



Avondale Business Association
Annual Report
2023





**BEST COMMUNITY CONTRIBUTOR
BEST DAIRY OR SUPERMARKET
BEST HAIR, BARBER, BEAUTY
BEST HEALTH PROVIDER
BEST EATERY
BEST CUSTOMER SERVICE
PEOPLE'S CHOICE AWARD**

The inaugural Avondale Mainstreet People's Choice Business Awards 2023 will be presented at the Avondale Business Association's Annual General Meeting on 26 October 2023. 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!

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Annual General Meeting - Agenda

Thursday, 26 October 2023 from 6pm-8.30pm

Venue: Haven Foundation, 1855 Great North Road, Avondale

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 2022 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 2024 to 30 June 2025**

Resolution 4: That Avondale Business Association BID Inc approves the Business Plan for the period 1 July 2024 to 30 June 2025. 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.

6.45-6.50 **8. Strategy Plan 1 January 2024 to 31 December 2028**

Resolution 5: That Avondale Business Association BID Inc approves the Strategy Plan for the period 1 January 2024 to 31 December 2028. 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.

6.50-7.05 **9. Treasurer's Reports**

9.1 Treasurer's Reports / Audit Report

End of year financial statements, performance report and audit to 30 June 2023.

Resolution 6: That the Avondale Business Association BID Inc receive and approve the Annual Financial Statements for the Financial Year 1 July 2022 to 30 June 2023.

9.2 Indicative Budget

An Indicative Budget showing income and expenditure for 1 July 2024 - 30 June 2025.

Resolution 7: That Avondale Business Association BID Inc receive and approve the proposed budget for 1 July 2024 - 30 June 2025. 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, 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 2024/2025 annual budget consultation process.

9.3 Appointment of Auditor

Resolution 8: That the Avondale Business Association appoint Mann Judd to continue as Auditor for the Avondale Business Association BID Inc for the 2023/2024 financial year.

7.05-7.30 **10. Election of Members to Executive Committee**

10.1 Election of Committee

Resolution 9: That the Avondale Business Association approves the election of [Names of Elected Members] to the Executive Committee for 2023/2024.

10.2 Election of Chairperson

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

Resolution 10: That the Avondale Business Association approves the election of [Name] as the Chairperson for 2023/2024.

10.3 Election of Treasurer

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

Resolution 11: That the Avondale Business Association approves the election of [Name] as the Treasurer for 2023/2024

10.4 Appointment / Election of Secretary

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

Resolution 12: That the Avondale Business Association approves the election of [Name] as the Secretary for 2023/2024.

11. Honarium

7.30-7.35

Resolution 13: That the Avondale Business Association approves the Honarium for the Chairperson as itemised in the Budget 2024/2025.

12. General Business

7.35-7.45

13. Question Time

7.45-7.50

Meeting to be followed by People's Choice Business Awards and refreshments.

Highlights from the Strategic Plan

1 December 2023 - 30 November 2026

A new Strategic Plan was developed this year by Jonathan Cameron of Elevate Capital Partners. The full report is available to read on our website at www.avondale.net.nz/strategy.

Jonathan ran several focus groups with the board members and several key members of the community. The Strategic Actions that arise from this work are:

1. Advocacy and lobbying

- To drive change through advocacy and lobbying at levels we haven't had before. ABA has limited resources to invest directly in major change programmes and therefore it is critical that ABA acts as the advocate and lobbyist for Avondale on core Council matters affecting the town centre
- Drive Eke Panuku's High Level Project Plan through Council and the Local Board holding Eke Panuku to account to achieve the outcomes envisioned.
- Actively promote Avondale to commercial property owners, agents and investors and seek transformative change of the building stock.
- ABA has a key role to play in partnering with Eke Panuku on many aspects of the HLLP. ABA can help influence decision making and can act as the voice of what Avondale actually wants reflected in each of the following:
 - the "enlivening" the town centre to create the "heart" of Avondale through creating open spaces and upgrading the town centre;
 - strengthening connections with and around the town centre and
 - foster the growth of local business through "placemaking" and new retail spaces.

2. Vision, brand, and identity

- a) There is a need to create a collective "vision" of what Avondale will be like in 10 years' time. It is clear there is a requirement for everyday needs to be met; vibrancy in the retail offering; and a range of food and beverage options to meet different tastes and budgets. But what became evident was a niche Pacifica and ethnic offering that can be delivered in a contemporary way to serve both the new and traditional Avondale community, but also heroing the Avondale retail experience to become "what Avondale is known for" as an Auckland destination embracing Pacifica and Avondale's market and market garden past. Arts, culture, and creative industries were another aspect that featured. A growing media and creative sector are starting to establish itself in Avondale and that in itself provides Avondale with a unique niche to promote. This vision will help to determine Avondale's brand and identity and ABA's focus on delivering on that vision by curating its brand and identity on the street through the "look and feel", the retail experience and Avondale's hospitality offering (day and night). It will also assist in defining what Avondale wants when it advocates and lobbies with Council and Eke Panuku.
- b) Create storyboards and provide renderings of what the "look and feel" might be to make it resonate with the community, stakeholders, potential property investors/developers and business and achieve community engagement and "buy-in."

