



ANNUAL REPORT 2022

OTARA BUSINESS ASSOCIATION

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Welcome to the Otara Town Centre and the Otara Business Improvement District (BID). The Business Improvement District (BID) exists to develop local business improvement and economic development based on the Auckland Council targeted rate for core funding using powers under the Local Government (Rating) Act 2002.

The Town Centre Manager is employed by the Committee of the Otara Business Association (OBA) to implement the economic and strategic plans developed by the BID.

The Otara Business Association works in partnership with various community and council based forums, liaises with organisations and businesses in opportunities that will promote economic development and support the Town Centre and local Community to offer a diverse shopping experience in a safe and secure environment.

The OBA works alongside the Otara Papatoetoe Local Board to provide successful Community Events throughout the year. It also provides an environment of collaboration and partnership where there is potential overlap between the Local Community and the Town Centre activities. This enables the Town Centre and Local community to benefit collectively and ultimately provide more opportunities for the Community of Otara.

The OBA engages with the Otara Papatoetoe Local Board, Auckland Council and other BIDs to provide feedback to the Auckland Councils Annual and Long Term Planning Process informing them of local issues and feedback from the businesses in the Town Centre. We also carry out projects such as Town Centre Tidy-Ups, Graffiti reporting, and seasonal promotional competitions collaboratively with Auckland Council and the Otara Community. There is a large amount of advocacy in regard to bylaw changes with our Local Board advocating in the best interests of the town centre.

The OBA is proud to represent the Retailers and Landlords in the Otara Business Improvement District for Advocacy, Events, Promotions, Town Centre Clean-Ups, Networking Opportunities, CCTV and Safety, Auckland Council/ Local Board Relations, the Town Centre Ambassador Teams and so much more.

Our main objectives are to –

1. Placemaking: In partnership with the Local Board, Auckland Council and CCO's
2. Business to Business Event and Networking: Business Owners forums, workshops, business training and business development events, and providing tools for members to leverage events.
3. Business attraction programmes: Targeted at key tenants or sectors the proposition would attract or would add value to the areas existing Tenant Mix, Vitality and Viability.
4. Marketing and Promotion: including:
 - Online presence and directories
 - Targeted Promotions
 - Events aimed at generating new or increased businesses for Members
 - Brand Development – place based and business association and related businesses, investment and Tenant direction programmes.
5. Strategic Vision (and planning): For the services to members and responding to the city's growth and economic development opportunities.
6. Stakeholder and Partnership Development: with the Local Board and other Business groups
7. Advocacy: co-ordinating submissions to central and local government plans, policies and initiatives
8. Safety: crime prevention initiatives and fighting negative images and perception of crime (linked to promotion)
9. Governance: ensuring continued excellence in governance and management of the business association and the BID programme.

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NOTICE OF ANNUAL GENERAL MEETING

DATE Tuesday 18 October 2022

VENUE Otara Music & Arts Centre (OMAC)
46 Fair Mall, Otara

TIME 6.30 PM

AGENDA

- 1 Chairperson's Welcome
- 2 Acknowledgment
- 3 Apologies
- 4 Minutes of the previous AGM held on 18 January 2022
- 5 Matters arising from the minutes of the previous Annual General Meeting
- 6 Chairman's Annual Report
- 7 Manager's Annual Report
- 8 Audited Financial Reports
 - a. Approval of Audited Financial Accounts to year ending 30 June 2022
 - b. Approval of Proposed budget for 2022/2023
 - c. Move to approve the following financial year 2023/2024 draft budget which includes a BID targeted rate grant amount of \$99,456, including a 5% increase or \$4,736 to the BID targeted rate grant for 2023-2024 financial year. Further ask the Otara Papatoetoe Local Board recommend to the Governing Body the amount of \$99,456 be included in the Auckland Council draft 2023-2024 annual budget consultation process.
- 9 Special Resolution - Approval and re-signing of the BID Programme Agreement
That the Otara Business Association existing constitution (rules) document (dated 2016) be replaced with the proposed new constitution (rules) dated 2022 presented at the Annual General Meeting of the Otara Business Association on 18 October 2022 and that such alterations be effected by replacing the existing constitution document (dated 2016) with the proposed Otara Business Association constitution (dated 2022). A copy of the proposed new constitution (dated 2022) can be viewed at www.otara.co.nz.

Reason: Amendments of the current constitution (rules) of the Otara Business Association are required to ensure those rules pertaining to the BID programme and BID targeted rate grant are not inconsistent with the Auckland Council Business Improvement District (BID) Policy.
- 10 Appointment of Auditor - David Knightley (Blackmore Virtue & Owens)
- 11 Five year Strategic Plan
- 12 Business Plan
- 13 Election of Executive Committee
- 14 Election of officers
- 15 Meeting Close

MINUTES OF ANNUAL GENERAL MEETING

MONDAY 18 JANUARY 2022, 6:30PM AT OTARA MUSIC & ARTS CENTRE (OMAC).

1 WELCOME

Amandeep Parmar (Chairman) opened the meeting at 6.30 pm and welcomed all members and visitors from the Otara Papatoetoe Local Board.

2 ATTENDANCE

Amandeep Parmar (Otara Post Shop), Kanti Vallabh (Kans Shoes), Rana Judge (OBA Manager), Mohammed Khan (Supa Save), Sohit Gagneja (Royal Green), Nike Vallabh (Kans Shoes), Manveer Singh (Royal Green), Peter Tran (King Fast Photo), Adrian Meys (Landlord 19 Fair Mall), Gary Song, (Fulson Group), Manish Mistry (Velmar Dairy), Ranjodh Singh (Chhina Minimart) Chan, Haren (MR Happy Bear), Trupti (Mr Happy Bear), Jimmy Calder (Otara Business Association), Tarangi Pasima (The Community Builders NZ), Tashe (The Otara Kai Village), Valentine Muaava, Harman (Tasti Hut), Leota (Community), Lotu Fuli (OPLB), Swanie Nelson (OPLB) & Efeso Collins (Councilor)

3 APOLOGIES

Shaun (South Seas), Lorenzo Kasara (Local Doctors), Gary Song (Fulson Group), Karun Sharna (Cash Convertor)

Motion 1: That the apologies be accepted.

Moved: Mohammed Khan

Seconded: Adrian

Motion Carried

5 CONFIRMATION OF THE PREVIOUS AGM MINUTES

The previous minutes were distributed to Members at the meeting.

Motion 2: That the Minutes of the previous Annual General Meeting be accepted as read.

Moved: Sohit Gagneja

Seconded: Kantilal Vallabh

Motion Carried

6 CHAIRMAN'S ANNUAL REPORT

Otara Business Association

Chairman's Report to the AGM on 18 Jan 2022

- COVID-19
- Digital marketing
- Funding is tight
- Financial
- Security & Safety

Welcome to this year's Annual General Meeting. I present the annual report and financial statements for the year ended 30 June 2021. It has been a privilege and an honour to be Chairperson for the Otara Business Association [OBA] during the last 6 years. I wish to thank for the support of the committee members, NZ Police, local businesses and members of the Otara Papatoetoe Local Board. I also want to thank the OBA Manager Rana Judge for helping in making this role enjoyable.

This year has been quite similar to last year as the lockdowns had a huge impact on businesses. The lockdowns and sales restrictions have seen the business sales slide by over 50% during this period. We have hired a marketing agency to improve our branding, communication, and engagement with our stakeholders.

We are in regular touch with all the stakeholders via our social media & monthly newsletters. We get \$93k funding from the targeted rates for our town centre. It won't be enough to meet our expenses for the next year. To boost traffic to our Town Centre, we encourage you to provide feedback and discuss with us about the support you would like and we are happy to try and facilitate new businesses starting here. Please get in touch with us if you think we can help.

Overall, there has been a flat level of activity in the town. Covid has reduced the total spend.

We initiated "Spend \$20 and be into Win 1 of 3 \$100 vouchers every Friday of December" in December. The winners were announced on our Facebook page. We have the support of the retailers so we can get customers to spend their money at our town centre.

MOVING FORWARD

OBA is committed to working closely with all retailers and community groups to ensure Otara Town Centre is a safe place for everyone to come and enjoy.

We are looking forward to achieve all our goal as we mention in our Business plan for 2021/2022.

ACKNOWLEDGEMENTS

I wish to appreciate your support and patronage sincerely. Indeed, we would not be where we are today without the consistent, unequalled loyalty and confidence you have for us. We look forward to serving you better.

OBA will continue to find meaningful, realistic and achievable goals to gain positive outcomes for all stakeholders We will strive to be worthy of the trust you have bestowed on us. We also remain appreciative of our business partners, stakeholders and the regulators who have tirelessly continued to provide invaluable support.

To our Manager Rana Judge, I wish to express our sincere gratitude for making year 2021 fruitful by diligently playing your part.

Lastly, I thank you fellow board members for your contribution, dedication, support as we together propel this great organization to higher heights.

I wish you all a prosperous year 2022.

May God bless you.

Amandeep Parmar (Chairperson)

Motion 3: That the Chairman's Annual written and verbal reports be accepted.

Moved: Adrian John Meys

Seconded: Mohammed Khan

Motion Carried

7 MANAGERS ANNUAL REPORT

- Report tabled and distributed to members
- Thanked OBA Members, Retailers and Local Board members for their support

Rana Judge

***"Growth is never by mere chance.
it is the result of forces working together."***

Kia Ora, Malo e Lelei, Talofa Lava, Namaste, Hello!!!

Welcome to our Annual General Meeting and thank you for joining us. It has been my pleasure and privilege to do another year as Town Centre Manager for the Otara Business Association (OBA) Annual General Meeting.

