

PONSONBY

BUSINESS ASSOCIATION

2024

**Annual General Meeting
Notes & Documentation**

22 October 2024

Love  PONSONBY

iloveponsonby.co.nz



2024 Annual General Meeting

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2024 AGM Invitation

You are invited to the
**Ponsonby Business Association
Annual General Meeting**

**Tuesday October 22, 2024
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 this year and what is planned for 2025.

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-2024 from October 4th, 2024.

Please RSVP to confirm your attendance to viv@iloveponsonby.co.nz by 5pm on October 18th, 2024.

We look forward to seeing you at 6pm on Tuesday October 22nd, 2024.

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

Viv Rosenberg
GM Ponsonby Business Association



2024 Annual General Meeting Agenda

6.30pm, Tuesday 22 October 2024.
Sapphire Room, Ponsonby Central, 136 Ponsonby Road.

1 Welcome & Apologies

2 Minutes of last AGM held on October 17th, 2023

3 Future Ponsonby Strategy Presentation – Stuart Houghton. Boffa Miskell

a. Approval of the Future Ponsonby Strategic Plan 2024 - 2029

4 Chairperson's Report for year ending June 30th, 2024

5 General Manager's Report for year ending June 30th, 2024

6 Financial Report: July 2023–June 2024 – Presented by Mr Justin Keene

a. Approval of Statement of Accounts and Audit

7 Appointment of Auditor for financial year ending June 30, 2025

a. Appointment of Craig Hemphill of Moore Markham as Auditor

8 Approval of PBA 2025/26 Proposed Budget

That the PBA receive and approve the 2025/2026 budget which includes a BID targeted rate grant amount of \$877 211, noting there will be a 5% increase of \$41 772 to the BID targeted rate grant from 2024/2025 financial year.

Further, ask the Waitemata Local Board recommend to the governing body the amount of \$877 211 be included in the Auckland Council draft 2025/2026 annual budget consultation process.

9 Approval of the PBA 2024–2026 Business Plan

10 Election of Board for 2025/2026 – led by Grant Hewison

11 General Business

PONSONBY

BUSINESS ASSOCIATION

**Annual General Meeting
Minutes of Meeting
Tuesday 17th October 2023
Sapphire Room. Ponsonby Central. 136 Ponsonby Road**

Present

Brad Plamus
Alex Bonham
Chris Cherry
Tanya Carlson
April Taylor
Nick Nielson
Sarah Wickenden
Shaughan Woodcock
Justin Keen
Richard Naish
Felicity O Driscoll
Ditty Mohanan
Holly Lavery
John Mailly
Wendy Yang
Chris Peteru
Emily Fraser
Kim Anderson
Sergio
Elenora
Mitch Mackay
Viv Rosenberg
Grant Hewison
Ben Seaborn

Knowear.
Waitemata Local Board
Workshop
Carlson
Documents Unlimited.
Polished Diamonds.
Ponsonby Central.
PBA.
BetterCo.
RTA Studios
Cook the Books
Quest
Johnny Jungle
Johnny Jungle
Eat Mi
Eat Mi
Matthews Eyecare
The Open Book
Farina
Farina
Wicken
PBA
Hewison & Associates
Safer Cities

Apologies

Basil Orr
Christine Sharma
Laura Edman

100 Ponsonby Road
Ruby
Natural Grace Chiropractic

1. Welcome

The AGM started at 6.35pm.

2. Apologies

The apologies were noted as listed above.

Brad Plamus noted that the meeting could proceed as there was a quorum and proposed the motion.

The motion was moved by FoD.

The motion to proceed was carried unopposed.

3. Minutes of last meeting held on 18th October 2022

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

Brad Plamus moved the motion.

NN seconded it.

The motion to pass the Minutes was carried unopposed.

4. 'Safer Cities: CCTV Design Report' – presented by Ben Seaborn on behalf of Scott Bain.

Brad Plamus thanked Ben for his presentation and moved that it be accepted.

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

5. Chairperson's Report

Brad Plamus delivered the Chairperson's report for the year ending June 2023.

FoD moved that the Chairperson's report be passed.

