



# ANNUAL REPORT 2023

## OTARA BUSINESS ASSOCIATION

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Welcome to the heart of Otara, where the Otara Town Centre and the Otara Business Improvement District (BID) collaborate to uplift the local business landscape. The Business Improvement District (BID) is dedicated to enhancing economic growth by leveraging the Auckland Council targeted rate for core funding, operating within the framework of the Local Government (Rating) Act 2002.

Facilitating the realisation of the BID's economic and strategic plans is the diligent Town Centre Manager, employed by the Committee of the Otara Business Association (OBA).

In its commitment to bolstering the community, the Otara Business Association partners with diverse community and council-based forums, fostering relationships with organisations and businesses to create avenues that foster economic progress. This concerted effort contributes to the nurturing of a vibrant shopping experience, ensuring a safe and secure environment for all.

The OBA actively collaborates with the Otara Papatoetoe Local Board, orchestrating a multitude of successful Community Events throughout the year. This synergy also fosters an environment of collaboration, enabling shared benefits between the Town Centre and the local community, thereby amplifying opportunities for the people of Otara.

By engaging closely with the Otara Papatoetoe Local Board, Auckland Council, and other BIDs, the OBA effectively channels feedback into the Auckland Council's Annual and Long Term Planning Process, ensuring that local concerns and insights from businesses within the Town Centre are heard. Furthermore, the OBA spearheads essential initiatives such as Town Centre Tidy-Ups, graffiti reporting, and seasonal promotional competitions, working hand-in-hand with Auckland Council and the Otara Community.

Furthermore, the OBA is unwavering in its advocacy efforts, actively influencing bylaw changes through collaborations with the Local Board, always striving for the best interests of the town centre.

The OBA takes pride in its representation of the Retailers and Landlords in the Otara Business Improvement District, offering advocacy, organising events and promotions, spearheading Town Centre Clean-Ups, fostering networking opportunities, ensuring CCTV and safety measures, nurturing relationships with Auckland Council and the Local Board, overseeing the Town Centre Ambassador Teams, and much more.

Our main objectives are to –

1. Enriching the local environment: Partnering with the Local Board, Auckland Council, and CCO's for effective placemaking.
2. Fostering Business to Business interaction and networking: Orchestrating forums, workshops, training, and development events for business owners, equipping them with tools to maximise event benefits.
3. Implementing targeted business attraction programs: Focused on enticing key tenants or sectors to enhance the area's existing Tenant Mix, Vitality, and Viability.
4. Orchestrating comprehensive Marketing and Promotion strategies, including:
  - a. Strengthening online presence and directories
  - b. Implementing targeted promotional campaigns
  - c. Hosting events to stimulate new business growth for Members
  - d. Facilitating Brand Development initiatives, including place-based strategies and programs that drive business association, related businesses, investments, and Tenant direction.
5. Crafting a Strategic Vision and planning: Tailoring services for members in response to the city's growth and economic development opportunities.

6. Nurturing Stakeholder and Partnership Development: Cultivating relationships with the Local Board and other Business groups to foster collaborative growth.
7. Advocacy: Coordinating submissions concerning central and local government plans, policies, and initiatives for the benefit of the business community.
8. Enhancing Safety measures: Launching crime prevention initiatives and combatting negative perceptions through strategic promotional endeavours.
9. Upholding effective Governance: Ensuring ongoing excellence in the management of the business association and the BID program.

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# NOTICE OF ANNUAL GENERAL MEETING

DATE Tuesday 24 October 2023

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 October 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 2023
  - b. Approval of Proposed budget for 2023/2024
  - c. Move to approve the following financial year 2024/2025 draft budget, which includes a BID targeted rate grant amount of \$99,456, including a 0% increase to the BID targeted rate grant for the 2024-2025 financial year. Further, ask the Otara Papatoetoe Local Board to recommend to the Governing Body the amount of \$99,456 to be included in the Auckland Council draft 2024-2025 annual budget consultation process.
- 9 Business Plan 2024/2025 year
- 10 Investigation into Bid expansion
- 11 Appointment of Auditor - David Knightley (Blackmore Virtue & Owens)
- 12 Election of Executive Committee
- 13 Election of officers
- 14 Meeting Close

# MINUTES OF ANNUAL GENERAL MEETING

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

## 1 WELCOME

Amandeep Parmar (Chairman) opened the meeting at 6:30p.m. and welcomed all members and visitors from the Otara Papatoetoe Local Board.

**Motion 1:** That Mr Grant Hewison be appointed interim Chairman to conduct the Annual General Meeting on behalf of the Otara Business Association Inc.

Moved: Amandeep Parmar

Seconded: Kanti Vallabh

Motion Carried

## 2 ATTENDANCE

Amandeep Parmar (Otara Post Shop), Kanti Vallabh (Kans Shoes), Rana Judge (OBA Manager), Mohammed Khan (Supa Save), Sanjay (Supa Save), Ella (Cash converters), Deepak (Cash Converters), Awa (Cash Converters), Sohith Gagneja (Royal Green), Jeff Tukua (Local Kamatu), Fred Taivairanga (Station Net Caffé), Albert Lim (OPLB), Nikel Vallabh (Kans Shoes), Harish Kumar (Royal Green), Peter Tran (King Fast Photo), Adrian Meys (Landlord 19 Fair Mall), Manish Mistry (Velmar Dairy), Rahul Kumar (Velmar Dairy), Ranjodh Singh (Chhina Minimart) Chan, Haren & Trupti (MR Happy Bear), Jimmy Calder (Otara Business Association), Shafiuddin Mohammad (Sheralee Dairy), Harman (Tasty Hut), Mike (Local MC), Grant Hewison, Jayesh Mistry.

## 3 APOLOGIES

Shaun (South Seas), Gary Song (Fulson Group)

**Motion 2:** That the apologies be accepted.

Moved: Adrian Meys

Seconded: Sohith Gagneja

Motion Carried

## 4 CONFIRMATION OF THE PREVIOUS AGM MINUTES

The previous minutes were distributed to Members at the meeting.

**Motion 3:** That the Minutes of the previous Annual General Meeting be accepted as read.

Moved: Adrian Meys

Seconded: Haren

Motion Carried

## 5 CHAIRMAN'S ANNUAL REPORT

Welcome to the Annual General Meeting 2022. It is a great honour to present to you the Annual report and financial statements for the year ending 30 June 2022. It has been a privilege and an honour to be Chairperson for the Otara Business Association [OBA] during the last 5 years.

I wish to thank our committee members, local businesses and the support of many local stakeholders - Otara Papatoetoe Local Board, Local Police 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 received 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 huge exposure to our members of the town centre. We keep all the business listings updated on our website. We get a huge 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 had 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 2023/2024.

## 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)**

|                  |  |                |
|------------------|--|----------------|
| <b>Motion 4:</b> | That the Chairman's Annual written and verbal reports be accepted. |                |
| Moved:           | Adrian John Meys   |                |
| Seconded:        | Mohammed Khan  | Motion Carried |

## 6 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.

## 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 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.

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 2022/2023, 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 5:** That the Managers Annual Written and Verbal report be accepted.

Moved: Adrian Meys

Seconded: Sohit Gagneja

Motion Carried

## **7 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 + \$5,364 towards promotional expenses. We made a net loss of \$16,458 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 is verified, the payment is approved by 2 separate committee members. A list of payments is presented on 20<sup>th</sup> of the month and payments are then confirmed to our suppliers.

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.

Kanti Vallabh

Treasurer

Otara Business Association

**Motion 6:** That the Treasurer's Report be accepted.

Moved: Kanti Vallabh

Seconded: Sohit Gagneja

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 2022
- Approve Proposed budget for 2022/2023
- 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.

**Motion 7:** That the Audited Financial Statements be accepted.

Moved: Sohit Gagneja

Seconded: Kanti Vallabh

Motion Carried

**Motion 8:** 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.

Moved: Mohammed Khan

Seconded: Amandeep Parmar

Motion Carried

## 9 SPECIAL RESOLUTION – APPROVE A NEW CONSTITUTION

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](http://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.

**Motion 9:** That the Amendments of the current constitution (rules) of the Otara Business Association be accepted.

Moved: Adrian Meys

Seconded: Amandeep Parmar

Motion Carried

## 10 APPOINTMENT OF AUDITOR

**Motion 10:** That the OBA re-appoint David Knightley (Blackmore Virtue & Owens) as their auditor for the 2022/2023 year.

Moved: Trupti Patel

Seconded: Amandeep Parmar

Motion Carried

## 11 BUSINESS PLAN

Rana Judge presented the Business plan for 2023/2024.

