

ANNUAL REPORT 2023

A Year of Accomplishments.



Chairperson Report

Annual General Meeting

Barfoot and Thompson Conference Room

2 Donovan Street, Blockhouse Bay

Auckland 0600

I am proud to give my Annual Report in these new post covid times. While this year has not been impacted by covid we are firmly feeling the effects post pandemic.

As we all know New Zealand is well into a recession and these are trying times for us all, but despite this Blockhouse Bay Village is doing exceptionally well. Our regular Committee Meetings have enabled us to do some great work in the Bay this year. Thank you to all those attend who attend the committee meetings, your input has been invaluable and your time and effort greatly appreciated. We as the Committee are always looking for ways to improve the Village and bring people into Blockhouse Bay to help support our local businesses.

With the rising costs and reduce participation of our Christmas parade, last Christmas we had our very first Christmas Festival. This was met with great support from the businesses and the community. From dancers and singers as entertainment, to food trucks and Christmas stalls this event was a roaring success. Photos from the event can be found on the Business Association Facebook page. If you would like to participate in our upcoming festival, please do not hesitate to get in touch.

I would like to conclude by thanking Jodie, our Village manager who works tirelessly behind the scenes keeping our Village looking amazing and functioning smoothly. Thank you for your dedication and enthusiasm in your role Jodie.

Sincerely

Chandani Magan

BLOCKHOUSE BAY BUSINESS ASSOCIATION

Proposed 23/24 budget

OPERATING EXPENSES

Administration / Operating

Telephone / Power / Water	2,000.00
Storage & Security	1,900.00
Printing & Stationery	2,000.00
BID Management Fee	33,000.00
Accountancy	2,000.00
Audit	1,500.00
Office rental	8,640.00
Insurance	1,500.00

Environment

CCTV maintenance	1,000.00
Urban design / lighting contract	8,500.00

Business Development /

Advertising / branding	2,000.00
Website & hosting	1,000.00
Newsletter	1,000.00
Networking / member services	1,400.00

Promotions / Events

Santa Parade / Christmas Promotions	11,160.00
Market Day	500.00
Local Marketing (In-store Promotions)	3,500.00

Total Expenses	82,600.00
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Income

BID Targeted rate (2022/2023)	66,000
Proposed BID Targeted Rate grant increase (2023/2024)	6,600
Santa Parade funding (Local Board / Grants/ local business sponsors)	10,000.00

Total Income	82,600.00
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Note: It is proposed to seek approval from the AGM to increase the BID Targeted rate to \$72,600.00 (10% increase) effective from 1 July 2023.

The proposed grant increase of \$6,600 will be used for the increase in BID Management fees, Office Lease, promotions and some Santa Parade costs.

2023-24 Business Plan and Budget

Administration

Budget \$52,540

Action	Timeframe	Budget	KPI
Blockhouse Bay Committee Meetings; Review progress against Strategic and Business Plans ; Annual Audit and reporting	Monthly except January	\$3,500.00	Progress against Business Plan and budgets reviewed. Annual Report to members via AGM. Feedback from business operators
Member information packs delivered to all businesses; Database updated and checked quarterly	On-going	Included in administration budget	Members receive information pack (including new businesses); details added to website & database
Engage a BID Manager to implement the programme formulated by the Committee	On-going	\$33,000.00	Monthly reports to Committee and measured against these KPIs.
To provide an annual review of BBBA activities and provide an opportunity for feedback from members.	September	Included in administration budgets	Progress against Business Plan and budgets reviewed. Annual Report to members via AGM. Strategic plan updated.
Blockhouse Bay Business Association Office	On-going	\$16,040.00	Efficient office structure maintained by BID Manager & Town Centre Manager
Relationship building with key stakeholders such as Whau Local Board, Auckland Council, and Auckland Transport.	On-going	Included in administration budget	Positive relationships built and maintained. Twice yearly presentations to Whau Local Board

2023-24 Business Plan and Budget

Environment

Budget \$9,500

Action	Timeframe	Budget	KPI
Maintain CCTV network	Ongoing	\$1,000	CCTV system maintained
Maintenance contract to maintain lights in sails and trees	Ongoing	\$8,500	Lights on sails and library trees maintained
Reporting environmental issues to Auckland Council and other agencies.	Ongoing	Included in existing budgets	Maintenance issues followed up expeditiously.