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

BP moved to approve the PBA Draft Business Plan 2024/2025

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

6. General Manager's Report for year ending June 30th, 2023.

Viv Rosenberg delivered the GM Report for the year ending June 2023.

CC raised the question of whether Market Days were still relevant.

He also noted that he thought holding the Santa Parade in Ponsonby was not a good idea.

FoD moved to accept this Report.

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

7. Financial Report July 2022 to June 2023

Justin Keen from BetterCo Accounting presented his report.

Brad Plamus moved that the Financial Report be received and accepted.

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



8.Appointment of Auditor

Brad Plamus moved the motion to re-appoint Michael Stowers as auditor for the 2023/2024 year.

It was seconded by FoD and the motion carried unopposed.

9. Approval of PBA 2024/25 Proposed Budget

Resolution: 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 \$75 946 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.

Brad Plamus moved the motion to approve this resolution.

It was seconded by FoD and the motion carried unopposed.

10. Election of Ponsonby Business Association Board 2023 -2024

Brad Plamus proposed a motion to hand the chair to Dr Grant Hewison.

Grant Hewison moved to accept the nominations from Brad Plamus, Richard Naish, Felicity O'Driscoll, Nick Nielson, Sarah Wickenden, Gigi van Kuijk, April Taylor and Tanya Carlson to the Ponsonby Business Association Board in one group block and deemed their election to the Board under rule 15.2.

The motion carried unanimously.

11. General Business

PBA AGM 2024 is set for October 15th, 2024, at Sapphire Room Ponsonby Central, 136 Ponsonby Road.

The meeting closed at 7.40pm.



Annual Report

Ponsonby Business Association Incorporated
For the year ended 30 June 2024

Prepared by BetterCo

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Directory

Ponsonby Business Association Incorporated For the year ended 30 June 2024

Nature of Business

Promotion of Ponsonby Road

Registered Office

Office 8, 4 Brown Street

Ponsonby

Auckland 1011

IRD Number

078-196-556

Committee Members

Brad Plamus - Chair

Felicity O Driscoll – Treasurer

Bruce Copeland

Gigi Van Kuijk

Sarah Wickenden

Nick Nielson

Richard Naish

April Taylor

Bobby Mukai

Wendy Yang

Tanya Carlson

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 2024

	NOTES	2024	2023
Income			
Auckland Council Grant		759,490	699,859
Membership		-	300
Other Revenue		6,346	-
WLB CCTV Grant		10,000	-
Total Income		775,836	700,159
Gross Profit		775,836	700,159
Gross Profit %		100	100
Operating Expenses			
A.C.C Levy		-	130
Accounting		6,202	6,356
Advertising/Production - Brand		-	4,580
Advertising - Social Media		11,272	13,694
Audit Fees		4,850	4,180
Bank Fees		35	34
Computer Expenses		7,131	3,014
Compliance Consultant Expenses Shared BID		2,000	2,755
Contractors		18,250	9,539
Donations		217	-
Electricity		1,275	1,872
Employer Kiwisaver Cont ESCT		1,435	1,431
Events - Heritage, Art Week, Market days		80,128	76,772
Event - Eat Drink Love Ponsonby		145,230	72,166
Event - Christmas		97,760	104,237
Event - Light Up Ponsonby 2022		-	96,724
Event - Light Up Ponsonby 2022 expenses		-	495
Event - Rainbow/Pride Parade		9,698	4,280
Event - HER Festival		-	10,000
Insurance		1,476	1,378
Holiday Pay accrual movement for the year		4,906	(452)
KiwiSaver Employer Contributions		2,836	2,904
Marketing PBA - Brand		14,767	9,370
NZFW Show		11,926	-
PBA Marketing - Social Content		3,643	8,600
PBA Security		(1,365)	61,613
Petty Cash Expenses		6,445	3,614
Printing - PBA Compliance		1,134	3,048
Rent		15,918	30,330
Storage		1,513	1,391
Telephone & Internet		1,438	1,396

