



AVONDALE
MAINSTREET



Avondale Business Association
Annual Report
2021



Contents

Strategy Plan 2020-2023	4
Agenda	5
Minutes	7
Executive Board	10
Chairman's Report	11
Treasurer's Report	13
Interim Budget	14
Auditor's Letter	16
Auditor's Report	19
Manager's Report	31
Business Plan	37
BID Map	42



Our Strategy

Our Vision: Avondale Mainstreet is a great place to visit, shop and do business.

1 January 2021 to 31 December 2023

ADVOCACY & LOBBYING	BEAUTIFICATION & MAINTENANCE	MEMBER ENGAGEMENT	VISITOR ENGAGEMENT	GOOD GOVERNANCE
<p>Advocate with stakeholders to ensure the best interests of business owners are met during:</p> <ul style="list-style-type: none"> • Panuku's construction of the community centre and Crayford St West. • Kainga Ora's and other housing developments on Great North Road. • The building of Te Whau Walkway through Avondale. • Re-paving of the street through the Whau Local Board/Auckland Transport. <p>Continue to lobby for improved development of the town centre</p>	<p>We encourage the community to walk in, enjoy and feel safe in their local town centre:</p> <ul style="list-style-type: none"> • A maintenance programme keeps Avondale looking tidy, encouraging business owners to follow suit. • We provide modern, bright under-veranda lighting for better safety and exposure of our businesses. • We are introducing a CCTV system to keep both shop owners and shoppers feeling safe. • We improve the environment with public amenities and better visual and creative elements to generate a point of difference. 	<p>Improved member engagement in the work of the association through providing relevant and engaging:</p> <ul style="list-style-type: none"> • Information, through a range of communications channels. • Networking events. • Educational Workshops. • Increased personal touchpoints. <p>Increase ABA membership numbers.</p> <p>Begin an Associate Member programme.</p> <p>Business attraction: advertise the benefits of doing business in Avondale and encourage new retail/commercial businesses into the area.</p>	<p>Increase shopper engagement through the website, social media and other communications platforms.</p> <p>Host or support a programme of events and promotions for the purpose of:</p> <ul style="list-style-type: none"> • Driving shoppers to the mainstreet. • Improving placemaking and the sense that Avondale is a great place to hangout and shop. 	<p>Be fiscally sound.</p> <p>All policies and processes in place to ensure smooth running of the organisation and maximising of resources.</p> <p>Improve funding with funding grants.</p>

Annual General Meeting - Agenda

6.00-6.05 1. Welcome & introduction

Acknowledge Quorum.

6.05-6.10 2. Apologies

6.10-6.15 3. Minutes of the previous AGM

Resolution 1: That the Avondale Business Association BID Inc receive and confirm the 2020 AGM Minutes of the Avondale Business Association Inc.

6.15-6.20 4. Matters Arising from the minutes

6.20-6.30 5. Chairperson's Report

Resolution 2: That the Avondale Business Association BID Inc receive the Chairperson's Report.

6.30-6.40 6. Annual Report/Managers Report

Resolution 3: That the Avondale Business Association BID Inc receive the Annual Report

6.40-6.45 7. Business Plan for 1 July 2022 to 30 June 2023

Resolution 4: That Avondale Business Association BID Inc approves the Business Plan for the period 1 July 2022 to 30 June 2023. That the Association note that the Executive Committee has authority under the Rules of the Association to make changes to the Business Plan as necessary through the period.

6.50-6.55 8. Treasurer's Reports

8.1 Treasurer's Reports / Audit Report

End of year financial statements, performance report and audit to 30 June 2021.

Resolution 5: That the Avondale Business Association BID Inc receive and approve the Annual Financial Statements for the Financial Year 1 July 2020 to 30 June 2021.

8.2 An Indicative Budget showing income and expenditure for 1 July 22 - 30 June 2023.

Resolution 6: That Avondale Business Association BID Inc receive and approve the proposed budget for 1 July 22 - 30 June 2023. That the Association notes that there will be no increase in the Association's BID targeted rate grant for this period resulting in the targeted rate grant remaining at \$154,000, as per the previous year.

Further, that Avondale Business Association BID Inc asks the Whau Local Board to recommend to the governing body the amount of \$154,000 be included in the Auckland Council draft 2022/2023 annual budget consultation process.

8.3 Appointment of Auditor

Resolution 7: That the Avondale Business Association appoint Mann Judd to continue as Auditor for the Avondale Business Association BID Inc for the 2021/2022 financial year.

6.55-7.25 **9. Election of Members to Executive Committee**

9.1 Election of Committee

Resolution 8: That the Avondale Business Association approves the election of [Names of Elected Members] to the Executive Committee for 2021/2022.

9.2 Election of Chairperson

The nominations for Chairperson are [nominees to be announced at the AGM].

Resolution 9: That the Avondale Business Association approves the election of [Name] as the Chairperson for 2021/2022.

9.3 Election of Treasurer

The nominations for Treasurer are [nominees to be announced at the AGM].

Resolution 10: That the Avondale Business Association approves the election of [Name] as the Treasurer for 2021/2022.

9.4 Appointment / Election of Secretary

The nominations for Secretary are [nominees to be announced at the AGM].

Resolution 11: That the Avondale Business Association approves the election of [Name] as the Secretary for 2021/2022.

7.25-7.30 **10. General Business**

7.30-7.50 **11. Question Time**

7.50-7.55pm **12. Set Next Meeting Date**

Meeting closes to be followed by business awards and refreshments

Annual General Meeting 2020 – Minutes

The Marshall Room, Avondale Racecourse, 23 Elm Street, Avondale

Chaired by Marcus Amosa

TUESDAY OCTOBER 20, 2020 FROM 6PM - 8PM

1. PRESENT

LIFE MEMBER

Alison Turner

ASSOCIATE MEMBER

Amanda Phillips - Amanda 4 Flowerz

MEMBERS PRESENT WERE:

Marcus Amosa	Cain Tattoo Studio - Chairperson
Sandra Paterson	Felice Hair Design - Secretary
Pirie Brown	Haven Foundation - Treasurer
Amy White	Amy White Ltd
Bharatkumar Patel	Rosebank Dairy (arrived 6.16pm)
Bruce Gore	Gore Family Trust
Chhayank Silanki	Jina Beauty Point (arrived 6.13pm)
Chris Amosa	Cain Tattoo Studio
Denise Te Tai	Gaowoo Geddes Terrace Ltd
Geoff Evans	Interim Investments Limited
Grant Hodges	Browne St
Hasit Mansuri	The Taphouse
Hemant Vallabh	Avondale Shoes (arrived 6.09pm)
Irene Rosser	The First Trust
Jackhy Houy	Watson Home Bakery
Jenny Mukerji	The Taphouse
Jeno Capo	Copeland Trust
Julie Ramsay	Milestones Trophies & Engraving
Liz Young	Avondale Family Chemist
Mehmood Kahn	Spice World
Pete Elderkin	Deaf Aotearoa New Zealand Incorporated
Rachael Howard	Early Explorers Childcare Centre
Rick Howard	Early Explorers Childcare Centre
Sam Fraser	Browne St
Sue Thirkettle	Haven Foundation
Tim Little	Dr T D Little Dental Ltd
Tristan Marris	Colony - Space to Work
Vaimaila Urale	Moana Fresh
Victor Young	Avondale Dental

NON-MEMBERS (BID MEMBERS) PRESENT:

Kanti Bhikha	B Keshaw & K Bhikha
Peter Delmont	Henderson (2006) Ltd

Manager

Cynthia Crosse

STAKEHOLDERS PRESENT WERE:

Catherine Farmer	Whau Local Board
Grant Hewison	Facilitator
John Subritsky	The Beacon
Kay Thomas	Whau Local Board, Chair
Kerrie Subritsky	The Beacon
Tracy Mulholland	Whau Ward Councillor
Warren Piper	Whau Local Board
Fiona Dovers	Ockham Residential
Mark Todd	Ockham Residential

2. APOLOGIES

Apologies tendered and accepted were:

- Susan Wang, Shenlong Chinese Medicine Clinic
- Catherine Percy, Crescendo Trust

Moved by Mehmood Kahn: Seconded Tim Little: Carried.