1. ACKNOWLEDGEMENTS

I would like to acknowledge the Otara Business Associations board members, council officers, retailers, local community and local Police Officers. Much though, I would love to mention everyone individually who supported us throughout the year, but there would be no paper left in the stationary cupboard! Special thanks must go to Board Members who continue to provide us with support to achieve our goals.

Over the past few years, we have been investing in ideas to bring more business and tourists into Otara. Due to COVID-19 pandemic most of our business are struggling. The customer count dropped down dramatically and most people prefer online shopping.

Due to the current situation, we have changed our strategy to meet the current demand to make sure we are strong in the retail market. Although our budget is very tight and we are still trying our best with limited resources to cope with market. Many proposals have been submitted to the Local Board seeking approval for the following ideas/initiatives: Night market, Fair Mall roofing plan, children's playground and Main Town Centre Sign upgrade. OBA is hopeful that within the next few years some of the above proposals will come to fruition with the support of everyone.

We are also looking at setting up a rubbish disposal system that will see removal of all small bins and only one large skip and paper bin to be used by all businesses. All these initiatives will provide a much-needed income stream for the OBA. We have been using website, social media, newspapers, weekly post and monthly newsletter for advertising and branding.

We are also looking to beautify the Town Centre to invite visitors to our shopping centre. Part of the proposal we have installed Fairy lights on the trees and we are looking to install some more fairy lights to the fish canopy to make sure our Town Centre is looking more brighter and inviting.

We are committed to working closely with all retailers and community groups to ensure Otara Town Centre is a safe place for everyone to come and enjoy. We monitor offenders such as window washers, bikers, and antisocial behavior. We also collect data of the offenders and pass it on to Police, providing enough evidence to get them out of the Town Centre either by arrest or trespass orders in serious cases.

We spend a lot of time collecting CCTV evidence against offenders and as a result of that our arrest rate is around 95%. Most of these incidents have happened overnight that we have managed to resolve. The Crime Prevention and CCTV monitoring for Otara and Papatoetoe by OBA was one of our bigger successes. We don't not have enough budget to deploy the Wardens as Work and Income and council do not support the Warden scheme anymore. At this point we are relying on our CCTV and police to resolve the issues in the Town Centre.

Understanding how businesses are performing is a necessary component of running a Business Association. This report is not based on assumptions or hearsay but factual information and marketing intelligence as to how the businesses are performing against the competition. According to market analysis, the Otara Fleamarket is continuously growing which is great for our Town Centre because it is drawing more customers. We will continue to find meaningful, realistic and achievable goals to gain positive outcomes for

our Stakeholders and Community.

For the year 2020/2021, the Otara Business Association Executive is steadfast in its core values that the Town Centre continues to see: growth in business, reduction in crime and truancy and an increase in Family orientated events. The sustainability of OBA is paramount to the success of the Town Centre so, it is imperative that we work on funding opportunities and profitable ventures. Unfortunately, Auckland Council Funding is at a premium and we cannot just rely on this source of funding long term and must generate our own resources.

Before I finish, I'm sure all the staff would like to give a vote of thanks to our Chairperson and Executive for their hard work and support throughout the year. I am confident that all these efforts will provide an ambitious and forward-looking future providing a framework for economic growth in these very challenging times. Ladies and Gentlemen. The Otara Business Association will continue to provide a stable and quality service for our Town Centre.

Finally, I would like to convey our sincere thanks to everyone for supporting us with their endless support and also attending our meeting tonight.

Best wishes

Rana Judge (Manager)

Motion 4: That the Managers Annual Written and Verbal report be accepted.

Moved: Sohit Gangneja

Seconded: Mohammed Khan

Motion Carried

8 AUDITED FINANCIAL ACCOUNTS

The Audited Financial Statements were distributed to Members at the meeting.

- Approve Audited Financial Accounts to year ending 30 June 2021
- Approve Proposed budget for 2022/2023
- Approve Indicative budget for 2023/2024 financial year, which includes targeted rate revenue of \$94,720 which is a 0% increase over the 2022-2023 budget.

Motion 5: That the Audited Financial Statements be accepted.

Moved: Kantilal Vallabh

Seconded: Haren

Motion Carried

Motion 6: That the proposed budget for 2022/2023 and indicative budget for 2023/2024 financial year which includes target rate 0% over 2022/2023 budget be accepted.

Moved: Adrian Meys

Seconded: Mohammed Khan

Motion Carried

9 APPOINTMENT OF AUDITOR

Motion 7: That the OBA re-appoint David Knightley (Blackmore Virtue & Owens) as their auditor for the 2020/2021 year.

Moved: Mohammed Khan

Seconded: Kanti Lal Vallabh

Motion Carried

10 BUSINESS PLAN

Rana Judge presented the Business plan for 2022/2023.

Motion 8: That the OBA adapted the business plan for year 2022/2023

Moved: Trupti Patel

Seconded: Mohammed Khan

Motion Carried

11 ELECTION OF EXECUTIVE COMMITTEE

Rana Judge Town Centre Manager was asked to stand in as Chairman for the election of the Executive Committee. He agreed to stand in temporarily.

Executive Committee 2022 Nominees:

No	Name	Property/Business
1	Adrian John Meys	MFT Property
2	Amandeep Parmar	Otara Post Shop
3	Gary Song	Fulson Group
4	Kantilal Vallabh	Kan's Shoes
5	Trupti Patel	Mr Happy Bear
6	Mohammed Khan	Supa Save Supermarket
7	Ranjodh Singh	Chinna Mini Mart
8	Karun Sharma	Cash Convertors
9	Shaun Tautali	Southseas Healthcare
10	Sohit Gagneja	Royal Green

Motion 9: That there being no further nominations, the Nominees received are declared as the new OBA Executive Committee for 2022.

Moved: Adrian Meys

Seconded: Mohammed Khan

Motion Carried

12 MEETING CLOSED Meeting closed at 7.45 pm

CHAIRMAN'S REPORT



Welcome to Annual General Meeting 2022. It is a great honour to present to you the annual report and financial statements for the year ended 30 June 2022. It has been a privilege and an honour to be Chairperson for the Otara Business Association [OBA] during the last 7 years.

I wish to thank our committee members, local businesses and the support of many local stakeholders - Otara Papatoetoe Local Board, Local Police, Local businesses, and community groups. I also want to thank the OBA Manager Rana Judge for helping make this role enjoyable.

Our town centre had a huge impact on businesses as sales volume declined over last 2 years during the COVID-19 pandemic due to constant lockdowns and restrictions imposed during this time.

With the removal of COVID restrictions, we are confident that we can get back on track to resume promotions & events. Our initiatives will help promote and strengthen the Otara Business Community.

We receive a total targeted rate funding of \$94k which is not enough to cover our day to day expenses of \$140k.

Due to the upgrade of the fish canopy which took about 10 months to complete, it had a huge impact to the foot traffic. The extensive upgrade of the Ōtara Fish Canopy was completed in September. We hope that our foot traffic will gradually increase as we won't have any major repair work to be carried out over next 12 months.

With our social media and promotions strategy, we have witnessed an increase in sales for all businesses. It has resulted in highest increase in overall spending figures for the Otara Town centre. Currently Otara is top performing town centre across Auckland region when compared to sales figures of last year.

We encourage you to provide feedback and discuss with us about the types of operations you would like in our town and we are happy to try and facilitate new businesses starting here.

We have increased our exposure on social media over last 12 months to provide a huge exposure to our members of the town centre. We keep all the business listings updated on our website. We get a constant stream of traffic from Google each month.

Our "Shop Local-Spend Local-Eat Local" theme has been very strong throughout the town centre since the emergence of Covid and it is pleasing to see the community rallying around their businesses in this way to support them.

OUR CHALLENGES

Homeless & beggars

Lately, we have witnessed a huge increase in number of homeless / beggars in our town centre. We understand that due to rising costs & inflation, putting food on the table is not easy for some low income families but it leads to a growing problem in people trying to ask for spare change in the car park to help fund their expenses.

Ram raids

Auckland have witnessed a rise in number of young people trying to involve themselves in ram raids as they know they can get away with it due to their young age. We have 2 ram raids over this year – Cash Converters & Super Value. These incidents are a cause of concern as businesses are scared from such events and are helpless of the security measures they can invest due to low margins or loss they have experienced in their business over the COVID-19 pandemic. It is a battle of survival and any unexpected costs can only drive them towards to voluntary liquidation.

Otara Town Centre Evaluation & Proposal

A survey was conducted in Otara & Papatoetoe Town centre about the services and facilities that business members receive from their local business association. We found the nature of the report quite unprofessional and discrediting the professional work of the voluntary committee members and the town centre manager. We are not sure of the hidden agenda of why this survey was designed or run to bring our business association in disrepute.

Market View Tool

We purchased a subscription to understand the spending & consumer patterns across Auckland BIDs. Over last year, each and every month, Otara BID is growing revenue month on month and doing way better than in performance when compared to other BIDs. Currently Otara Business Association holds as the Top performing BID title Auckland wide. With limited funding resources, we are trying our best to provide the best return to our members.

MOVING FORWARD

OBA is committed to working closely with all retailers and community groups to ensure Otara Town Centre is a safe place for everyone to come and enjoy. OBA is also committed to increasing resources through funding streams to provide family orientated events on a regular basis. We are looking forward to achieving our goals as per our Business plan for 2022/2023.

ACKNOWLEDGEMENTS

I wish to sincerely appreciate your support and patronage. Indeed, we would not be where we are today without the consistent, unequalled loyalty and confidence you have for us. We look forward to serving you better.

OBA will continue to find meaningful, realistic and achievable goals to gain positive outcomes for all stakeholders. We also remain appreciative of our business partners, stakeholders and the regulators who have tirelessly continued to provide invaluable support.

