

PONSONBY

BUSINESS ASSOCIATION



2023

**Annual General Meeting
Notes & Documentation**

17 October 2023

Love  PONSONBY

iloveponsonby.co.nz



2023 Annual General Meeting

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2023 AGM Invitation

You are invited to the

**Ponsonby Business Association
Annual General Meeting**

**Tuesday October 17, 2023
6.00pm for a 6.30pm start**

**Sapphire Room (Upstairs) Ponsonby Central
136 Ponsonby Road.**

This is your opportunity to hear what the Ponsonby Business Association has achieved in 2023 and what is planned for 2024.

It is also an opportunity for you to have your say and make suggestions.

The Agenda and AGM documentation is available to download from www.iloveponsonby.co.nz/agm-2023

Please RSVP to confirm your attendance to viv@iloveponsonby.co.nz by 5pm on October 12th, 2023.

We look forward to seeing you at 6pm on Tuesday October 17, 2023.

A handwritten signature in black ink that reads "Viv".

Viv Rosenberg
GM Ponsonby Business Association

PO Box 47 471 Ponsonby

Tel: 09 360 9301

viv@iloveponsonby.co.nz



2023 Annual General Meeting Agenda

6.30pm, Tuesday 17 October 2023.
Sapphire Room, Ponsonby Central, 136 Ponsonby Road.

1 **Welcome & Apologies**

2 **Minutes of last AGM held on 18th October 2022**

3 **Safer Cities: CCTV Design Report – Scott Bain**

4 **Chairperson’s Report for year ending June 30th 2023**

5 **General Manager’s Report for year ending June 30th 2023**

6 **Financial Report: July 2022–June 2023 – Presented by Mr Justin Keene**

a. Approval of Statement of Accounts and Audit

7 **Appointment of Auditor for financial year ending June 30, 2024**

a. Re appointment of Michael Stowers as Auditor

8 **Approval of PBA 2024/25 Proposed Budget**

That the PBA receive and approve the 2024/2025 budget which includes a BID targeted rate grant amount of \$835 439, noting there will be a 10% increase of \$75 949 to the BID targeted rate grant from 2023/2024 financial year.

Further, ask the Waitemata Local Board recommend to the governing body the amount of \$835 439 be included in the Auckland Council draft 2024/2025 annual budget consultation process.

9 **Approval of the PBA 2024/2025 Business Plan**

10 **Election of Board for 2023/2024 – led by Grant Hewison**

11 **General Business**

THE PBA AGM 2024 WILL BE HELD ON 15 OCTOBER 2024

PONSONBY

BUSINESS ASSOCIATION

**Annual General Meeting
Minutes of Meeting
Tuesday 18th October 2022
Sapphire Room. Ponsonby Central. 136 Ponsonby Road**

Present

Bruce Copeland
Chris Cherry
April Taylor
Nick Nielson
Sarah Wickenden
Shaughan Woodcock
Justin Keen
Brad Plamus
Cindy Moran
Rene Beijer
Nick Katsoulis
Martin Leach
Julie Pyun
Rev Prince Devanandan
Cam Perkins
Viv Rosenberg
Glenda Fryer

Sandfield.
Workshop.
Documents Unlimited.
Polished Diamonds.
Ponsonby Central.
PBA.
BetterCo.
Knowear
Go-Go Daddy
Café 39
St Pierre's Sushi
Ponsonby News
Workshop
All Saints Church
Urban Pirates
PBA

Apologies

Richard Naish
Peter Barrett
Renai Hagstrom
Clive Weston
Elias Hanlon
Basil Orr
Felicity O Driscoll
Jeremy Hunt
David Sheard

RTA Studios
Mai Day Spa
Silver Cross
Be Nutrition
Ponsonby Pool Hall
100 Ponsonby Road
Cook the Books
Fisheye
Workshop

1. Welcome

The AGM started at 6.34pm.

2. Apologies

The apologies were noted as listed above.