3. MINUTES OF THE PREVIOUS AGM

Resolution 1: That the Avondale Business Association BID Inc receive and confirm the 2019 AGM Minutes of the Avondale Business Association Inc.

Moved by Marcus Amosa: Seconded Pirie Brown: Carried.

4. CHAIRPERSON'S REPORT

Marcus Amosa spoke to the Chair Report.

Resolution 2: That the Avondale Business Association BID Inc receive the 2019/2020 Chairperson's Report

Moved by Tim Little: Seconded Liz Young: Carried.

5. ANNUAL REPORT / MANAGER'S REPORT

Cynthia Crosse spoke to the Manager's report.

Peter Delmont expressed a concern about the upcoming Community Centre development taking valuable retail away from the area and was asked to attend an Executive Board meeting for further discussion.

Resolution 3: That the Avondale Business Association BID Inc receive the 2019/2020 Annual Report (or Manager's Report)

Moved by Marcus Amosa: Seconded Amy White: Carried.

6. BUSINESS PLAN FOR 1 JANUARY 2020 TO 30 JUNE 2022

Marcus spoke to business plan.

Resolution 4: That Avondale Business Association BID Inc approves the Business Plan for the period 1 December 2020 to 30 June 2022. That the Association note that the Executive Committee has authority under the Rules of the Association to make changes to the Business Plan as necessary through the period.

Moved by Mehmood Kahn: Seconded Victor Young: Carried.

7. STRATEGY PLAN 1 JANUARY 2021 TO 31 DECEMBER 2023

Marcus spoke to the Strategy plan noting one of the business association's objectives to be advertising that Avondale is a good place to do business.

Resolution 5: That Avondale Business Association BID Inc approves the Strategy Plan for the period 1 January 2021 to 31 December 2023. That the Association note that the Executive Committee has authority under the Rules of the Association to make changes to the Strategy Plan as necessary through the period.

Moved by Liz Young: Seconded Tim Little: Carried.

8. TREASURER'S REPORT

8.1 End of year financial statements, performance report and audit to 30 June 2020

Treasurer spoke to his report as provided in the Annual Report noting the Financial & Fraud Policies now in place amongst other key items. Peter Elderkin asked what had happened to the monies that Council had withheld earlier in the year and Pirie replied that they had been remitted to our account following audit.

Resolution 6: That the Avondale Business Association BID Inc receive and approve the Annual Financial Statements for the Financial Year 1 July 2019 to 30 June 2020.

Moved by Marcus Amosa: Seconded Liz Young: Carried.

8.2 A revised budget showing income and expenditure for 1 July 2020 - 30 June 21.

Treasurer talked to the current budget explaining the Executive had changed it to be more relevant to how the organisation has evolved in these past few months, due to the nature of the rapid growth in the organisation as well as the changes created through the Covid pandemic. A contingency has been added for Covid as well as depreciation on two of our larger maintenance projects – underverandah lighting and CCTV. He noted that the Executive Committee was given authority at last year's AGM to make changes to the budget as necessary through the period. No resolution required *That the Avondale Business Association approves the election of Sandra Paterson as the Secretary for 2019/2020.*

Moved by S Turner, seconded by K Bhikha, carried.

8.3 An Indicative Budget showing income and expenditure for 1 July 21 - 30 June 2022.

Treasurer talked to the new budget. Resolution 7: That the Avondale Business Association BID Inc receive and approve the projected income and expenditure financial report for the period 1 July 2021 to 30 June 2022. That the Association notes that there will be no increase in the Association's BID targeted rate grant for 2021/2022, resulting on the BID targeted rate grant amount remaining at \$154,000, which is the same as for 2020/2021.

Moved by Marcus Amosa: Seconded Mehmood Kahn: Carried.

8.4 Appointment of Auditor

That the Avondale Business Association appoint Mann Judd as Auditor for the Avondale Business Association BID Inc for the 2019/2020 financial year.

Moved by K Bhikha, seconded by T Little, carried.

9. ELECTION OF MEMBERS TO EXECUTIVE COMMITTEE

The association received nine nominations for Executive Board members – the existing eight member plus one new in Denise Te Tai who represents a property ownership in St Jude St. Denise also manages the adjacent Cosmopolitan Retirement Village, so we look forward to having a voice on the board to speak for the older members of our community.

This is the maximum number of voting Board members allowed under our Constitution and accordingly all nine are deemed elected. Hence the resolution 9: That the Avondale Business Association approves the election of:

1. Marcus Amosa
2. Pirie Brown

3. Geoff Evans
4. Sandra Paterson
5. Mehmood Kahn
6. Amy White
7. Liz Young
8. Victor Young
9. Denise Te Tai

to the Executive Committee for 2020/2021.

Moved by Tim Little: Seconded Liz Young: Carried.

9.2 Election of Chairperson

9.3 Election of Treasurer

9.4 Appointment / Election of Secretary

In the election of the positions of Chairperson, Treasurer and Secretary, there was just one nomination for each, being the current officers. Hence the resolution 10: That the Avondale Business Association approves the election of:

- Marcus Amosa as Chairperson
- Pirie Brown as Treasurer, and
- Sandra Paterson as Secretary.

for 2020/2021.

Moved by Mehmood Kahn: Seconded Victor Young: Carried.

10. SPECIAL RESOLUTION - Auckland Business Improvement District (BID) Programme Agreement

Auckland Council required us to approve the Auckland Business Improvement District (BID) Programme Agreement as the previous agreement expires this year. This is an agreement between Auckland Council and the Avondale Business Association for us to uphold the correct policies for being a BID.

Resolution 11: That the Avondale Business Association adopts and signs the Auckland Business Improvement District (BID) Programme Agreement.

Moved by Marcus Amosa: Seconded Pirie Brown: Carried.

11. GENERAL BUSINESS

There was no general business.

Meeting Closed 6.45pm after which Councillor Tracy Mulholland spoke praising Marcus for his commitment to Avondale. She acknowledged the Whau Local Board Chair, and members present; Claire Siddens from the Council BID team and spoke of the upcoming developments that will have enormous impact on Avondale. Of note, she discussed the issue of the Aquatic Facility which she recent challenged at Council to ensure it retained its status as a project "in progress," while promising she will do what she can to ensure the facility comes to Avondale.

Executive Board



Marcus Amosa

CHAIRPERSON
GOVERNANCE SUBCOMMITTEE
Cain Tattoo



Pirie Brown

TREASURER
GOVERNANCE SUBCOMMITTEE
Haven Foundation



Victor Young

MAINTENANCE SUBCOMMITTEE
Victor Young Dental



Liz Young

Avondale Family Chemist



Mehmood Kahn

Spice World



Amy White

Avondale Dental



Denise Te Tai

GOVERNANCE SUBCOMMITTEE
Cosmopolitan Village

NON-VOTING MEMBERS



Kay Thomas

Whau Local Board, Chair



Cynthia Crosse

MANAGER
MAINTENANCE SUBCOMMITTEE

Outgoing Executive Board Members:

The board wishes to thank Sandra Paterson and Geoff Evans for their contribution to the Avondale Business Association this year.

Chairperson's Report



In welcoming in 2021 we had enjoyed over three months of Level 1 activity and there was hope that lockdowns might be a thing of the past. February quickly brought new cases, and we were reminded of the harshness of the lockdown environment.

While this unique variable has brought uncertainty and anxiety, it has led many within our business community to be creative in how they plan and do business.

I want to commend all our business owners - those new to Avondale and those who have been through Avondale's many changing seasons. Particularly, I acknowledge those of you who have been unable to open until Level 2 - we continue doing it tough, but I have no doubt we will push through this challenging season together.