To our Manager Rana Judge, I wish to express our sincere gratitude for making year 2022 a fruitful one by diligently playing your part. Lastly, I thank fellow board members for your contribution, dedication, support as we together propel this great organization to higher heights.

I wish you all a prosperous year 2022.

May God bless you.

Amandeep Parmar (Chairperson)

MANAGER'S ANNUAL REPORT



Hello, Kia Ora, Malo e Lelei, Talofa Lava and Namaste

Welcome to our Annual General Meeting and thank you for joining us. It has been my pleasure and privilege to do another year as Town Centre Manager for the Otara Business Association (OBA) Annual General Meeting.

ACKNOWLEDGMENTS

I would like to acknowledge the Otara-Papatoetoe Local Board, Council officers, Retailers, Local Community and all the Senior Committee members and Local Police Officers. Much though, I would love to mention everyone individually who supported us throughout the year. I would like to thank all of you for your commitment towards building strong business relations in Otara.

OUR VISION

Otara Business Association is a vibrant and successful town providing quality products, experiences and services that meet and engage the local community's expectations. Otara Town Centre is valued as a retail destination based on quality, culture and family.

STRATEGIC PLAN

Initiatives

Over the past few years, we have been investing in ideas to bring more business and tourists into Otara. Many proposals have been submitted to the Local Board seeking approval for the following ideas/initiatives: LED lighting effects on the Fish structure, Town centre furniture upgrade such as benches & rubbish bins and Main Town Centre Sign upgrade.

OBA is hopeful that above proposals will come to fruition with the backing of Otara Papatoetoe Local Board.

We are also currently working with Eke Panuku Developments trying to get a lease to manage the Kew Lane Carpark area for the long termers. This has been a major undertaking in order to clean up the area, set up a car parking permit system and conduct regular maintenance on the gate.

We are also looking at setting up a rubbish disposal system that will see all small bins removed and only one large skip and paper bin to be used by all businesses. All these initiatives will provide a much-needed income stream for the OBA.

WEBSITE & SOCIAL MEDIA

We have increased our exposure on social media platforms such as Facebook & Instagram to improve our relationship with our stakeholders. We provide weekly updates to our retailers on government news & policies to ensure they get maximum benefits from the schemes. We encouraged retailers to embrace social media and establish their presence online.

PROMOTIONS

We were unable to run some of our events last year due to COVID-19 restrictions. We were running online promotions

to encourage Shop & Win vouchers during Christmas, New Year & Easter.

COMMUNITY SAFETY

We are always committed to working closely with all retailers and community groups to ensure Otara Town Centre is a safe place for everyone to come and enjoy. We monitor offenders such as window washers, bikers, and antisocial behaviour. We also collect data of the offenders and pass it on to Police, providing enough evidence to get them out of the Town Centre either by arrest or trespass orders in serious cases.

Last year, we have spent a lot of time collecting CCTV evidence against offenders and as a result of that our arrest rate is around 95%. Most of these incidents have happened during business hours that we have managed to resolve the issues.

The Crime Prevention and CCTV monitoring for Otara and Papatoetoe by OBA was one of our biggest successes. We are also working very closely with our pacific wardens to set up daily patrolling in the Town Centre as we do not have enough resources to carry on.

MARKET VIEW PORTAL

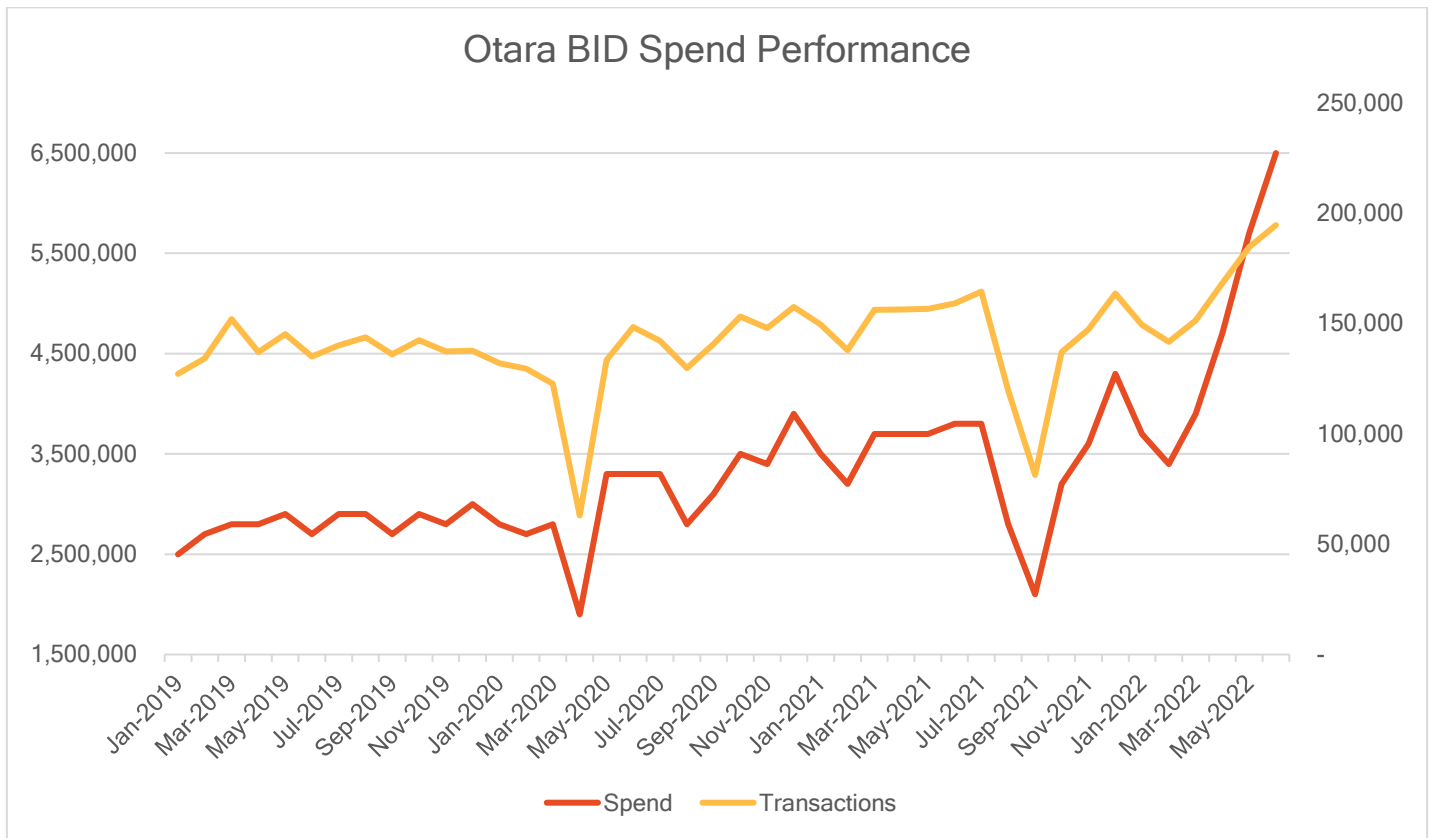
We have invested in Market View to track and measure the financial growth of our Town Centre.

TOTAL SPEND IN OTARA

2019/2020	2020/2021	2021/2022
\$34,000,000	\$41,600,000	\$47,700,000

MONTH	SPEND	TRANSACTIONS	AVG TRANS VALUE
JUL 2021	\$3,800,000	164,468	\$23.09
AUG 2021	\$2,800,000	119,638	\$23.55
SEP 2021	\$2,100,000	81,447	\$25.58
OCT 2021	\$3,200,000	137,003	\$23.16
NOV 2021	\$3,600,000	147,375	\$24.35
DEC 2021	\$4,300,000	163,656	\$26.48
JAN 2022	\$3,700,000	149,401	\$24.50
FEB 2022	\$3,400,000	141,762	\$24.26
MAR 2022	\$3,900,000	151,358	\$25.44
APR 2022	\$4,700,000	168,321	\$28.08
MAY 2022	\$5,700,000	184,696	\$30.96
JUN 2022	\$6,500,000	194,630	\$33.15

Otara BID Spend Performance



TOP PERFORMING BIDS

RANK	BID	SPEND	SPEND CHANGE	TRANSACTIONS	AVG. TRANS VALUE	SHARE OF AKL
1	Otara	\$6,552,301	132.50%	207,357	\$31.60	0.60%
2	Newmarket	\$64,866,021	83.30%	913,782	\$70.99	5.50%
3	Greenwoods	\$1,311,044	81.70%	28,216	\$46.46	0.10%
4	Onehunga	\$18,779,886	76.90%	350,487	\$53.58	1.60%
5	Manukau Central	\$83,582,409	74.40%	1,394,759	\$59.93	7.00%
6	Kingsland	\$8,169,922	67.70%	197,659	\$41.33	0.70%
7	CBD	\$122,181,837	67.40%	2,635,468	\$46.36	10.30%
8	Westgate	\$53,298,172	66.30%	787,352	\$67.69	4.50%
9	Silverdale Village	\$17,718,274	64.80%	350,231	\$50.59	1.50%
10	Parnell	\$14,250,311	64.00%	261,279	\$54.54	1.20%

OTARA SPEND BY CATEGORY

CATEGORY	2019/2020	2020/2021	2021/2022
Groceries and Liquor	\$18,193,213	\$20,937,312	\$23,022,800
Fuel and Automotive	\$6,031,719	\$8,946,138	\$13,989,649
Cafes, Restaurants, Bars and Takeaways	\$5,096,491	\$6,230,428	\$6,268,698
Department Stores and Leisure	\$2,064,753	\$2,378,672	\$1,994,494
Home, Hardware and Electrical	\$1,651,017	\$2,185,532	\$1,525,046
Apparel and Personal	\$745,858	\$822,099	\$733,757
Other Consumer Spending	\$158,773	\$149,221	\$109,139
Total	\$33,941,824	\$41,649,401	\$47,643,583

