

# Manager's Report



This year has shown that Avondale is yet at the mercy of external factors. The Council has tightened its purse strings, which saw our anticipated new library and community hub, Te Hono, put in jeopardy. We are grateful to the Whau Local Board for fighting tooth and nail to ensure this project stays on track.

Ockham's Manawa development has slowed but is on track. When this project is realised, it will completely transform the face of Avondale – not just visibly, but as a community.

Meanwhile, Kainga Ora is steaming ahead with its five apartments of social housing at Highbury Triangle; its Buildings D and E are due for completion in April 2024, and the remainder in June next year. I Love Avondale has rightfully expressed its concern on the impact to social services with this consequential influx of residents, which we are also mindful of and safety remains a key concern for us.

For businesses, however, this all spells more mouths to feed, as it were. It is beholden on businesses to rise to the challenge of these changes and we have seen you doing just that - Indigo, for example, recently redeveloped into a sit-down restaurant in anticipation of the influx; The Premium has moved to larger premises, rebranded, and created an impressive new fitout with murals; the iconic Baby G Burgers has opened; as has a merchandise store from iconic music artist, Poetik; and The Hollywood has created a whole new outdoor seating area and continues to stretch its provocative line-up that pits cool retro against the exciting and new – all this fitting within the brand that the ABA wishes to move forward with.

The funding from Waka Kotahi of the Open Steets

programme last year formed a large part of activities in this year gone. Three amazing events have been able to occur due to the commitment of a few and the excellent collaborations we have been able to foster in the community.

Hats off to Ian Dexter and Bike Avondale for putting on such a great Nightride event; to Whau the People for the Whau Arts festival; and to Dominique Crawford for We are Woven. We look forward to Avondale's first Christmas parade in November.

In the past year, we have made what we feel is a significant impact on how the town centre looks. The Midtown lighting project, which we trust will be completed by the time of the AGM, has been a major project for us. Additionally, we have introduced fairy lights on the Prochem trees; new underverandah lights and fairy lights at the Shen's block. These combined with the new Auckland Transport streetlights and lights at the Supervalve block make Avondale markedly more attractive. This also impacts on safety, and we look forward to continuing in this vein.

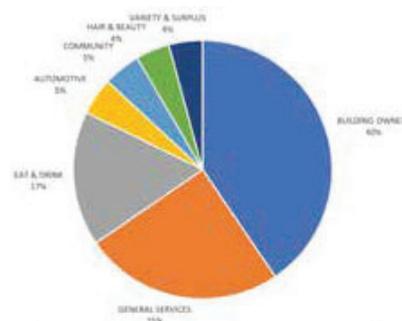
Post covid, the business association has clearer direction and we have compiled a strategic plan with several important community voices contributing to it. We thank them for their contribution.

The strong theme that comes from everyone we have spoken to is that, though the face of our town centre will morph in the next few years, Avondale wishes to retain its unique sense of identity and community.

**Cynthia Crosse**  
Manager

Over.,

## Distribution of Avondale Business Association Members



Following is a list of completed work since our previous AGM:

## Safety

**Objective: We recognise that it is a minimum requirement and a priority to keep our business owners, our businesses and building properties safe and to encourage a sense of safety for business owners, shoppers and residents.**

We completed Phase I of the CCTV installation programme and expanded this by two more cameras.

We enabled SaferCity Connection so the Police can also access these cameras for live footage.

We have been able to provide footage as required and to report same in social media.

We were able to use the cameras to catch rubbish truck damage at Green Jade and successfully petitioned the truck company to pay for repairs.



We also:

- Sent information on how to Trespass to members.
- Created an Avondale Watch Facebook page to “name and shame” petty criminals.
- Encouraged CPNZ to re-form.
- Held several (poorly attended) Coffee with a Copper events.
- Sent two Text Alerts.
- Bought fleece vests for Maori Wardens and had a sign made for their door.

### To be completed

Liquor Ban: Provide signage to better advise the 24-hour liquor bans in Avondale and encourage a liquor bans on private properties.