Bruce Copeland noted that the meeting could proceed as there was a quorum and proposed the motion.

The motion was moved by CM.

The motion to proceed was carried unopposed.

3. Minutes of last meeting held on 28th October 2021

There were no matters arising from the Minutes and a motion to pass as true & correct was proposed.

Bruce Copeland moved the motion.

CM seconded it.

The motion to pass the Minutes was carried unopposed.

4. Chairperson's Report

Bruce Copeland delivered the Chairperson's report for 2020/2021

CM moved that the Chairperson's report be passed.

It was seconded by SW and the motion was carried unanimously.

5. 'Future Ponsonby' – presented by Cam Perkins.

Bruce Copeland thanked Cam for his presentation and moved that it be accepted.

It was seconded by NN, and the motion was carried.

The meeting noted CC's request that the Board requires a mandate from the members prior to implementing any changes.

6. Financial Report July 2020 to June 2021

Justin Keen from BetterCo Accounting presented his report.

Bruce Copeland moved that the Financial Report be received and accepted.

It was seconded by CM and the motion was carried unopposed.

7. Appointment of Auditor

Bruce Copeland moved the motion to re-appoint Michael Stowers as auditor for the 2022/2023 year.

It was seconded by CM and the motion carried unopposed.



8. Approval of PBA 2023/24 Proposed Budget

Resolution: That the PBA receive and approve the 2023/2024 budget which includes a BID targeted rate grant amount of \$759,490 noting there will be a 10% increase of \$69,044 to the BID targeted rate grant from 2022/2023 financial year.

Further ask the Waitemata Local Board recommend to the governing body the amount of \$759,490 be included in the Auckland Council draft 2023/2024 annual budget consultation process.

Bruce Copeland moved the motion to approve this resolution.
It was seconded by NN and the motion carried unopposed.

9. Election of Ponsonby Business Association Board 2022 -2023

Bruce Copeland proposed a motion to hand the chair to Glenda Fryer.

Glenda Fryer moved to accept the nominations from Bruce Copeland, Richard Naish, Felicity O'Driscoll, Nick Nielson, Sarah Wickenden, Gigi van Kuijk, David Sheard, April Taylor, Brad Plamus and Diva Giles to the Ponsonby Business Association Board in one group block and deemed their election to the Board under rule 15.2.

10. General Business

PBA AGM 2022/3 is set for October 17th, 2023, at Sapphire Room Ponsonby Central, 136 Ponsonby Road.

Meeting closed at 7.33pm.



Annual Report

Ponsonby Business Association Incorporated
For the year ended 30 June 2023

Prepared by BetterCo

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Directory

Ponsonby Business Association Incorporated For the year ended 30 June 2023

Nature of Business

Promotion of Ponsonby Road

Registered Office

Office 8, 4 Brown Street

Ponsonby

Auckland 1011

IRD Number

078-196-556

Committee Members

Bruce Copeland – Chair (on sabbatical)