OTARA SPEND BY CUSTOMER ORIGIN

CUSTOMER ORIGIN	2019/2020	2020/2021	2021/2022
Manukau City	\$27,230,084	\$33,209,520	\$38,742,185
Auckland City	\$2,389,328	\$2,929,157	\$3,227,535
Rest of New Zealand	\$1,483,644	\$1,805,256	\$1,721,012
Waitakere City	\$824,485	\$1,088,840	\$1,392,052
Papakura District	\$795,943	\$1,018,452	\$1,026,824
North Shore City	\$580,845	\$719,275	\$770,754
Franklin District	\$361,941	\$557,046	\$387,689
Rodney District	\$146,424	\$208,887	\$212,832
International	\$129,130	\$112,967	\$162,701
Total	\$33,941,824	\$41,649,401	\$47,643,583

BID SPEND ACROSS SPEND CATEGORIES

Location	Accommodation	Apparel and Personal	Cafes, Restaurants, Bars and Takeaways	Department Stores and Leisure	Fuel and Automotive	Groceries and Liquor	Home, Hardware and Electrical	Other Consumer Spending	Total
Browns Bay	\$3.6K	\$468.6K	\$2.5M	\$1.2M	\$1.8M	\$6.3M	\$176.6K	\$365.1K	\$12.8M
Devonport	\$66.9K	\$454.8K	\$1.8M	\$580.9K	\$202.4K	\$5.2M	\$191.1K	\$271.0K	\$8.7M
Dominion Road	N/A	\$486.9K	\$3.9M	\$332.1K	\$724.6K	\$6.4M	\$490.7K	\$676.9K	\$13.0M
Karangahape Road	\$1.3M	\$497.7K	\$5.2M	\$1.5M	\$1.6M	\$1.7M	\$11.6K	\$238.2K	\$12.1M
Manukau Central	\$412.3K	\$5.7M	\$9.0M	\$24.5M	\$10.4M	\$18.1M	\$12.7M	\$2.9M	\$83.6M
Manurewa	\$3.6K	\$642.0K	\$3.7M	\$2.2M	\$4.4M	\$11.4M	\$143.4K	\$480.9K	\$22.9M
Milford	N/A	\$1.7M	\$1.4M	\$1.4M	\$298.8K	\$6.4M	\$71.4K	\$424.0K	\$11.8M
Newmarket	\$1.0M	\$16.9M	\$9.6M	\$15.3M	\$7.5M	\$5.9M	\$5.4M	\$3.2M	\$64.9M
Onehunga	N/A	\$7.8M	\$1.2M	\$2.7M	\$2.6M	\$2.8M	\$847.7K	\$490.6K	\$18.5M
One Mahurangi	\$56.8K	\$540.4K	\$1.9M	\$1.1M	\$4.6M	\$8.0M	\$2.9M	\$348.1K	\$19.5M
Orewa	\$363.8K	\$661.9K	\$3.1M	\$872.7K	\$807.3K	\$6.6M	\$13.2K	\$458.3K	\$12.8M
Otahuhu	\$29.3K	\$865.3K	\$2.7M	\$620.5K	\$2.7M	\$3.7M	\$37.8K	\$36.0K	\$10.7M
Otara	N/A	\$74.0K	\$718.5K	\$188.3K	\$3.1M	\$2.2M	\$175.0K	\$16.4K	\$6.6M
Panmure	\$118.49	\$115.5K	\$1.9M	\$185.3K	\$1.6M	\$1.4M	\$262.2K	\$140.7K	\$5.6M
Papakura	N/A	\$920.1K	\$3.0M	\$1.6M	\$4.6M	\$10.8M	\$1.2M	\$467.2K	\$22.6M
Parnell	\$941.9K	\$1.8M	\$4.9M	\$945.7K	\$1.4M	\$1.4M	\$2.5M	\$324.2K	\$14.3M
Ponsonby	\$517.3K	\$5.5M	\$9.5M	\$2.1M	\$316.9K	\$3.9M	\$1.2M	\$493.5K	\$23.4M
Pukekohe	\$10.8K	\$2.2M	\$5.0M	\$9.6M	\$8.6M	\$18.6M	\$7.1M	\$1.9M	\$53.2M
Takapuna	\$205.4K	\$3.0M	\$4.7M	\$2.7M	\$837.8K	\$1.4M	\$727.3K	\$242.2K	\$13.7M
Rest of Auckland Region	\$17.4M	\$87.1M	\$228.0M	\$196.8M	\$286.3M	\$509.8M	\$138.2M	\$62.9M	\$1.5B

BID SPEND GROWTH IN % ACROSS SPEND CATEGORIES

Location	Accommodation	Apparel and Personal	Cafes, Restaurants, Bars and Takeaways	Department Stores and Leisure	Fuel and Automotive	Groceries and Liquor	Home, Hardware and Electrical	Other Consumer Spending	Total
Browns Bay	-65.2%	+56.0%	+82.9%	+186.4%	+67.0%	-17.3%	+62.9%	+42.9%	+15.1%
Devonport	+83.5%	+90.4%	+99.6%	+58.3%	+82.4%	-16.1%	+56.1%	+86.0%	+7.6%
Dominion Road	0.0%	+146.5%	+83.6%	+28.5%	+27.7%	-8.4%	+95.0%	+120.6%	+21.5%
Karangahape Road	+110.2%	+94.1%	+69.8%	+36.4%	+16.4%	+6.2%	+8.5%	+45.6%	+46.7%
Manukau Central	+90.4%	+87.5%	+92.6%	+173.6%	+104.1%	-0.7%	+100.0%	+99.6%	+74.4%
Manurewa	-62.1%	+92.7%	+122.9%	+165.7%	+20.8%	-15.3%	+62.6%	+61.6%	+13.1%
Milford	0.0%	+59.2%	+71.6%	+124.9%	+58.9%	-15.0%	-19.9%	+82.5%	+11.0%
Newmarket	+93.9%	+121.4%	+71.0%	+87.6%	+117.9%	+14.6%	+60.2%	+117.7%	+83.3%
Onehunga	0.0%	+114.6%	+26.8%	+147.2%	+56.6%	+15.5%	+141.9%	+51.9%	+77.1%
One Mahurangi	+76.5%	+79.6%	+86.5%	+48.1%	+66.6%	-6.6%	+77.4%	+29.9%	+26.9%
Orewa	+166.9%	+104.5%	+98.2%	+56.4%	+45.6%	-6.3%	+104.5%	+43.0%	+22.6%
Otahuhu	+71.9%	+182.5%	+72.0%	+94.2%	+48.8%	+3.4%	+124.3%	-18.6%	+39.6%
Otara	0.0%	+134.5%	+112.6%	+72.4%	+413.3%	+38.4%	+82.4%	+19.5%	+132.5%
Panmure	-98.4%	+103.8%	+101.4%	+28.7%	+88.2%	+2.9%	+208.4%	+126.9%	+59.0%
Papakura	0.0%	+124.8%	+82.4%	+100.0%	+41.9%	-21.4%	+124.9%	+70.2%	+9.4%
Parnell	+66.6%	+86.1%	+97.8%	+57.8%	+88.5%	+12.9%	+43.8%	-3.8%	+64.0%
Ponsonby	+98.9%	+56.9%	+96.6%	+74.2%	+14.6%	-4.0%	+91.7%	+230.3%	+57.8%
Pukekohe	+172.7%	+89.9%	+87.8%	+132.3%	+89.4%	-4.8%	+89.0%	+232.9%	+45.9%
Takapuna	+25.9%	+60.1%	+58.6%	+96.6%	+90.9%	-9.7%	+38.9%	+108.1%	+53.6%
Rest of Auckland Region	+81.8%	+74.6%	+77.9%	+98.0%	+65.0%	-8.2%	+69.8%	+79.7%	+34.8%

Thank you

Rana Judge (Manager)

TREASURER'S REPORT



Thank you for the opportunity to update you on the financial situation on the Otara Business Association.

The auditor's report has been completed by BVO Chartered Accountants and a copy is available on our website.

We have received a clean audit.

Our revenue comprises of targeted rate grant of \$94,730 for the year. We also receive a 0.5 FTE salary for our CCTV employee from Old Papatoetoe BID of \$21,103. An amount of \$21,643 was received through Government schemes over this period.

Our expenses comprised of \$115,643 for employee related costs along with \$10,328 towards marketing expenses and \$5,364 towards promotional expenses. We spend \$13,028 in day to day running costs. Our Audit fees & depreciation comprised of total \$5,633.

We made a net loss of \$11,991 for 2021/22 year which was met through our cash reserves.

All bills are received, checked & verified and presented for payment. Once the nature of the bills are verified, the payment is approved by 2 separate committee members.

We use XERO accounting system and all transactions are coded and reconciled every month. At the end of the financial year, our accountants prepare our financial statements and get the Auditors to check and verify our financial statements to ensure we meet in accordance with Public Benefit Simple Format Reporting – Accrual standards of compliance.

Thank you

Kantilal Vallabh (Treasurer)

FINANCIAL REPORT

Performance Report

Otara Business Association Incorporated
For the year ended 30 June 2022

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Entity Information

Otara Business Association Incorporated For the year ended 30 June 2022

'Who are we?', 'Why do we exist?'

Legal Name

Otara Business Association Incorporated ("Otara Business Association Inc." / "OBA")

Legal Basis

Otara Business Association Inc. is an Incorporated Society registered under the Incorporated Society Act 1908.