3. Safety and Security

- Safety and security are a key imperative to encourage more people and businesses to Avondale, and ABA has a key role in making Avondale safe and secure, especially in a time of increased crime on business owners and the public. While this may normally be seen as a "Business as Usual" item, safety and security is key to attract businesses and customers to Avondale, especially with preconceived impressions. Avondale must be seen as a safe and friendly place to do business, and the community and visitors must feel safe and secure in Avondale whether they come for coffee, a drink or to the local shops.
- With more and more "connections" planned in and through the town centre, to transport options and to nature walks (Whau River Walkway etc.), keeping those who pass through the town centre safe is critical and ABA needs to make sure this is incorporated into the urban design and plans (open space, lighting, security CCTV etc.).
- ABA should seek to control the narrative around safety and security and work with other community organisations to keep the community informed – what's happening and how Avondale compares to other suburbs around Auckland.
- This also means Avondale is kept clean and tidy and free of unwanted graffiti, etc. Evoking a sense of pride is important and we strive to make building owners and tenants do the same.
- Community strengthening is also important, particularly with new residents calling Avondale "home." Welcoming them to and integrating and acclimatising them with the Avondale Community is important and letting them know what's available and what's on.
- If ABA is to promote a nighttime offering, it needs to make sure it has the right resources in place to manage safety and security appropriately after dusk.

4. Curating our destination

- a) The ABA will help identify and encourage the right retail environment to move towards catering for the significant increase in residents who will live on or near the main street. ABA will work alongside Eke Panuku, landlords and potential tenants to identify new retail opportunities and to promote areas for development/re-development to ensure everyday needs are met; convenience and food and beverage outlets offering a range of price points; and a nighttime offering.
- b) Potentially promote a particular 'precinct' where each of these opportunities are best located and promoted and consider the use of funds to encourage new businesses – i.e., fit out, subsidised rent etc.

5. Town centre enlivenment, visual amenity and community strengthening

- a) Advocate for the town centre's potential to be unlocked with the building of Te Hono, including significant work in and around the main street including the urban design, landscape and connections to/from residential areas, transport options and recreational areas.
- b) Beautification works and greening of public spaces is important - bringing colour, lights and plants/flower boxes/baskets are intermediary steps ABA could undertake ahead of HLPP works as well as encouraging a variety of places of interest where various members of the community can meet, play and "hang out".
- c) Introduce wayfinding and directions to let people know what is on offer and where, particularly connecting walks to the town centre, or around key transport areas.
- d) Leverage the creative sector to install more public art and demonstrate what's on offer.
- e) Attract families from home and far with a unique destination playground.
- f) Strengthen community ties by working with community organisations to integrate and make new residents welcome through events and other activities.

Annual General Meeting Minutes - 2022

Last year's meeting was held at Haven Foundation, Thursday, 27 October 2022.

With the quorum met, the meeting began at 6.05pm.

1. PRESENT & APOLOGIES

FULL MEMBERS:

Amy White	Amy White Ltd
Denise Te Tai	Gaowoo Geddes Terrace Ltd
Liz Young	Avondale Family Chemist
Marcus Amosa	Cain Tattoo
Mehmood Khan	Spice World
Pirie Brown	Haven Foundation
Sue Thirkettle	Enable Trust
Victor Young	Avondale Dental
Chhayank Silanki	Jina Beauty Point

APOLOGIES WERE RECEIVED FROM:

Kay Thomas, Whau Local Board
 Ross Clow, Whau Local Board
 Pam Morris, CAB Avondale
 Tony Miguel, Tag Out Trust / Te Whau Pathway
 Cat Percy, Crescendo Trust
 Fasitua Amosa, Whau Local Board
 Amanda Phillips, Amanda4Flowers

NON-MEMBERS:

Dr Deborah Russell	New Lynn Electoral Office
Josephina Lauaki	Urban Kurl
Alex Seumanu	Urban Kurl
Derek Battersby	Tag Out Trust
Cynthia Crosse	Manager

STAKEHOLDERS PRESENT WERE:

Warren Piper	Whau Local Board
Catherine Farmer	Whau Local Board
Ina Patisolo	Pasifika Kommitte, Bike Avondale
Jaclyn Bonnici	I Love Avondale
Margi Watson	Portage Licensing Trust
John Subritzsky	The Beacon
Kerrie Subritzsky	The Beacon

2. MINUTES OF THE PREVIOUS AGM

Resolution: That the Avondale Business Association BID Inc receive and confirm the 2021 AGM Minutes of the Avondale Business Association Inc.

Moved by Marcus Amosa. Seconded by Denise Te Tai. Carried.

3. CHAIRPERSON'S REPORT

The Chairperson referenced his report in the Annual Report provided and thanked the Board members and Manager for their commitment shown this year.

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

Moved by Victor Young. Seconded by Mehmood Kahn. Carried.

4. ANNUAL REPORT / MANAGER'S REPORT

The manager reviewed the key points from her summary in the Annual Report.

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

Moved by Marcus Amosa. Seconded Amy White. Carried.

5. BUSINESS PLAN FOR 1 JULY 2023 - 30 JUNE 2024

The Chairperson introduced the business plan explaining that the ABA has maximised its current resources and now needs to focus on expansion.

The Manager spoke to:

- Promote and extend the CCTV
- Investigate and introduce a Zero Rubbish Policy
- The Third Thursdays market.
- Investigating free Wi-Fi and free charging stations
- Increasing funding.