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	2024	2023
Travel Allowance		5,000	5,000
Urban Wine Walk		-	4,000
Wages & Salaries		150,038	144,500
Website Development and Maintenance		2,650	1,107
BID Policy/Constitution Legal costs		1,000	3,194
BID Compliance		-	4,838
FUTURE PONSONBY		57,469	3,800
Public Relations/PR Services		1,625	-
CCTV		109,534	-
Event - Pop Up Market		2,625	-
Total Operating Expenses		780,061	701,890
Operating Profit		(4,225)	(1,731)
Non-Operating Income			
Dividends		-	303
Interest Income		4,237	1,274
Total Non-Operating Income		4,237	1,577
Net Profit (Loss) Before Taxation		11	(154)
Net Profit (Loss) for the Year		11	(154)

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 2024

	2024	2023
Equity		
Opening Balance	10,243	10,397
Increases		
Profit for the Period	11	(154)
Total Increases	11	(154)
Total Equity	10,254	10,243

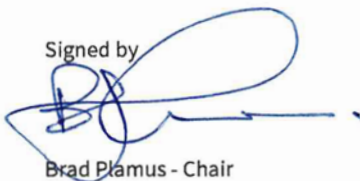
These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Balance Sheet

Ponsonby Business Association Incorporated As at 30 June 2024

	NOTES	30 JUN 2024	30 JUN 2023
Assets			
Current Assets			
Cash and Cash Equivalents	5	64,608	27,765
Trade and Other Receivables	6	-	345
GST Receivable		52,464	41,197
Total Current Assets		117,072	69,307
Total Assets		117,072	69,307
Liabilities			
Current Liabilities			
Trade and Other Payables			
Accounts Payable		81,740	39,001
Accrued Expenses		4,850	4,000
Holiday Pay Accrual		21,192	16,286
Total Trade and Other Payables		107,782	59,287
Income Tax Payable		(964)	(223)
Rounding		-	-
Total Current Liabilities		106,818	59,064
Total Liabilities		106,818	59,064
Net Assets		10,254	10,243
Equity			
Retained Earnings		10,254	10,243
Total Equity		10,254	10,243

Signed by



Brad Plamus - Chair

Date - 2.10.24



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 2024

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.

	2024	2023
5. Cash and Cash Equivalents		
Cash and Cash Equivalents		
Cheque Account	64,484	27,527
Online Bonus Saver Account	1	130

Online Saver Account	124	108
Total Cash and Cash Equivalents	64,608	27,765
Total Cash and Cash Equivalents	64,608	27,765
	2024	2023

6. Trade and Other Receivables

Trade and Other Receivables		
Accounts Receivable	-	345
Total Trade and Other Receivables	-	345
Total Trade and Other Receivables	-	345
	2024	2023

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	-	-
	2024	2023

8. Trade and Other Payables

Trade and Other Payables		
Accounts Payable	81,740	39,001
Accrued Expenses	4,850	4,000
Holiday Pay Accrual	21,192	16,286
Total Trade and Other Payables	107,782	59,287
Total Trade and Other Payables	107,782	59,287

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 2024, 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 2024, 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

2 October 2024



STOWERS AUDIT

Audit Management letter

3 October 2024

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 2024.

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 dark ink, appearing to read 'M Stowers', is written over a light blue rectangular background.

Michael Stowers CPA
Stowers Audit



Treasurers Financial Report 2024

BetterCo.

The Better Co Limited
betterco.nz

hello@betterco.nz
09 975 6134

PO Box 74159
Greenlane
Auckland 1546
New Zealand

September 2024

PONSONBY BUSINESS ASSOCIATION
TREASURERS FINANCIAL REPORT 2024

BetterCo Advisory & Accounting have been the Accountants of the Ponsonby Business Association ('PBA') for more than 13 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 2023 to 30th of June 2024.

Michael Stowers of Stowers Audit continued as the auditors for the 2024 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 \$27,765. This year PBA have ended on a cash balance of \$64,608.

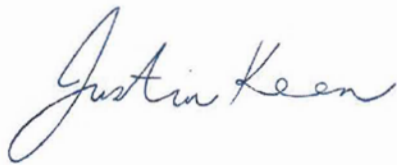
The Targeted Rates for June 2024 were \$759,490, this is an increase of \$69,044 on the previous year. There were also additional amounts of \$10,000 received from Auckland Council for the CCTV grant, and \$6,346 for Eat Drink Love Ponsonby registrations.

