Support relationships with Barry's Point Road and Smales Farm landlords and business owners, integrating them into the broader Takapuna business community and future expansion plans.
 - Host joint forums with decision-makers and members to foster direct dialogue and co-creation of solutions, establishing these as regular, high-impact engagements.
 - Actively engage landlords to buy into the vision of 'Destination Takapuna', encouraging their investment and collaboration in precinct development.
- **2.1.4. Environment, Safety, and Presentation**
 - Lobby and collaborate with Auckland Council, Safe Swim, Healthy Waters, and Watercare to ensure optimal condition of Takapuna Beach environment.
 - Lobby Auckland Council for high-standard maintenance of parks and reserves, with regular audits and advocacy for sustained quality.
 - Advocate for improved streetscape presentation, ensuring Takapuna is clean and well-maintained, implementing a rolling programme of upgrades and beautification in 2026.
 - Collaborate with members and Auckland Council on efficient rubbish collection, with a focus on waste reduction and recycling targets.
 - Work with NZ Police and Government agencies to prevent and reduce crime, aiming for a sustained reduction in crime rates and increased perception of safety.
 - Educate members on security and crime prevention, with ongoing awareness campaigns and best practice sharing.
 - Investigate and install CCTV cameras in "blind spots," connecting to the Safer-Cities network where possible.
 - Have regular security foot patrols through the centre to deal with rough sleepers and antisocial behaviour.
 - Work with NZ Police to collate a database of CCTV camera locations, for efficient crime response and evidence gathering.
 - Ensure prompt removal of graffiti, maintaining a clean urban environment and deterring vandalism.

- Improve environmental factors (e.g., plants, lighting) to deter crime, with continuous enhancements and strategic urban design.
- Promote and support green infrastructure projects (e.g., rain gardens, permeable paving) to enhance environmental resilience and aesthetic appeal, integrating these into urban planning and development initiatives.
- **2.1.5. Parking and Transportation**
 - Collaborate with Auckland Transport and monitor parking audits to optimise parking availability and affordable pricing, with ongoing adjustments based on demand and user feedback in 2026.
 - Lobby Auckland Transport for improved parking availability, signage, and technology, seeking continuous enhancements to the parking experience and efficiency.
 - Advocate for an additional harbour crossing and rapid transit into Takapuna CBD, as part of long-term transport solutions for the wider region.
 - Lobby Auckland Transport for improved arterial routes into Takapuna, to enhance accessibility and reduce congestion.
 - Promote all parking solutions (Auckland Transport, Parkable, Secure Parking, and Wilson Parking) to members and the public, ensuring comprehensive information and ease of access.
 - Work with parking providers with a view to providing value-based additional all-day parking options for employees, to support the local workforce and business operations.
 - Collaborate with Auckland Transport and the DTLB to encourage alternative transportation, promoting sustainable travel habits and reducing reliance on private vehicles
 - Regularly communicate the variety of transportation options available to members and the public, to foster informed choices and behavioural change.
 - Investigate and promote micro-mobility options (e.g., e-scooter/bike share schemes) and associated infrastructure, as part of a diversified transport strategy for Takapuna.
 - Advocate for improved public transport connectivity and frequency to Takapuna, including dedicated bus lanes where feasible, to enhance accessibility for all residents and visitors.
- **2.1.6. Business Attraction**
 - Actively work with landlords and real estate agents to attract destination retail, quality hospitality, corporate office tenants, government agencies and businesses services to Takapuna, with ongoing efforts to diversify and strengthen the business mix.

- Research, compile, and distribute useful information that would help tenants choose Takapuna as a location for their business, maintaining up-to-date resources and compelling narratives.
 - Update and distribute information packs about Takapuna to landlords and real estate agents to give to potential tenants, ensuring attractive and informative promotional materials.
 - Meet with potential new businesses if required to discuss doing business in Takapuna and welcome them to the area, providing personalised support and a smooth onboarding process.
 - Support new businesses with encouraging early advertising through TBBA channels, to aid their establishment and visibility within their first year of operation.
 - Meet with landlords and real estate agents to share information, fostering strong relationships and collaborative leasing efforts.
 - Promote Takapuna as an attractive place for employees to live and work, highlighting lifestyle benefits and community amenities, as a long-term talent magnet for the region.
- **2.1.7. Media Management**
 - Work with media outlets to report positively on Takapuna and help businesses, maintaining a strong and positive public image throughout 2026.
 - Provide comment on news topics to represent business interests, acting as a credible and authoritative voice for the business community.
 - Utilise PR professionals and Press Releases to drive/create media to encourage business awareness and community support, with consistent and impactful media outreach.
 - Reinforce the Takapuna brand through media outlets, ensuring widespread recognition and positive association.
 - Proactively engage with local influencers and community leaders to amplify positive narratives about Takapuna, leveraging diverse channels for broader reach.
 - Cultivate relationships with national and international media to position Takapuna as a leading example of urban revitalisation and economic growth, raising its profile and attracting investment
 - Promote good news stories of businesses in Takapuna through various media channels to highlight success and foster positive sentiment.