Resolution: That Avondale Business Association BID Inc approves the Business Plan for the period 1 July 2023 to 30 June 2024. 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 Liz Young. Seconded by Mehmood Kahn. Carried.

6. TREASURER'S REPORTS

The Treasurer spoke to the end-of-year financial statements, performance report and audit to 30 June 2022 as provided in the Annual Report.

Resolution: That the Avondale Business Association BID Inc receive and approve the Annual Financial Statements for the Financial Year 1 July 2021 to 30 June 2022.

Moved by Pirie Brown. Seconded by Victor Young. Carried.

An Indicative Budget showing income and expenditure for 1 July 23 - 30 June 2024.

The Treasurer spoke to the budget explaining several of the items indicating the annual plan's focus for the coming year.

Resolution: That Avondale Business Association BID Inc receive and approve the proposed budget for 1 July 23 - 30 June 2024. 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 2023/2024 annual budget consultation process.

Moved by Pirie Brown. Seconded by Marcus Amosa. Carried.

7. 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 2022/2023 financial year.

Moved by Pirie Brown. Seconded by Mehmood Kahn. Carried.

8. ELECTION OF MEMBERS TO EXECUTIVE COMMITTEE

The Chairperson advised that seven nominations had been received for Executive Board membership and called for further nominations. With none forth coming and given that seven is less than the maximum number of voting Board members allowed under our Constitution, all seven were deemed elected.

Resolution: That the Avondale Business Association approves the election of the following members to the Executive Committee for 2022/2023:

- Amy White, Amy White Ltd
- Pirie Brown, Haven Foundation
- Denise Te Tai, Gaowoo Geddes Terrace Ltd
- Elizabeth Young, Avondale Family Chemist
- Mehmood Khan, Spice World
- Victor Young, Victor Young Dental Ltd
- Marcus Amosa, Cain Tattoo Chairperson

to the Executive Committee for 2022/2023.

Moved by Sue Thirkettle. Seconded by Pirie Brown. Carried.

Election of Chairperson & Treasurer

The Chairperson announced the nominations for the respective roles of Chairperson and Treasurer being the existing officers – himself, and Pirie Brown.

Resolution: That the Avondale Business Association approves the election of Marcus Amosa as the Chairperson for 2022/2023, and Pirie Brown as Treasurer for 2022/2023.

Moved by Victor Young. Seconded by Mehmood Kahn. Carried.

Appointment / Election of Secretary

No nominations were received for the role of Secretary. The Chairperson consequently advised that the role will be determined at our next executive board meeting.

10. SPECIAL RESOLUTION

The Chairperson spoke to the requirement for the changes to the constitution.

Special Resolution: That the Avondale Business Association – BID Incorporated existing constitution (rules) document (dated 25 October 2016) be replaced with the proposed new constitution (rules) dated 27 October 2022 presented at the Annual General Meeting of the Avondale Business Association on 27 October 2022 and that such alterations be effected by replacing the existing constitution document (dated 25 October 2016) with the proposed Avondale Business Association constitution (dated 27 October 2022).

Moved by Marcus Amosa. Seconded by Sue Thirkettle. Carried.

11. GENERAL BUSINESS & QUESTIONS

No General business was recorded.

Questions and comments were:

- Ina Patisolo commended the ABA and encouraged us to continue to work collaboratively with the larger community. Regarding AT's Open Streets fund, to advocate for as much of the monies to stay with the community as possible.
- Derek Battersby queried whether anything has been done with the toilet block behind Urban Kurl Studio, which he considers to be unsafe. He asked what was happening with painting the roof at 2030 Great North Road, and whether we had approached the owner of Kings Foodmart to tidy up their façade.
- Chhayank Silanki commended the ABA and asked whether we can ask Auckland Transport to clearly mark the carparks along his strip and to make one of them a loading zone.
- Jaclyn Bonnici commended ABA for its work acknowledging that collaborating with the community has made a big difference.
- Dr Deborah Russell commended the ABA and spoke of how impressed she is by our progress.

The meeting closed at 7.16 pm and was followed by the announcement of the 2022 People's Choice Business Awards.

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
MAINTENANCE SUBCOMMITTEE



Mehmood Kahn

Spice World



Amy White

Avondale Dental



Denise Te Tai

SECRETARY
GOVERNANCE SUBCOMMITTEE
Cosmopolitan Village

NON-VOTING MEMBERS



Kay Thomas

Whau Local Board



Cynthia Crosse

MANAGER

Chairperson's Report

Dear Members and Stakeholders,

I am honoured to present the Annual Chair's Report for the Avondale Business Association (ABA) for the year ending June 2023. This year has been filled with achievements, plenty of challenges, and opportunities for our organisation and the Avondale business community. I am pleased to report on our progress and outline our plans for the future.

1. Introduction

The past year has been marked by resilience and adaptability as we continue to navigate the lagging effects of COVID and rising costs. Last year was a year of delivering and this term has seen the pace slow down. Despite the change in tempo, we have moved on opportunities as they have presented themselves and set the scene to implement our new strategy plan. The Avondale Business Association (ABA) has continued to remain steadfast in its commitment to support local businesses and foster a thriving economic environment in Avondale.