Registration Number

Incorporated Society Number - 635624

Purpose or Mission

Our objective is to assist and guide the development and advancement of the commercial interests of people and businesses in the Otara Business Association through a co-ordinated, structured and measurable communications, marketing and economic development programme.

Otara Business Association Inc. promote the welfare of business community and provides a wide range of services for members including promotion of Otara as a business hub that encourages an environment attractive to new business, employment growth and the public in Otara Town Centre. Otara Business Association also provide a forum for networking and collaboration of members and sharing of information.

Otara Business Association Inc. advocates the Government, local authorities and /or persons, corporations or associations for the improvement of the amenities, streetscapes, utilities, transport, services or other infrastructure, and for lightning, surfacing, security and cleaning to the benefit of the Otara Business Districts.

Otara Business Association Inc. engages with the Otara Papatoetoe Local Board, Auckland Council and other Business Improvement Districts ("BID's") to provide feedback to the Auckland Councils Annual and Long-Term Planning Process informing them of local issues and feedback from the businesses in the Town Centre. We also carry out projects such as Town Centre tidy-ups, graffiti reporting, and seasonal promotional competitions collaboratively with Auckland Council and the Otara Community. There is a large amount of advocacy regarding bylaw changes with our Local Board, advocating in the best interests of the Town Centre.

Otara Business Association Inc is proud to represent the Retailers and Landlords in the Otara Business Improvement District for Advocacy, Events, Promotions, Town Centre Clean-Ups, Networking Opportunities, CCTV and Safety, Auckland Council/Local Board Relations, Town Centre Ambassador Teams and so much more.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Entity Information

Structure

Otara Business Association Inc. operates with 2 full time staff and a Town Centre Manager who run and manages the day to day operations. They report to an elected executive board of office bearers and supporting committee members.

The Executive Board members are elected at the AGM and are voluntary positions. The Executive Board members are:

Executive Board

Amandeep Parmar (Chairperson)

Adrian Meys (Committee Member)

Gary Song (Committee Member)

Kantilal Vallabh (treasurer)

Trupti Patel (Committee Member)

Mohammed Khan (Committee Member)

Sohit Gagneja (Committee Member)

Shaun Tautali (Committee Member)

Ranjodh Singh (Committee Member)

Karun Sharma (Committee Member)

The Executive Board meets 10 times a year.

Manager

Rana Judge

Auditors

Blackmore Virtue & Owens

18 Broadway

Newmarket

Auckland

Banks

ASB Bank

Great South Road

Hunters Plaza

Papatoetoe

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Entity Information

Main Sources of Cash and Resources

The main sources of the Otara Business Association Inc's revenue is received from local council funding, and grants from funders.

Otara Business Association Inc. is part of the Auckland Council BID Partnership Programme. A BID Programme is a local economic development initiative run by a business association and partnership with the council. To fund a BID programme, Auckland Council collects a targeted rate from all commercially rated properties located with an approved BID. Targeted rates are based on the business's property capital value and a fixed charge per property.

The agreed rates are returned from Auckland Council to the business association as a grant on a quarterly basis. This provides a regular income to fund member activities as strategically planned.

Main Methods Used to Raise Funds

No fundraising activities are entered into.

Reliance on Volunteers and Donated Goods or Services

Otara Business Association Inc. relies to a great extent on volunteers for the planning of community events. Committee members volunteer time to ensure the governance and management of the organisation is met.

Physical Address

7/46 Fair Mall, Otara, Auckland 2159

Postal Address

PO BOX 61086, Otara, Auckland, New Zealand, 2159

Website / Phone / Email

www.otara.co.nz

+64 9 274 6401

info@obaotara.org.nz

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Approval of Performance Report

Otara Business Association Incorporated
For the year ended 30 June 2022

The Executive Board are pleased to present the approved performance report including the historical financial statements of Otara Business Association Incorporated for the year ended 30 June 2022.

APPROVED



Amandeep Parmar

Chairperson

Date 9-9-22



Kantil Vallabh

Treasurer

Date 9.9.2022

Statement of Service Performance

Otara Business Association Incorporated For the year ended 30 June 2022

'What did we do?', 'When did we do it?'

Description of Outcomes

The Purpose of the Otara Business Association Incorporated is promotion and development Otara business and shopping areas, being the Otara Town Centre.

The Otara Business Association is an Auckland BID. The purpose and goals of the Association are thus aligned with the objective of the Auckland Council's BID Programme for economic development & improvement of the Council defined area.

There are several groups associated with the BID that have aligned their goals for the betterment of the area. Thus, the OBA also needs to ensure that effective partnerships are formed in driving results that are aligned to the purpose of promoting and developing the Town Centre.

Our partnership includes alliance with Otara Papatoetoe Local Board, Papatoetoe Main Street Society, Otara Flea Market, South Seas health care, The Doctors, Otara Citizen Advice Bureau, Te Pupu Tahi Tanga Ki Otara wardens' groups, MIT, OGGAG, Otara Library, NZ Police, Auckland Transport and the Family of Auckland Council Controlled Organisation.

The Business Associations role is pivotal in providing a safe and engaged Local Hub which provides an environment for Community Members to grow and prosper with business and employment opportunities, access to social services and many more vital avenues. The inputs from the stakeholders help us to achieve our business objectives.

The objective of the association is to make the Town Centre a vibrant, safe and attractive place where people want to work, live, visit, enjoy and invest in. The Association wants people to come and visit the Town Centre, buy local in the Town Centre, and continue to visit there. To do this Otara Business Association has a Town Centre Management team that is responsible for the day to day operation of the Town Centre. The Association believes that this can be achieved by improving perception of the safety of the Otara Town Centre and ultimately increasing the attractiveness of Otara through a better-quality retail and service offering. This will increase the footfall, promote greater economic development, and improve the image of the Town Centre. For Business, this improves profitability and for investors, this means greater returns and investments and creates attractions for future investment.

Description and Quantification of the Outputs

The expression of the outcomes has been delivered through the following outputs:

1. Improvements in Town Centre
2. Local Economic development growth
3. Events in the Town Centre to promote Business
4. Safe environment, Security and Safety
5. Collaboration

These outputs are detailed below.

1. Improvements in Town Centre

Over the years, we have witnessed completion of projects by the Auckland Council including – footpath improvements around Town Centre, providing shelter to MIT students and staff walking between MIT and Otara Town Centre, improving elders seating area plan near TAB & cleaning Otara Fish Canopy.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Service Performance

2. Local Economic development growth

Otara Town Centre reinforced a positive picture of growth and confirmed an environment favourable for investment. There was an increase in locals supporting spending in Otara town Centre. The driver of growth in any town centre is the people that visit it. We witnessed a low turnover in number of shops advertised for lease. Most businesses have tried to reduce their costs and continued to operate in the Town Centre.

Otara Town Centre saw an increase in the numbers of people visiting and shopping in the town centre. Otara Business Association encourages their community to "Shop Local, Spend Local and Support Local", 80% customers are local.

Due to COVID-19 restrictions faced during August to December 2021, we noticed a dip in customers as people became uncertain about their jobs and their future. It has affected businesses nationwide, and it will take some time to recover.

Otara Business Association is working very closely with the digital marketing experts to assist our businesses with all the support we can provide.

3. Events in the Town Centre to promote Business

Otara Business Association works alongside the Otara Papatoetoe Local Board to provide successful community events throughout the year. The engagement also provides an environment of collaboration and partnership where there is potential overlap between the Local Community and the Town Centre activities. This enables the Town Centre and Local Community to benefit collectively and ultimately provide more opportunities for the Community of Otara.

In 2021-2022, we were unable to run our event calendar due to the COVID-19 restrictions. We were running online promotions to encourage Shop & Win vouchers during Christmas, New Year & Easter.

4. Safe environment, Security and Safety

Otara Business Association plays a pivotal role in providing a safe environment for Community Members to grow, engage and prosper with business and employment opportunities, access to social services and many more vital avenues. The partnership helps business and community to measure success with the inputs and agreement by both stakeholders.

We patrol and monitor CCTV 6 days per week showing a visible presence and creating a sense of safety for all who visit the Town Centre. We provide valuable data upon request by NZ Police, Auckland Council, and any other authority. We also co-ordinate monthly safety meetings with all stakeholder's present including NZ Police, MIT, Community Leaders and Wardens.

Presently, we have one full time CCTV operator to monitor crime activity in our Town Centre. We have also engaged a district Maori Warden to patrol our Town Centre.

5. Collaboration

In 2021, we increased our exposure on social media platforms such as Facebook & Instagram to improve our relationship with our stakeholders. We provide weekly updates to our retailers on government news and policies to ensure they get benefits from schemes such as small business cashflow scheme, resurgence support payment, etc.

We have encouraged retailers to embrace social media and establish their presence online. Some retailers do not have their online presence. We have sent the forms to register their interest to aid in setting up their own page on Facebook / Instagram. The goal is for the retailers to interact with their customers online, showcase their products and list their monthly specials.

Regular interaction with your visitors can boost sales as the customers feel they can ask question related to a product or service resulting in increase in sales activity.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Financial Performance

Otara Business Association Incorporated
For the year ended 30 June 2022

'How was it funded?' and 'What did it cost?'

	NOTES	2022	2021
Revenue			
Donations, fundraising and other similar revenue	1	94,730	94,730
Revenue from providing goods or services	1	21,103	38,235
Interest, dividends and other investment revenue	1	528	558
Other revenue	1	21,643	9,416
Total Revenue		138,005	142,940
Expenses			
Volunteer and employee related costs	2	115,643	112,340
Costs related to providing goods or service	2	28,720	32,472
Grants and donations made	2	-	1,000
Other expenses	2	5,633	4,907
Total Expenses		149,996	150,719
Surplus/(Deficit) for the Year		(11,991)	(7,780)

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Financial Position

Otara Business Association Incorporated
As at 30 June 2022

'What the entity owns?' and 'What the entity owes?'