The Council has completed the reconciliation process for 2022/2023 and this is included in the BID targeted rates to be collected for the 2024/2025 financial year.
The PBA received 2.3% more than was collected and remains within the 3% margin permitted. BIDs who receive over 3% of revenue collected are required to repay to Auckland Council.

The Board has decided to reduce the proposed increase in the 2025/2026 grant to 5% to ensure they maintain the balance between revenue received and revenue collected.

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

2025–2026 Draft Budget: \$877 211

Gross Income	2024–25	2025–26
Auckland Council Grant	759 490	835 439
*Proposed increase of 5%	75 949	41 772
Operating Expenses incl GST		
ANNUAL/COMPLIANCE	23 000	28 000
ACC Levy	400	400
Accounting	6 000	7 700
Audit fees	5 000	7 500
Computer expenses	4 600	5 000
MarketView Data	5 000	6 000
Insurance	2 000	1 400
MONTHLY	183 000	191 000
Power	1 200	1 500
Rent	26 500	27 500
Salary (VR, SDW, Rachel)	150 000	156 500
Telephone & internet	1 800	1 800
Kiwisaver	3 500	3 700
PROMOTIONAL/BRAND	450 000	445 000
2 x Annual events. Christmas.	60 000	160 000
2 x PBA owned events	260 000	200 000
Media spend	60 000	50 000
Social Media	10 000	15 000
Printing	5 000	5 000
Design Agency	40 000	-
PR	15 000	15 000
FUTURE PONSONBY – Quarterly update & advocacy	50 000	25 000
*FUTURE PONSONBY – Space activation / enhancement	-	50 000
SECURITY	90 000	90 000
CONTINGENCY	39 000	48 000

*BID Grant to be allocated towards enhancing our space.



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 Tuesday October 15th, 2024.

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

Page 1 of 2. Please see further information on the next page.





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 22nd, 2024.

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.

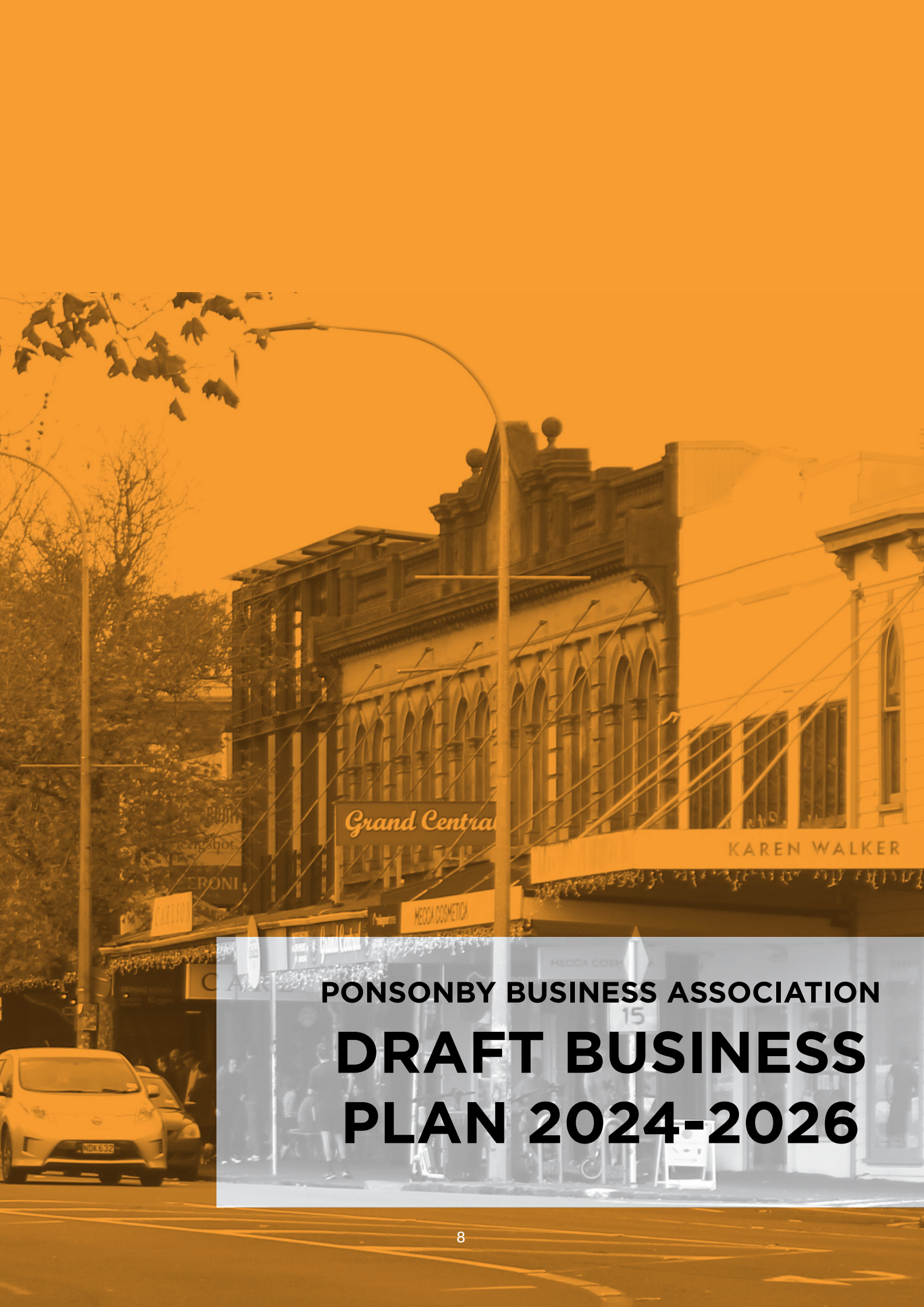
Please share some of your commercial background & experience:

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





PONSONBY BUSINESS ASSOCIATION

DRAFT BUSINESS PLAN 2024-2026

Overview

As agreed at the last AGM in October 2023, over the last 12 months we have developed a new 5 year strategic plan known as Future Ponsonby, that was presented and accepted at the 2024 AGM. This draft Business Plan is based on the strategic direction of Future Ponsonby, and has identified priority actions that fall within each of the four core pillars of the strategy.



Four Core Pillars



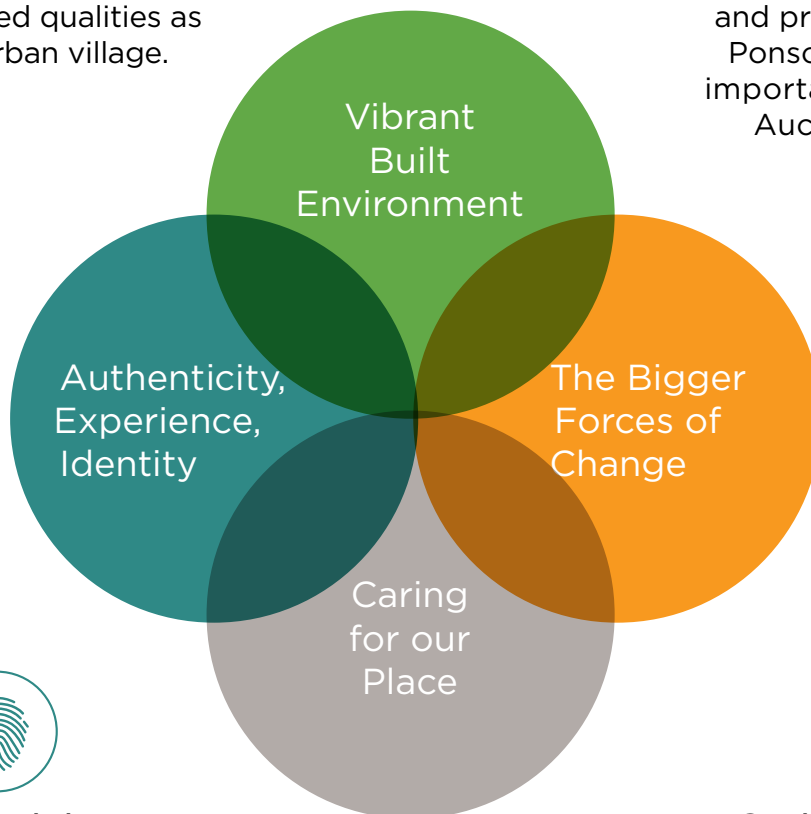
Vibrant Built Environment

Increase the vibrancy of Ponsonby's built environment in ways that strengthen and reinforce its special and loved qualities as a walkable urban village.