2. Key Achievements

2.1. Awareness

Gaining awareness is a slow process but we continue to make progress. We have successfully attracted new businesses to our township over the year, and new hospitality offerings from burgers to ethnic foods. We will continue as we work to raise our brand awareness to operators so that they can see Avondale as an attractive place.

2.2. Advocacy

The ABA has actively engaged with local government officials to advocate for the needs of our town centre. We continue to lobby key stakeholders like private and state property developers to progress developments that will fuel the vibrancy of the township. We continue to lobby for the construction of the new community centre, better transport options and business conditions.

2.3. Events and Community Collaboration

The ABA's approach to events has been to support organisations putting on events in and around our town centre that will increase the vibrancy of our township. We have identified and moved on opportunities and have successfully supported key events on the mainstreet including the Open Streets festivals and Third Thursday night market events in collaboration with key event organisers.

2.4 Increasing Revenue / Funding

This year was the first year we actively applied for grants, and we have provided umbrella funding for groups whose work positively impacts our town centre. The fruits of those grants are evident in the new Midtown lighting project, murals and events that you see along mainstreet.

3. Challenges Faced

3.1. Inflation related Challenges

Many key stakeholders are under cost pressure that has seen projects delayed or projects reduced. Many businesses faced supply chain cost pressures, and staffing issues on top of lack of consumer spending. The ABA has worked to provide support, disseminate information, and facilitate collaborations to address these challenges.

3.2. Economic Recovery

As we continue to recover from the pandemic's economic impacts, we need to remain vigilant and proactive in supporting our members' recovery efforts. This includes addressing workforce shortages, supporting digital transformation, and exploring opportunities for new revenue streams.

4. Future Initiatives

Looking ahead, the ABA is committed to these key initiatives:

4.1. Setting the Brand

As Avondale evolves, so must our identity; we are dialled in to capture the essence of identity and make it front and centre in everything that we do. Be on the lookout for a roll out of a new brand, identity and stories that really capture the essence of Avondale mainstreet.

4.2 Street Enhancements

We will continue to focus on enhancing the visual aesthetics of our street - the visual elements during the day and night. Brightening with colour, enhancing the greenscape, lighting up the night.

4.2. Safety and Security

We will continue to use CPTED principles to curate safe spaces and travel paths. Supporting our community patrolling teams and enhancing our lighting networks to ensure our streets feel safe. Maximise the use of our CCTV and look to expand our network while also overlaying our street enhancements as part of our safety strategy.

4.3. Advocacy and Policy Influence

We will maintain our active role in advocating for policies and projects that benefit the Avondale business community. At a local level, advocating for infrastructure improvements, property developments and event projects that enhance the vibrancy of our town centre. At a central government level, supporting policies that make it easier to operate a retail business.

5. Gratitude

I want to express my heartfelt gratitude to the ABA Board, our manager, and our members for their continued support and commitment throughout the year. Together, we are making steady progress, and I look forward to continuing our collective efforts.

The Avondale Business Association remains committed to serving as the driving force behind the buzz of Avondale's mainstreet. As we move forward, we will build on our achievements, be bold in setting the direction, address challenges, and seize new opportunities to ensure Avondale remains a vibrant and thriving town centre that we can all be proud of.

Thank you for your trust and support.

Sincerely,



Marcus Amosa
CHAIRPERSON

A handwritten signature in blue ink, consisting of stylized initials 'MA' followed by a flourish.

Treasurer's Report

Our audited accounts show total revenue of \$193,168 with a net profit of \$17,673. Our reserves and asset base is now \$300,349. This shows our organisation in a very strong and robust position financially.

The management and governance practices we have in place are strengthening our ability to deliver sound financial control along with projected capital expenditure to improve our town centre.

Our magazine publication is the envy of many other BID organisations. I hope our businesses are as proud of this magazine as our Executive is. We owe Cynthia huge thanks for this.

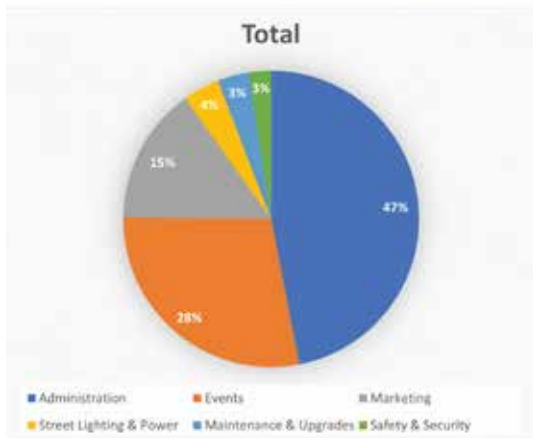
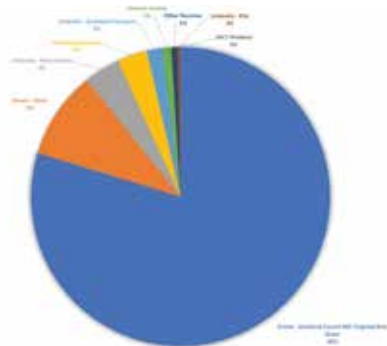
The CCTV and under-veranda lights recently installed are now listed as assets of our organisation and will be depreciated accordingly. The executive is putting annual depreciation amounts aside in a separate bank account for replacement of these assets.