	NOTES	30 JUN 2022	30 JUN 2021
Assets			
Current Assets			
Bank accounts and cash	3	179,889	196,347
Debtors and prepayments	3	4,508	2,171
Total Current Assets		184,396	198,518
Non-Current Assets			
Property, Plant and Equipment	5	9,430	5,997
Term Deposits	3	53,856	53,649
Total Non-Current Assets		63,286	59,646
Total Assets		247,682	258,164
Liabilities			
Current Liabilities			
Creditors and accrued expenses	4	3,726	3,485
Employee costs payable	4	11,005	6,631
Unused donations and grants with conditions	4	23,680	26,785
Total Current Liabilities		38,411	36,901
Total Liabilities		38,411	36,901
Total Assets less Total Liabilities (Net Assets)		209,272	221,263
Accumulated Funds			
Accumulated surpluses or (deficits)	6	209,272	221,263
Total Accumulated Funds		209,272	221,263

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Cash Flows

Otara Business Association Incorporated
For the year ended 30 June 2022

	2022	2021
Cash Flows from Operating Activities		
Donations, fundraising, and other similar receipts	94,730	118,413
Receipts from providing goods or services	14,550	26,442
Interest, dividends and other investment receipts	208	881
Other revenue	21,643	9,416
Payments to suppliers and employees	(142,053)	(151,452)
Net GST received / (paid)	1,288	278
Total Cash Flows from Operating Activities	(9,634)	3,978
Cash Flows from Investing and Financing Activities		
Interest reinvested in term deposits	(208)	(881)
Payments to acquire property, plant and equipment	(6,616)	(3,607)
Total Cash Flows from Investing and Financing Activities	(6,824)	(4,488)
Net Increase / (Decrease) in Cash	(16,458)	(510)
Cash Balances		
Cash and cash equivalents at beginning of period	196,347	196,857
Cash and cash equivalents at end of period	179,889	196,347
Net change in cash for period	(16,458)	(510)

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Accounting Policies

Otara Business Association Incorporated For the year ended 30 June 2022

'How did we do our accounting?'

Basis of Preparation

Otara Business Association Incorporated has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the association will continue to operate in the foreseeable future.

Donations

Donations are accounted for depending on whether they have been provided with a "use or return" condition attached or not. Where no use or return conditions are attached to the donation, revenue is recorded as income when the funds are received. Where donations include a use or return condition, the donation is initially recorded as a liability on receipt. The donation is subsequently recognised within the Statement of Financial Performance as the performance conditions are met.

Donated goods or services (other than donated assets) are not recognised.

Where significant donated assets are received with useful lives of 12 months or more, and the fair value of the asset is readily obtainable, the donation is recorded at the value of the asset obtained. Where the fair value of the asset is not readily obtainable, the donation is not recorded. Donated assets with useful lives less than 12 months are not recorded.

Grants

Grant income is accounted for depending on whether or not it has a "use or return" condition attached. Where no use or return conditions are attached, the revenue is recorded as income when the funds are received. Where income includes a use or return condition, it is initially recorded as a liability on receipt. The income is then subsequently recognised within the Statement of Financial Performance as the performance conditions are met.

Events Income and Expenses

Events Income and Expenses are accounted for on an accruals basis

Interest Income

Interest income is recognised on an accruals basis.

Sundry Income

All other income is accounted for on an accruals basis and accounted for in accordance with the substance of the transaction.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Accounts Receivable

Accounts Receivable are carried at estimated realisable value after providing against debts where collection is doubtful. Bad debts are written off in the period in which they are identified.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Statement of Accounting Policies

Goods and Services Tax (GST)

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

Property, Plant and Equipment

Property, Plant and Equipment are recorded at cost less any accumulated depreciation and impairment losses.

Depreciation

Depreciation is provided on a diminishing value basis on all property, plant and equipment, at rates that will write off the cost of the assets to their estimated residual values over their useful lives. The depreciation rates and useful lives associated with major classes of assets have been estimated as follows:

Computer - 50%

Furniture & Fittings - 20%

Office Equipment - 40%

Employee Entitlements

Employee entitlements are measured at undiscounted nominal values based on accrued entitlements at current rates of pay. These include salaries and wages accrued up to balance date, annual leave earned but not taken at balance date.

Income Tax

The Association is subject to income tax pursuant to sections DV 8 of the Income Tax Act 2007.

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.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

	2022	2021
5. Property, Plant and Equipment		
Computer Equipment		
Computer Equipment owned	5,157	4,696
Accumulated depreciation - computer equipment	(4,342)	(3,528)
Total Computer Equipment	814	1,168
Furniture and Fittings		
Furniture and fittings owned	2,447	2,447
Accumulated depreciation - furniture and fittings owned	(1,323)	(1,042)
Total Furniture and Fittings	1,124	1,405
Lighting		
Lighting at cost	6,155	-
Accumulated depreciation - lighting	(718)	-
Total Lighting	5,437	-
Office Equipment		
Office Equipment owned	9,006	9,006
Accumulated depreciation - office equipment	(6,951)	(5,582)
Total Office Equipment	2,054	3,424
Total Property, Plant and Equipment	9,430	5,997
	2022	2021

6. Accumulated Funds

Accumulated Funds		
Opening Balance	221,263	229,043
Accumulated surpluses or (deficits)		
Current year earnings		
Current Year Earnings	(11,991)	(7,780)
Total Current year earnings	(11,991)	(7,780)
Total Accumulated surpluses or (deficits)	(11,991)	(7,780)
Total Accumulated Funds	209,272	221,263
Total Accumulated Funds	209,272	221,263

7. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2022 (Last year - nil).

8. Commitments

There are no commitments as at 30 June 2022 (Last year - nil).

9. Related Parties

There were no transactions involving related parties during the financial year (Last year - nil).

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

Otara Business Association Incorporated For the year ended 30 June 2022

	2022	2021
1. Analysis of Revenue		
Donations, fundraising and other similar revenue		
Auckland Council - Targeted Rates	94,730	94,730
Total Donations, fundraising and other similar revenue	94,730	94,730
Revenue from providing goods or services		
Auckland Council - Event Grants	-	3,500
Kew Lane Parking Permits	-	3,217
Papatoetoe CCTV payments	18,000	18,000
Umbrella Grant	3,103	13,518
Total Revenue from providing goods or services	21,103	38,235
Interest, dividends and other investment revenue		
Interest Income	528	558
Total Interest, dividends and other investment revenue	528	558
Other revenue		
Grants - Ministry of Social Development - Covid-19 Subsidy	21,600	9,373
Other Revenue	43	43
Total Other revenue	21,643	9,416
	2022	2021

2. Analysis of Expenses

Volunteer and employee related costs		
ACC levy	365	605
Salaries	115,278	111,735
Total Volunteer and employee related costs	115,643	112,340
Costs related to providing goods or services		
Accounting Services	775	1,430
Bank Fees	101	112
Computer Support	1,549	822
Consulting Services	-	4,290
Entertainment	779	2,007
General Expenses	160	230
Insurance	532	490
Low Value Equipment	307	347
Marketing	10,328	-
Office Expenses	350	492
Otara Court Senior Hall	-	944
Otara Flea Market	-	524
Printing & Stationery	481	1,269
Promotional Expenses	5,364	3,456

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

	2022	2021
Rent	1,634	806
Repairs and Maintenance	38	-
Subscriptions	1,879	993
TE PUPU TAHI TANGA OTARA	(436)	969
Telephone & Internet	2,679	3,337
Website	750	1,172
Xmas Celebration	1,450	8,782
Total Costs related to providing goods or services	28,720	32,472

Grants and donations made

Donations Paid	-	1,000
Total Grants and donations made	-	1,000

Other expenses

Audit Fees	2,450	2,250
Depreciation	3,183	2,507
Loss on Disposal of Asset	-	150
Total Other expenses	5,633	4,907

	2022	2021
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3. Analysis of Assets**Bank accounts and cash**

Otara Business Assoc - ASB 00	179,889	196,347
Total Bank accounts and cash	179,889	196,347

Debtors and prepayments

Accounts Receivable	4,527	1,725
Accrued interest	370	49
GST Refund / (Payable)	(892)	397
Prepayments	503	-
Total Debtors and prepayments	4,508	2,171

Other non-current assets

Term Deposit	53,856	53,649
Total Other non-current assets	53,856	53,649

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

	2022	2021
4. Analysis of Liabilities		
Creditors and accrued expenses		
Year End Accruals	3,726	3,485
Total Creditors and accrued expenses	3,726	3,485
Employee costs payable		
Holiday Pay Provision	9,172	5,381
Wages Payable - Payroll	1,832	1,250
Total Employee costs payable	11,005	6,631
Unused funds taken in advance		
Unused donations and grants with conditions		
Grants in Advance - Auckland Council - Targeted Rates	23,680	23,683
Total Unused donations and grants with conditions	23,680	23,683
Unused funds held on behalf of Associates		
Grants in Advance - Umbrella Grants	-	3,103
Total Unused funds held on behalf of Associates	-	3,103
Total Unused funds taken in advance	23,680	26,785

Unused funds held on behalf of Associates

Donor	Description	2022	2021
Otara Gambling and Alcohol Action Group	Management Fees	-	650
Otara Court	Management Fees	-	2,453
TOTAL		-	3,103

These funds are held for the benefit of the named entities.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report



Notes to the Performance Report

10. Events After the Balance Date

The Executive Committee have made an assessment of the impact of Covid-19 and advise accordingly. As the Association's funding is committed for a year at a time as part of a council targeted rate, the funding of the Association remains stable for the 2022-2023 financial year. While Covid-19 has had an impact on members within the BID, it has not had an impact on the Association's funding.

