

MANAGER'S ANNUAL REPORT



Ladies and gentlemen,

Opening and Acknowledgments

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

Welcome to our Annual General Meeting. It has been my privilege to serve as the Town Centre Manager for another year. I extend my sincere gratitude to the Otara-Papatoetoe Local Board, BID Officers, retailers, community members, our Senior Committee, Māori Wardens, and local police. Your commitment to strengthening Otara's business and community relationships has been invaluable.

Our Vision and Direction

OBA continues to work towards a thriving town centre that:

- Showcases cultural diversity and family-friendly experiences
- Delivers quality products and services
- Balances long-term growth with responsible financial management

We are now halfway through our five-year business plan. Despite budget constraints, we remain focused on building a vibrant, sustainable, and competitive Otara Town Centre.

Key Initiatives and Achievements

Marketing & Buy Local

- Ongoing "Buy Local" campaign driving community spending and visibility for small businesses.
- Increased promotion through local partnerships, events, and online engagement.

Digital Outreach

- Strengthened online presence across Facebook, Instagram, and our website.
- Weekly updates on policies, community news, and business opportunities.
- Encouraging retailers to build their own digital platforms to expand customer reach.

Community Events

- Delivered Easter, Matariki, and Christmas celebrations, including the popular "Shop & Win" voucher promotions.
- Events boosted foot traffic, created inclusive spaces, and reflected Otara's rich cultural heritage.

Community Safety

- Safety remains a priority with 46 CCTV cameras monitored daily and strong police support.
- Active work with Māori Wardens on patrols and safety meetings.
- Issues like drug dealing, antisocial behavior, window washing, and shoplifting are now under much stronger control.

Challenges We Face

Market Pressures

- Competition from larger centres (Hunters Plaza, Manukau, Botany, Otahuhu).
- Growth of online shopping changing the retail landscape.

Social Challenges

- Ongoing concerns around homelessness, begging, mental health, and unlicensed traders.
- These issues continue to require close coordination with local authorities.

Limited Resources

- Operating with a voluntary executive committee and a modest budget.
- Political pressures and limited council funding restrict the scale of new projects.

Business Landscape & Resilience

- Otara businesses remain strong in food, hospitality, and services, which has helped stability despite recessionary pressures.
- Retail diversity remains limited; attracting a broader business mix will improve resilience and customer appeal.
- We are actively exploring ways to bring in new sectors and expand local opportunities.

Looking Ahead

Unlocking Otara

- Awaiting the "Unlocking Otara" Unitary Plan, which will revitalise the town centre.
- This will attract investment, new businesses, and enhance community spaces.

Growth Opportunities

- Build Otara as a retail and dining destination for families, schools, and visitors.
- Leverage central South Auckland location, affordability, and accessibility.
- Continue to develop inclusive, accessible, and family-friendly infrastructure.

Sustainability & Funding

- OBA must reduce reliance on Auckland Council funding.
- Exploring new revenue streams, partnerships, and profitable ventures guided by strong leadership from our Chair and Executive team.

Closing and Thanks

I extend heartfelt thanks to our Chairperson, Executive team, and especially Amit Narchal, who has shown strong leadership in his first year as Chair.

Together, we will ensure that Otara Town Centre remains a place of opportunity, unity, and resilience. Thank you for your ongoing support and for being part of this journey.

Thank you

Rana Judge (Manager)