Pillar 2: Active Promotion

Objective: To strategically market Takapuna as a vibrant destination, driving visitation, increasing spending, and enhancing brand recognition, achieving sustained economic growth in 2026.

- **2.2.1. Marketing**

- Market Takapuna using a variety of channels, targeting specific market segments for different messages and campaigns, increasing visitation and spending, with a focus on measurable ROI and continuous optimisation in 2026.
- Social Media (Facebook & 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 in 2026.
- Online Advertising: Utilise digital platforms such as Herald Online, Stuff News, and specific industry publications to promote Takapuna and members’ businesses, with evolving digital strategies and budget allocation based on performance.
- 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 optimisation. Continue to develop the members’ section as an information resource for members, with continuous enhancements and content updates to maintain relevance and user engagement.
- Print Media: Feature Takapuna through print media, specific to target markets for campaigns. This includes Channel Magazine, Rangitoto Observer 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, maintaining a strong and strategic print presence.
- 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, adapting to audience trends and media consumption shifts.
- Electronic Direct Mail (EDM) & Newsletters: Continue to produce two EDMs 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. “Takapuna News” to be consumer facing and inspire and incentivise public visitation, with growing subscriber bases and high open/click-through rates.
- Photography and Video: Continue to update TBBA stock of pictures and TBBA produced Video to promote the area. Distribute and use these through publications and our members as needed, building a rich and dynamic visual library that evolves with Takapuna's brand.
- 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.

- Marketing Design: Marketing collateral to be designed to be eye-catching, informative, and use of our brand/s in line with our brand guidelines, ensuring consistent and high-quality brand application across all touchpoints.
 - LinkedIn and business specific media: 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, enhancing professional visibility and B2B engagement.
 - Research and Development: Continue to commission relevant research that will provide members with greater insights and intelligence to make improved informed decisions, guiding long-term marketing strategies and business development.
 - Develop personalised marketing campaigns utilising data analytics to target specific consumer segments with relevant promotions and experiences, refining targeting and effectiveness over time.
 - Create immersive and visually appealing digital content to showcase Takapuna's attractions and businesses to a wider audience, expanding digital reach and engagement.
 - Promote Takapuna as a "Wellness Hub" with clean, green, and healthy spaces, highlighting businesses in the health and wellness sector.
- **2.2.2. Retail Promotions**
 - Produce specific promotional campaigns to drive visitation and spending, with a diversified and innovative calendar in 2026.
 - 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, with themed campaigns and a focus on culinary tourism.
 - 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, establishing it as a key annual marketing event with growing participation.
 - 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, with a sustained focus on seasonal appeal and family-friendly offerings.

- Date Nights: To produce a promotion based around date nights for adults, involving a movie/theatre and dinner. This is to be based at existing venues in autumn, with creative variations and cross-business collaborations.
 - 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, iSight and AA Traveller, with a goal of increasing tourist spend and overnight stays.
 - Tourism “Explore North Shore”: TBBA to continue to support the “Explore North Shore” tourism initiative for the wider area.
 - 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. These are especially popular during activations and promotions and allow visitors to take home as a reminder of Takapuna with them, with a refreshed range annually and a focus on sustainable merchandise.
 - Introduce themed promotional period campaigns (e.g., "Wellness Week," "Fashion month") to highlight specific business categories and attract niche audiences.
 - Facilitate collaborative promotions between complementary businesses (e.g., "Dinner & Show" packages, "Shop & Dine" vouchers) to create unique visitor experiences, encouraging cross-business synergy and added value for consumers.
- **2.2.3. Events and Public Realm Activation**
 - Produce key events during the year to drive visitation to the area, showcase Takapuna, and market Takapuna as an events destination, with a diverse and engaging annual calendar attracting both local and regional audiences.
 - Christmas Festival: 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.
 - 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
 - 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, engaging families throughout the precinct and supporting multiple businesses.
 - Winter Lights Festival: Continue to produce this ‘signature event’ – The event will be a 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, aiming for it to be a major regional attraction and a key driver of winter visitation.