**Motion 11:** That the OBA adapted the business plan for year 2023/2024

Moved: Sohit Gagneja

Seconded: Rahul

Motion Carried

## 12 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  | Haren Patel         | Mr Happy Bear         |
| 6  | Mohammed Khan       | Supa Save Supermarket |
| 7  | Ranjodh Singh       | Chinna Mini Mart      |
| 8  | Deepak Rai          | Cash Convertors       |
| 9  | Shaun Tautali       | Southseas Healthcare  |
| 10 | Vishal Airy         | Royal Green           |
| 11 | Shafiuddin Mohammad | Sheralee Dairy        |

**Motion 12:** That there being no further nominations, the Nominees received are declared as the new OBA Executive Committee for 2022/2023.

Moved: Awa

Seconded: Sohit Gagneja

Motion Carried

## 13 MEETING CLOSED Meeting closed at 8.05 pm

# CHAIRMAN'S REPORT

Dear Members and Executive Board,

I extend a warm welcome to the Annual General Meeting of 2023. It is indeed an honour to present to you the annual report and financial statements for the year ending on June 30, 2023. Serving as the Chairperson of the Otara Business Association [OBA] over the past 7 years has been a privilege and a source of great pride.

I would like to express my gratitude to our dedicated committee members, local businesses, and the invaluable support we've received from various local stakeholders, including the Otara Papatoetoe Local Board, the Local Police, local businesses, and community groups. I also want to extend my appreciation to our OBA Manager, Rana Judge, whose contributions have made my tenure all the more enjoyable.

As I reflect on the past seven years, my journey as Chairman of the Otara Business Association has been marked by both challenges and accomplishments. Our town centre has been through its fair share of ups and downs. We've navigated political interference, addressed issues related to drug dealing, and faced the challenges of political alliances against our businesses, all of which have demanded significant time and resources. However, our resilience has seen us through.

I'm proud to report that our association has achieved remarkable success in the business sector. We consistently held the top position in growth for almost every month last year. This accomplishment stands as a testament to the unwavering dedication and collective efforts of our members and the executive board. It fills me with hope and optimism for a brighter future for our town centre.

As I stand before you today, I must acknowledge that my tenure as Chairman has ended, concluding my eighth year in this role. It is now time to pass on the responsibilities, and I do so with profound gratitude for the privilege of serving this community. I eagerly anticipate witnessing the future of the Otara Business Association and am confident that it holds great promise.

With the recent change in government, there is newfound hope for additional support to our business community and enhanced safety for our centre. Let us maintain our optimism and proactivity as we work collectively to make our town centre a safer and more prosperous place for all.

In closing, I wish to express my heartfelt thanks to each and every one of you for your unwavering support and cooperation throughout my tenure as Chairman. I am profoundly grateful for the hard work and dedication of my colleagues and, especially, Rana Judge, whose steadfast support has been invaluable during my time as Chairman.

I extend my best wishes to all of you for the upcoming year and eagerly anticipate the continued growth and success of the Otara Business Association under the capable guidance of our future leaders. Together, we can achieve remarkable things for our town centre.

Thank you, and here's to a brighter future.

Sincerely,

**Amandeep Parmar** (Chairperson)



# MANAGER'S ANNUAL REPORT



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

Ladies and gentlemen,

I extend warm greetings and expressions of goodwill to you, saying Kia Ora, Malo e Lelei, Talofa Lava, and Namaste. Welcome to our Annual General Meeting, and thank you for gracing us with your presence. It has been both a pleasure and a privilege to serve another year as the Town Centre Manager for the Otara Business Association (OBA).

## ACKNOWLEDGMENTS

I wish to express my heartfelt appreciation to the Otara-Papatoetoe Local Board, Council officers, Retailers, Local Community members, our esteemed Senior Committee, and our dedicated Local Police Officers. Although I'd love to mention each of you individually for

the invaluable support you've provided throughout the year, please accept my collective gratitude for your unwavering commitment to fostering strong business relationships in Otara.

## OUR VISION

The Otara Business Association envisions a vibrant and thriving town centre offering quality products, enriching experiences, and services that align with and meet the local community's expectations. We aim to have Otara Town Centre recognised as a retail destination that thrives on quality, cultural richness, and a family-friendly atmosphere.

## STRATEGIC PLAN

### INITIATIVES

At Otara Business Association, we've set forth a comprehensive five-year business plan, and our diligent efforts have been channelled into realising the objectives laid out in that plan over the past year. We focus on executing our annual business plan while ensuring prudent financial management, even though our current budgetary situation could be better.

In collaboration with Panuku Developments, we are actively working to secure the lease of Kew Lane to launch the Zero Waste initiative. Additionally, we are exploring establishing a streamlined waste disposal system that replaces small bins with one large skip and paper bin for use by all businesses. These initiatives promise to generate much-needed revenue for OBA. We're also committed to realising the Night Market as part of our five-year plan, which will serve as a sustainable income source, enabling us to undertake projects that funding constraints might otherwise hinder.

We have long-term plans to brand the Otara Town Centre as a vibrant shopping destination. Our motto, "Buy local," will be prominently featured as we market and advertise businesses, facilitating the economic growth of the Town Centre.

## PROMOTIONS

### WEBSITE & SOCIAL MEDIA

We have amplified our presence on social media platforms like Facebook and Instagram to foster stronger connections with our stakeholders. Weekly updates are provided to our retailers concerning government news and policies, ensuring they can maximise benefits from various schemes. We've encouraged retailers to embrace social media and establish a robust online presence.

## EVENTS

Throughout the year, we successfully executed events listed in our calendar, including Easter, Matariki, and Christmas promotions. Online promotions were employed to incentivise customers through Shop & Win vouchers during Christmas, New Year, and Easter.

## COMMUNITY SAFETY

Our unwavering commitment to ensuring the safety of Otara Town Centre continues. We collaborate closely with retailers and community groups to maintain a secure environment. We actively monitor and report individuals engaged in disruptive activities such as window washing, biking, and antisocial behaviour, providing evidence to law enforcement when necessary. Our collaboration with Te-Pupu-Tahi Tanga aims to establish a wardens' patrol and community safety meetings in the town centre.

## CHALLENGES

### Complexity

- Adapting to evolving customer expectations in a dynamic business environment.
- The need to embrace new business models, trends, and customer demands.

### Competition

- Nearby shopping centres such as Hunter Plaza, Manukau, Botany, and Otahuhu offer alternative shopping and dining experiences.
- The rise of online shopping and the transformation of brick-and-mortar stores into showrooms and pickup locations.
- Other shopping centres pose attractive alternatives.

### Business Variety

- Predominance of businesses in the food, hospitality, and personal services sectors.
- Limited diversity in retail offerings.

### Limited Resources

- The Otara Business Association relies on a voluntary executive committee.
- Limited budget and resources to compete with neighbouring centres.
- Challenges posed by political interference and concerns related to drug dealing and antisocial behaviour.

### Unitary Plan

- OBA eagerly awaits the realisation of Unlocking Otara, while Hunters Corner and Papatoetoe have already progressed in this regard.

## OPPORTUNITIES

### History and Character

- Otara Town Centre boasts a rich history as one of Auckland's early residential areas.
- It is poised to become a vibrant hub for fast food and dining experiences.
- Family-owned businesses and a strong connection to the arts contribute to its unique character.

### Community

- A well-connected network of schools, including primary, intermediate, and secondary institutions.
- The Town Centre offers a family-friendly atmosphere, attracting both locals and visitors.

### Affordable Prices

- High-quality services and affordable product ranges.
- A well-maintained built environment.