11. Ability to Continue Operating

Otara Business Association Inc. has adequate resources to continue operations for the foreseeable future. For this reason the Executive Board continue to adopt the going concern assumption in preparing the performance report for the year ended 30 June 2022. This conclusion was reached after making enquiries and having regard to circumstances which are likely to affect Otara Business Association Inc. during the period of one year from the date the Executive Board approve the Performance Report, and to circumstances which will occur after that date which could affect the validity of the going concern assumption.

This Statement is to be read in conjunction with the Notes to the Performance Report, and the accompanying Independent Auditor's Report





INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OTARA BUSINESS ASSOCIATION INCORPORATED

Report on the Performance Report

Opinion

We have audited the accompanying performance report of Otarā Business Association Incorporated on pages 3 to 5 and 7 to 18 which comprises the statement of financial position as at 30 June 2022, and entity information, the statement of service performance, the statement of financial performance, statement of cash flows for the year ended 30 June 2022, and the statement of accounting policies and other explanatory information to the performance report.

In our opinion:

- (a) the reported outcomes and outputs, and quantification of the outputs to the extent practicable, in the statement of service performance are suitable;
- (b) the performance report on pages 3 to 5 and 7 to 18 presents fairly, in all material respects,
 - the entity information for the year then ended;
 - the service performance for the year then ended; and
 - the statement of financial position of Otarā Business Association Incorporated as at 30 June 2022, and a statement of financial performance, statement of cash flows for the year ended 30 June 2022, and the statement of accounting policies and other explanatory information to the performance report.

in accordance with Public Benefit Simple Format Reporting – Accrual (Not-For-Profit).

The Responsibility of the Committee for the Performance Report

The Committee are responsible on behalf of the Association for:

- (a) Identifying outcomes and outputs, and quantifying the outputs to the extent practicable, that are relevant, reliable, comparable and understandable, to report in the statement of service performance;

Your Chartered Accountants and Business Advisors

PRINCIPAL
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BBus, CA

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(b) The preparation and fair presentation of the performance report which comprises:

- the entity information;
- the statement of service performance; and
- the statement of financial position of Otarā Business Association Incorporated as at 30 June 2022, and statement of financial performance, statement of cash flows for the year ended 30 June 2022, and the statement of accounting policies and other explanatory information to the performance report.

in accordance with Public Benefit Entity Simple Format Reporting – Accrual (Not-For-Profit) issued by the New Zealand Accounting Standards Board, and

(c) for such internal control as the Committee determine is necessary to enable the preparation of the performance report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the performance report based on our audit. We have conducted our audit of the statement of financial position of Otarā Business Association Incorporated as at 30 June 2022, and a statement of financial performance, statement of cash flows for the year ended 30 June 2022, and the statement of accounting policies and other explanatory information to the performance report in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)), and the audit of the entity information and statement of service performance in accordance with the International Standard on Assurance Engagements (New Zealand) ISAE (NZ) 3000 (Revised). Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the performance report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the performance report, including performing procedures to obtain evidence about and evaluating whether the reported outcomes and outputs and quantification of the outputs to the extent practicable, are relevant, reliable, comparable and understandable. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the performance report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the performance report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes, evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the performance report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.





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

Emphasis of Matter – Covid-19

We draw attention to Note 10 of the financial statements, which describes the effects of the World Health Organisation's declaration of a global health emergency on 31 January 2020 relating to the spread of COVID-19. Our opinion is not modified in respect to this matter.

Restrictions on Responsibility

This report is made solely to the Members, as a body. Our audit has been undertaken so that we might state to the members those matters we 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 Association and the members as a body, for our work, for this report, or for the opinions we have formed.

Blackmore Virtue & Owens

**BLACKMORE, VIRTUE & OWENS
NEWMARKET
AUCKLAND**

16 September 2022



PROPOSED BUDGET

Proposed Budget
2022/2023

REVENUE

DONATIONS, FUNDRAISING AND OTHER SIMILAR REVENUE

Auckland Council – Bulk Funding	0
Auckland Council – General Grants	0
Auckland Council – Targeted Rates	94,720
Total Donations, fundraising and other similar revenue	\$94,720

REVENUE FROM PROVIDING GOODS OR SERVICES

Auckland Council – Event Grants	0
Grants - WINZ	0
Kew Lane Parking Permits	0
Papatoetoe CCTV payments	18,000
Total Revenue from providing goods or services	\$18,000

OTHER REVENUE

Interest Income	558
Grants - Ministry of Social Development - Covid-19 Subsidy	600
Miscellaneous	440
Total Other revenue	\$1,598

TOTAL REVENUE FOR YEAR 2022/2023	\$114,318
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EXPENSES

VOLUNTEER AND EMPLOYEE RELATED COSTS

ACC Levy	571
Salaries	115,278
Total Volunteer and employee related costs	\$115,849

COSTS RELATED TO PROVIDING GOODS OR SERVICES

Accounting Services	775
Bank Fees	101
Cleaning	100
Consulting Services (Strategic Plan)	15,000
Meeting Expenses	1,200
AGM Expenses	2,500
General Expenses	300
Insurance	683
Licences and Permits	330

Marketing & Advertising	15,000
Market View Software	6,452
Office Expenses	500
Printing & Stationery	1,200
Promotional Expenses	5,000
Rent	1,200
Repairs and Maintenance	500
Fairy Lighting	6,000
Subscriptions (Xero, Smartpayroll, Office, Zoom)	1,900
Telephone & Internet	2,500
Website	500

Total Costs related to providing goods or services	\$61,741
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OTHER EXPENSES

Audit Fees	2,760
Bad Debt Expense	0
Depreciation	2,500

Total Other expenses	\$5,260
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TOTAL EXPENSES FOR YEAR 2022/2023	\$182,850
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NET SURPLUS/(DEFICIT)	<u>(\$68,532)</u>
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We will use our accumulated funds to cover the Net Deficit.

INDICATIVE BUDGET

Indicative
Budget
2023/2024

REVENUE

DONATIONS, FUNDRAISING AND OTHER SIMILAR REVENUE

Auckland Council – Bulk Funding	0
Auckland Council – General Grants	0
Auckland Council – Targeted Rates	94,720
Auckland Council – Targeted Rates 5% increment	4,736
Total Donations, fundraising and other similar revenue	\$99,456

REVENUE FROM PROVIDING GOODS OR SERVICES

Auckland Council – Event Grants	0
Grants - WINZ	0
Kew Lane Parking Permits	0
Papatoetoe CCTV payments	18,000
Total Revenue from providing goods or services	\$18,000

OTHER REVENUE

Interest Income	558
Grants - Ministry of Social Development - Covid-19	
Subsidy	0
Miscellaneous	0
Total Other revenue	\$1,600

TOTAL REVENUE FOR YEAR 2023/2024	\$118,014
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EXPENSES

VOLUNTEER AND EMPLOYEE RELATED COSTS

ACC Levy	571
Salaries	115,278
Total Volunteer and employee related costs	\$115,849

COSTS RELATED TO PROVIDING GOODS OR SERVICES

Accounting Services	775
Bank Fees	101
Cleaning	100
Consulting Services	0
Meeting Expenses	1,200
AGM Expenses	2,500

General Expenses	300
Insurance	683
Kew Lane Repairs	0
Licences and Permits	330
Marketing & Advertising	9,736
Market View Software	6,452
Office Expenses	500
Printing & Stationery	1,200
Promotional Expenses	5,000
Rent	1,200
Repairs and Maintenance	500
LED Sign	0
Subscriptions	1,900
Telephone & Internet	2,500
Website	500
Total Costs related to providing goods or services	\$35,477

OTHER EXPENSES

Audit Fees	2,760
Bad Debt Expense	0
Depreciation	2,500
Total Other expenses	\$5,260

TOTAL EXPENSES FOR YEAR 2023/2024

\$156,586

NET SURPLUS/(DEFICIT)

(\$38,572)

Increased Bid Grant

OBA will spend \$4,736 towards the digital marketing advertising budget to ensure businesses get increase in foot traffic to promote Shop Local incentive.

BUSINESS PLAN

The Business Improvement District (BID) exists to develop local business improvements and economic developments based on the Auckland Council's targeted rates for core funding using powers under the Local Government (Rating) Act 2002.

Our Vision

Otara Business Association is a vibrant and thriving town providing quality products, experiences and services that meet and engage the local community's expectations. Otara Town Centre is valued as a retail destination based on quality, culture and family.

Who Are We?

Our objective is to assist and guide the development and advancement of the commercial interests of people and businesses in the Otara Business Association through coordinated, structured and measurable communication, marketing and economic development programmes.

Otara Business Association Inc. promotes the welfare of the business community and provides a wide range of services for members, including promoting Otara as a business hub that encourages an environment attractive to new Businesses, employment growth and the public in Otara Town Centre. Otara Business Association also provides a forum for networking, members' collaboration, and information sharing.

Otara Business Association Inc. advocates the Government, local authorities and persons, corporations or associations for the improvement of the amenities, streetscapes, utilities, transport, services or other infrastructure, and lightning, surfacing, security and cleaning to the benefit of the Otara Business Districts.

Otara Business Association Inc. engages with the Otara Papatoetoe Local Board, Auckland Council and other BIDs to provide feedback to the Auckland Councils Annual and Long-Term Planning Process, informing them of local issues and feedback from the businesses in the Town Centre. We also carry out projects such as Town Centre tidy-ups, graffiti reporting, and seasonal promotional competitions collaboratively with Auckland Council and the Otara Community. In addition, there is a large amount of advocacy regarding bylaw changes with our Local Board, advocating in the best interests of the Town Centre.