- Markets: Produce two market themed events during the year, ‘Dogs Day Out and ‘Matariki Market’ based in Waiwharariki Anzac Square. The markets will aim to attract customers into central Takapuna with a focus on diverse vendors and high foot traffic conversion.
 - Activations in Public Spaces: Support any artists/activations in central Takapuna public spaces, such as Waiwharariki Anzac Square.
 - School Holidays: To support/promote existing activities by businesses through specific marketing channels to maintain family engagement and support local businesses during school breaks.
 - Supported Events: TBBA will support externally produced events to increase visitation to Takapuna and showcase the area. Supported events may include – Chinese New Year Festival, Latin Festival, Takapuna Beach Cup, Takapuna Rocks Classic Car Show, Takapuna Beach Series, Takapuna Snorkelling Day, Turkish Festival, Filipino Festival, Noodle Festival, Barking Mad event, Christmas markets 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, with a focus on maximising local economic benefit and community engagement.
 - Support "Pop-Up Shop" initiatives to bring diverse and temporary retail experiences to vacant spaces or underutilised areas, to foster innovation, dynamism, and support emerging businesses.
- **2.2.4. Brand Management**
 - Promote Takapuna as the top destination for people to visit to shop, work, live, and play, with consistent and compelling messaging in 2026.
 - Represent TBBA members when working with the media, as a unified and authoritative voice for the business community.
 - Invest in public relations to encourage media to report positively on Takapuna, building long-term positive sentiment and media relationships.
 - Promote the "Takapuna Beach" and "I Love Takapuna" brands to the public, transitioning to the new "Takapuna Business Association" brand in 2026.
 - Create passion for Takapuna through social media and marketing channels, fostering a strong community identity and sense of belonging.

- Initiate the process to rename the organisation to the "Takapuna Business Association" in 2026, reflecting a broader focus beyond the beach, with a clear transition plan and stakeholder engagement.
- Rebrand the organisation with a new name, logo, and colour scheme to align with the expanded vision and modern identity, completing this by the end of 2026.
- **2.2.5. Public Relations**
 - Invest in public relations to encourage media to report positively on Takapuna, securing ongoing positive coverage and managing reputation.
 - Create and distribute press releases with the aim of being picked up in the media and promote/help Takapuna businesses, with a consistent flow of newsworthy content and proactive outreach.
 - Utilise PR specialists used to create and distribute content for promotion of Takapuna business categories, such as hospitality and investment in Takapuna. PR also used to create excitement about developments and drive visitation to the area, leveraging expert support for maximum impact.
 - Spotlight businesses through PR channels, showcasing successful local businesses and their contributions to the community, with a diverse business representation.
 - Position the TBBA (and future Takapuna Business Association) as a thought leader on urban development, local economy, and community resilience through regular op-eds and expert commentary, building its reputation and influence.

Pillar 3: Enabling Business Excellence

Objective: To empower Takapuna businesses with the knowledge, resources, and networks necessary for sustained growth, resilience, and sustainable practices, fostering an innovative and inclusive business environment in 2026.

- **2.3.1. Information and Support**
 - Share Marketview reports, Shopper Profile reports, Economic data and other market information as acquired by the TBBA, providing continuous market intelligence and actionable insights.
 - Continue to improve the members' section in the TBBA website as a central place for business information and support, with ongoing content development and user experience enhancements.
 - Distribute high-value information to members via a weekly business newsletter to all members and a two-weekly consumer newsletter, ensuring timely communication and high engagement rates.
 - Promote "Digital Transformation" resources and introductions to specialist contractors to help businesses adopt e-commerce, digital marketing, and operational technologies.

- Offer specialised advisory services (e.g., legal, accounting, HR) through a network of trusted partners for members, providing ongoing professional support and value.

- **2.3.2. Networking and Community Building**
 - Hold monthly networking events for members to encourage networking and build community, with a focus on increasing attendance and fostering meaningful connections.
 - Host a variety of speakers to the networking nights to encourage members to attend from all business categories, ensuring diverse and relevant content that appeals to all members.
 - Promote other networking opportunities for members to build their own networks, fostering a connected and collaborative business ecosystem.
 - Work with our sponsors to highlight their businesses at our networking nights, maximising sponsor value and integration into the business community.
 - Promote peer-to-peer mentorship through Mentors NZ, where experienced business owners can guide and mentor Takapuna businesses.
 - Support new businesses with a 'New Member Welcome' including personalised introductions and a dedicated onboarding session, ensuring high member retention and early engagement.
 - Understand key priorities of our members with regular surveys and consultation to ensure services are relevant and impactful.

- **2.3.3. Professional Development and Innovation**
 - Promote business seminars by specialist providers on a variety of topics to help businesses grow and upskill staff, including emerging trends like AI for small businesses, sustainable business models, and customer experience design, keeping members at the forefront of industry changes and competitive advantage.
 - Run promotions to offer business mentorship to members through Business Mentors NZ, encouraging professional growth and leadership development.
 - Connect members to appropriate courses and organisations to improve skills and processes, facilitating continuous learning and operational efficiency.
 - Promote online learning tools and webinars to members, increasing accessibility to training and flexible learning options.
 - Create tools, templates, and guides available to members through the website members' section, building a valuable resource library for self-paced learning.