## Environment

**Objective Improve the environment to provide a more positive picture of the town centre in the minds of residents, passersby and shoppers.**

### WHAT WE ACHIEVED

The Midtown lighting project introduced backlighting to the notable trees along the base of Avondale Primary School, which could only happen with permission from the school for which we are grateful, and with considerable funding from The Trusts Community Funding. We can also see A.V.O.N.D.A.L.E in lights which not only adds vibrancy and a sense of place and destination, but which also connects the disparate halves of our town centre.

We continue to pay for the power of the under-verandah lighting and maintain these lights and timers.

We have considerably improved night lighting in the town centre: we repaired and upgraded the lights in the Shen's block and added this block to the ABA's power schedule with Mercury; we installed Fairy Lights on the Shen's block; and on the tree outside Prochem Pharmacy; maintain the fairy lights at the midtown maple tree; and we reinstated lighting down the alleyway next to Rosebank Doctor.

The Street Pride Fund assisted with the painting of new verandah signage at: Pastry Chef, Avondale Fishmart, Avondale Shoes, Golden Sun, and Taste of Samoa. It assisted with painting of the Avondale Family Doctor building and provided outdoor dining furniture to Pignic Takeaway.

We continue to troubleshoot maintenance in the neighbourhood including reporting jobs to Auckland Transport and Council as they arise.

We reinstated the Mother and Child statute outside Avondale Dental.



### Yet to complete

- Develop "Welcome to Avondale" signage.
- Create a Zero Rubbish policy for Avondale and encourage buy-in from business owners and residents.
- Continue a partnership with Avondale Primary for pupils to do regular clean ups.
- Investigate better lighting at Memorial Park, such as underlighting of the stage.
- Encourage Stage III of the repaving project.

## Events

**Objective: To celebrate events that draw attention to Avondale Town Centre such as ANZAC Day, Matariki, and Christmas collaborating with other Avondale stakeholders to maximise ABA resources.**

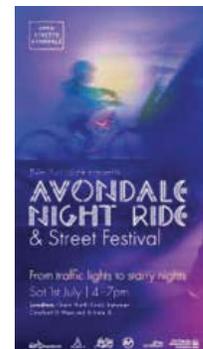
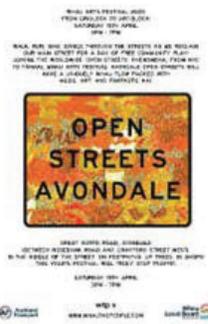
### WHAT WE ACHIEVED

#### Open Streets Funding

Last year, the Whau Local Board won a BID with Waka Kotahi to fund Avondale \$300,000 to stage Open Streets events in the coming year that support sustainable transport. ABA variously supported Auckland Transport and other local organisations to stage four large events that closed roads and encouraged sustainable transport and a sense of community.

Concluded events are:

1. The Whau Arts Festival, by Whau The People
  2. Nightride, by Bike Avondale
  3. We are Woven, by Dominique Crawford
- Upcoming is Avondale's first Christmas Parade, by Avondale Collaboration.



Of note, the Nightride event was hugely successful with an estimated 2,500 people in attendance, half of who came from out of Avondale. This is a unique event for Auckland and has the potential to be a signature event for Avondale should Bike Avondale have an appetite to continue.

On average, the events have not proven their worth directly in terms of income to shop-owners, however, their benefit as placemaking events has been indisputable.

#### Third Thursday Night Market

I Love Avondale and Avondale Business Association collaborated on creating a summer series of five night markets out of Haven Foundation and neighbouring Nordic Apartments. The numbers showed a definitely appetite for markets and these will be repeated this year.

#### Networking event

Just one networking event was put on this year, being a Business Continuation workshop run by EMA. Just a handful of businesses attended.

#### Avondale Business Awards

Having staged a second set of awards last year, these are slowly gaining in popularity.



#### Not completed

We prioritised the above events and did not additionally acknowledge ANZAC Day or Matariki. Neither were the Avondale Chicken Challenge, First Aid Workshop, or Business Clinics held.