### Accessibility

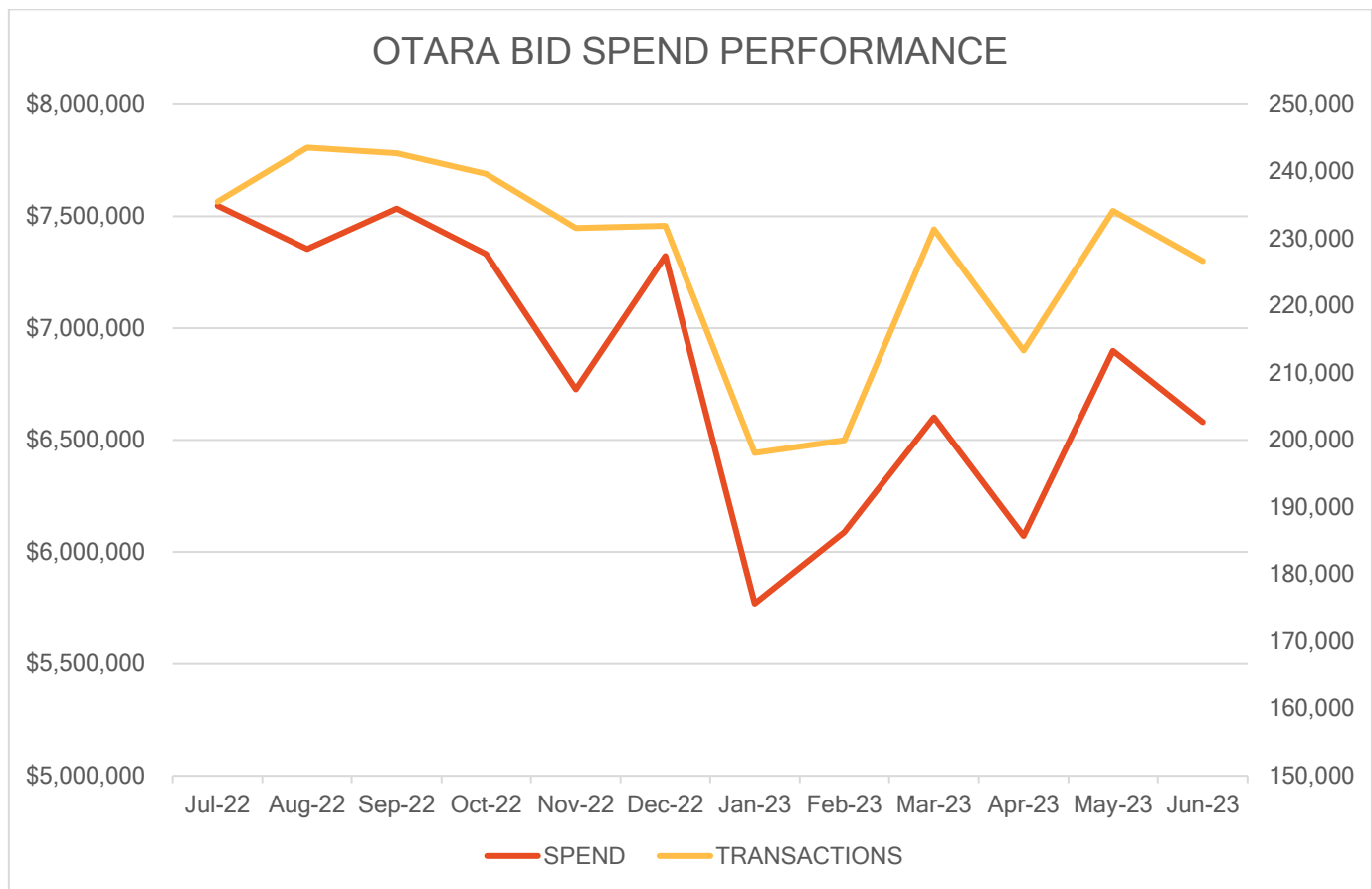
- A central location in South Auckland with ample parking options.
- Accessibility-friendly infrastructure, including flat and well-maintained footpaths.
- A wide range of businesses catering to diverse customer needs.

## BUSINESS PERFORMANCE IN OTARA

### TOTAL SPEND IN OTARA

| 2020/2021    | 2021/2022    | 2022/2023    |
|--------------|--------------|--------------|
| \$48,745,539 | \$55,019,136 | \$81,824,626 |

| MONTH    | SPEND       | TRANSACTIONS | AVG TRANS VALUE |
|----------|-------------|--------------|-----------------|
| JUL 2022 | \$7,546,821 | 235,496      | \$32.05         |
| AUG 2022 | \$7,353,635 | 243,560      | \$30.19         |
| SEP 2022 | \$7,534,620 | 242,707      | \$31.04         |
| OCT 2022 | \$7,330,211 | 239,636      | \$30.59         |
| NOV 2022 | \$6,726,380 | 231,559      | \$29.05         |
| DEC 2022 | \$7,322,726 | 231,897      | \$31.58         |
| JAN 2023 | \$5,769,389 | 198,082      | \$29.13         |
| FEB 2023 | \$6,088,581 | 199,991      | \$30.44         |
| MAR 2023 | \$6,600,809 | 231,373      | \$28.53         |
| APR 2023 | \$6,071,420 | 213,317      | \$28.46         |
| MAY 2023 | \$6,899,186 | 234,150      | \$29.46         |
| JUN 2023 | \$6,580,848 | 226,641      | \$29.04         |



### TOP PERFORMING BIDS – 2022-2023 vs 2021-2022

| RANK | BID              | SPEND           | SPEND CHANGE | TRANSACTIONS | AVG. TRANS VALUE | SHARE OF AKL |
|------|------------------|-----------------|--------------|--------------|------------------|--------------|
| 1    | CBD              | \$1,760,271,839 | +56.9%       | 35,738,576   | \$49.25          | 11.1%        |
| 2    | Otara            | \$81,824,626    | +48.7%       | 2,728,612    | \$29.99          | 0.5%         |
| 3    | Uptown           | \$156,238,697   | +43.9%       | 2,865,447    | \$54.53          | 1.0%         |
| 4    | Greenwoods       | \$17,862,632    | +40.4%       | 331,419      | \$53.90          | 0.1%         |
| 5    | Karangahape Road | \$159,274,799   | +38.3%       | 4,155,393    | \$38.33          | 1.0%         |
| 6    | Kingsland        | \$110,217,322   | +37.3%       | 2,567,686    | \$42.92          | 0.7%         |
| 7    | Ponsonby         | \$317,705,542   | +33.6%       | 5,854,098    | \$54.27          | 2.0%         |
| 8    | Epsom            | \$126,054,889   | +32.2%       | 2,345,271    | \$53.75          | 0.8%         |
| 9    | Onehunga         | \$253,243,274   | +29.3%       | 4,768,517    | \$53.11          | 1.6%         |
| 10   | Panmure          | \$77,167,216    | +28.1%       | 1,970,375    | \$39.16          | 0.5%         |
| 11   | Newmarket        | \$841,204,371   | +27.8%       | 11,731,846   | \$71.70          | 5.3%         |
| 12   | Ellerslie        | \$41,492,224    | +27.7%       | 1,370,577    | \$30.27          | 0.3%         |
| 13   | Mission Bay      | \$29,422,407    | +26.6%       | 705,057      | \$41.73          | 0.2%         |
| 14   | Westgate         | \$702,568,839   | +25.9%       | 10,295,666   | \$68.24          | 4.4%         |
| 15   | Parnell          | \$187,902,135   | +24.8%       | 3,234,280    | \$58.10          | 1.2%         |

## OTARA SPEND BY CATEGORY

| CATEGORY                               | 2020/2021           | 2021/2022           | 2022/2023           |
|--|---------------------|---------------------|---------------------|
| Groceries and Liquor                   | \$21,366,622        | \$23,263,511        | \$27,039,340        |
| Fuel and Automotive                    | \$9,137,170         | \$14,167,354        | \$32,737,761        |
| Cafes, Restaurants, Bars and Takeaways | \$12,266,912        | \$12,731,315        | \$15,945,491        |
| Department Stores and Leisure          | \$2,588,720         | \$2,214,986         | \$2,430,372         |
| Home, Hardware and Electrical          | \$2,185,572         | \$1,525,076         | \$1,881,534         |
| Apparel and Personal                   | \$1,051,081         | \$1,007,352         | \$1,598,835         |
| Other Consumer Spending                | \$149,462           | \$109,543           | \$191,292           |
| <b>Total</b>                           | <b>\$48,745,539</b> | <b>\$55,019,136</b> | <b>\$81,824,626</b> |

## OTARA SPEND BY CUSTOMER ORIGIN

| CUSTOMER ORIGIN     | 2020/2021           | 2021/2022           | 2022/2023           |
|---------------------|---------------------|---------------------|---------------------|
| Manukau City        | \$38,972,870        | \$44,803,305        | \$64,700,900        |
| Auckland City       | \$3,399,963         | \$3,728,237         | \$5,895,325         |
| Rest of New Zealand | \$2,027,811         | \$1,945,460         | \$3,335,887         |
| Papakura District   | \$1,206,962         | \$1,622,491         | \$3,100,208         |
| Waitakere City      | \$1,252,959         | \$1,173,916         | \$1,746,278         |
| North Shore City    | \$835,850           | \$859,197           | \$1,225,991         |
| Franklin District   | \$653,465           | \$461,263           | \$830,085           |
| Rodney District     | \$249,097           | \$249,534           | \$504,767           |
| International       | \$146,561           | \$175,734           | \$485,186           |
| <b>Total</b>        | <b>\$48,745,539</b> | <b>\$55,019,136</b> | <b>\$81,824,626</b> |