This year, the association has continued to focus on refining our processes and procedures. Having consulted a governance specialist, our board, with its range of expertise, continues to go from strength to strength.

The association is the voice of business in Avondale, and with such change happening in our town centre, advocacy has played a large part of our year. Covid lockdowns have seen us work with our counterparts in New Lynn, Rosebank, and Blockhouse Bay to add weight to our collective business voice and we have sent letters to local and central government urging more support.

We continue to encourage economic growth while helping to mitigate issues related to the development of commercial and residential properties in our area; the new Avondale library, community hub and town square; the re-development of Crayford Street West; the pavement upgrade, and transport and parking outcomes.

Safety on the main street continues to be a priority. We need to not only provide a safe space for our business owners, we need to also affect the feeling of Avondale being a safe space to attract new business owners and customers. Key to that sense of safety is building the relationship with our wardens and police as well as our CCTV and lighting projects.

We continue to support initiatives that help to lighten up and beautify our street. Our maintenance subcommittee has worked well this year initiating small, strategic beautification projects that go a long way to enhancing the character of our street with the limited budget we have.

Our two big projects continue to be advanced. The implementation of CCTV and upgraded under-verandah lighting is something that will be well received by business owners and the local community alike as they roll out in 2022.

The launch of our new magazine this year, reflects the vibrant business community we have.

The online space is a major part of how we want to push the Avondale brand and we continue to find ways to innovate on those marketing platforms.

In summary, the Avondale Business Association is slowly morphing the way we portray our town centre and the way others perceive it, to keep pace with the external changes facing us. We are proud of our collective membership, a businesses community that serves its neighbourhood well, and we will continue to do our best to serve you.



Marcus Amosa
Chairperson

Treasurer's Report

This is the first full year under the guidance of our new Chair and Executive Board. Determining the areas of expenditure was a challenge as we had little guidance for forward planning other than a rough indicative budget.

Our end-of-year result for 1 July 2020 to 30 June 2021 shows a surplus of \$58,778 with cash reserves of \$248,261.

We could have spent more within our budget, but prudence was the better choice in forward financial planning to enable better outcomes to be embedded.

Last year, we had a receivable asset on our books of \$112,000 of withheld Auckland Council Grants. We received this payment as promised by the Council BID team. This resolved the deficit funding from previous years that had been withheld.

We budgeted on two large projects – the introduction of CCTV and a revamp of under-veranda lighting. These projects required significant preparation before we could commence. The expenditure on these two projects has been reallocated into the present budget as we move towards commencement.

While Covid 19 hit our members hard, it had no direct impact on our organisation financially. We had a budget provision and fortunately never needed to draw on this.

The indicative budget for the Year End June 2023 has heavy investment into:

- The Street Pride Fund – continual improvement of maintenance & beatification.
- Promotions & events.
- Social media communication.
- Quarterly magazine publication.
- Continuing to pay the electricity costs for under-veranda lighting.

It continues to include a provision for any direct impact on our organisation from Covid-19.

In moving forward, our association is in a very healthy financial position.



Pirie Brown

Pirie Brown, JP
Treasurer

Indicative Budget

1 July 2022 – 30 June 2023

INCOME	
Auckland Council Grants – BID Targeted Rate Grant	\$154,000
Reserve Funds	\$14,000
Anticipated Grants	\$10,000
Magazine Advertising	\$8,000
GST Refunds	\$6,500
Whau Local Board Christmas Fund	\$3,500
Interest Income	\$300
AECT Dividend	\$280
Total Income	\$196,580
LESS EXPENSES PER BUSINESS PLAN OBJECTIVES	
Governance - Board workshop/training	\$2,000
Member Communications & Engagement	
Three networking events	\$3,600
Business Awards	\$2,000
External Communication & Promotions	
Social Media & Online Advertising	\$13,400
Website Administration	\$300
Promotions & Events	
ANZAC Day, Matariki, Christmas Decorations & Festival, Summer Series, Discount Book	\$26,360
Street Improvements	
Street Pride Fund - Maintenance and beautification projects	\$35,000
Magazine Production	\$12,000
Power - Street Lighting	\$10,800
Safety - "Coffee with a Copper" events	\$1,800
Operating Expenses	
Management/Administration	\$50,400
Contingency - Covid-19	\$7,000
Professional Advice & Training	\$4,600
AGM Event & Annual Reporting	\$4,000
Graphic Design	\$2,500
Maintenance - Street Lighting	\$2,000

Committee Meetings		\$400
Maintenance - General		\$400
Gifts of Appreciation		\$300
Less Overheads		
Accounting & Auditor Fees		\$8,000
Subscriptions / software licences:	Adobe, Wix, CRM software, Xero, 1 Password, POBox and provision for price increases	\$4,277
Insurances		\$1,300
Office Expenses		\$1,100
General Expenses		\$1,030
Phone & Data		\$1,000
Printing & Stationery		\$600
Bank Fees		\$60
Total Expenses		\$196,227
SURPLUS		\$353



14th September 2021

The Board
Avondale Business Association Inc

Via Email

Dear Board

FINANCIAL STATEMENT AUDIT FOR THE YEAR ENDED 30 JUNE 2021

We have completed our audit of the special purpose financial statements of Avondale Business Association Inc for the year ended 30 June 2021. In accordance with our standard practice and International Auditing Standards, we provide this memorandum to those charged with governance.

Financial Statements

The audited special purpose financial statements of Avondale Business Association Inc for the year ended 30 June 2021 show total operating surplus for the year of \$58,778 and net assets of \$248,261.

We performed our standard audit work with particular emphasis on revenue recognition including income received in advance from Auckland Council Grants, confirmation of bank balances, completeness of liabilities and expenditure.

The attached adjustments were identified during our audit work and adjusted by you. They related to late bank reconciliations (\$384) and double reversed prior year accrued expenditure (\$11,040).

The identified adjustment as result of our audit work is attached but was not processed on the basis of materiality. This related to GST payable and accrued expenditure.

We have issued an unmodified audit opinion in respect of the 30 June 2021 financial statements.

In addition, the audit report includes:

- **Material Uncertainty Related to Going Concern.** The special purpose financial statements have been prepared on the basis that the Society is a going concern. This is dependent upon the continued grant funding from Auckland Council.

hl**b.co.nz**

HLB Mann Judd

Level 8, 57 Symonds Street, Auckland 1010, NZ / PO Box 43, Auckland 1140, NZ

T: +64 (0)9 303 2243 **F:** +64 (0)9 377 3053 **E:** hlb@h**l**b.co.nz

HLB Mann Judd is a member of HLB International, the global advisory and accounting network.



- Emphasis of Matter that the special purpose financial statements are intended for the Board of the Society to assist them to assess the financial position and results of the operation. As a result the special purpose financial statements may not be suitable for another purpose.

We considered the effect of Covid-19 on the entity and Note 6 of the financial statements includes disclosure of such. Our conclusion is not modified in respect of this matter.

As required by International Auditing Standards, we advise that Note 4 of the financial statements disclose related party transactions.

Our audit fee for the 2021 year is estimated to be \$5,500 plus GST. Other than in our capacity as auditor, we have no relationships with, or interest in Avondale Business Association Inc.

Other Observations:

We make the following observations to assist in continued improvement.

- The government is considering the future financial reporting of Incorporate Societies. It is likely that Incorporate Societies will be brought into the registered charities regime and require an audited statement of service performance (including non-financial outputs) and statement of cash flows as well as additional disclosure.
- The Society is liable for taxation on all interest and other non-member income in excess of \$1,000. We recommend that a full income tax calculation be prepared each year to support no taxation payable.

Finally we would like to take this opportunity to thank Pirie Brown and Katherine Bai for their assistance during the course of our audit.

Yours sincerely
HLB MANN JUDD

A handwritten signature in blue ink, appearing to read 'J G Edwards', with a long horizontal flourish extending to the right.