## Promotions

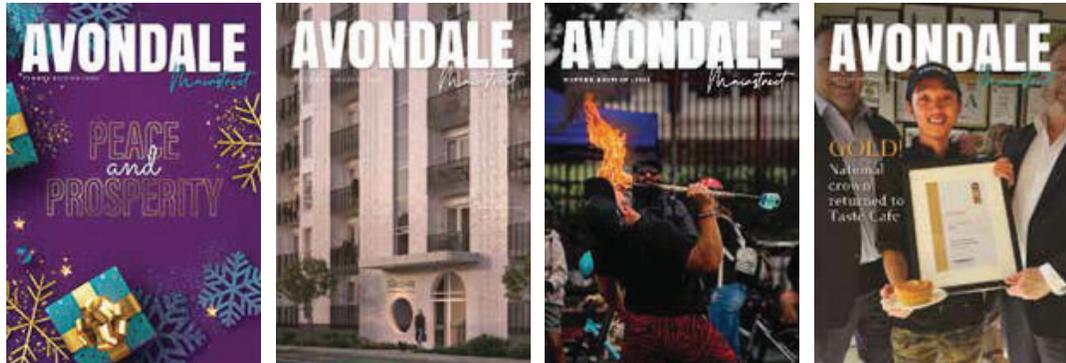
**Objective - Continue to draw attention to the many great happenings and products and services available from Avondale businesses.**

### WHAT WE ACHIEVED

#### Magazine

We produced four issues of the Avondale Mainstreet Magazine.

“Just wanted to say congrats on a great magazine! I've been based in Sydney for the last few years and have just returned back for a Xmas trip. My family has been based in Avondale for over 30 years, and I went to Avondale Intermediate and Avondale College. I've always been quite fond of our home suburb, so it's great to see such a positive and vibrant magazine! Cheers, Brana”



#### Window Decal Promotion

We ran a window decal promotion highlighting businesses who have been serving our community for 10 years and more.

#### Video Promotion

We filmed a second promotional video for Avondale with thanks to funding from Auckland Transport.



#### Email Newsletters

- We sent 12 email notifications/newsletters to our public database of 600 locals achieving a 52.8% readership.
- We sent 25 email notifications/newsletters to our member database and received a 54.68% readership. Mailchimp's average email open rate is 21.33%, so we are doing very well.

We maintain Facebook & Instagram accounts and maintain a business directory on our website.

#### Not completed

- Free Wi-Fi to the town centre.
- Sale of branded clothing
- Changing the website pages to Dynamic to allow for more pages.

## Administration & Governance

**Objective - As mentioned, we are working to full capacity so that if our deliverables are to expand, we need to increase our income. The board is loath to increase our rates levy, as other business associations do, and so, to this end we will focus on funding applications, an Associate Membership programme and BID expansion**

### WHAT WE ACHIEVED

#### Advocacy

Advocacy issues included:

- Getting the Bus Stop outside Browne St moved. This was agreed by Auckland Transport but delayed due to funding issues.
- Assisting with issues with Kanga Ora at Highbury Triangle. Some “No parking signs” were placed and Eke Panuku offered the 18 Elm St property for contractor parking.
- Requesting Auckland Transport not removed its representative staff for business associations.

#### Funding

This is the first year we have focussed on raising funds externally. The board wishes to thank and acknowledge the following:

The Trusts Community Foundation	\$55,000	Midtown Lighting Project
NZ Government’s Local Crime Fund	\$10,302	Crime Prevention planters
Ockham Development	\$10,000	Midtown Light Project
Whau Local Board	\$3,500	Maori Wardens
Whau Local Board	\$1,500	A Bike Port

Additional to direct funding, Eke Panuku is funding the Open Streets project to the tune of \$140,000. Waka Kotahi contributed an additional \$11,600 to Nightride. Creative Communities Scheme contributed \$3,574 for the We are Woven event. Whau Local Board contributed \$3,500 towards the 2023 Avondale Christmas Parade.

Honorarium - We introduced an Honorarium for the Chairperson role to acknowledge the amount and importance of the work involved.

Constitution Review - We reviewed the constitution of the society per the new act change requirements.

Strategy Plan - We developed a new 3 Year Strategy Plan

#### Not completed

- Line Items in WLB Plan – WLB has had its funding considerably reduced making this currently unlikely.
- Purchase of Market View. We decided ultimately this wasn’t sufficient value for money.
- Investigating the feasibility of expanding our BID map area.
- Roll out of the Associate Membership programme.