## BID SPEND ACROSS SPEND CATEGORIES – 2022-2023

| 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              | \$53.8K       | \$7.9M               | \$39.4M                                | \$14.6M                       | \$20.0M             | \$80.5M              | \$2.4M                        | \$4.1M                  | \$169.0M |
| Devonport               | \$958.5K      | \$6.2M               | \$24.7M                                | \$8.4M                        | \$2.1M              | \$68.6M              | \$2.9M                        | \$3.4M                  | \$117.3M |
| Karangahape Road        | \$18.5M       | \$6.3M               | \$71.8M                                | \$19.1M                       | \$18.5M             | \$22.1M              | \$15.9K                       | \$3.0M                  | \$159.3M |
| Manurewa                | \$28.5K       | \$6.8M               | \$47.2M                                | \$28.4M                       | \$50.7M             | \$152.1M             | \$1.9M                        | \$4.9M                  | \$292.1M |
| Milford                 | N/A           | \$23.6M              | \$21.1M                                | \$22.2M                       | \$3.7M              | \$83.8M              | \$934.1K                      | \$5.7M                  | \$161.0M |
| Newmarket               | \$14.6M       | \$230.1M             | \$123.0M                               | \$208.2M                      | \$78.3M             | \$82.1M              | \$66.3M                       | \$38.5M                 | \$841.2M |
| Onehunga                | N/A           | \$110.5M             | \$22.2M                                | \$32.1M                       | \$31.5M             | \$35.6M              | \$11.1M                       | \$9.3M                  | \$252.4M |
| One Mahurangi           | \$844.4K      | \$7.4M               | \$27.1M                                | \$14.2M                       | \$59.4M             | \$110.6M             | \$38.9M                       | \$5.3M                  | \$263.8M |
| Orewa                   | \$5.7M        | \$9.6M               | \$43.7M                                | \$11.2M                       | \$11.2M             | \$85.7M              | \$124.4K                      | \$5.2M                  | \$172.4M |
| Otahuhu                 | \$325.3K      | \$11.9M              | \$39.2M                                | \$7.8M                        | \$27.3M             | \$45.8M              | \$739.9K                      | \$1.0M                  | \$134.1M |
| Otara                   | N/A           | \$1.6M               | \$15.9M                                | \$2.4M                        | \$32.7M             | \$27.0M              | \$1.9M                        | \$191.3K                | \$81.8M  |
| Panmure                 | \$22.9K       | \$2.2M               | \$26.6M                                | \$2.9M                        | \$17.8M             | \$17.7M              | \$4.4M                        | \$5.4M                  | \$77.2M  |
| Papakura                | \$154.4K      | \$12.1M              | \$39.4M                                | \$21.7M                       | \$51.9M             | \$140.3M             | \$13.6M                       | \$4.3M                  | \$283.4M |
| Parnell                 | \$14.8M       | \$25.6M              | \$63.4M                                | \$12.2M                       | \$14.1M             | \$18.7M              | \$32.2M                       | \$6.9M                  | \$187.9M |
| Papatoetoe              | N/A           | \$1.9M               | \$7.5M                                 | \$4.5M                        | \$10.4M             | \$43.2M              | \$112.3K                      | \$1.0M                  | \$68.6M  |
| Ponsonby                | \$6.2M        | \$73.9M              | \$131.3M                               | \$26.0M                       | \$3.7M              | \$54.2M              | \$16.6M                       | \$5.6M                  | \$317.7M |
| Pukekohe                | \$104.7K      | \$31.9M              | \$65.6M                                | \$129.8M                      | \$104.6M            | \$246.0M             | \$91.7M                       | \$17.3M                 | \$687.0M |
| Takapuna                | \$2.7M        | \$42.0M              | \$78.2M                                | \$30.8M                       | \$12.0M             | \$17.9M              | \$9.4M                        | \$3.1M                  | \$196.1M |
| Rest of Auckland Region | \$278.6M      | \$1.4B               | \$3.3B                                 | \$3.0B                        | \$3.6B              | \$6.9B               | \$2.0B                        | \$857.3M                | \$21.4B  |

## BID SPEND GROWTH IN % ACROSS SPEND CATEGORIES – 2022-2023

| 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              | -43.2%        | +39.7%               | +39.3%                                 | +84.8%                        | +9.1%               | -3.3%                | +14.5%                        | +45.0%                  | +13.8% |
| Devonport               | +126.6%       | +27.8%               | +40.7%                                 | +26.4%                        | -9.6%               | -0.3%                | +5.8%                         | +83.1%                  | +11.5% |
| Karangahape Road        | +139.6%       | +15.5%               | +60.9%                                 | -2.3%                         | +12.7%              | +15.7%               | -78.5%                        | +22.8%                  | +38.1% |
| Manurewa                | -67.6%        | +14.8%               | +20.6%                                 | +30.6%                        | +5.8%               | +4.0%                | +10.8%                        | +80.6%                  | +10.0% |
| Milford                 | 0.0%          | +27.6%               | +52.2%                                 | +24.3%                        | +24.7%              | -2.4%                | -35.3%                        | +73.7%                  | +12.0% |
| Newmarket               | +133.1%       | +36.1%               | +45.0%                                 | +23.2%                        | +14.9%              | +25.0%               | +0.6%                         | +41.7%                  | +28.2% |
| Onehunga                | 0.0%          | +42.2%               | +41.6%                                 | +46.9%                        | +6.5%               | +8.9%                | +25.4%                        | +45.5%                  | +30.9% |
| One Mahurangi           | +9.5%         | +17.0%               | +33.4%                                 | +4.8%                         | +18.3%              | +3.1%                | +8.3%                         | +23.5%                  | +10.5% |
| Orewa                   | +71.7%        | +30.4%               | +36.2%                                 | +2.4%                         | +8.8%               | +1.9%                | +45.8%                        | +90.0%                  | +14.2% |
| Otahuhu                 | +38.3%        | +67.1%               | +25.3%                                 | +25.8%                        | +3.8%               | +6.5%                | +16.0%                        | +187.4%                 | +16.5% |
| Otara                   | 0.0%          | +64.2%               | +26.7%                                 | +9.8%                         | +175.2%             | +17.7%               | +19.4%                        | +73.1%                  | +56.4% |
| Panmure                 | +10.4%        | +48.1%               | +30.8%                                 | -0.3%                         | +30.8%              | +5.8%                | +8.9%                         | +746.7%                 | +28.9% |
| Papakura                | 25,628.0%     | +48.6%               | +25.5%                                 | +24.3%                        | +1.7%               | -1.6%                | +5.7%                         | +22.4%                  | +6.1%  |
| Parnell                 | +131.4%       | +31.6%               | +45.5%                                 | +9.8%                         | +24.6%              | +7.5%                | -14.5%                        | +37.2%                  | +23.7% |
| Papatoetoe              | 0.0%          | +36.0%               | +30.9%                                 | -8.9%                         | +28.0%              | +0.4%                | +65.3%                        | +25.9%                  | +7.1%  |
| Ponsonby                | +60.3%        | +21.4%               | +55.9%                                 | +23.9%                        | +7.5%               | +15.2%               | +5.3%                         | +145.0%                 | +33.1% |
| Pukekohe                | +54.9%        | +33.3%               | +29.3%                                 | +19.2%                        | +25.8%              | +6.1%                | +6.1%                         | +72.9%                  | +15.5% |
| Takapuna                | +22.6%        | +22.4%               | +37.4%                                 | +14.7%                        | +11.1%              | +2.8%                | -6.4%                         | +80.8%                  | +22.4% |
| Rest of Auckland Region | +125.7%       | +33.5%               | +39.5%                                 | +22.2%                        | +17.5%              | +3.5%                | +3.3%                         | +68.2%                  | +17.4% |

## SUMMARY

The sustainability of OBA remains pivotal to the success of our Town Centre. As guided by our Chairman, we must focus on securing funding opportunities and engaging in profitable ventures. With Auckland Council funding becoming increasingly scarce, we must rely on something other than this source for the long term. Instead, we must generate our own resources to ensure sustainability.

Before I conclude, I'd like to express gratitude on behalf of the staff to our Chairperson and Executive for their unwavering dedication and support throughout the year. Special thanks go to Amandeep Parmar, who served as Chair for seven years. As he departs, OBA will miss his leadership, and we eagerly anticipate finding a capable Chair for the year 2023-2024.

Ladies and gentlemen, the Otara Business Association remains committed to delivering stable, high-quality services for our Town Centre. Finally, we extend our heartfelt thanks to all for your unwavering support and for joining us at this meeting tonight.

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 rates & grants of \$108,537 for the year. We also receive a 0.5 FTE salary for our CCTV employee from Old Papatoetoe BID of \$19,177. An amount of \$2,097 was received through interest and other revenue. A total of \$129,811 of revenue was generated.

Our expenses comprised of \$121,536 for employee related costs along with \$32,314 towards advertising, marketing expenses & promotion expenses. We spend \$15,918 in day to day running costs. Our Audit fees & depreciation comprised of total \$4,941.