J G Edwards
Partner

Avondale Business Association Inc
 Year End: 30 June 2021
 Adjusting journal entries - normal adjusting
 Date: 1/07/2020 To 30/06/2021

TT	JGE	MJ
2/09/2021	2/09/2021	10/09/2021

4-100

Number	Date	Name	Account No	Reference	Annotation	Debit	Credit	Recurrence	Misstatement
1	30/06/2021	Audit & Accounting	412	N.21		6,086.96			
1	30/06/2021	Legal Expenses	441	N.21		3,513.04			
1	30/06/2021	Accounts Payable	800	N.21			11,040.00		
1	30/06/2021	GST	820	N.21		1,440.00			
Reverse double adjustments to reverse PY accrued exp									
3	30/06/2021	General expenses	429				383.52		
3	30/06/2021	Westpac Current Account	600-1			383.52			
Late adjustment by SBA									
						11,423.52	11,423.52		
Net Income (Loss)			58,509.72						

Avondale Business Association Inc
 Year End: 30 June 2021
 Adjusting journal entries - reclassifying
 Date: 1/07/2020 To 30/06/2021

TT	JGE	MJ
2/09/2021	2/09/2021	10/09/2021

4-105

Number	Date	Name	Account No	Reference	Annotation	Debit	Credit	Recurrence	Misstatement
2	30/06/2021	Auckland Council Grants	203			5,000.00			
2	30/06/2021	Other Revenue	260				4,347.83		
2	30/06/2021	GST	820				652.17		
reclassify revenue & adjusting GST portion									
						5,000.00	5,000.00		
Net Income (Loss)			58,509.72						

Avondale Business Association Inc
 Year End: 30 June 2021
 Adjusting journal entries - unrecorded (factual)
 Date: 1/07/2020 To 30/06/2021

TT	JGE	MJ
2/09/2021	2/09/2021	10/09/2021

4-110

Number	Date	Name	Account No	Reference	Annotation	Debit	Credit	Recurrence	Misstatement
4	30/06/2021	Power	196			955.86			
4	30/06/2021	GST	820			143.38			
4	30/06/2021	Accrued Expenses	1055				1,099.24		
adjusting accrued expenses									
						1,099.24	1,099.24		
Net Income (Loss)			57,553.86						



Annual Report

Avondale Business Association - BID Incorporated
For the year ended 30 June 2021

Prepared by SBA Avondale



Contents

3	Audit Report
5	Directory
6	Statement of Financial Performance
8	Statement of Financial Position
9	Depreciation Schedule
10	Notes to the Financial Statements



INDEPENDENT AUDITOR'S REPORT

To the Board of Avondale Business Association Inc

Opinion

We have audited the special purpose financial statements of Avondale Business Association Inc which comprise the statement of financial position as at 30 June 2021 and the statement of financial performance for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying special purpose financial statements present fairly, in all material respects, the financial position of Avondale Business Association Inc as at 30 June 2021, and its financial performance for the year then ended in accordance the policies set out in Note 2 of the special purpose financial statements.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of Avondale Business Association Inc, in accordance with Professional and Ethical Standard 1 (Revised) *Code of Ethics for Assurance Practitioners* issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in Avondale Association Business Inc.

Material Uncertainty Related to Going Concern

We draw attention to Note 5 to the special purpose financial statements, which describe the uncertainty related to the going concern assumption. The special purpose financial statements have been prepared on a going concern basis, the validity of which depends on continued grant funding from Auckland Council. Should that continued grant funding not be forthcoming, the going concern concept maybe invalid and provisions would have to be made for any loss on the realisation of the society's assets. Our opinion is not modified in respect of this matter.

Emphasis of matter – Basis of Accounting and Restriction on Distribution and Use

We draw attention to Note 2 to the special purpose financial statements, which describe the basis of accounting. The special purpose financial statements are prepared for the board of the society to assist them to assess the financial position and results of the operation. As a result, the special purpose financial statements may not be suitable for another purpose.

Emphasis of matter – COVID-19

We also draw attention to Note 6 "COVID-19" in the special purpose financial statements, which describes the uncertainties and possible effects on the entity arising from the on-going issues related to COVID-19. Our opinion is not modified in respect of this matter.



Board's Responsibilities for the Financial Statements

The Board is responsible on behalf of the Society for the preparation and fair presentation of the special purpose financial statements in accordance with taxation principles contained in the Income Tax Act 2007 and disclosure requirements contained in the Tax Administration (Financial Statements) Order 2014, and for such internal control as the board determine is necessary to enable the preparation of special purpose financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the special purpose financial statements, the board is responsible on behalf of the Society for assessing the Society's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Special Purpose Financial Statements

Our objectives are to obtain reasonable assurance about whether the special purpose financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these special purpose financial statements.

A further description of the auditor's responsibilities for the audit of the financial statements is located at the XRB's website at

https://xrb.govt.nz/Site/Auditing_Assurance_Standards/Current_Standards/Description_Auditors_responsibilities.aspx.

This description forms part of our auditor's report.

This report is made solely to the Society's board, as a body. Our audit work has been undertaken so that we might state those matters which are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Society and the Society's board, as a body, for our audit work, for this report or for the opinions we have formed.

A handwritten signature in blue ink, appearing to read 'HLB Mann Judd'.

HLB Mann Judd
Chartered Accountants
Auckland, New Zealand

14 September 2021



Directory

Avondale Business Association - BID Incorporated For the year ended 30 June 2021

Registered Office

1855 Great North Road, Avondale, Auckland

Nature of Business

The Avondale Business Association was incorporated to look after the best interests of local businesses and to improve local economic development in the area.

Incorporation Number

906929

New Zealand Business Number

429042943389

IRD Number

069-947-875

Management

Marcus Amosa (Chairperson)
Pirie Brown (Treasurer)

Auditors

HLB Mann Judd

Bankers

Westpac

Accountants

SBA Avondale
1962 Great North Rd, Avondale, Auckland





Statement of Financial Performance

Avondale Business Association - BID Incorporated
For the year ended 30 June 2021

	NOTES	2021	2020
Trading Income			
Advertising Income		5,821	-
Auckland Council Grants		162,500	157,500
Grants - Non Council		5,000	-
Total Trading Income		173,321	157,500
Gross Profit		173,321	157,500
Gross Profit %		100	100
Other Income			
AECT Dividend		280	-
Interest Income		91	38
Other Revenue		41	483
Total Other Income		412	521
Expenses			
ACC Levies		-	41
Advertising - Newspapers & Publications		1,438	1,165
AGM		2,576	157
Audit & Accounting		6,658	10,148
Bank Fees		50	68
Committee Meeting costs		103	93
Community Newsletters & Flyers		5,156	1,504
Depreciation		445	223
Electronic Fees		391	156
General Expenses		21	-
Gifts of Appreciation		139	-
Graphic Design		2,475	-
Insurance		1,192	1,078
Legal Expenses		3,513	2,358
Loss on Disposal of Fixed Assets		-	687
Low Value Assets		-	356
Management/Administration		39,351	19,786
Networking and Workshops		904	630
Office Expenses		218	3,957
Office Management Pre Agm Oct 19		-	4,446
Phone & Data		910	761
PO Box Fees		178	170
Power - Street Lighting		9,465	-
Printing & Stationery		379	464
Projects - CCTV Installation		919	-
Projects - Signage Upgrades		1,600	-



Statement of Financial Performance



	NOTES	2021	2020
Projects - Street Lighting		129	-
Promotions / Promotional Events		10,049	8,024
Publications - Mags/Newsletters		190	-
R/M General		838	-
R/M Street Lighting		-	536
Rent		-	1,130
Repairs & Maintenance		173	-
Repairs & Maintenance		-	126
Revitalisation of Business Area & Street Pride		9,878	1,680
Small Meeting Reimbursements		95	7
Social Media Platforms		10,209	3,022
Spiders Web		-	5,705
Subscriptions & software licences		1,463	246
Website Ongoing development		3,310	1,852
Xero Fees		540	218
Total Expenses		114,955	70,793
Net Profit (Loss) Before Taxation		58,778	87,228
Net Profit (Loss) for the Year		58,778	87,228