Brad Plamus - Alternate Chair

Felicity O Driscoll – Treasurer

Gigi Van Kuijk

Sarah Wickenden

David Sheard

Diva Giles

Nick Nielson

Richard Naish

April Taylor

Barney Toy

Bankers

Westpac Banking Corporation

Auditors

Stowers Audit Chartered Accountants

9A Maskell Street

St Heliers

Auckland 1740

Chartered Accountant

The Better Co Limited (BetterCo)
PO Box 74159
Greenlane
Auckland 1546

Statement of Profit or Loss

Ponsonby Business Association Incorporated For the year ended 30 June 2023

	NOTES	2023	2022
Income			
Auckland Council Grant		699,859	627,679
Membership		300	600
Sponsorship GST		-	10,000
Total Income		700,159	638,279
Gross Profit			
		700,159	638,279
Gross Profit %			
		100	100
Operating Expenses			
A.C.C Levy		130	346
Accounting		6,356	4,866
Advertising/Production - Brand		4,580	13,250
Advertising - Social Media		13,694	11,134
Audit Fees		4,180	4,022
Bank Fees		34	6
Christmas Lighting expenses		-	6,107
Computer Expenses		3,014	3,504
Compliance Consultant Expenses Shared BID		2,755	3,225
Contractors		9,539	13,254
Covid Response – Omicron		-	8,200
Electricity		1,872	1,228
Employer Kiwisaver Cont ESCT		1,431	1,423
Events - Heritage, Art Week, Market days		76,772	32,015
Event - Eat Drink Love Ponsonby		72,166	96,623
Event - Christmas		104,237	120,589
Event – COVID 2021		-	47,975
Event - Mystery Dine		-	1,465
Event - Light Up Ponsonby 2022		96,724	-
Event - Light Up Ponsonby 2022 expenses		495	31,500
Event - Rainbow/Pride Parade		4,280	-
Event - HER Festival		10,000	-
Insurance		1,378	1,288
Holiday Pay accrual movement for the year		(452)	8,547
KiwiSaver Employer Contributions		2,904	2,724
Light Up Ponsonby - Event		-	4,000
Marketing PBA - Brand		9,370	11,772
NZFW Show		-	5,800
Parking Strategy 2022		-	12,545
PBA Marketing – Social Content		8,600	10,694
PBA Security		61,613	1,523
Petty Cash Expenses		3,614	2,752

These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

	NOTES	2023	2022
Printing - PBA Compliance		3,048	1,075
Printing & Stationery		-	1,734
Rent		30,330	23,784
Security Training		-	1,808
Storage		1,391	978
Telephone & Internet		1,396	1,274
Travel Allowance		5,000	5,000
Urban Wine Walk		4,000	-
Wages & Salaries		144,500	139,612
Website Development and Maintenance		1,107	940
BID Policy/Constitution Legal costs		3,194	-
BID Compliance		4,838	-
FUTURE PONSONBY		3,800	-
Total Operating Expenses		701,890	638,582
Operating Profit		(1,731)	(303)
Non-Operating Income			
Dividends		303	303
Interest Income		1,274	82
Total Non-Operating Income		1,577	385
Net Profit (Loss) Before Taxation		(154)	82
Net Profit (Loss) for the Year		(154)	82

These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Statement of Changes in Equity

Ponsonby Business Association Incorporated
For the year ended 30 June 2023

	2023	2022
Equity		
Opening Balance	10,397	10,315
Increases		
Profit for the Period	(154)	82
Total Increases	(154)	82
Total Equity	10,243	10,397

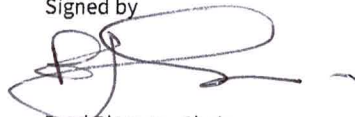
These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Balance Sheet

Ponsonby Business Association Incorporated As at 30 June 2023

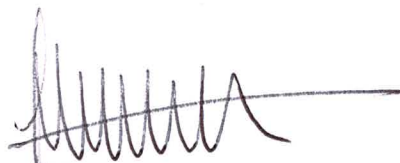
	NOTES	30 JUN 2023	30 JUN 2022
Assets			
Current Assets			
Cash and Cash Equivalents	5	27,765	183,133
Trade and Other Receivables	6	345	-
GST Receivable		41,197	32,293
Total Current Assets		69,307	215,426
Total Assets		69,307	215,426
Liabilities			
Current Liabilities			
Trade and Other Payables			
Accounts Payable		39,001	11,679
Accrued Expenses		4,000	4,000
Holiday Pay Accrual		16,286	16,738
Total Trade and Other Payables		59,287	32,417
Income Tax Payable		(223)	-
Income received in advance		-	172,612
Rounding		-	-
Total Current Liabilities		59,064	205,029
Total Liabilities		59,064	205,029
Net Assets		10,243	10,397
Equity			
Retained Earnings		10,243	10,397
Total Equity		10,243	10,397

Signed by



Brad Plamus - Chair

Date - 18.09.23.