We made a net loss of \$44,898 for 2022/23 year which was met through our cash reserves.

All bills are received, checked & verified and presented for payment. Once the nature of the bills is verified, it is loaded on the bank account for authorisation. The chairman authorises & releases the payment to the supplier.

We use XERO accounting system and all transactions are coded and reconciled every week. 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

## Otara Business Association Incorporated

### Performance Report

For the Year Ended  
30 June 2023

#### Contents

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## Entity Information

Otara Business Association Incorporated

For the year ended 30 June 2023

**'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 lighting, 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.



## Structure

At the helm of Otara Business Association Inc. (OBA) stands a dedicated team consisting of two full-time staff members and a dynamic Town Centre Manager. This collective force orchestrates and oversees the intricate tapestry of day-to-day operations, ensuring the vibrant heartbeat of the town centre resonates harmoniously.

OBA reports 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)
- Kantilal Vallabh (Treasurer)
- Rana Judge (General Manager)
- Adrian Meys (Committee Member)
- Gary Song (Committee Member)
- Haren Patel (Committee Member)
- Mohammed Khan (Committee Member)
- Vishal Airy (Committee Member)
- Shaun Tautali (Committee Member)
- Ranjodh Singh (Committee Member)
- Deepak Rai (Committee Member)

## 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 within 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](http://www.otara.co.nz)

+64 9 274 6401

[info@obaotara.org.nz](mailto: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 2023

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 2023.

APPROVED



0438F336-1D86-4D7E-9F77-AD1E0F1C3A8E  
Amandeep Parmar

Chairperson

23 September 2023  
Date .....



36E9C84A-1D83-4849-A404-6D62CCBB94E3  
Kantilal Vallabh

Treasurer

22 September 2023  
Date .....

## Statement of Service Performance

Otara Business Association Incorporated

For the year ended 30 June 2023

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

### Description of Outcomes

The purpose of the Otara Business Association Incorporated is the promotion and development of Otara business and shopping areas, including 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 and 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 with the purpose of promoting and developing the Town Centre.

Our partnership includes an alliance with Otara Papatoetoe Local Board, Papatoetoe Main Street Society, Otara Flea Market, South Seas healthcare, 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 Association's role is pivotal in providing a safe and engaged Local Hub that 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 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 the 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 footfall, promote greater economic development, and improve the image of the Town Centre. For businesses, 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:

Revitalizing Otara Town Centre: A Hub of Progress

Cultivating Online Engagement through Social Media

Economic Flourishing: A Town Centre's Triumph

Elevating Town Centre Vibrancy through Events

A Secure Haven: Nurturing Safety and Unity

These outputs are detailed below.

#### **Revitalizing Otara Town Centre: A Hub of Progress**

In a remarkable stride toward transformation, the Fish Canopy renovation project in Otara Town Centre was successfully concluded in July 2022. An auspicious blessing ceremony held on September 8th, orchestrated by the Otara Papatoetoe Local Board, marked the culmination of this endeavor.

Continuing the wave of enhancements, the Library walkway underwent a significant metamorphosis with the installation of a captivating canopy in November 2022.

#### **Cultivating Online Engagement through Social Media**

Otara Town Centre has amplified its presence across various social media platforms, notably Facebook and Instagram. This strategic initiative has been meticulously designed to foster stronger connections with our valued stakeholders.

Our commitment shines through in the form of weekly updates to our esteemed retailers. These updates encompass vital government news and policies, ensuring that our retailers are well-positioned to harness the advantages of initiatives such as the Fog cannon scheme and Flexi wage subsidy for recruitment of new employees via Work and Income.

We advocate for our retailers to seize the potential of social media, encouraging them to establish a robust online presence. Recognizing that some retailers are yet to embark on this journey, we have extended our support by providing registration forms. These forms serve as a stepping stone for retailers to create their own distinctive pages on Facebook and Instagram. Our overarching goal is to empower retailers to interact dynamically with their clientele, showcasing products and spotlighting monthly specials.

The profound impact of regular customer engagement cannot be overstated. By fostering open dialogues,



customers find themselves emboldened to inquire about products and services, invariably translating into heightened sales activity.

### **Economic Flourishing: A Town Centre's Triumph**

Otara Town Centre stands as a beacon of economic growth, projecting a promising tableau ripe for investment. An evident swell of local support has invigorated spending within the town, establishing residents as pivotal drivers of its growth trajectory. In this context, the heart of any town centre's prosperity lies in its visitors. Notably, a marked decline in vacant shop advertisements attests to the town's resilience, with businesses diligently streamlining operations to remain active participants in the thriving Town Centre.

A palpable surge in footfall and transactions reflects the resounding success of our "Shop Local, Spend Local, and Support Local" campaign, championed by the Otara Business Association. Notably, a staggering 80% of our customers hail from the local community, underscoring the fervent allegiance to our vision.

### **Elevating Town Centre Vibrancy through Events**

The Otara Business Association, in a harmonious partnership with the Otara Papatoetoe Local Board, orchestrates a tapestry of vibrant community events throughout the year. Beyond the festivities, this alliance engenders a spirit of collaboration that unites the local community and the Town Centre in shared pursuits. A thriving symbiosis emerges, enhancing the collective fabric and fostering a plethora of opportunities for the Otara community.

### **A Secure Haven: Nurturing Safety and Unity**

Otara Business Association is a steadfast guardian of a secure haven, fostering an environment where community members flourish, business prospers, and opportunities abound. This pivotal partnership is a crucible for success, characterized by a collaborative consensus between business and community stakeholders.

Vigilance takes form through our vigilant CCTV patrols, an unceasing presence for six days a week, casting a reassuring veil of safety over every visitor. Our commitment to safety is embodied in our willingness to share valuable data with entities such as NZ Police and Auckland Council. Regular safety summits, attended by a consortium of stakeholders including NZ Police, Community Leaders, and Wardens, further reinforce our unified front.

Elevating our commitment, a dedicated CCTV operator reaffirms our determination to safeguard our cherished Town Centre.



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 2023

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

| Account  | Notes | 2023            | 2022            |
|--|-------|-----------------|-----------------|
| <b>Revenue</b>                                   |       |                 |                 |
| Donations, fundraising and other similar revenue | 1     | 108,537         | 94,730          |
| Revenue from providing goods or services         | 1     | 19,177          | 21,103          |
| Interest, dividends and other investment revenue | 1     | 1,497           | 528             |
| Other revenue                                    | 1     | 600             | 21,643          |
| <b>Total Revenue</b>                             |       | <b>129,811</b>  | <b>138,005</b>  |
| <b>Expenses</b>                                  |       |                 |                 |
| Volunteer and employee related costs             | 2     | 121,536         | 115,643         |
| Costs related to providing goods or service      | 2     | 48,232          | 28,720          |
| Other expenses                                   | 2     | 4,941           | 5,633           |
| <b>Total Expenses</b>                            |       | <b>174,709</b>  | <b>149,996</b>  |
| <b>Surplus/(Deficit) for the Year</b>            |       | <b>(44,898)</b> | <b>(11,991)</b> |



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 2023

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

| Account   | Notes | 30 Jun 2023    | 30 Jun 2022    |
|---|-------|----------------|----------------|
| <b>Assets</b>   |       |                |                |
| <b>Current Assets</b>                                   |       |                |                |
| Bank accounts and cash                                  | 3     | 124,352        | 179,889        |
| Debtors and prepayments                                 | 3     | 6,699          | 4,508          |
| <b>Total Current Assets</b>                             |       | <b>131,051</b> | <b>184,396</b> |
| <b>Non-Current Assets</b>                               |       |                |                |
| Property, Plant and Equipment                           | 5     | 6,888          | 9,430          |
| Term Deposits   | 3     | 54,942         | 53,856         |
| <b>Total Non-Current Assets</b>                         |       | <b>61,831</b>  | <b>63,286</b>  |
| <b>Total Assets</b>                                     |       | <b>192,882</b> | <b>247,682</b> |
| <b>Liabilities</b>                                      |       |                |                |
| <b>Current Liabilities</b>                              |       |                |                |
| Creditors and accrued expenses                          | 4     | 3,823          | 3,726          |
| Employee costs payable                                  | 4     | 17,186         | 11,005         |
| Unused donations and grants with conditions             | 4     | 7,500          | 23,680         |
| <b>Total Current Liabilities</b>                        |       | <b>28,509</b>  | <b>38,411</b>  |
| <b>Total Liabilities</b>                                |       | <b>28,509</b>  | <b>38,411</b>  |
| <b>Total Assets less Total Liabilities (Net Assets)</b> |       | <b>164,373</b> | <b>209,272</b> |
| <b>Accumulated Funds</b>                                |       |                |                |
| Accumulated surpluses or (deficits)                     | 6     | 164,373        | 209,272        |
| <b>Total Accumulated Funds</b>                          |       | <b>164,373</b> | <b>209,272</b> |