Statement of Financial Position

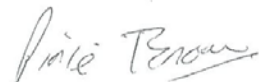
Avondale Business Association - BID Incorporated

As at 30 June 2021

Account	Notes	30 Jun 2021	30 Jun 2020
Assets			
Current Assets			
Cash & Bank			
Westpac Current Account		285,191	122,605
		285,191	122,605
Trade and Other Receivables			
Trade receivables		5,144	0
Trade and other receivables			
Auckland Council Grants Held		0	112,000
Total Trade and other receivables		5,144	112,000
GST Receivable		7,064	4,282
		297,399	238,888
Non-Current Assets			
Property, Plant and Equipment		668	1,113
		668	1,113
		298,067	240,001
Liabilities			
Current Liabilities			
Trade and Other Payables			
Trade and other payables		11,306	12,018
Unearned income			
Auckland Council Grants Received in Advance		38,500	38,500
Total Unearned income		38,500	38,500
		49,806	50,518
		49,806	50,518
		49,806	50,518
		49,806	50,518
Net Assets		248,261	189,483
Accumulated Funds			
Accumulated Surplus or (Deficit)		248,261	189,483
		248,261	189,483



Chairperson
14 September 2021



Treasurer
14 September 2021





Depreciation Schedule
Avondale Business Association - BID Incorporated
For the year ended 30 June 2021

NAME	RATE	METHOD	PURCHASED	DISPOSED	COST	OPENING VALUE	PURCHASES	SALE PRICE	DISPOSALS	DEPRECIATION	CLOSING ACCUM DEP	CLOSING VALUE
Computer Equipment												
Laptop	40.00%	DV	10 Feb 2020		1,336	1,113	-	-	-	445	668	668
Total Computer Equipment					1,336	1,113	-	-	-	445	668	668
Total					1,336	1,113	-	-	-	445	668	668





Notes to the Financial Statements

Avondale Business Association - BID Incorporated For the year ended 30 June 2021

1. Reporting Entity

AVONDALE BUSINESS ASSOCIATION - BID INCORPORATED is a incorporated Society under the Incorporated Societies Act 1908. The financial statements of the Avondale Business Association Incorporated are a special purpose report which has been prepared for the purpose of the Association.

2. Statement of Accounting Policies

Basis of Preparation

The following general accounting policies have been adopted in the preparation of these financial statements. These financial statements have been prepared on a historical cost basis. The financial statements are presented in New Zealand dollars (NZ\$) and all values are rounded to the nearest NZ\$, except when otherwise indicated.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

Revenue Recognition

Revenue is measured at the fair value of the consideration received or receivable for the sale of goods and services, to the extent it is probable that the economic benefits will flow to the society and revenue can be reliably measured.

Unearned Revenue - Grant

Typically grants are paid in four installments during the year. Revenue is recognised in the period the grant relates to. Amounts of revenue deemed to have been not yet earned are recognised as a liability on the balance sheet.

Accounts Receivable

Accounts receivables are recognised initially at fair value and subsequently measured at amortized cost using the effective interest method, less an allowance for any noncollectable amounts. Individual debts that are known to be noncollectable are written off in the period that they are identified

Property, Plant and Equipment

Property, plant and equipment are stated at historical cost less any accumulated depreciation and impairment losses. Historical cost includes expenditure directly attributable to the acquisition of assets, and includes the cost of replacements that are eligible for capitalisation when these are incurred.

An item of property, plant and equipment is derecognised upon disposal or when no further future economic benefits are expected from its use or disposal. Any gain or loss arising on derecognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in profit or loss in the year the asset is derecognised.

Depreciation



Account	Method	Rate
Computer Equipment	Diminishing Value (100%)	40%
Office Equipment	Diminishing Value (100%)	12% - 40%

Income Tax

Income Tax is accounted for using the taxes payable method. The income tax expense in the Profit and Loss represents the estimated current obligation payable to the Inland Revenue in respect of each reporting period adjusting for any variances between estimated and actual income tax payable in the prior reporting period.

The Society is liable for taxation on all interest and other non-member income in excess of \$1,000.

Goods and Services Tax

All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

3. Contingent Liabilities

There are no contingent liabilities at year end.

4. Related Party

There are no material related party transactions during the year outside normal course of business.

5. Going Concern

The Going Concern assumption is dependent upon the continuing grant funding from Auckland Council. Whilst we are confident in the Society's ability to continue as a going concern, if the funding was not forthcoming, there would be uncertainty as to whether the Society would be able to continue as a going concern, and therefore whether it would be able to pay its debts as and when they fall due and payable.

If the Society was unable to continue in operational existence and pay its debts as and when they became due and payable, adjustments may have to be made to reflect the situation that assets may need to be realized and liabilities extinguished, other than in the normal course of business and at amounts which could differ significantly from the amounts at which they are currently recorded in the Balance Sheet. These Financial Statements do not include any adjustments relating to the recoverability and classification of liabilities that maybe necessary should the Society be unable to continue as a going concern.

6. Covid-19

On March 11, 2020, the World Health Organisation declared the outbreak of Covid-19 to be a global pandemic. Two weeks later, on 26 March, New Zealand increased its Covid-19 alert level to level 4 and a nationwide lockdown commenced, which meant that all non-essential businesses ceased face to face trading. 12 August 2020 at 12 noon, Auckland region moves to Alert Level 3. 14 August 2020 The Prime Minister announces that Auckland will remain at Alert Level 3. 14 February 2021, Auckland moves to Alert Level 3 at 11:59pm. 28 February 2021 Auckland moves to Alert Level 3 at 6am. Alert Level 3, which meant everyone should work from home if they can and businesses that require close physical contact cannot open. 17 August 2021 All of New Zealand moves to Alert Level 4 at 11:59pm. 7 September 2021 Auckland remains at Alert Level 4. The rest of New Zealand moves to Alert Level 2 at 11:59pm. which meant that all non-essential businesses ceased face to face trading. Alert Level 4, which meant that all non-essential businesses ceased face to face trading.

The Entity has assessed the likely impact of Covid-19 on the Entity and have concluded that, for the 12 months from the date of signing the financial statements, Covid-19 will not impact on their ability to continue operating.





**BEST COMMUNITY CONTRIBUTOR
BEST CUSTOMER SERVICE
BEST DAIRY
BEST HEALTH PROVIDER
BEST EATERY
BEST SERVICE PROVIDER
SUPREME AWARD**

The inaugural Avondale Mainstreet People's Choice Business Awards 2021 will be presented at the Avondale Business Association's Annual General Meeting on 26 October 2021. We invite you and your teams to attend to celebrate and reward our local business owners and help shine a light on local business success.

OUR CUSTOMERS HAVE VOTED!

Awards created by Milestones Engraving.

Manager's Report



First, I'd to acknowledge you, our business and property owners, for the difficulties you have experienced through the Covid crisis of the past year and half. Some of you will have been sailing the high seas; while others, "making secure" and holding on; but few businesses now are left unscathed.

Through it all, you have displayed remarkable resilience – whether you've taken financial hits, gone into debt, lost staff, or lost your mind (!), you continue to open your doors when you can with a smile, and it is noteworthy that we have had, remarkably, little incidence of business closures in Avondale Town Centre. So, congratulations for making it thus far!

The Avondale Business Association is driven by a board of nine business and property owners like yourselves, who have been through similar turbulence, and yet they



have continued to commit their time for the greater good of our town centre. Particularly, I acknowledge the unfailing efforts of our Chair, Marcus Amosa (Cain Tattoo) and Treasurer, Pirie Brown (Haven Foundation).

I also acknowledge our Whau Local Board Chair, Kay Thomas, who is a non-voting member on our executive, as well as the invaluable guidance we receive from Claire Siddens, a Principal Advisor with the Council BID team.