Felicity O Driscoll - Treasurer

These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Notes to the Financial Statements

Ponsonby Business Association Incorporated For the year ended 30 June 2023

1. Reporting Entity

The financial statements presented here are for the entity Ponsonby Business Association Incorporated, a registered society under the Incorporated Societies Act 1908 on 16 October 2000.

The society is involved in the business of Ponsonby Road promotion.

2. Statement of Accounting Policies

Basis of Preparation

The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position on an historical cost basis have been used, with the exception of certain items for which specific accounting policies have been identified.

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.

Income Tax

The society is non for profit registered under the Incorporated Societies Act, and is exempt from income tax having fully complied with all statutory conditions for this exemption.

3. Fixed Assets and Depreciation

All fixed assets are recorded at cost less accumulated depreciation.

Depreciation of the assets has been calculated at the maximum rates permitted by the Income Tax Act 2007. The entity has the following asset classes:

Computer Equipment. 40 - 50% Diminishing Value

Furniture & Fittings. 19.2 - 80.4% Diminishing Value

4. Goods and Services Tax

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

	2023	2022
5. Cash and Cash Equivalents		
Cash and Cash Equivalents		
Cheque Account	27,527	182,491
Online Bonus Saver Account	130	126

Online Saver Account	108	516
Total Cash and Cash Equivalents	27,765	183,133
Total Cash and Cash Equivalents	27,765	183,133
	2023	2022

6. Trade and Other Receivables

Trade and Other Receivables		
Accounts Receivable	345	-
Total Trade and Other Receivables	345	-
Total Trade and Other Receivables	345	-
	2023	2022

7. Property, Plant and Equipment

Furniture and Fittings		
Furniture and fittings owned	2,366	2,366
Accumulated depreciation - furniture and fittings owned	(2,366)	(2,366)
Total Furniture and Fittings	-	-
Other Fixed Assets		
Owned fixed assets	5,662	5,662
Accumulated depreciation - fixed assets owned	(5,662)	(5,662)
Total Other Fixed Assets	-	-
Total Property, Plant and Equipment	-	-
	2023	2022

8. Trade and Other Payables

Trade and Other Payables		
Accounts Payable	39,001	11,679
Accrued Expenses	4,000	4,000
Holiday Pay Accrual	16,286	16,738
Total Trade and Other Payables	59,287	32,417
Total Trade and Other Payables	59,287	32,417

To the members of Ponsonby Business Association Incorporated

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Ponsonby Business Association Incorporated which comprise the statement of financial position as at 30 June 2023, and the statement of financial performance and statement of movements in equity for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material aspects, the financial position of Ponsonby Business Association Incorporated as at 30 June 2023, and its financial performance for the year then ended in accordance with generally accepted accounting practice in New Zealand (GAAP).

Basis for Opinion

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

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

Committee Responsibility for the Financial Statements

The committee are responsible on behalf of the entity for the preparation and fair presentation of financial statements in accordance with GAAP and for such internal control as the committee determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements the committee are responsible, on behalf of the entity, for assessing Ponsonby Business Association Incorporated ability to continue as a going concern disclosing as applicable, matters relating to going concern and using going concern basis of accounting unless the committee either intends to liquidate Ponsonby Business Association Incorporated or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are 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 GAAP will always detect a 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 economic decisions of users taken on the basis of these financial statements.

A detailed description of the auditor's responsibilities including those related to assessment of risk of material misstatement, evaluation of appropriateness of going concern assumptions and determining key audit matters are available on the external reporting board website: https://xrb.govt.nz/Site/Auditing_Assurance_Standards/Current_Standards/Auditing_Standards/default.aspx.

Who we report to

This report is made solely to the members as an incorporated society. Our audit work has been undertaken so that we might state to the Ponsonby Business Association Incorporated members those matters we are required to state to them in the 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 Ponsonby Business Association Incorporated members as an incorporated society, for our audit work, this report or any of the opinions we have formed.