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 2023

'How the entity has received and used cash'

| Account   | 2023            | 2022            |
|---|-----------------|-----------------|
| <b>Cash Flows from Operating Activities</b>               |                 |                 |
| Donations, fundraising and other similar receipts         | 92,357          | 94,730          |
| Receipts from providing goods or services                 | 19,031          | 14,550          |
| Interest, dividends and other investment receipts         | 0               | 208             |
| Cash receipts from other operating activities             | 600             | 21,643          |
| Payments to suppliers and employees                       | (166,055)       | (142,053)       |
| GST   | (1,469)         | 1,288           |
| <b>Total Cash Flows from Operating Activities</b>         | <b>(55,536)</b> | <b>(9,634)</b>  |
| <b>Cash Flows from Investing and Financing Activities</b> |                 |                 |
| Payments to acquire property, plant and equipment         | 0               | (6,616)         |
| Interest reinvested in term deposits                      | 0               | (208)           |
|   | <b>0</b>        | <b>(6,824)</b>  |
| <b>Activities</b>   |                 |                 |
| <b>Net Increase/ (Decrease) in Cash</b>                   | <b>(55,536)</b> | <b>(16,458)</b> |
| <b>Cash Balances</b>                                      |                 |                 |
| Cash and cash equivalents at beginning of period          | 179,889         | 196,347         |
| Cash and cash equivalents at end of period                | 124,352         | 179,889         |
| <b>Net change in cash for period</b>                      | <b>(55,536)</b> | <b>(16,458)</b> |



This statement should be read in conjunction with the attached Independent Auditor's Report.

## Statement of Accounting Policies

Otara Business Association Incorporated

For the year ended 30 June 2023

### '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

Donation revenue is recognised when received.

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.

## **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

Otara Business Association Incorporated

For the year ended 30 June 2023

| Account   | 2023           | 2022           |
|---|----------------|----------------|
| <b>1. Analysis of Revenue</b>                                 |                |                |
| <b>Donations, fundraising and other similar revenue</b>       |                |                |
| Auckland Council - General Grants                             | 12,000         | 0              |
| Auckland Council - Targeted Rates                             | 94,720         | 94,730         |
| Donations   | 1,817          | 0              |
| <b>Total Donations, fundraising and other similar revenue</b> | <b>108,537</b> | <b>94,730</b>  |
| <b>Revenue from providing goods or services</b>               |                |                |
| Night Market & BBQ  | 383            | 0              |
| Papatoetoe CCTV payments                                      | 18,000         | 18,000         |
| Reimburse   | 100            | 0              |
| Sales   | 694            | 0              |
| Umbrella Grant  | 0              | 3,103          |
| <b>Total Revenue from providing goods or services</b>         | <b>19,177</b>  | <b>21,103</b>  |
| <b>Interest, dividends and other investment revenue</b>       |                |                |
| Interest Income   | 1,497          | 528            |
| <b>Total Interest, dividends and other investment revenue</b> | <b>1,497</b>   | <b>528</b>     |
| <b>Other revenue</b>  |                |                |
| Grants - Ministry of Social Development - Covid-19 Subsidy    | 600            | 21,600         |
| Other Revenue   | 0              | 43             |
| <b>Total Other revenue</b>                                    | <b>600</b>     | <b>21,643</b>  |
| <b>Account</b>  | <b>2023</b>    | <b>2022</b>    |
| <b>2. Analysis of Expenses</b>                                |                |                |
| <b>Volunteer and employee related costs</b>                   |                |                |
| ACC levy  | 497            | 365            |
| Salaries  | 121,039        | 115,278        |
| <b>Total Volunteer and employee related costs</b>             | <b>121,536</b> | <b>115,643</b> |
| <b>Costs related to providing goods or services</b>           |                |                |
| Accounting and Administrative Expenses                        | 3,723          | 2,425          |
| Advertising and Marketing Expenses                            | 27,851         | 10,328         |
| Meeting and Event Expenses                                    | 3,912          | 9,227          |
| Easter  | 550            | 0              |
| General Expenses  | 3,697          | 913            |
| Printing and Communication Expenses                           | 5,355.00       | 5,789          |
| Maintenance and Other Expenses                                | 3,143.99       | 38             |
| <b>Total Costs related to providing goods or services</b>     | <b>48,232</b>  | <b>28,720</b>  |
| <b>Other expenses</b>   |                |                |
| Audit Fees  | 2,400          | 2,450          |
| Depreciation  | 2,541          | 3,183          |
| <b>Total Other expenses</b>                                   | <b>4,941</b>   | <b>5,633</b>   |
| <b>Account</b>  | <b>2023</b>    | <b>2022</b>    |



### 3. Analysis of Assets

|                                       |                |                |
|---------------------------------------|----------------|----------------|
| <b>Bank accounts and cash</b>         |                |                |
| Otara Business Assoc - ASB 00         | 124,352        | 179,889        |
| <b>Total Bank accounts and cash</b>   | <b>124,352</b> | <b>179,889</b> |
| <b>Debtors and prepayments</b>        |                |                |
| Accounts Receivable                   | 5,175          | 4,527          |
| Accrued interest                      | 947            | 370            |
| GST Refund / (Payable)                | 577            | (892)          |
| Prepayments                           | 0              | 503            |
| <b>Total Debtors and prepayments</b>  | <b>6,699</b>   | <b>4,508</b>   |
| <b>Other non-current assets</b>       |                |                |
| Term Deposit                          | 54,942         | 53,856         |
| <b>Total Other non-current assets</b> | <b>54,942</b>  | <b>53,856</b>  |
| <b>Account</b>                        | <b>2023</b>    | <b>2022</b>    |

### 4. Analysis of Liabilities

|  |               |               |
|--|---------------|---------------|
| <b>Creditors and accrued expenses</b>                    |               |               |
| Year End Accruals  | 3,657         | 3,726         |
| RWT  | 166           |               |
| <b>Total Creditors and accrued expenses</b>              | <b>3,823</b>  | <b>3,726</b>  |
| <b>Employee costs payable</b>                            |               |               |
| Holiday Pay Provision                                    | 14,879        | 9,172         |
| Wages Payable - Payroll                                  | 2,307         | 1,832         |
| <b>Total Employee costs payable</b>                      | <b>17,186</b> | <b>11,005</b> |
| <b>Unused funds taken in advance</b>                     |               |               |
| <b>Unused donations and grants with conditions</b>       |               |               |
| Grants in Advance - Auckland Council - Targeted Rates    | 0             | 23,680        |
| Grants in Advance - Umbrella Grants                      | 7,500         | 0             |
| <b>Total Unused donations and grants with conditions</b> | <b>7,500</b>  | <b>23,680</b> |
| <b>Account</b>   | <b>2023</b>   | <b>2022</b>   |

### 5. Property, Plant and Equipment

|   |              |              |
|---|--------------|--------------|
| <b>Computer Equipment</b>                               |              |              |
| Computer Equipment owned                                | 5,157        | 5,157        |
| Accumulated depreciation - computer equipment           | (4,750)      | (4,342)      |
| <b>Total Computer Equipment</b>                         | <b>407</b>   | <b>814</b>   |
| <b>Furniture and Fittings</b>                           |              |              |
| Furniture and fittings owned                            | 2,447        | 2,447        |
| Accumulated depreciation - furniture and fittings owned | (1,548)      | (1,323)      |
| <b>Total Furniture and Fittings</b>                     | <b>899</b>   | <b>1,124</b> |
| <b>Lighting</b>   |              |              |
| Lighting at cost  | 6,155        | 6,155        |
| Accumulated depreciation - lighting                     | (1,805)      | (718)        |
| <b>Total Lighting</b>                                   | <b>4,350</b> | <b>5,437</b> |
| <b>Office Equipment</b>                                 |              |              |
| Office Equipment owned                                  | 9,006        | 9,006        |
| Accumulated depreciation - office equipment             | (7,773)      | (6,951)      |

|                                     |       |       |
|-------------------------------------|-------|-------|
| Total Office Equipment              | 1,233 | 2,054 |
| Total Property, Plant and Equipment | 6,888 | 9,430 |

| Account | 2023 | 2022 |
|---------|------|------|
|---------|------|------|

## 6. Accumulated Funds

|  |                 |                 |
|--|-----------------|-----------------|
| <b>Accumulated Funds</b>                         |                 |                 |
| Opening Balance                                  | 209,272         | 221,263         |
| <b>Accumulated surpluses or (deficits)</b>       |                 |                 |
| <b>Current year earnings</b>                     |                 |                 |
| Current Year Earnings                            | (44,898)        | (11,991)        |
| <b>Total Current year earnings</b>               | <b>(44,898)</b> | <b>(11,991)</b> |
| <b>Total Accumulated surpluses or (deficits)</b> | <b>(44,898)</b> | <b>(11,991)</b> |
| <b>Total Accumulated Funds</b>                   | <b>164,373</b>  | <b>209,272</b>  |

## 7. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2023 (Last year - nil).

## 8. Commitments

There are no commitments as at 30 June 2023 (Last year - nil).