The under-veranda lighting replacement project has given us a saving of around 30% on our annual power consumption costs. This has happened by using LED fixtures.

In May, we initiated a banking review and began working with our bankers to bring improvements to our banking management. The review incorporated Anti Money Laundering compliance, new bank accounts, long term asset provision and establishing bank audit procedures.

We have embarked on several collaboration projects this year, setting the scene to expand as an umbrella body for distributing funding to community groups that otherwise are unable to receive grants due to size or GST implications. We believe this enables us to have a larger profile within our town centre by working collaboratively.

In the next upcoming, indicative budget, we are continuing to invest heavily in promotions, our street-pride programme, social media, and events to assist the driving of people into our main street areas. With various projects being initiated we continue to enhance our business area, believing in our ability to become a stand-out location.



A handwritten signature in black ink that reads 'Pirie Brown'.

Pirie Brown
TREASURER

Indicative Budget to 30 June 2025

INCOME	
Advertising Income	7,000
AECT Dividend	320
Grants - Auckland Council BID Targeted Rate Grant	154,000
Grants - Other	0
GST Refunds	15,000
Interest Income	2,000
Total Income	178,320
OPERATING EXPENSES	
AGM	3,000
Audit & Accounting	8,000
Bank Fees	200
Committee Meeting costs	400
Depreciation - CCTV & Street Lighting	10,202
General Expenses	500
Gifts of Appreciation	300
Graphic Design	600
Honorarium	8,000
Insurance	3,500
Management & Administration	61,000
Networking & Workshops	5,000
Office Expenses	1,300
Phone & Data	1,100
Power - Street Lighting	9,000
Printing & Stationery	500
Professional Advice & Training	4,000
Projects - Street Pride Fund	18,000
Promotions / Promotional Events	12,000
Publications (Magazine)	18,000
R/M General	2,000
Safety & Security	400
Social Media Platforms	6,500
Subscriptions & Software Licences	2,500
Treasurer Remuneration	2,000
Website Ongoing development	500
Total Operating Expenses	178,502
NET PROFIT	-182



06 September 2023

The Board
Avondale Business Association Inc

Via Email

Dear Board

FINANCIAL STATEMENT AUDIT FOR THE YEAR ENDED 30 JUNE 2023

We have completed our audit of the special purpose financial statements of Avondale Business Association Inc for the year ended 30 June 2023. 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 2023 show total operating surplus for the year of \$17,673 and net assets of \$293,299.

We performed our standard audit work with particular emphasis on revenue recognition including accrued income and income received in advance from Auckland Council Grants, confirmation of bank balances, completeness of liabilities and expenditure. We have adopted a fully substantive audit approach and therefore place no reliance on internal controls.

Significant Risk	Audit Response
Revenue recognition	Detailed review of cutoff including grants and deferred revenue.
Management override of controls	Review of general journals and material expense line items on a sample basis.
Related Party transactions	Reviewed related parties, minutes and expenditure.

The attached adjustments were identified during our audit work. Adjustments in relation to accrued expenditure, capitalize project and funds received in advance were not processed on the basis that they were immaterial.

We have issued an unmodified audit opinion in respect of the 30 June 2023 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 Society is a going concern. This is dependent upon the continued grant funding from Auckland Council.

hlb.co.nz

HLB Mann Judd

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- 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.

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

Our audit fee for the 2023 year is estimated to be \$6,100 plus GST. Other than in our capacity as auditor, we have no relationship with, or interest in Avondale Business Association Inc.

Other Observations

We make the following observations from our work:

- Avondale Business Association Inc is an Incorporated Society that is only liable for taxation on all interest and other non-member income excess \$1,000. We note that Avondale Business Association Inc received \$1,835 interest income for the year ending 30 June 2023. We suggest that Avondale Business Association Inc should consider this when preparing income tax return.
- We note that Avondale Business Association Inc accepted and paid a few invoices that are not under the name of Avondale Business Association while claiming for the assets. We suggest that Avondale Business Association should consider only approving invoices addressed to Avondale Business Association for accounting and tax purposes.
- New Incorporated Society regulations are currently being finalized, and in the future there may be financial reporting requirements including a statement of service performance.

Finally, we would like to take this opportunity to thank Pirie Brown and Piyush Gosalia 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', is written over a blue horizontal line.

J G Edwards
 Partner

Avondale Business Association Inc
 Year End: 30 June 2023
 Adjusting journal entries - unrecorded (factual)
 Date: 1/07/2022 To 30/06/2023