Michael Stowers CPA
STOWERS AUDIT
ST.HELIER
AUCKLAND

18 September 2023



STOWERS AUDIT

Audit Management letter

19 September 2023

Chairperson
Ponsonby Business Association Incorporated
PO Box 47471
Ponsonby
Auckland 1144

Dear Chairperson

Audit of Ponsonby Business Association Incorporated

We have completed the audit of your financial statements for the year ended 30 June 2023.

The primary aim of our audit is to form an opinion as to whether your financial statements fairly reflect the results of your organisation's activities for the reporting period and its financial position at balance date. The audit report expresses this opinion.

In forming our audit opinion we conduct detailed tests of selected transactions and review the key controls in place to ensure the effective operation of your accounting systems and internal controls. As a service to ensure you receive maximum benefit from our audit we note our evaluation of your systems and highlight areas of possible weakness or where we believe improvements can be made. Our motive is to offer objective and constructive advice so that the accounting function and related control issues can be improved in the future.

Required communications

We are required by auditing standards to report specific matters to you as follows

- We have had no disagreements with management during our audit nor any serious difficulties in dealing with management
- We have not identified any instances of fraud involving senior management, or any other frauds that caused a material misstatement of the financial statements
- We have not noted any significant risks or exposures that are required to be separately disclosed in the financial statements.

We reaffirm we are independent of your organisation, and that we have no relationship with your organisation that impairs our independence.

These were no matters arising and observations from our audit which were significant to be brought to your attention.

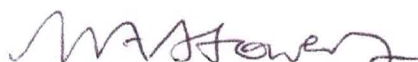
We believe it is best practice to communicate with you as the governing body regarding matters which form an important part of our audit process. However, ultimately it is you, the governing body that remains responsible for your financial systems, internal controls and financial statements.

While our audit necessarily involves testing of your overall system of financial controls and reporting, we assessed some potentially significant risk areas in relation to your organisation. Accordingly we believe that they are important issues that should be of interest to you in your governance capacity.

This report has been prepared solely for the use of the Executive Committee of your organisation. It may not be provided to third parties without our prior written consent.

May we take this opportunity to express our thanks to you and your staff for the assistance which we received during this year's audit.

Yours faithfully

A handwritten signature in black ink, appearing to read "M Stowers". The signature is fluid and cursive, with a long horizontal stroke at the end.

Michael Stowers CPA
Stowers Audit

Treasurers Financial Report 2023

BetterCo.

The Better Co Limited
betterco.nz

hello@betterco.nz
09 975 6134

PO Box 74159
Greenlane
Auckland 1546
New Zealand

September 2023

PONSONBY BUSINESS ASSOCIATION
TREASURERS FINANCIAL REPORT 2023

BetterCo Advisory & Accounting have been the Accountants of the Ponsonby Business Association ('PBA') for more than 12 years now. With the assistance of Viv Rosenberg we have again prepared the statements for the audit.

This report covers the Financial Statements for PBA for the period of 1st of July 2022 to 30th of June 2023.

Michael Stowers of Stowers Audit continued as the auditors for the 2023 Financial Year. Their report is included with the Financials in the full Performance Report. PBA has been provided with a clean and clear audit opinion.

The Ponsonby Business Association began the year with cash reserves of \$183,133. This included early payment of the quarterly targeted rate grant via Auckland Council of at 30 June 2022 of \$172,612. This year PBA have ended on a cash balance of \$ 27,765.

The Targeted Rates for June 2023 were \$690,446, this is an increase of \$62,767 on the previous year. There was also an additional amount of \$9,413 received from Auckland Council as a part of the local crime fund.

The Council has completed the reconciliation process for 2021/2022 and this is included in the BID targeted rates to be collected for the 2023/2024 financial year. There is a Deficit of only \$110 showing for this period which is well within the balance of 3% of the targeted rate grants.

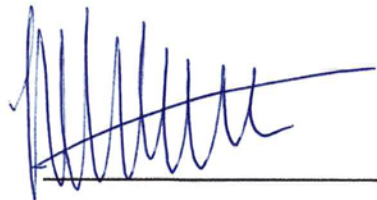
During the past year the PBA moved office to 4 Brown Street, Ponsonby.