## 9. Related Parties

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

## 10. Events After the Balance Date

There were no events that have occurred after the balance date that would have a significant impact on the Performance Report.

## 11. Ability to Continue Operating

Otara Business Association Inc. has adequate resources to continue operations for the foreseeable future. For this reason the Executive Committee continue to adopt the going concern assumption in preparing the performance report for the year ended 30 June 2023. 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 Committee 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



## **Otara Business Association Incorporated**

### **Compilation Report**

**For the year ended 30 June 2023**

#### **Scope**

On the basis of information you provided, we have compiled, in accordance with Service Engagement Standard No. 2 "Compilation of Financial Information", the performance report of Otara Business Association Incorporated for the year ended 30 June 2023. This performance report has been prepared in accordance with the Incorporated Society Act 1908 described in the Statement of Accounting Policies to the performance report.

#### **Responsibilities**

You are solely responsible for the information contained in the performance report and have determined that the accounting policies used are appropriate to meet your needs and for the purpose that the performance report was prepared.

The performance report was prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the performance report.

#### **No Audit or Review Engagement Undertaken**

A compilation is limited primarily to the collection, classification, and summarisation of financial information supplied by our client. A compilation does not involve the verification of that information. We have not carried out an audit or a review assignment on the performance report and accordingly no assurance is expressed.

#### **Disclaimer of Liability**

Neither we nor any of our employees accept any responsibility for the reliability, accuracy or completeness of the compiled performance report nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on the compiled financial information. In addition, this performance report is legally privileged.

Accounting for Charities Trust  
Wellington, NZ.  
20/09/23



## INDEPENDENT AUDITOR'S REPORT

### TO THE MEMBERS OF OTARA BUSINESS ASSOCIATION INCORPORATED

We have audited the accompanying performance report of Otara Business Association Incorporated on pages 1-3 and 5-15 which comprises the statement of financial position as at 30 June 2023, and entity information, the statement of service performance, the statement of financial performance, statement of cash flows for the year ended 30 June 2023, and the notes to the performance report, including a summary of accounting policies.

### OPINION

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 1-3 and 5-15 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 Otara Business Association Incorporated as at 30 June 2023, and statement of financial performance, statement of cash flows for the year ended 30 June 2023, and the notes to the performance report, including a summary of accounting policies, prepared in accordance with Public Benefit Entity Simple Format Reporting – Accrual (Not-For-Profit) issued by the New Zealand Accounting Standards Board.

### BASIS FOR OPINION

We have conducted the audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)) and ISAE (NZ) 3000 (Revised). Our responsibilities under those standards are further described in the *Auditor's Responsibilities* section of our report.

We are independent of the Otara Business Associations Incorporated 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 audit opinion.

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

### EMPHASIS OF MATTER – BASIS OF PREPARATION OF THE PERFORMANCE REPORT

Without modifying our opinion, we draw attention to the note "Basis on preparation" of the performance report, which describes that the Society adopted the PBE SFR-A (NFP). The reporting framework has been adopted voluntarily.

### THE RESPONSIBILITY OF THE EXECUTIVE COMMITTEE FOR THE PERFORMANCE REPORT

The Executive Committee are responsible on behalf of the entity 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;



- (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 Otago Business Association Incorporated as at 30 June 2023, and statement of financial performance, statement of cash flows for the year ended 30 June 2023, and the notes to the performance report, including a summary of accounting policies.
- 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 Executive Committee determines is necessary to enable the preparation of the performance report that is free from material misstatement, whether due to fraud or error.

In preparing the performance report, the Executive Committee is responsible on behalf of the entity for assessing the entity'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 Executive Committee either intends to liquidate the Society or to cease operations, or has no realistic alternative but to do so.

#### AUDITOR'S RESPONSIBILITY

Our objectives are to obtain reasonable assurance about whether the performance report as a whole is 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 considered 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 decisions of users taken on the basis of the accompanied performance report.

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

#### RESTRICTIONS ON RESPONSIBILITY

This report is made solely to the Executive Committee, as a body representing the members of the Society. Our audit has been undertaken so that we might state to the Executive Committee 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 Society and the Executive Committee as a body, for our work, for this report, or for the opinions we have formed.

*Blackmore Virtue & Owens*

**BLACKMORE, VIRTUE & OWENS**  
**AUCKLAND**  
**28 September 2023**

# PROPOSED BUDGET

Proposed Budget  
2023/2024

## REVENUE

### DONATIONS, FUNDRAISING AND OTHER SIMILAR REVENUE

|   |                  |
|---|------------------|
| Auckland Council – Targeted Rates                             | 99,456           |
| Auckland Council – General Grants                             | 2,000            |
| Auckland Council – Event Grants                               | 7,500            |
| <b>Total Donations, fundraising and other similar revenue</b> | <b>\$108,956</b> |

### REVENUE FROM PROVIDING GOODS OR SERVICES

|   |                 |
|---|-----------------|
| Papatoetoe CCTV payments<br>(PBA's contribution towards crime prevention costs) | 18,000          |
| <b>Total Revenue from providing goods or services</b>                           | <b>\$18,000</b> |

### OTHER REVENUE

|                            |                |
|----------------------------|----------------|
| Interest Income            | 1,400          |
| <b>Total Other revenue</b> | <b>\$1,400</b> |

|   |                  |
|---|------------------|
| <b>TOTAL REVENUE FOR YEAR 2022/2023</b> | <b>\$128,356</b> |
|---|------------------|

## EXPENSES

### VOLUNTEER AND EMPLOYEE RELATED COSTS

|   |                  |
|---|------------------|
| ACC Levy  | 497              |
| Salaries  | 121,000          |
| <b>Total Volunteer and employee related costs</b> | <b>\$121,497</b> |

### COSTS RELATED TO PROVIDING GOODS OR SERVICES

|                         |        |
|-------------------------|--------|
| Accounting Services     | 1,670  |
| Bank Fees               | 101    |
| Cleaning                | 100    |
| Meeting Expenses        | 1,200  |
| AGM Expenses            | 2,000  |
| General Expenses        | 300    |
| Insurance               | 683    |
| Licences and Permits    | 330    |
| Marketing & Advertising | 15,000 |
| Market View Software    | 6,452  |
| Printing & Stationery   | 1,200  |
| Promotional Expenses    | 10,000 |
| Rent                    | 1,200  |

|   |                 |
|---|-----------------|
| Repairs and Maintenance                                   | 500             |
| Fairy Lighting  | 6,000           |
| Subscriptions (Xero, Smartpayroll, Office, Zoom)          | 1,900           |
| Telephone & Internet                                      | 2,500           |
| Website   | 500             |
| <b>Total Costs related to providing goods or services</b> | <b>\$51,636</b> |

#### **OTHER EXPENSES**

|                             |                |
|-----------------------------|----------------|
| Audit Fees                  | 3,147          |
| Bad Debt Expense            | 0              |
| <b>Total Other expenses</b> | <b>\$3,147</b> |

#### **TOTAL EXPENSES FOR YEAR 2022/2023**

**\$176,280**

#### **NET SURPLUS/(DEFICIT)**

**(\$47,924)**

We will use our accumulated funds to cover the Net Deficit.

CCTV Monitoring funds: Papatoetoe CCTV Monitoring funds are subject to contract. In the event the Papatoetoe CCTV funds was not received or reduced, the budget will need to be reduced.