VL	JGE	DD
16/08/2023	18/09/2023	25/08/2023

4-110

Number	Date	Name	Account No	Reference	Annotation	Debit	Credit	Recurrence	Misstatement
1	30/06/2023	Promotions	198			2,585.00			
1	30/06/2023	GST	820		N 25	387.75			
1	30/06/2023	Accrued Expenses	829				2,972.75		
		Accrued Promotions/Promotional Events							
2	30/06/2023	Projects - CCTV Installation	421			2,744.70			
2	30/06/2023	GST	820		G 15	411.71			
2	30/06/2023	Accrued Expenses	829				3,156.41		
		Record last claim on Project CCTV							
3	30/06/2023	Projects - CCTV Installation	421				2,744.70		
3	30/06/2023	Project - CCTV	713		G 16	2,744.70			
		Capitalise Project CCTV							
4	30/06/2023	Grants - Other	201			3,250.00			
4	30/06/2023	Umbrella Project - Auckland Transport	500		N 24		275.00		
4	30/06/2023	Umbrella Project - Auckland Transport	500				3,250.00		
4	30/06/2023	Umbrella Project - Waka Kotahi	501			275.00			
		Reclassify Umbrella Funding Projects Open Street event held in Apr 2023							
5	30/06/2023	Grants - Other	201			7,600.00			
5	30/06/2023	Umbrella Project - Waka Kotahi	501		N 24		7,875.00		
5	30/06/2023	Umbrella Project - Waka Kotahi Receivable	523			7,875.00			
5	30/06/2023	Umbrella Project - Waka Kotahi Receivable	523				7,600.00		
		Reclassify Umbrella Funding Projects Night Ride event held in July 2023							
						27,873.86	27,873.86		
		Net Income (Loss)	15,363.02						



Annual Report

Avondale Business Association
For the year ended 30 June 2023

Prepared by SBA Reporting



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 2023 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 2023, 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 of the statement of financial position, the statement of financial performance and notes to the financial statements 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.



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.

HLB Mann Judd
Chartered Accountants
Auckland, New Zealand

06 September 2023



Directory

Avondale Business Association For the year ended 30 June 2023

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 Aмоса (Chairperson)

Pirie Brown (Treasurer)

Auditors

HLB Mann Judd

Bankers

Westpac

Accountants

SBA Avondale



Statement of Financial Performance

Avondale Business Association For the year ended 30 June 2023

	NOTES	2023	2022
Trading Income			
Advertising Income		6,235	5,919
Grants - Auckland Council BID targeted rate grant		154,000	154,000
Grants - Other		18,302	33,884
Umbrella - Auckland Transport		3,250	-
Umbrella - RSA		435	3,043
Umbrella - Waka Kotahi		7,600	-
Total Trading Income		189,822	196,846
Gross Profit		189,822	196,846
Gross Profit %		100	100
Other Income			
AECT Dividend		303	303
Interest Income		1,853	132
Other Revenue		1,190	3,043
Total Other Income		3,346	3,479
Expenses			
AGM		1,697	2,606
Audit & Accounting		6,500	9,585
Bank Fees		116	31
Committee Meeting costs		518	143
Depreciation		3,127	267
Entertainment		-	23
General Expenses		265	501
Gifts of Appreciation		217	339
Graphic Design		150	1,354
Honorarium		8,000	-
Insurance		2,962	1,823
Low Value Assets		-	35
Management/Administration		55,008	45,292
Networking and Workshops		435	735
Office Expenses		143	-
Phone & Data		714	874
Power - Street Lighting		6,381	10,274
Printing & Stationery		571	647
Professional Advice & training		-	1,165
Projects - Street Lighting		-	1,190
Projects - Street Pride Fund		6,025	20,755
Promotions / Promotional Events		33,892	48,456
Publications - Mags/Newsletters		17,294	9,756

Statement of Financial Performance



	NOTES	2023	2022
R/M CCTV		200	-
R/M Street Lighting		594	1,407
Safety & Security		4,093	971
Social Media Platforms		7,493	11,633
Subscriptions & software licences		2,407	2,569
Umbrella Project - Auckland Transport		7,175	-
Umbrella Project - RSA		435	-
Umbrella Project - Waka Kotahi		7,500	-
Website Ongoing development		1,480	711
Total Expenses		175,494	173,143
Net Profit (Loss) Before Taxation		17,673	27,182
Net Profit (Loss) for the Year		17,673	27,182



Statement of Financial Position

Avondale Business Association

As at 30 June 2023

	NOTES	30 JUN 2023	30 JUN 2022
Assets			
Current Assets			
Cash & Bank			
Westpac Current Account		186,796	256,815
Manager expenses account		1,762	1,728
Total Cash & Bank		188,558	258,543
Trade and Other Receivables			
Trade receivables		8,940	1,520
Prepayments		3,659	2,654
Total Trade and Other Receivables		12,599	4,174
GST Receivable		12,922	13,471
Total Current Assets		214,078	276,188
Non-Current Assets			
Property, Plant and Equipment		86,271	401
Other Non-Current Assets			
Capital Work in Progress		-	46,986
Total Other Non-Current Assets		-	46,986
Total Non-Current Assets		86,271	47,386
Total Assets		300,349	323,575
Liabilities			
Current Liabilities			
Trade and Other Payables			
Trade and other payables		7,050	9,449
Unearned income			
Auckland Council Grants Received in Advance		-	38,500
Total Unearned income		-	38,500
Total Trade and Other Payables		7,050	47,949
Total Current Liabilities		7,050	47,949
Total Liabilities		7,050	47,949
Net Assets		293,299	275,626
Equity			
Retained Earnings		293,299	275,626
Total Equity		293,299	275,626

Chairperson:

Treasurer:

Date:

6th September 2023



Depreciation Schedule

Avondale Business Association
For the year ended 30 June 2023

NAME	DATE	METHOD	PURCHASE	DISPOSAL	COST	CURRENT VALUE	PURCHASE	SALE PRICE	DISPOSAL	DEPRECIATION	CUMULATIVE DEPRECIATION	CURRENT VALUE
Computer Equipment												
1-Apr-09	41.00%	DN	30-Jun-2008		1,234	693				540	1,095	240
Total Computer Equipment					1,234	693				540	1,095	240
Project - CCTV												
Project CCTV	41.00%	DN	15-Jan-2023		64,637		64,637			2,335	1,155	62,482
Total Project - CCTV					64,637		64,637			2,335	1,155	62,482
Project - Street Lighting												
Project - Street Lighting	41.00%	DN	28-Jan-2023		24,368		24,368			812	812	23,556
Total Project - Street Lighting					24,368		24,368			812	812	23,556
Total					99,333	693	89,097			3,137	4,062	85,271



Notes to the Financial Statements

Avondale Business Association For the year ended 30 June 2023

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

Notes to the Financial Statements



Account	Method	Rate
Computer Equipment	Diminishing Value (100%)	40%
Office Equipment	Diminishing Value (100%)	12% - 40%
Project CCTV	Diminishing Value (100%)	40%
Project - Street Lighting	Diminishing Value (100%)	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.

Statement of Financial Performance - refer Management/Administration and Honorarium.

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.

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 Supervalue block make Avondale markedly more attractive. This also impacts on safety, and we look forward to continuing in this vein.

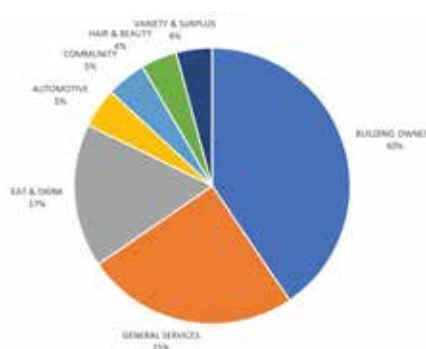
Post covid, the business association has clearer direction and we have compiled a strategic plan with several important community voices contributing to it. We thank them for their contribution.

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 statue 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

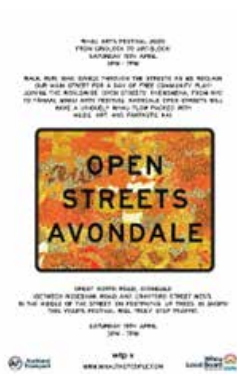
Open Streets Funding

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

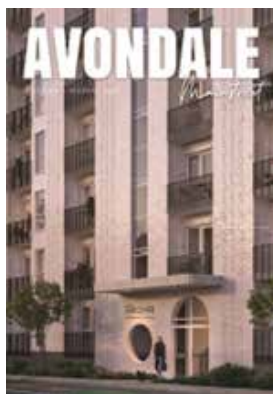
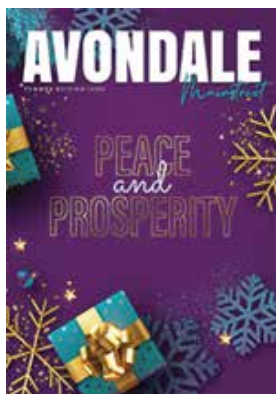
Objective - Continue to draw attention to the many great happenings and products and services available from Avondale businesses.

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.

"Avondale's First Christmas Parade"

AVONDALE

CHRISTMAS PARADE

• All things bright and beautiful •

◦ SATURDAY 25 NOV 2023 ◦

11AM - 2PM · PARADE BEGINS 11AM SHARP!

RAIN DATE: SATURDAY 2 DECEMBER

**◦ CHRISTMAS FLOATS · CARNIVAL FUN
MĀKETE · KAI · LIVE MUSIC ◦**

Watch the parade from Elm St, Rosebank Rd, or Great North Rd.
Stay for the Festive Fun @ 1909-1949 Great North Road, Avondale.

Save the date! ✨



Avondale
Collaboration



Business Plan

1 July 2024 – 30 June 2025

The Strategy Plan outlines five main areas of focus we will roll out this year with the following tasks.

We look forward to working with the Avondale community and its stakeholders to take further strides and facilitate positive change for our neighbourhood.

1. ADVOCACY AND LOBBYING DISCUSSION

- 1a Advocate and lobby for Avondale on core Council matters affecting the town centre at levels it hasn't acted on before being the voice of what Avondale actually wants including holding Eke Panuku to account on delivery of its High Level Project Plan through Council and the Local Board.
- 1b Actively promote Avondale to commercial property owners, agents and investors, seeking transformative change of the building stock.

2. VISION, BRAND AND IDENTITY

- 2a Create a collective "vision" of what Avondale will be like in 10 years time. This vision will help to determine Avondale's brand and identity and the association's focus on delivering on that vision by curating it on the street.
- 2b Create new branding incorporating our niche contemporary Pacifica and ethnic offerings and celebrating the growing media and creative sector in Avondale.
- 2c Storyboard and provide renderings of what that "look and feel" like.

3. SAFETY AND SECURITY

- 3a Continue to maintain the CCTV programme.
- 3b Continue to support Maori Wardens and CPNZ patrols.
- 3c Continue to improve night lighting.
- 3d Control the narrative around safety and security and work with other community organisations to keep the community informed.
- 3e Assist in keeping Avondale clean and tidy and free of unwanted graffiti, etc.