The business association has also been affected by the turbulence of the lockdown changes, and we have been unable to deliver on all our KPIs, but we are confident that we have given it our best shot and are not lacking in our efforts. We are also confident that we bring value with our limited resource of a half-time contractor, and that we remain a relevant body for our local businesses.

We look forward to what can be achieved as we move forward.

Cynthia Crosse
Manager

Over.



How we performed in 2021

Maintained a culture of “Best Practice” governance

Board has worked hard to put in place the processes and procedures that form the strongest foundation with which to move forward. It is an ongoing challenge to negotiate the different perspectives and skill bases board members bring to the table, and the board is mindful to ensure continuity is maintained as different members come and go. We have met or exceeded the following performance indicators:

- Provided the Chair, Treasurer and Secretary with clear outlines of their roles, duties and responsibilities with governance training provided to board members.
- Held six board meetings since the 2020 AGM with the Manager report at each providing clear managerial and financial reporting and transparent decision making.
- Maintained the following policies and procedures:
 - Financial Management Policy including cash handling
 - Fraud Management Policy
 - Health & Safety Policy
 - Security & Safety Programme
 - Business Continuity Plan
- Adhered to Societies Office and BID programme regulations including but not limited to efficient online accounting and preparation of end of year, audited accounts. The BID team applauded our reporting and held it up as an example of excellence to the remainder 49 BIDs.
- Applied for and received additional funds through Eke Panuku, Auckland Transport and the Whau Local Board.

Member Communications and Engagement

We have sustained our members throughout the pandemic with email newsletters detailing the latest information on business assistance. We have increased awareness of the association evidenced through informal communications, while we have delayed our annual survey to measure your feedback until such time as lockdown is not foremost on your minds. We also delayed the introduction of an Associate Membership programme being reluctant to introduce external factors until things are less turbulent. And, due to lockdown, we have been stymied in our attempts to hold networking meetings. Against our performance indicators we have:

- Sent 33 email newsletters in the calendar year to September 2021 with an average readership 51%. We did not double up with printed versions due to additional cost of print and distribution.
- Held a successful complimentary networking breakfast at The Coffee Club with Panuku’s John Carter as speaker with an attendance of 26.



Promotions, Events & Street Activation

We have exceeded expectations in terms of our outward facing communications, placemaking to good effect and helping to keep Avondale Town Centre at the forefront of shoppers' minds. We have met or exceeded the following performance indicators:

- **WEBSITE:** We have maintained a local business directory and used the website to attract good business to the area. We created a video that highlights the many good things about doing business in Avondale, which our Ward Counsellor, Tracy Mulholland, forwarded to the mayor as an example of excellence.
- **SOCIAL MEDIA:** We have grown Facebook page likes to 2172 and our Instagram Followers to 779. A good campaign, such as the recent "Shot, Avondale!" photo competition can reach close to 6,000 people. We have celebrated most retail events often with a promotional campaign or competition.
- **MAGAZINE:** We have produced three quarterly magazines printing 1,500 copies per issue with an online version. The magazine provides a further vehicle within which to promote and provide placemaking for Avondale Town Centre and an affordable vehicle in which our businesses can advertise.
- **EVENTS:** Given our limited resources, our intention has been to support and help facilitate events provided by other providers, rather than create our own.
 - CHRISTMAS: We helped fund and were part of a collaboration to bring the Christmas Festival to our streets in December last year, that was an enormously successful event with perhaps 1,000 people in attendance during the day. Several of our businesses were part of this event; and we encouraged others to dress their shop windows with a prize giveaway competition.
 - ANZAC DAY is an important event for Avondale and well organized by our local RSA, so there is little requirement for assistance from the RBA. Nevertheless, we assisted where we could by covering the event in our magazine; producing a radio interview show that ran at our local Crescendo Radio; paying for additional ANZAC street flags, placing a wreath on behalf of the ABA during the ceremony, and attending the luncheon event.
 - NEIGHBOURS DAY: The ABA held a Neighbours Day event in April with support from Avondale Collaboration and Eke Panuku. It was unexpectedly bad weather and so had greatly reduced numbers; but we had plenty of learning takeaways, that will inform our upcoming Summer Series.
 - We have also, in a small way, supported the Diwali and Youth events.



Improve Avondale's Attractiveness for Users and Visitors

MAINTENANCE:

We introduced a Street Pride Fund to pay for small maintenance projects and to encourage building/business owners to tidy their facades by paying 50% of the cost of projects that help improve the overall appearance of our town centre.

Now that we have worked out how best to manage this fund, we have several projects ready to push go, not least of all, new verandah signage at Green Jade, Rosebank Doctors and several businesses of the Cain Tattoo block.

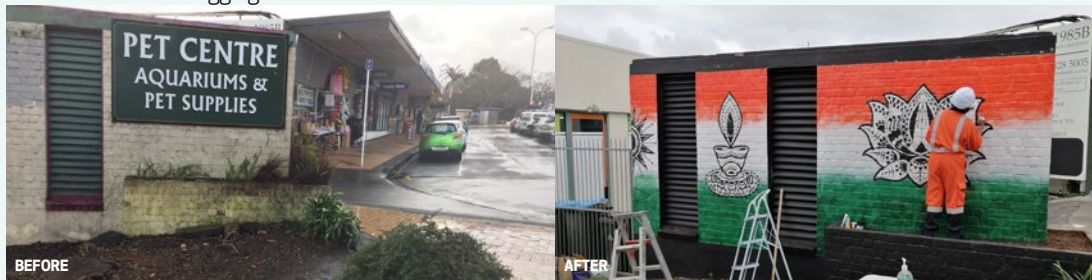
Completed maintenance tasks include removing:

- The ABA swing signs that were ugly, broken and unsafe.
- The old green veranda signs at NZ Acupuncture, Moana Fresh and Seaview
- The old green Avondale sign at Peace Park.
- The broken lightbox outside Urban Kurl
- In conjunction with Whau the People, repainting of the Welcome to Avondale mural to cover tagging.
- Cleaning rubbish from behind the Cain Tattoo block.
- Replacement of Jina's verandah signage.
- And we have dealt with incidental maintenance issues such as: a water leak at Avondale Memorial Park; complaints about asbestos in verandahs; accessing power to the stage.



MURAL:

We completed a mural at the Vector building next to Western Vets in conjunction with Vector, the Graffiti team at Council, and Tagout trust which replanted the garden area. Council figures show this beautification has acted to reduced unwanted tagging in the area.



NOTICE BOARD:

We have taken back management of the notice board and replaced old information with new.

MAORI WARDENS:

We have liaised with our local Constable to help encourage Maori Warden patrols and will continue to help facilitate this.

TEXT ALERTS:

We continued to send text alerts to warn about shoplifters as we were informed of them.



Strengthen Relationships with stakeholders

We are fortunate to enjoy good working relationships with all our key stakeholders and meet with each of them regularly to lobby and advocate on your behalf. There has been no shortage of issues which we have raised and endeavour to keep on the table for discussion including the following:

Auckland Council and its CCOs

Auckland Transport

- Replacement Paving
- Moving the Browne St Bus Stop
- A Parking Review
- Ways to mitigate damage to verandah signage
- Traffic issues on Ash and Rata
- The new NL2A Whau Walkway
- A new pedestrian crossings outside The Hollywood and Mobil stations

Community Facilities

- Roundabout planting & updated park signage

Eke Panuku

- Building the new Community Centre, including a submission on the design
- Redevelopment of Crayford St West.
- Eke Panuku has kindly provided funding for several of the events and promotions held in our town centre.

The Central BID Team

- A review of the BID Policy

A collective of Whau-based BIDs

- Lobbying to government and central government on the key needs of our collective businesses during lockdown.
- Replacement Paving
- Additional Public Toilets
- Additional Bike Ports
- Additionally, the Whau Local Board Chair sit as a non-voting member on our Executive.

The Whau Local Board

- Replacement Paving
- Additional Public Toilets
- Additional Bike Ports
- Additionally, the Whau Local Board Chair sit as a non-voting member on our Executive.