Otara Business Association Inc is proud to represent the Retailers and Landlords in the Otara Business Improvement District for Advocacy, Events, Promotions, Town Centre Clean-Ups, Networking Opportunities, CCTV and Safety, Auckland Council/Local Board Relations, Town Centre Ambassador Teams, and so much more.

Description of Outputs

The expression of the outcomes has been delivered through the following outputs:

1. Improvements in Town Centre
2. Local Economic development growth
3. Events in the Town Centre to promote Business.
4. Safe environment, Security and Safety
5. Collaboration

These outputs are detailed below.

Improvements in Otara Town Centre

Over the years, we have witnessed the completion of projects by the Auckland Council, including – footpath improvements around the Town Centre, providing shelter to MIT students and staff walking between MIT and Otara Town Centre, improving elders' seating area plan near TAB & cleaning Otara Fish Canopy.

Social Media

We have encouraged retailers to embrace social media and establish their presence online. Some retailers do not have an online presence. We have sent the forms to register their interest to aid in setting up their page on Facebook / Instagram. The goal is for the retailers to interact with their customers online, showcase their products and list their monthly specials.

Regular interaction with your visitors can boost sales as the customers feel they can ask questions about a product or service, resulting in increased sales activity.

Local Economic development growth

Otara Town Centre reinforced a positive growth picture and confirmed an environment favourable for investment. There was an increase in locals supporting spending in Otara town Centre. The driver of growth in any town centre is the people that visit it. We witnessed a low turnover in the number of shops advertised for lease. Most businesses have tried to reduce their costs and continued to operate in the Town Centre.

Otara Town Centre saw an increase in the numbers of people visiting and shopping in the town centre. Otara Business Association encourages their community to "Shop Local, Spend Local and Support Local"; 80% of customers are local.

Otara Business Association is working very closely with digital marketing experts to assist our businesses with all the support we can provide.

Events in the Town Centre to promote business

Otara Business Association works alongside the Otara Papatoetoe Local Board to provide successful community events. The engagement also provides an environment of collaboration and partnership where potential overlap exists between the Local Community and the Town Centre activities. This enables the Town Centre and Local Community to collectively benefit and provide more opportunities for the Community of Otara.

Safe environment, Security and Safety

Otara Business Association plays a pivotal role in providing a safe environment for Community Members to grow, engage and prosper with business and employment opportunities, access to social services and many more vital avenues. In addition, the partnership helps Businesses and the community measure success with stakeholders' inputs and agreement.

We patrol and monitor CCTV 6 days per week, showing a visible presence and creating a sense of safety for all who visit the Town Centre. In addition, we provide valuable data upon request by NZ Police, Auckland Council, and any other authority. We also coordinate monthly safety meetings with all stakeholders, including NZ Police, MIT, Community Leaders and Wardens.

We have one full-time CCTV operator to monitor crime activity in our Town Centre. We have also engaged a district Maori Warden to patrol our Town Centre.

Challenges

The challenges we face due to increased competition from neighbouring suburbs & shopping centres.

Competition

- Hunters Plaza, Manukau, Botany, and Otahuhu are all close neighbours and provide new shopping and dining experiences.
- Online shopping makes it easy to purchase products online, and traditional bricks and mortar stores become showrooms and product pickup destinations.
- Sylvia Park & Botany offers exciting shopping alternatives.

Business Variety

- Evolving business mix - most businesses operate food, hospitality and personal services sectors.
- There is a little retail variety to offer a vast retail experience that customers normally want to experience in a shopping environment.

Limited resources

- The voluntary nature of the executive committee which supports Otara Business Association.
- Modest budget with limited funds to compete against its neighbours eg. Manukau

Unitary Plan

- Still waiting to unlock Otara Town Centre as an ultimate shopping destination

Opportunities

History and character

- Otara Town Centre is one of the earliest residential areas of colonial Auckland.
- Becoming a hospitality centre with a wide range of fast food and dining experiences.
- Family-owned businesses.
- A solid connection to the arts.

Community

- Safe and secure environment.
- Great pride and sense of belonging.
- Well-connected school network including primary, intermediate and secondary schools.
- A family-friendly feel.
- Customers are locals and visitors.

Affordable Prices

- High quality of service and an affordable range of products.
- The built environment is well looked after and cared for.

Accessible

- Located centrally in the South Auckland region with available car parking.
- Flat and easy footpaths.
- A majority are accessible businesses.
- A variety of public transport options.

Target to deliver in 2023 / 2024

Strengthen the Otara Town Centre by raising its profile and position within the South Auckland region.

		AMOUNT
1	Marketing & advertising	\$15,000
2	Business Promotions	\$4,736
3	Consulting Services (Strategic Plan)	\$15,000
4	Market View	\$6,452
5	Promotional Expenses	\$5,000
6	Website	\$500
7	Fairy Lighting	\$6,000
	TOTAL	\$52,688

Develop and deliver comprehensive marketing and communication plan for the town centre.	Marketing & Advertising \$12,000	<p>Continues to focus on increasing our Digital media presence to maximise our marketing and advertising budget for the next 12 months.</p> <p>This will include Facebook and the Otara Town Centre website.</p> <p>Website</p> <ul style="list-style-type: none"> • Day to day management of the website & hosting fees <p>Social media spend includes:</p> <ul style="list-style-type: none"> • Branding • Content Strategy • Monthly newsletter, featuring information and reference to doing Business in the Town Centre • Facebook/Instagram posts, the blog published on Linked In • Email Newsletters campaign with special offers/ services • Community news • Give Away Promotions <p>Investing back into the community is always a way to encourage people to spend more in the Town Centre.</p> <p>Cash and gift vouchers are excellent ideas to attract more customers to the Town Centre. We plan to introduce more shoppers promotions throughout 2023/2024.</p>

Business Promotions	Marketing & Advertising \$3,000 Additional 5% \$4,736	<ul style="list-style-type: none"> • Businesses will be able to promote their specials & deals similar to Grab one via our Otara Deals online platform. • Each business will have their own login to publish their special deal and will be approved by the Manager to make it LIVE.
Strategic Plan	Consulting services (Strategic Plan) \$15,000	Create a 5 year business strategic plan <ul style="list-style-type: none"> • Survey business to understand their requirements for growth • Online survey, key stakeholder interviews, online resident survey, desktop research and analysis of other relevant documents and reports.
Marketing and Economic Development. (Maintain and grow the "Buy local Otara" strategy)	Market View Platform \$6,452	<p>Consumer spending is the driving force behind our economy. Accurately measuring and understanding customers' spending within the wider market has been a challenge in the past.</p> <p>We will continue to invest in Market View Platform to understand consumer spending across various sectors.</p> <p>Market View Platform enables us to learn sales figures across various suburbs to understand who are performing better and what can be improved upon.</p> <p>Learning what worked and what promotions / events can bring maximum benefits can help in improving overall sales of the town centre.</p> <p>This investment assists in building Buy Local Otara strategy.</p>
Town Centre Promotions (Deliver pop-up activities for retail and community events and installations).	Promotional Expenses \$5,000	<p>We have the following promotions planned for 2023/2024.</p> <p>Easter Promotion Easter is significant for our local children, especially those who can't afford expensive rides at the annual Easter Show. We would have many children's rides, and magic shows for Easter, including fun activities for children to participate in. In addition, we plan to give away many instant prizes, easter eggs/bunnies, to children and families.</p> <p>Matariki Twinkling in the winter sky just before dawn, Matariki (the Pleiades) signals the Māori New Year.</p> <p>Traditionally, it was a time to remember those who passed on and celebrate a new life. In the 21st century, observing Matariki has become popular again. Heaven-bound kites, hot-air balloons and fireworks help mark the occasion.</p> <p>This is an exceptional occasion in Maori culture, and we celebrate the culture and acknowledge the legend of the Maori community.</p>

		<p>White Sunday The day is for parents and communities to acknowledge and celebrate childhood by hosting special programs during church services, including scriptural recitations, biblical story reenactments, and creative dance performances.</p> <p>In addition, children receive gifts (often new clothing and school supplies) on White Sunday. They are allowed privileges usually reserved for elders, such as being the first to be served food at family mealtime. Otara Town Centre will be setting up an event to promote white Sunday in the Town Centre.</p> <p>Xmas Promotion Family fun for the whole family. Live music and promotions will bring more Business to retailers. For the community, many instant prizes will be given away. Free music, children's fun and much more at the Town Centre stage.</p>
Town Centre Vitality & Employment	Website \$500	<p>The Business Associations' role is pivotal to providing a safe and engaged Local Hub that offers an environment for Community Members to prosper and grow with business and employment opportunities, access to social services and many more vital avenues.</p> <p>This partnership formed with businesses and the community is the only way that success can be measured because nothing will succeed without input and agreement by both stakeholders. Town Centre vitality is essential for businesses.</p> <p>We will create a careers section where Town centre members can advertise jobs and vacancies.</p>
Fairy Lighting effects on Fish Canopy (Beautification Programme)	Fairy Lighting \$6,000	<p>The Fish Canopy is a historical structure that represents the Otara Community. Now it is time to maintain & beautify the canopy to attract visitors and customers. The Fish Canopy Cleaning work has been completed.</p> <p>We propose installing LED effect lights on the Fish Canopy to celebrate different events and days. For example, most young kids sit under the fish canopy at night, and we would like to beautify the canopy so they can enjoy their time. Also, the Lighting effects will attract more customers to the Town Centre and welcome the local community to come and enjoy the lighting effects.</p>

CONCLUSION:

All the initiatives outlined in this summary are reflected in our Proposed Business Plan for 2023/2024.

PHOTOS



