

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 Otago Business Association (OBA).

ACKNOWLEDGMENTS

I wish to express my heartfelt appreciation to the Otago-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 Otago.

OUR VISION

The Otago 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 Otago Town Centre recognised as a retail destination that thrives on quality, cultural richness, and a family-friendly atmosphere.

STRATEGIC PLAN

INITIATIVES

At Otago 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 Otago 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

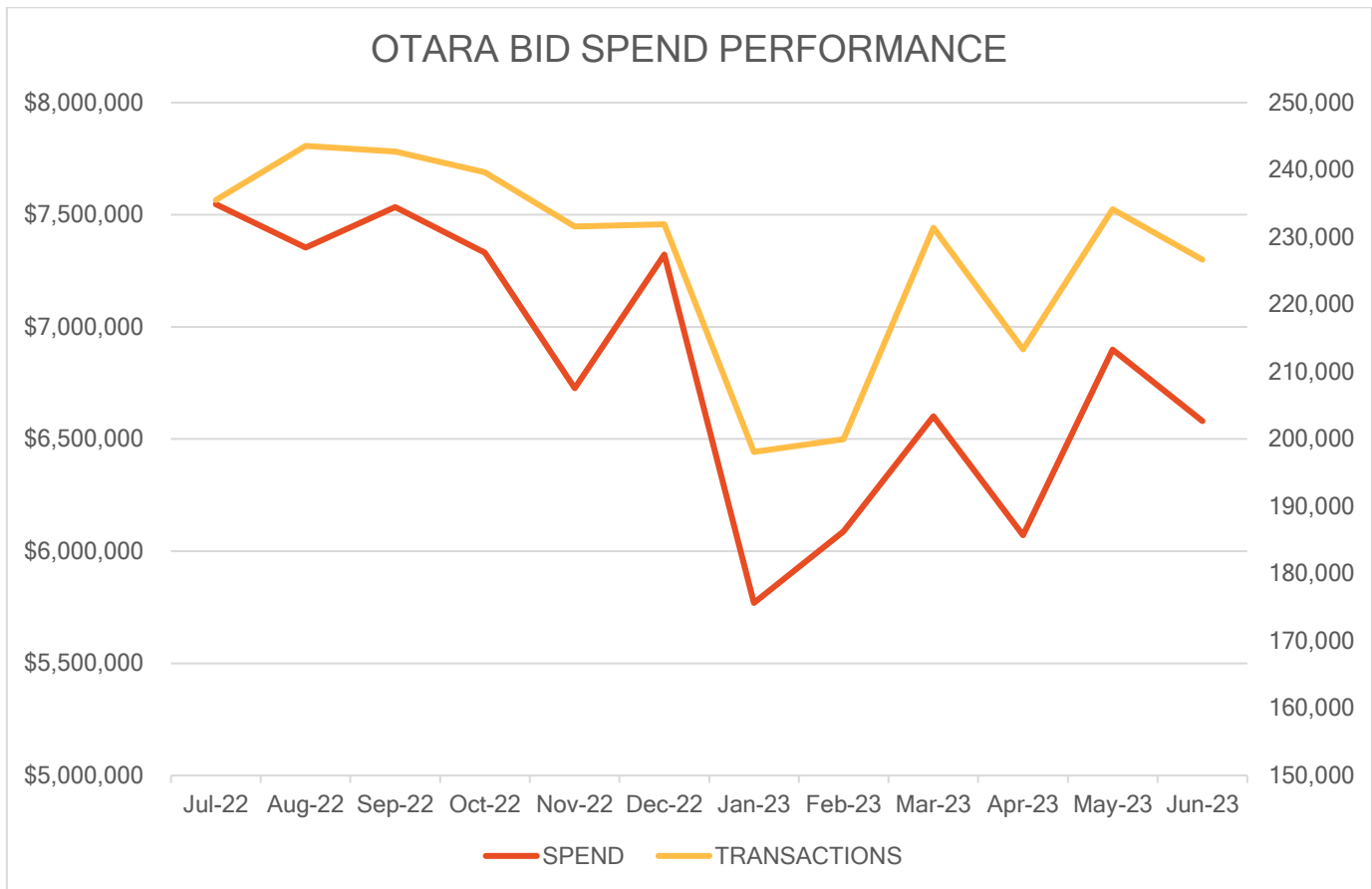
- A central location in South Auckland with ample parking options.
- Accessibility-friendly infrastructure, including flat and well-maintained footpaths.
- A wide range of businesses catering to diverse customer needs.

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 |
| Total | \$48,745,539 | \$55,019,136 | \$81,824,626 |

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 |
| Total | \$48,745,539 | \$55,019,136 | \$81,824,626 |

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)