Kainga Ora

- We meet with Kainga Ora regularly to keep apprised of their significant developments in Avondale and attempt to mitigate issues.

MP, Deborah Russell

The Minister kindly walking through our town centre to ask businesses for feedback on their needs during this Covid Environment. Her electorate office continues to provide an important service to our community.

Other

We meet with the Community Constables to discuss safety issues.
We have met with developers such as Plaza and Okham Developments to help mitigate disruption.

JINA BEAUTY POINT



PLEASE WELCOME...
John Carter
STRATEGIC PLANNER
Panuku Developments

John Carter was awarded The Best Practice Award by the New Zealand Planning Institute (NZPI) in recognition of the outstanding creativity, innovation and quality of his Avondale town centre plan.

The plan focuses on four actions: enhancing the town centre, creating a high-quality residential neighbourhood, strengthening transport connections and fostering the growth of local businesses.

"The stars are starting to align for Avondale and I think we can put off something really great" says John. With funding secured and architects selected, come listen to the next steps in Panuku's plan for our town centre.

WHAT: A complimentary networking breakfast. Come hear from the award-winning designer of Avondale's rejuvenation programme and his shoulders with your business colleagues.

WHEN: 7am-8am | Wednesday, 30 March 2021

WHERE: The Club Club, 420/2 Great North Road, Avondale

RSVPs: RSVPs essential as tickets are limited. Please email manager@avondale.net.nz with your name, business and pre-valuation of your food option from below.

1. Eggs Benedict with Smoked Salmon & Cornichons
2. Piri Piri Pork with Smashed Pot, Potatoes & Bacon
3. Mushroom, Feta & Spinach Open Dockette with Smoked Cheddar
4. Giant Fuffy Pancake with Bacon & Caramelised Banana

www.avondale.net.nz

PLEASE WELCOME...
Deborah Russell
MP for New Lynn
Parliamentary Under-Secretary
to the Minister of Revenue

Hear from MP Deborah Russell as she touches on the new Budget 2021 and how to leave such an exciting housing in Avondale, and community politics.

Deborah Russell was first elected as the MP for New Lynn in the 2017 election.

Deborah grew up in Toronaki before heading off to university to study accounting and finance. After working as an accountant for several years, she returned to university to study philosophy, completing a PhD in political philosophy. Her thesis considered how we can change our government systems to make them more responsive to diverse communities. Deborah has lectured at universities in New Zealand and Australia in philosophy, ethics, management and taxation. She is the co-author of a book about New Zealand's tax system, 'Tax and Fairness'.

WHAT: A networking event with guest speaker, Dr Deborah Russell. Network with fellow business owners and enjoy complimentary wine and the culinary excellence we have come to love from Downer St.

WHEN: 5pm-8pm Thursday 19 August 2021

WHERE: Downer St Café upstairs at 50 Riverside Road, Avondale

RSVPs: RSVPs essential. Please email manager@avondale.net.nz with your business name and the names of those attending.

www.avondale.net.nz



It's been a year of stops and starts, some completed and some cancelled projects, but we have made a footprint none the less.

Business Plan 1 July 2022-30 June 2023

How we will deliver in the coming year

Objective 1: Maintain a culture of “Best Practice” governance

ACTION	KEY PERFORMANCE INDICATORS
<p>Ensure the Executive Committee is effective.</p> <p>The committee members understand their roles, the BID programme and their contribution to having effective meetings to bring about good decision making.</p>	<p>Provide governance training to executive committee.</p> <p>Provide Chair, Treasurer and Secretary with clear outline of their roles, duties and responsibilities</p> <p>Hold a minimum of six Executive meetings throughout the year.</p> <p>Chair to do Institute of Directors course.</p>
<p>Ensure there is good governance in terms of policies</p>	<p>Ensure all reporting indicates clear, transparent decision making.</p> <p>Maintain the following policies and procedures:</p> <ul style="list-style-type: none"> • Avondale BID Programme Agreement • Board charter • Health & Safety Policy • Financial Management Policy • Fraud Management Policy • Business Continuity Plan • Hazards Register • Conflicts of Interest Register • Security & Safety Programme.
<p>Ensure there is good governance in terms of practices and processes</p>	<p>Adhere to Societies Office and BID programme regulations including but not limited to:</p> <ul style="list-style-type: none"> • Preparation of an annual audit • Preparation of an annual report • Minuting of meetings • Lodging timely reports with Societies Office <p>Hold AGM event. Seek new members to the board each year. Produce Annual Report booklet for members.</p>
<p>Ensure the executive committee demonstrates good financial management and oversight.</p>	<p>Maintain efficient online book-keeping and provide financial reports at each Executive Board meeting.</p> <p>Complete end of year accounts. Seek annual audit report.</p> <p>Apply for additional funds through funding agencies, as required.</p>
<p>Ensure good management of the BID Manager with clear instruction and reporting for the role.</p>	<p>Identify:</p> <ul style="list-style-type: none"> • Role and responsibilities • Reporting requirements <p>Manager to report at each Executive Board meeting.</p>

Objective 2: Member Communications & Engagement

ACTION	KEY PERFORMANCE INDICATORS
<p>MEMBER REGISTER</p> <p>Maintain a membership database</p>	<p>Maintain the name and email address of at least 95% of business and building owners along with 100% of business name and postal addresses.</p>
<p>MEMBERSHIP</p> <p>Encourage membership of BID members into the association.</p>	<p>Provide welcome pack to new business/building owners.</p> <p>Conduct an annual survey for member feedback and to gauge member confidence.</p>
<p>EMAIL NEWSLETTER</p>	<p>Send regular email newsletters to keep our members informed of relevant, update to date news.</p>
<p>NETWORKING EVENTS & WORKSHOPS</p> <p>Host member networking and workshop events as required to encourage networking and business development in relevant and topical areas</p>	<p>Hold a minimum of three networking events.</p>