- **2.3.4. Sustainability and Social Responsibility**

- Encourage members to reduce the environmental impact of their business.
- Promote alternative packaging and waste reduction mechanisms, fostering a circular economy and reducing landfill waste.
- Provide information, guides, and templates to members to become more sustainable, equipping them with practical tools and resources.
- Encourage members to get their wastewater networks improved to help with water-quality issues on Takapuna Beach, contributing to environmental health and the recreational value of the beach.
- Promote courses, webinars, and information in business sustainability and continuity, building long-term sustainable practices and a green business culture.
- Partner with local charities and community groups to facilitate corporate social responsibility initiatives among members, fostering a sense of collective impact, strengthening community ties and social well-being.
- Promote diversity, equity, and inclusion within Takapuna businesses through awareness campaigns and resource sharing, creating an inclusive and representative business environment.
- Facilitate "Social Procurement" opportunities, connecting members with local social enterprises and community organisations for goods and services, supporting local social impact and a more equitable economy.

Measurement and Evaluation

The TBBA will regularly monitor and evaluate the effectiveness of its strategic initiatives through key performance indicators (KPIs) and monthly review by the board of the association. KPIs include:

- Economic data reports on the Takapuna economy, number of businesses and employment statistics.
- Marketview retail spending data, including monthly spending, transactions numbers, business category specifics and customer origin data.
- Website traffic, time on site, organic traffic and referrals.
- Social media engagement and follower growth.
- Event attendance and spending over event periods.
- Member surveys.
- Crime statistics.
- Media reports and positive media engagement.

Regular reporting to the board and members will ensure transparency and accountability, allowing for agile adjustments to the strategy as needed. The TBBA will also conduct annual member surveys to gather feedback on the value provided and areas for improvement, informing future strategic refinements.

Conclusion

This annual business plan for 2026 provides a clear roadmap for the Takapuna Business Association to continue its vital work in supporting and enhancing the Takapuna community. By focusing on bold advocacy, active promotion, and enabling business excellence, we are confident in our ability to achieve our purpose of "empowering a thriving Takapuna". We look forward to collaborating with all our stakeholders to make this vision a reality, ensuring a thriving, resilient, and inclusive future for Takapuna in the coming year and beyond.

6.1 - Draft income and expenditure Budget 2026/2027

Budget 2026/27	
Proposed draft budget	
INCOME	
Associate Membership	\$ 1,500.00
BID Levy	\$ 554,622.00
BID Levy Increase - 9%	\$ 50,000.00
Event Income	\$ 4,000.00
Grants - Events	\$ 20,000.00
Grants - Other	\$ 5,000.00
Winter Lights	\$ 220,000.00
Interest Income	\$ 4,000.00
Promotion Income	\$ 1,500.00
Sponsorships	\$ 50,000.00
Total Income	\$ 910,622.00
EXPENSES	
Events	\$ 375,500.00
Marketing	\$ 133,000.00
Promotions	\$ 56,000.00
Town Centre Improvements	\$ 59,000.00
Overheads	\$ 355,690.00
Total Expenses	\$ 979,190.00
Net Profit	-\$ 68,568.00

Please note:

- The BID rate is proposed to increase from \$554,622.00 to 604,622. This is due to increased spending on security and marketing, inflation and reductions in council funding to allow the organisation to continue to provide the continued level of operations and service to our members.
- For a typical commercial property, with a Council valuation of \$2,000,000 – the new BID rate increase is approximately \$5.40 per month, or \$65 per year
- Takapuna Business improvement district continues to have one of the lowest BID rates in Auckland.

Competitors BID rates:

2023/2024	BID targeted rate	Rate in the dollar multiplied by Capital Value
Ponsonby	\$ 877,211	0.00090566
Parnell	\$ 1,143,049	0.00062259
Newmarket	\$ 2,077,047	0.00059476
Karangahape Rd	\$558,237	0.00049991
Heart of the City	\$ 2,122,180	0.00035164
Takapuna	\$ 554,622	0.00036949

Resolution: Approve the following financial year 2026/27 draft budget which includes a BID targeted rate grant amount of \$604,622.00, including an 9% increase or \$50,000.00 to the BID targeted rate grant for 2026-2027 financial year. Further ask the Devonport-Takapuna Local Board recommend to the Governing Body the amount of \$604,622.00, be included in the Auckland Council draft 2026-2027 annual budget consultation process.

7. Election of Chairperson

8. Election of Board of Governance

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 2026

10 General Business

9. Adjourn for Networking

THANK YOU