The Bigger Forces of Change

Engage with, influence and harness the bigger forces of change shaping the future of Ponsonby, and recognise and promote investment in Ponsonby as of strategic importance to the future of Auckland's economy.



Authenticity, Experience, Identity

Elevate and celebrate what makes Ponsonby special, embrace change while knowing who we are, and evolve our authentic expressions of identity.



Caring for Our Place

Ensure good urban street function and place management are actively monitored, with issues addressed and opportunities for improvement realised.

Vibrant Built Environment



Increase the vibrancy of Ponsonby's built environment in ways that strengthen and reinforce its special and loved qualities as a walkable urban village.

Priority Actions 2024-2026

- › Welcome Mats - working with businesses and building owners to add features and elements at the shopfront and street frontage that encourage and support high levels of interaction and engagement with people on the street
- › Community Space Programming - A programme of activation and events for the new public space at 254 Ponsonby Road that supports making this new asset a community success that contributes positively to the vibrancy, sense of place and belonging
- › City Rail Link Station Access - Improve active mode connections with the future Beresford Square entrance to Karanga-a-Hape CRL Station 600m to the southeast of Ponsonby Road, via Hopetoun Street and Western Park, as well as Station to Ponsonby wayfinding improvements between both station entrances and Ponsonby Road.
- › Greenways that link with and look like Ponsonby - Support LAMP and other potential greenway initiatives by Auckland Transport and the Local Board that strongly link residential streets and connector roads with Ponsonby Road to enhance walkability for locals and incorporate design cues that reflect Ponsonby's DNA and sense of place

Authenticity, Experience, Identity



Elevate and celebrate what makes Ponsonby special, embrace change while knowing who we are, and evolve our authentic expressions of identity.

Priority Actions 2024-2026

- › Social media campaign highlighting the people that make Ponsonby special and loved
- › Develop Eat, Drink, Love Ponsonby into a series of smaller events over time that extend the benefits of this initiative
- › Scope potential artwork, installation/s or events that recreate for a time the Ponsonby of the 1960s-1990s as part of recalling our rich social history and how much things have evolved in living memory
- › Evolving our events - Continue evolving our future programme of events with an emphasis on authentic expressions of culture, identity and place
- › Undertake further work to develop a new way of articulating and expressing the unique DNA of Ponsonby, to better inform future activities and initiatives, including branding.

The Bigger Forces Of Change



Engage with, influence and harness the bigger forces of change shaping the future of Ponsonby, and recognise and promote investment in Ponsonby as of strategic importance to the future of Auckland's economy.

Priority Actions 2024-2026

- › Work with Boffa Miskell to advocate to Auckland Council, Auckland Transport and MBIE to promote investment in Ponsonby and ensure the directions of our new Future Ponsonby strategic plan is recognised in forward planning that influences what happens in Ponsonby.

Caring For Our Place



Ensure good urban street function and place management are actively monitored, with issues addressed and opportunities for improvement realised.

Priority Actions 2024-2026

- › Continue current rollout of CCTV and continue to monitor their operation as part of 'Back-of-House' operations to support safety and security.
- › Work with Boffa Miskell to undertake a Crime Prevention Through Environmental Design ("CPTED") assessment of Ponsonby that identifies safety issues that relate to how the built environment is designed and managed, and recommendations for improvement.
- › Work with the Police, Māori Wardens, and central and local government agencies on other ongoing and future initiatives to improve safety and security.

PONSONBY

BUSINESS ASSOCIATION

Look forward to seeing you.

Any questions please contact
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