Objective 3: Promotions, Events & Street Activation

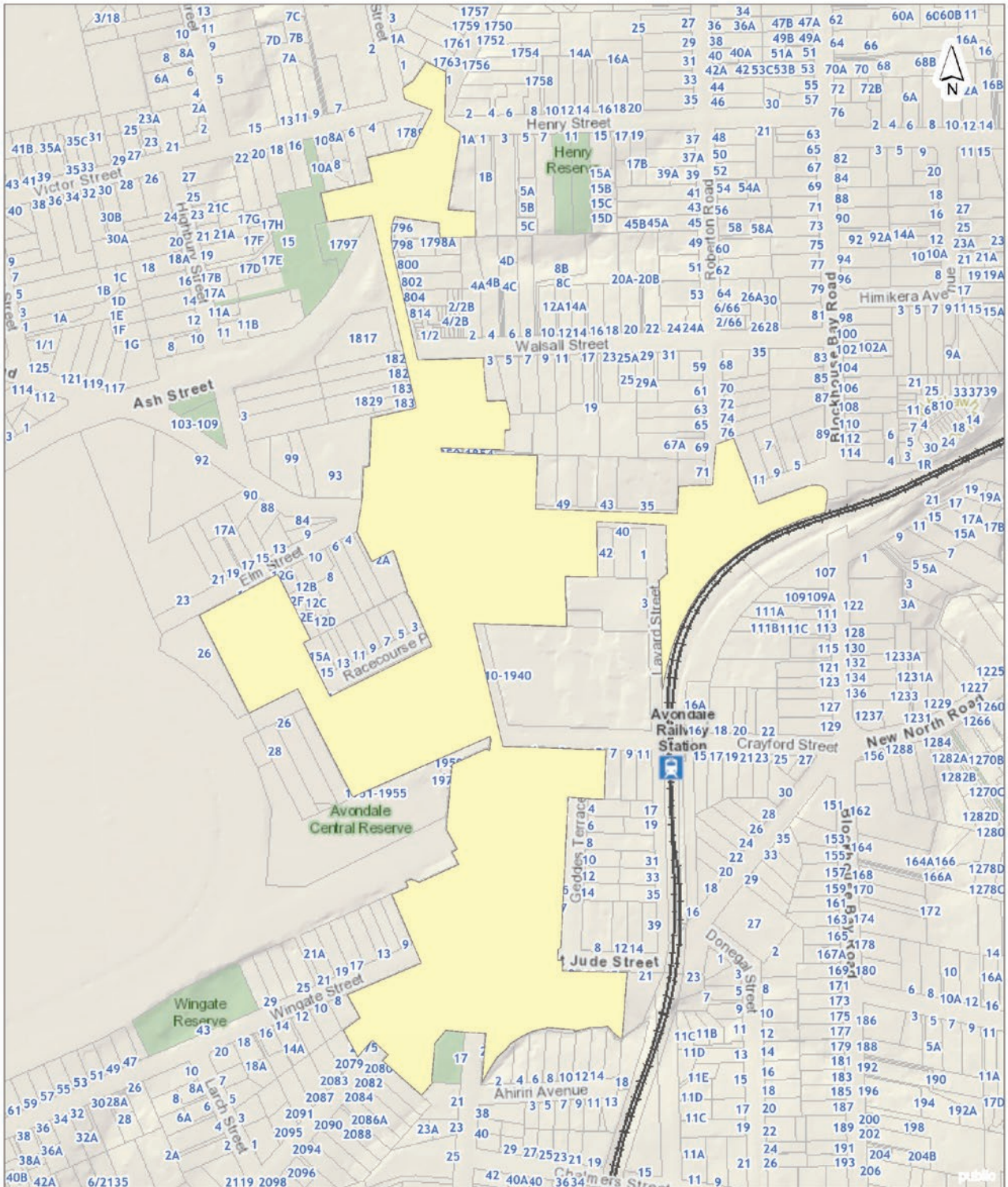
ACTION	KEY PERFORMANCE INDICATORS
<p>WEBSITE</p> <p>Maintain a dynamic website with current content to help drive interest in the mainstreet.</p>	<p>Improve SEO rating</p> <p>Ensure there is a photograph for each business in the directory.</p> <p>Add dynamic pages to replace burgeoning directory.</p> <p>Keep up content current.</p> <p>Create fresh content that creatively records mainstreet activities and promotes reasons for people to visit.</p>
<p>SOCIAL MEDIA</p>	<p>Maintain Facebook & Instagram accounts and report regularly on same. Use channels to effectively promote Avondale as a great place to spend time and shop.</p> <p>Follow a social media plan to ensure maximum engagement in terms of comments, likes, page likes, shares and run paid campaigns as required to drive traffic.</p>
<p>PROMOTIONS</p>	<p>Develop a programme of social media promotions for attracting shoppers/customers to the mainstreet including typical retail spend days, e.g. Mothers Day.</p> <p>Produce an annual Discount Book.</p>
<p>EVENTS</p> <p>Work in conjunction with other event holders where possible to maximum ABA resources.</p>	<p>Developing a calendar of events to include:</p> <p>ANZAC Day and support of the RSA's parade.</p> <p>Christmas – working with the community to stage the Avondale Christmas Festival</p> <p>Christmas decorations – to introduce decorations into the strip.</p> <p>A weekend market/street activation.</p>
<p>MAGAZINE</p>	<p>Continue to produce a quarterly magazine with a print run of 1,500, distributed into magazine racks in the town centre.</p> <p>Post hard copies to subscriber list.</p>

Objective 4: Improve Avondale’s attractiveness for users and visitors

ACTION	KEY PERFORMANCE INDICATORS
<p>STREET LIGHTING</p> <p>Improve lighting in the street, and repair or replace broken old lights.</p>	<ul style="list-style-type: none"> • Continue upgrade of ABA-owned streetlights to LED. • Create a plan to encourage night lights throughout the towncentre be kept on, and begin roll out accordingly.
<p>CCTV</p> <p>For the purposes of reducing crime and providing evidence for crimes committed, install CCTV security cameras and monitoring systems.</p>	<ul style="list-style-type: none"> • Continue roll out of CCTV installation. • Ensure visibility and awareness of system to help reduce crime • Maintain CCTV system and provide footage to police as required. • Use CCTV footage to assist with prosecuting damage to verandah signage.
<p>STREET MAINTENANCE</p> <p>Maintain a regular maintenance programme of upgrades.</p>	<p>The Maintenance Subcommittee to continue with assisting with costs of impactful maintenance improvements</p>
<p>AVONDALE CRIME AND SAFETY</p> <p>Continue to implement the Security and Safety programme to address issues and improve town-centre safety.</p>	<p>Continue relationships with NZ Police.</p> <p>Facilitate presence of Maori Wardens and Pacific Wardens in the street</p> <p>Investigate patrolling options.</p> <p>Hold “Coffee with a Copper” events.</p>
<p>STREET BEAUTIFICATION</p>	<p>Engage with the community where possible to encourage street art projects.</p> <p>Work with Council to reduce graffiti in the area.</p> <p>Complete another mural art project.</p> <p>Continue partnership with Avondale Primary for pupils to do regular clean ups.</p> <p>Work with the community to develop a “Welcome to Avondale” sign for the Peace Garden and any other appropriate sites.</p>
<p>COMMUNITY ENGAGEMENT</p>	<p>Attend monthly collaboration group meetings</p> <p>Maintain relationship with I Love Avondale, Whau the People, ACA and other community facilitators.</p>

Objective 5: Strengthen relationships with stakeholders

ACTION	KEY PERFORMANCE INDICATORS
<p>WHAU LOCAL BOARD</p> <p>Maintain good relationships with members of the Whau Local Board</p>	<p>Make a formal annual report to the board as per BID requirement.</p> <p>Invite board member to continue to sit on the Executive board.</p> <p>Continue to advocate for repaving of towncentre.</p> <p>Seek assistance with and funding for select projects such as:</p> <ul style="list-style-type: none"> • A new toilet block • Bike ports • Crime Reduction
<p>WHAU COUNCILLOR</p> <p>Maintain open communications with Whau Councillor</p>	<p>Chair to meet semi-regularly with Whau Councillor</p> <p>Stage Councillor Business Meetings in Avondale</p>
<p>EKE PANUKU</p> <p>Maintain good relationships with members of Panuku Developments</p>	<p>Work with Panuku Developments in the development of the Community Centre and Crayford Street West projects to ensure the best outcome for Avondale businesses</p>
<p>AUCKLAND TRANSPORT</p> <p>Endeavour to form a good working relationship with key staff at Auckland Transport in order to maximise the benefit of specific projects</p>	<p>Continue relationship with BID representative around parking and traffic issues including:</p> <ul style="list-style-type: none"> • Push for a parking review • Mitigate disruption to Avondale businesses during major changes
<p>KAINGA ORA</p>	<p>Continue good working relationship with key staff in order to minimise disruption from development projects.</p> <p>Seek funding contributions for local projects.</p> <p>Develop relationship with transitional housing manager and create plan to mitigate disruption.</p>
<p>AUCKLAND COUNCIL – COMMUNITY FACILITIES</p>	<p>Continue to monitor community venues and parks and request assistance as required.</p>
<p>DEVELOPERS</p>	<p>Develop relationship with developers working in the area, such as Ockham and Plaza, to ensure awareness of business needs; and help mitigate development disruptions.</p> <p>Include information on what a BID programme is and what we are bound to provide.</p>



DISCLAIMER:
 This map/plan is illustrative only and all information should be independently verified on site before taking any action. Copyright Auckland Council. Land Parcel Boundary information from LINZ (Crown Copyright Reserved). Whilst due care has been taken, Auckland Council gives no warranty as to the accuracy and plan completeness of any information on this map/plan and accepts no liability for any error, omission or use of the information. Height datum: Auckland 1946.

BID Map 2021

0 25 50 75
 Metres
Scale @ A4
 = 1:5,000
Date Printed:
 1/10/2021



www.avondale.net.nz