It should also be noted that PBA carries no external debt outside standard creditors and employee obligations. PBA has financial controls in place, through separation of duties, to continue to operate in a manner which preserves the integrity of information and cash handling.

In conclusion, we would like to thank Viv Rosenberg, General Manager of PBA for her assistance and support throughout the year and at year end.



Justin Keen CA
Director - BetterCo



Felicity O'Driscoll
Treasurer – Ponsonby Business Association

2024–2025 Draft Budget: \$835 439

Gross Income	2023–24	2024–25
Auckland Council Grant	690 446	759 490
*Proposed increase of 10%	69 044	75 949
Operating Expenses incl GST		
ANNUAL/COMPLIANCE	24 000	23 000
ACC Levy	400	400
Accounting	5 000	6 000
Audit fees	4 600	5 000
Computer expenses	6 000	4 600
MarketView Data	6 000	5 000
Insurance	2 000	2 000
MONTHLY	184 000	183 000
Power	1 800	1 200
Rent	28 000	26 500
Salary (VR, SDW, Rachel)	150 000	150 000
Telephone & internet	1 800	1 800
Kiwisaver	2 500	3 500
PROMOTIONAL/BRAND	400 000	450 000
Annual events x 3	60 000	60 000
*PBA owned events & Long Lunch	210 000	260 000
Media spend	60 000	60 000
Social Media BAU	10 000	10 000
Printing	5 000	5 000
Design Agency	40 000	40 000
PR	15 000	15 000
FUTURE PONSONBY	50 000	50 000
*SECURITY	70 000	90 000
CONTINGENCY	31 000	39 000

*BID Grant increase to be allocated to long lunch & security.

Nomination to the Board of PBA

Forms can be delivered to the PBA office at Office 8, 4 Brown Street Ponsonby,
or emailed to viv@iloveponsonby.co.nz Completed nominations must be received
no later than midday on Tuesday October 10th, 2023.

CANDIDATE DETAILS

Name

Business name & address

Contact telephone number

Email address

Signature

NOMINATOR DETAILS

Name of first nominator

Business name

Signature

Name of second nominator

Business name

Signature



Nomination to the Board of PBA

FURTHER INFORMATION

All candidates and nominators must be either a Full or Associate member of the Ponsonby Business Association.

The Ponsonby Business Association Board meets on the second Thursday of every month from 9.15am – 11.00am. You should be able to attend these meetings.

There are 11 seats available on the PBA Board.

If there are insufficient nominations received by the due date the PBA will accept them at the AGM on Tuesday October 17, 2023.

In the event that more than 11 nominations are received there will be a vote by those present at the AGM.

The PBA constitution does not allow for proxy votes so only those attending the AGM can vote.

The statements below will be used if there is a vote at the AGM.

Please share some of your commercial background & experience:

Why would you like to be on the PBA Board?

What can you bring to the PBA Board:

For any further information on becoming a Board member please contact 09 360 9301
or email: viv@iloveponsonby.co.nz



Draft Business Plan 2024–2025

Context of Business Plan 2024 – 2025

The PBA started the process of developing a 5 Year Strategic Plan for 2024–2028 this year.

The Board's direction is to ensure the plan is:

- An evolution of our current strategic path.
- Underpinned by quantifiable data.
- To futureproof Ponsonby for years to come.

The planned data collection & research program known as the 'Future Ponsonby Project' experienced some major setbacks this year with the Board deciding to secure a new partner for the project.

This has been done and the project will restart in Q4 2023.