- 3f Assist in evoking a sense of pride and encourage building owners and tenants to do the same.
- 3g Encourage community strengthening particularly with new residents calling Avondale “home”. Assist in welcoming, integrating and acclimatizing them to the Avondale Community.

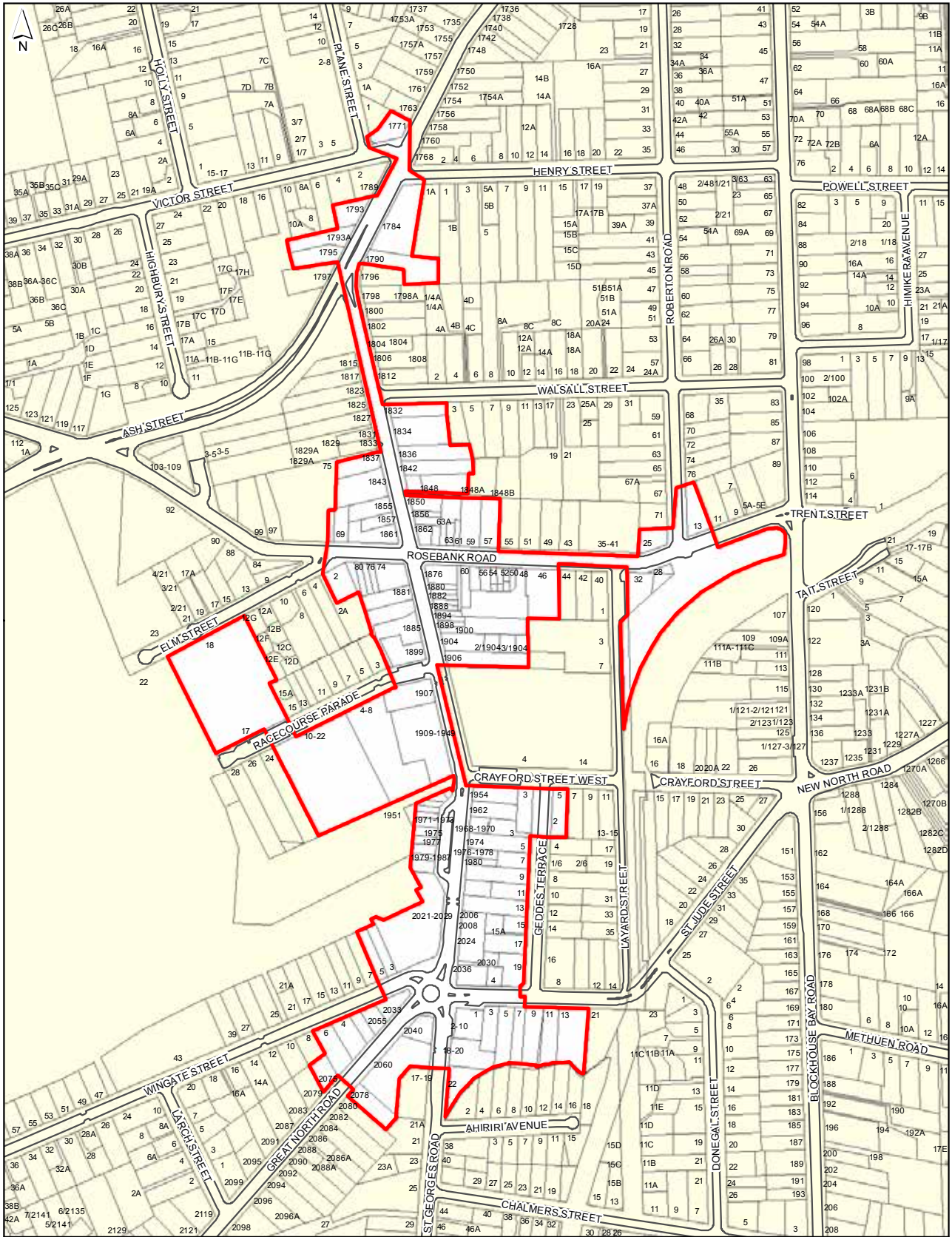
4. CURATE OUR DESTINATION

- 4a Help identify and encourage the right retail environment to cater for the significant increase of residents who will live on or near the mainstreet – this involves ensuring everyday needs are met, convenience and food and beverage outlets offer a range of price points, and a nighttime offering.
- 4b Work with relevant stakeholders to ensure same, including Eke Panuku, Ockham Developments, Kainga Ora, The Trusts, our own building owners and potential tenants, potentially using funds to encourage new businesses – e.g. with fit out, subsidised rent, etc.

5. TOWN CENTRE ENLIVENMENT

- 5a Lobby, advocate for, and partner with Eke Panuku and the Local Board to ‘enliven’ the town centre.
- 5b Continue with beautification works and greening of public spaces to bring colour, lights and plants/flower boxes/baskets.
- 5c Encourage a variety of places of interest where various members of the community can meet, play and “hang out”.
- 5d Ensure wayfinding and directions are made clearer to let people know what is on offer and where.
- 5e Leverage the creative sector to install more public art.
- 5f Investigate feasibility of a unique destination playground to bring families from home and afar into the town centre.
- 5g Work with other community organisations to integrate and make new residents welcome, through events and other activities.





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Height datum: Auckland 1946.

Business Improvement District - Avondale

Scale at A4 - 1: 5000

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