Business Development

Budget \$5,400

Action	Timeframe	Budget	KPI
Provide regular networking opportunities for members	On-going	\$1,400	Minimum of 3 networking sessions held
Conduct an Annual Survey to all businesses to gauge feedback	February	Included in existing budgets	Awareness of Blockhouse Bay BID increases as evidenced by business surveys, anecdotal evidence and members businesses participating.
Produce a regular newsletter distributed to all stakeholders	Bi-monthly	\$1,000	Quarterly Newsletters printed, delivered and emailed to all members.
Maintain the Blockhouse Bay website and Facebook page to promote businesses and community events; Boosted posts for Facebook.	On-going	\$1,000	Number of visits to the website, all business listings maintained; and number of likes and posts on Facebook Page.
Continue to subsidise regular advertising spreads in local publications to promote members	Quarterly	\$2,000	Number of Blockhouse Bay businesses participating.

2023-24 Business Plan and Budget

Promotions & Events

\$15,160

Action	Timeframe	Budget	KPI
Market Day	Minimum 3 per year	\$500.00	Market Day feedback from businesses and attendees.
Continue to develop and run the annual Santa Parade in association with local businesses and groups.	November	\$11,160.00	Santa Parade occurs. Feedback from businesses, parade participants and public attendance.
Establish and run regular instore shopper promotions	Christmas, Valentine's Day, Mother's Day or Easter. Mid - Winter Father's Day	\$3,500.00	5 in-store promotions run with a minimum of 20 stores participating \$700 approximately per promotion. (Artwork and printed cards with unique numbers)

Highlights for 2022-2023

The Executive Business Committee including the Town Centre Manager and A Whau Local Board Representative have met twelve times in person over the past year at The Bay Café in Blockhouse Bay. The committee are very thankful to have Warren Piper, Whau Local Board Representative at the meetings. His input is very valuable. We have a small bunch of reliable and dedicated Members who are all passionate about Blockhouse Bay Village. At the end of 2022 we farewelled Michael Cassidy our chairperson who has been part of Blockhouse Bay Village for approximately 25 years and also a long-standing loyal committee member. We all miss him very much. Michael has moved out of Auckland. In January Chandani Magan of Chiropractic Journey was voted and very much welcomed as our new Chairperson. Chandani has been an amazing committee member since she opened her business over six years ago.

- This year we said goodbye to Rachel from Boudoir Brows. Rachel has moved to Waihi permanently. In this space we welcomed Glow Bar a beauty therapy clinic. We also welcome Ilab NZ to Blockhouse Bay Village who deals in phone and computer repairs. The Village is full with no empty shops which is fantastic.
- Monthly shoppers' newsletter is produced and sent via mail chimp to





over 1,000 shoppers on our database. Every business in the Village is able to advertise this every month. The Shoppers details are collected through our in-store promotions.

- Over the past year we have run regular In-Store Promotions. There was one for Winter, Father's Day, Valentines Day, Easter and Mother's Day. The aim is to have five per year to promote Blockhouse Bay Village and increase the spending in participating stores. Entrants must make a purchase to enter the draw. Over 100 entries are received during these promotions.
- Unfortunately, this year our Santa Parade was cancelled due to lack of Marshalls. The Committee decided to have a Christmas Festival without the parade. This event brought over 4,000 people which is a huge draw card for the town Centre. The day was a fabulous sunny day and all went smoothly. We had food trucks, facepainting, a bouncy castle, clowns, balloons and Mr. and Mrs. Claus. Some local dance and music groups performed on the Village green and some stall holders also joined us. We hold this event free to the public and would like to thank the Whau Local Board, The Trusts Community Foundation and Barfoot and Thompson Blockhouse Bay for helping us provide this fun event to the community.
- We held an Autumn Market in April. The committee decided to run some seasonal markets when agreed on. These stall holders have the opportunity to come to our Christmas Festival if they wish.
- BBBA has continued to maintain the sail lights and fairy lights in the trees on the Village Green. Having these going brings sense of joy and safety after dark when coming to the Town Centre.
- The BBBA has a good relationship with Council to ensure the gardens are well groomed and replanted when necessary. We also report and graffiti or repairs as soon as possible to the Council to keep our Village clean and tidy. The footpaths have been requested to be water blasted a couple of times and the Council has done this for us promptly which we are thankful for. The cleanliness and tidiness of our village is very important to all of us. We will continue to make Blockhouse Bay Village a vibrant and welcoming place for all and hope for businesses to thrive.

Jodie Judd

Blockhouse Bay Business Association

BID Manager



Executive Committee & BID Team



Chandani Magan
Chairperson
January 2023 - Current



Michael Cassidy
Chairperson July 2022 -
December 2022



Shirley Browne
Shirleys



Gigesh Pala
Treasurer
Bay Tax and Accounting



Olwyn Andrews
Floriculture



Warren Piper
Whau Local Board



Avinesh Prasad
Barfoot and Thompson



Matt Borsos
BOBO



Trevor Andrews
Sent



Jodie Judd
BID/ Town Centre Manager



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