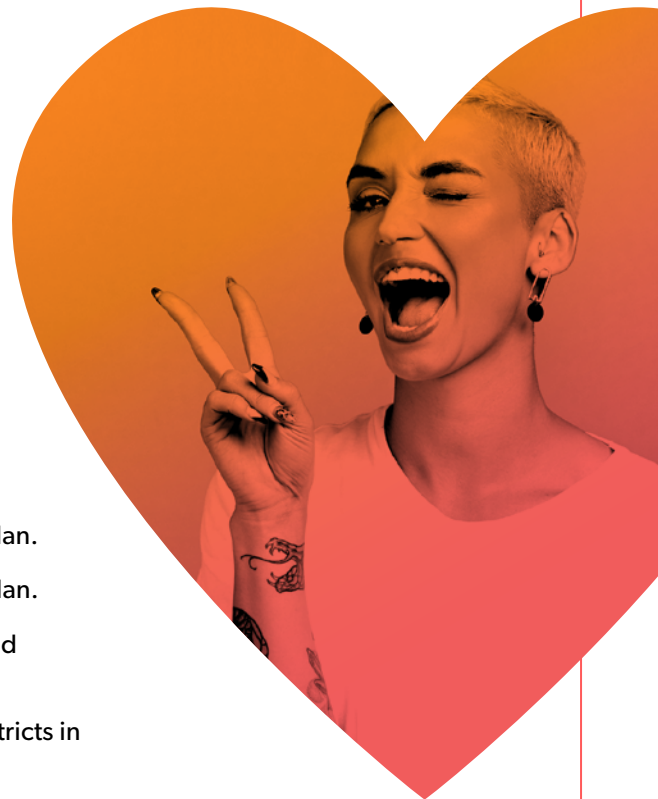
The New Strategic Plan will be completed by June 2024.

At this point, our Business Plan for the upcoming year will still be aligned to our 4 strategic pillars as detailed in our current Strategic Plan.

This will be revised, as appropriate, to align with our new Strategic Plan.

We continue to measure and report monthly on our KPI's of the spend and transaction growth within our BID boundary.

We also evaluate and compare our performance to neighbouring districts in Auckland like Parnell, K' Road and Takapuna.



PONSONBY

BUSINESS ASSOCIATION

Draft Business Plan 2024–2025

Overview

Ponsonby is a popular, highly sought-after destination and key hospitality & retail precinct as well as a city-fringe services hub in Central Auckland.

As of Dec 2022, our retail vacancy rate was under 2% which is the lowest in the city fringe area. (Source: Colliers Research).

We serve both our local loyal community and the wider Auckland Region.

We value, embrace & celebrate our diverse cultural heritage.

The Ponsonby ridgeline provides for a mix of commercial, retail, hospitality, employment, and residential activities.

Several streets branch off Ponsonby Road and provide an important supporting commercial role.

Our surrounding residential suburbs weave themselves into, what is, a true example of an urban village.

The wider area is home to several parks, schools, churches, and community facilities.



Brand Positioning

There's one in every city - an electric suburb where the old and new money lock velvet antlers and the food and fashion explode with vibrant re-invention.

Welcome to the always-on mashup of cheap eats, posh nosh, in-your-face art, and innovative business that famously banned McDonalds - where Chilli the Pomeranian turns looks, haute couture turns heads, and over a hundred bars, restaurants and cafés turn tables to create the kaleidoscopic heart of Auckland that is I-❤️-Ponsonby!

Strategic Vision

Ponsonby is a vibrant and successful urban village that buzzes with street life both day and night. Its unique style and eclectic charm make it a nationally and internationally recognised destination.

Ponsonby is recognised for its culture and character which has enabled it to evolve as a forward-looking and sustainable location for a diverse range of high-quality business activities.



Draft Business Plan 2024–2025

Business Plan 2024–2025

This Business Plan should be read in conjunction with the current Strategic Plan 2018–2023.

It comprises four pillars as follows:

- ♥ Ponsonby – Shop, Eat, Drink, Play, Repeat
- ♥ Ponsonby Place-Making
- ♥ Pathways to and around Ponsonby
- ♥ A Proactive Ponsonby Business Association

On approval of the new Strategic Plan in June 2024, the Business Plan will be updated.