# INDICATIVE BUDGET

Indicative  
Budget  
2024/2025

## REVENUE

### DONATIONS, FUNDRAISING AND OTHER SIMILAR REVENUE

|   |                 |
|---|-----------------|
| Auckland Council – Targeted Rates                             | 99,456          |
| Auckland Council – General Grants                             | 0               |
| Auckland Council – Event Grants                               | 0               |
| <b>Total Donations, fundraising and other similar revenue</b> | <b>\$99,456</b> |

### REVENUE FROM PROVIDING GOODS OR SERVICES

|   |                 |
|---|-----------------|
| Papatoetoe CCTV payments<br>(PBA's contribution towards crime prevention costs) | 18,000          |
| <b>Total Revenue from providing goods or services</b>                           | <b>\$18,000</b> |

### OTHER REVENUE

|                            |              |
|----------------------------|--------------|
| Interest Income            | 700          |
| Miscellaneous              | 0            |
| <b>Total Other revenue</b> | <b>\$700</b> |

## TOTAL REVENUE FOR YEAR 2023/2024

**\$118,156**

## EXPENSES

### VOLUNTEER AND EMPLOYEE RELATED COSTS

|   |                  |
|---|------------------|
| ACC Levy  | 497              |
| Salaries  | 100,000          |
| <b>Total Volunteer and employee related costs</b> | <b>\$100,497</b> |

### COSTS RELATED TO PROVIDING GOODS OR SERVICES

|                                   |        |
|-----------------------------------|--------|
| Accounting Services               | 1,200  |
| Bank Fees                         | 50     |
| Cleaning                          | 100    |
| Meeting Expenses                  | 500    |
| AGM Expenses                      | 1,500  |
| General Expenses                  | 300    |
| Insurance                         | 683    |
| Licences and Permits              | 330    |
| Marketing & Advertising           | 10,000 |
| Investigation in to Bid Expansion | 2,000  |
| Market View Software              | 0      |

|   |                 |
|---|-----------------|
| Printing & Stationery                                     | 1,200           |
| Promotional Expenses                                      | 15,000          |
| Rent  | 1,200           |
| Repairs and Maintenance                                   | 500             |
| Subscriptions (Xero, Smartpayroll, Office, Zoom)          | 1,900           |
| Telephone & Internet                                      | 2,500           |
| Website   | 500             |
| <b>Total Costs related to providing goods or services</b> | <b>\$39,463</b> |

#### **OTHER EXPENSES**

|                             |                |
|-----------------------------|----------------|
| Audit Fees                  | 3,147          |
| Bad Debt Expense            | 0              |
| <b>Total Other expenses</b> | <b>\$3,147</b> |

#### **TOTAL EXPENSES FOR YEAR 2023/2024**

**\$143,107**

#### **NET SURPLUS/(DEFICIT)**

**(\$24,951)**

We will use our accumulated funds to cover the Net deficit.

CCTV Monitoring funds: Papatoetoe CCTV Monitoring funds are subject to contract. In the event the Papatoetoe CCTV funds was not received or reduced, the budget will need to be reduced.

# BUSINESS PLAN

## Otara Business Association Business Plan 2024-2025

Otara Business Association (OBA) is an organisation comprising businesses in the Otara Town Centre. Our core focus is to develop local businesses and make the town centre a welcoming and attractive space for people, businesses, and the community to flourish. The OBA operates as a Business Improvement District (BID), meaning core funding for our operations is received through an Auckland Council targeted rate levied from businesses in the BID area.

OBA works in partnership with various community and council-based forums and organisations to facilitate and deliver opportunities to enhance our community's economic development and support the Town Centre to offer diverse events and shopping experiences in a safe and secure environment.

The OBA is proud to represent the retailers and landlords in the Otara BID area and deliver a comprehensive range of advocacy, events, security, and collaborations to ensure that Otara is a great place to meet, shop and do business.

### Key Facts

Otara in Auckland's Top 20 shopping destinations

Over 70 businesses in Otara Business District, and growing...

93,500 people live in the Otara/Papatoetoe Local Board area (5% of Auckland's population)

62% of Otara residents shop locally.

\$50.5 million annual spend in Otara Business District

Incredibly diverse community identifying as

- 46% Pacific Peoples
- 15.7% Māori
- 35.1% Asian
- 16.6% European
- <5% MELAA and Other

### Business Plan

#### Development process

The Otara Business Association Business Plan 2024-2025 is the result of a comprehensive review of 5-Year business plans, input by the executive committee and an analysis of other relevant documents and financial reports.

### Otara 2024-2025

Our indicative budget for 2024/2025

| Account                           | Amount   |
|-----------------------------------|----------|
| Marketing & Advertising           | \$10,000 |
| Promotional Expenses              | \$15,000 |
| Investigation in to Bid Expansion | \$2,000  |

### Community

Keeping community at the heart of doing business in Otara

Community is everything in Otara, and for local business, a significant customer base and asset. With one of Auckland's most diverse communities, including one of the region's largest Pasifika populations, celebrating and activating Otara's rich heritage and exciting array of cultural practices and traditions provides a catalyst for building community and commerce.

| Projects   | Programme   | Budget                         |
|--|---|--------------------------------|
| Develop and deliver a Town Centre Event Calendar   | <ul style="list-style-type: none"> <li>● Explore the establishment of a programme of cultural events and celebrations</li> <li>● Support local businesses to better attract, serve and connect with culturally diverse customers</li> </ul> | Under Bid Manager Salary Role  |
| Establish and grow local markets.                  | <ul style="list-style-type: none"> <li>● Explore the establishment of night markets and Pasifika food stores, supplies and events (Business Case)</li> </ul>  | Under Bid Manager Salary Role  |
| Develop the 'Elder-friendly Town Centre' programme | <ul style="list-style-type: none"> <li>● Support and enhance facilities and activities for our older residents and visitors</li> <li>● Explore how Otara Town Centre can be the elder-friendly town centre in Auckland</li> </ul>           | Promotional Expenses - \$2,000 |

## Celebrate

Celebrate Otara as a great place to do business.

Otara Town Centre is perceived as dangerous and as having a less-than-desirable retail offering. However, Otara is one of the safest and highest-performing BID's in Auckland. The Town Centre, people, and the land on which it is built have a unique identity and story to be developed and told. OBA will highlight the area's long association with Tangata Whenua and the range and diversity of visitor and retail attractions. OBA will also promote the Town Centre as a heart for one of Auckland's largest Pasifika communities and its significant advantages and opportunities for attracting new business to the district.

| Projects   | Programme  | Budget   |
|--|--|--|
| Develop and deliver a comprehensive marketing and communications plan for the Otara Business Association and its members | <ul style="list-style-type: none"> <li>● Marketing and communications telling the real story of Otara and positioning the Town Centre as an attractive retail destination</li> </ul> | Marketing & Advertising - \$5,000                                    |
| Deliver pop-up activations for retail and/or community events and installations  | <ul style="list-style-type: none"> <li>● Shopper events and competitions -</li> <li>● Event Calendar – Easter / Matariki / Christmas Promotion</li> </ul>                            | Marketing & Advertising - \$2,000<br>Promotional expenses - \$10,000 |
| Maintain and grow the 'Buy Local Otara' strategy project   | <ul style="list-style-type: none"> <li>● Business attraction and retention program to increase retail diversity.</li> <li>● Shop and Win promotions.</li> </ul>                      | Promotional expenses - \$2,000                                       |

## Place

Our town centres will be attractive, easy-to-access places we are all proud of.

Otara Town Centre has a long history and now requires some rejuvenation to make it an attractive, vibrant shopping precinct that encourages people to visit, socialise and do business. Refreshing the shops and facilities will also help

increase safety and minimise the risk of criminal and antisocial activity, a major priority for Otara Business District. OBA will focus on creating an environment that reflects, inspires, and complements the local community to enhance and sustain local 'ownership', pride and participation in Otara's town centre and shopping precinct.

| Projects  | Programme   | Budget                          |
|---|---|---------------------------------|
| Upgrade town centre street furniture, paving, lighting, signs and bins.             | ●Collaborate with local providers and agencies to deliver programmes and facilities for young people and older visitors   | Under Bid Manager Salary Role   |
| Landscaping, planting and greening of streetscapes in and around Otara Town Centre. | ●Advocate and lead Town Centre beautification and planting programmes   | Under Bid Manager Salary Role   |
| Establish a programme of public art and performance                                 | ●Collaborate with local arts agencies to create and deliver a programme of public art and performance   | Under Bid Manager Salary Role   |
| Establish Town Centre waste management and minimisation programme                   | ●Collaborate with Eke Panuku to secure the lease for Kew Lane, with the goal of establishing a central waste collection point for the town centre. This initiative aims to reduce waste | Marketing & Advertising \$2,000 |

## Performance

Otara Business Association will be a robust and valuable resource and advocate for local businesses.

A thriving and sustainable local economy and business community needs a strong central agency to be a catalyst, resource, and independent advocate for local development. In order to better respond to some key changes in the local context and economy, OBA will initiate a programme of development to ensure it remains fit for purpose, now and into the future.

| Projects  | Programme  | Budget   |
|---|--|--|
| Host regular business networking functions for OBA members and associates                               | ●OBA 'Fit for the Future organisational development programme        | Under Bid Manager Salary Role + \$1,000 Promotional expenses |
| Establish and deliver a training programme to meet the learning and development needs of local business | ●Collaborate on innovative projects that benefit business in Otara   | Marketing & Advertising - \$1,000                            |
| Explore expansion of the current BID boundary   | ●Develop alternate revenue and funding connections and opportunities | Investigation into Expansion - \$2,000                       |

## CONCLUSION

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

## PHOTOS