Priorities for 2024–2025

- ♥ To continue to grow & develop Eat Drink Love Ponsonby (restaurant festival) in 2024 and to bring back the 'Long Lunch' in May 2025.
- ♥ To secure a major Parade, Exhibition or Concert Series in Ponsonby by the end of 2025.
- ♥ To complete the Future Ponsonby Project by the end of 2025.
- ♥ To develop a 3-year plan to install a CCTV camera network along Ponsonby Road.

Events & promotions to increase sales

2023 – 2024

- Update & refresh our 3 Market Day events to include independent market stalls, community involvement and showcase local music talent.
- Commence planning for Eat Drink Love Ponsonby 6 months prior to event to create a bigger & more inclusive event with a goal to include over 80 venues.
- Produce a program of social media content to engage and grow our social media audience.
- Update the Ponsonby Program for Auckland Heritage Festival in October 2023 to ensure it represents all our communities who have been/are part of our unique culture.

2024 – 2025

- Secure a major Parade, Exhibition or Concert Series in Ponsonby.
- Bring back the 'Long Lunch' along Ponsonby Road as the finale to the Eat Drink Ponsonby.
- Funding from proposed BID targeted rate grant increase
- Consider creating a bespoke Burger Event in Ponsonby as part of International Burger Day in May 2025.



Draft Business Plan 2024–2025

Futureproof Ponsonby through the Future Ponsonby Project

2023 – 2024

- Complete data collection and research to inform this project.
- Document and get feedback from PBA members.
- Develop Strategic Plan and priorities by June 2024.

2024 – 2025

- Deliver a plan of Place-Making initiatives as per data collected with Auckland Transport.

Crime Prevention and Security Program

2023 – 2024

- Complete a CCTV design report by Oct 2023
- Develop a 3-year plan to install CCTV cameras along Ponsonby Road.
- Based on budget available in 2023/4 budget and Board decision, install the first set of cameras.
- Report monthly as part of Board Report.

2024 – 2025

- Review the first stage and change as applicable.
- Install second set of CCTV Cameras.
- Funded from proposed BID targeted rate grant increase.
- Continue to monitor & report.

Monitor developments at 254 Ponsonby Road

2023 – 2024

- Confirm the policy position of the PBA that currently is to promote the option of a small market space at 254 Ponsonby Road, bordered by retail offerings with residential apartments behind.
- Clarify timeframes for any developments at 254 Ponsonby Road with the Waitemata Local Board.

2024 – 2025

- Continue to monitor development within the Ponsonby BID area.



Draft Business Plan 2024–2025

Work with the Waitemata Local Board to prioritise the 'Laneways' initiative to encourage pedestrians, activate street-life and create vibrant spaces

2023 – 2024

- Engage with the Waitemata Local Board to implement the Rose Road Plaza initiative and wider initiatives to encourage pedestrians, activate street-life and create vibrant spaces in Ponsonby.

2024 – 2025

- Continue to engage with the Waitemata Local Board.

Build and expand the communication of iloveponsonby through Website & Social Media

2023 – 2024

- Review the current branding for Ponsonby to ensure relevance.
- Update the Iloveponsonby Website.
- Expand on Social Media strategy with new content creation campaign.

2024 – 2025

- Continue to expand the Ponsonby communication plan.

Engage with the Waitemata Local Board, Council Controlled Organisations (such as Auckland Transport) and Auckland Council

2023 – 2024

- Engage with the Waitemata Local Board, Council Controlled Organisations (such as Auckland Transport) and Auckland Council by:
 1. Ensuring active participation of the PBA Waitemata Local Board representative at PBA Board meetings
 2. Monitoring the activities/ agendas with a view to identifying any issues for the PBA.

2024 – 2025

- Continue to engage and work with the Waitemata Local Board, Council controlled Organisations and Auckland Council.



PONSONBY

BUSINESS ASSOCIATION

Look forward to seeing you.

Any questions please contact viv@iloveponsonby.co.nz

ESTD
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Love  PONSONBY

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PREGO