

PONSONBY

BUSINESS ASSOCIATION



2025

Annual General Meeting
Notes & Documentation

29 October 2025

Love  PONSONBY

iloveponsonby.co.nz



2025 Annual General Meeting

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including Audit Report

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2026–2027 Draft Budget

Draft Business Plan 2026–2027



2025 Annual General Meeting Agenda

6.30pm, Wednesday 29 October 2025
Barkers Foodstore & Eatery, 8 Brown Street

- 1 **Welcome & Apologies – Chair**

- 2 **Confirmation of Minutes of last AGM on October 22nd, 2024 – Chair**

- 3 **Presentation of Chair Report for year ending June 30th, 2025 – Chair**
 - a. Resolution to receive the Chairman’s Report.

- 4 **Presentation of GM’s Report 2024/2025 and Business Plan 2025/2027 – GM**
 - a. Resolution to receive GM’s Report and Business Plan.

- 5 **Meet me @ Te Rimutahi Summer Program – Boopsie Maran, Places for Good**
 - a. Resolution to receive the Summer Program at Te Rimutahi.

- 6 **Financial Report: July 2024–June 2025 – Justin Keen**
 - a. Resolution to receive and approve the Treasurer’s Report, Annual Financial Statements and Audit Report for the Financial Year 1 July 2024 to 30 June 2025.

- 7 **Interests Register – Chair**
 - a. Disclosure of conflicts of interest and related party transactions.

- 8 **Appointment of Auditor for Financial year ending June 30, 2026 – Chair**
 - a. Proposal to appoint Moore Markham as the auditors for Financial year ending June 2026 and resolution to appoint.

- 9 **Presentation of Indicative Budget 2026/2027 – Treasurer**
 - a. Move to receive and approve the 2026/2027 budget which includes a BID Targeted rate grant amount of \$903 527, noting there will be a 3% increase of \$26 316. Further, ask the Waitemata Local Board to recommend to the governing body the amount of \$903 527 be included in the Auckland Council draft 2026/2027 annual budget consultation process.

Continues next page

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2025 Annual General Meeting Agenda

10 **Changes to the constitution of the Ponsonby Business Association, as required by the Incorporated Societies Act 2022, and intent to re-register – Dr Grant Hewison**

Special Resolution: That the Ponsonby Business Association Incorporated intends to re-register as an Incorporated Society. That the Ponsonby Business Association receive and approve the Ponsonby Business Association Constitution dated 2025 incorporating changes as required by the Incorporated Societies Act 2022. That the executive committee is authorised to make any minor drafting changes to the new constitution, especially in the event these may be required by the Registrar of Incorporated Societies or Auckland Council.

Reason: The Incorporated Societies Act 2022 requires existing incorporated societies to re-register under that Act by April 5, 2026, if they want to remain as an incorporated society.

The registrar has advised several changes need to be made to a society's constitution so it may be re-registered. These required changes have been made and do not materially change any intent of the current constitution. A copy of proposed constitution (August 2025) with proposed changes highlighted, can be viewed on www.iloveponsonby.co.nz/agm-2025/

11 **Election of the Board for 2025/2026 – Dr Grant Hewison**

12 **General Business**



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BUSINESS ASSOCIATION

**Annual General Meeting
Minutes of Meeting
Tuesday 22nd October 2024
Sapphire Room. Ponsonby Central. 136 Ponsonby Road**

Present

Brad Plamus
Stuart Houghton
Alex Bonham
Tanya Carlson
April Taylor
Nick Nielson
Sarah Wickenden
Shaughan Woodcock
Justin Keen
Craig Hemphill
Basil Orr
Felicity O Driscoll
Hongying Qin
Richard Bagnall
Sadna Vilabh
Clive Weston
Sarah Weston
Biddie Cooksley
Gene Cookley
Ford Young
Andrew Hancock
Caitlin Crisp
Stephen Marr
Celia Vallivere
Rev Prince Devanandan
Emily Fraser
Mark Hayward
Johnny Stevenson
Viv Rosenberg
Grant Hewison
Gael Baldock
Muy Chhour
Tom Rowe
Philip Jones
Susan Jones

Apologies

Chris Cherry
Christine Sharma
Sarah Nath
Ash Nath
Ken Crossan
Bruce Copeland
Bobby Mukai

Knowear.
Boffa Miskell.
Waitemata Local Board
Carlson
Documents Unlimited.
Polished Diamonds.
Ponsonby Central.
PBA.
BetterCo.
Moore Markham
100 Ponsonby Road
Cook the Books
Ponsonby Manor
Longroom
Lot 3
MW Nutrition
MW Nutrition
Tuesday Label
Tuesday Label
Barkers
Early Settler
Caitlin Crisp
Stephen Marr
Covert Theatre
All Saints Church
Matthews Eyecare
NZHL
Ponsonby Central
PBA
Hewison & Associates
Gael Force Design
KBA Chair
RB Architecture
Rushden Holdings
Rushden Holdings

Workshop
Ruby
Nath optometrists
Nath optometrists
Crossan Architects
Sandfield
Ponsonby Social Club



2024 Annual General Meeting Minutes

1. Welcome

The AGM started at 6.40pm.

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 NN.

The motion to proceed was carried unopposed.

3. Minutes of last meeting held on 17th October 2023

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

Brad Plamus moved the motion.

FoD seconded it.

The motion to pass the Minutes was carried unopposed.

4. Future Ponsonby Strategy Presentation – Stuart Houghton. Boffa Miskell

Brad Plamus thanked Stuart for his presentation and moved to approve the Future Ponsonby Strategic Plan 2024 - 2028.

It was seconded by FoD and the motion was carried.

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

Brad Plamus delivered the Chairperson's report for the year ending June 2024.

FoD moved that the Chairperson's report be passed.

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

BP moved to approve the PBA Draft Business Plan 2024/2026

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

6. General Manager's Report for the year ending June 30th, 2024

Viv Rosenberg delivered the GM Report for the year ending June 2024.

BP moved to accept this Report.

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

7. Financial Report July 2023 to June 2024

Justin Keen from BetterCo Accounting presented his report.

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

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



2024 Annual General Meeting Minutes

8. Appointment of Auditor

Brad Plamus moved the motion to appoint Craig Hemphill of Moore Markham as auditor for the 2024/2025 financial year.

It was seconded by FoD and the motion carried unopposed.

9. Approval of PBA 2025/26 Proposed Budget

Resolution: 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.

Brad Plamus handed Chair to Treasurer to lead this resolution.

FoD moved the motion to approve this resolution.

It was seconded by NN and the motion carried unopposed.

10. Election of Ponsonby Business Association Board 2024 -2025

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

Grant Hewison moved to accept the nominations from Brad Plamus, Felicity O'Driscoll, Nick Nielson, Sarah Wickenden, April Taylor, Tanya Carlson, Bobby Mukai, and Mark Hayward 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

Caitlin Crisp and Ford Young thanked the Board for advocacy with the NZ Police.

Nick Nielson thanked the Board for reducing the Grant increase to 5% for the 2025- 2026 Financial year.

Felicity O Driscoll thanked NN and BP for their input into the CCTV contract.

PBA AGM 2025 is set for October 2025.

Date & Venue to be confirmed.

The meeting closed at 7.48 pm.



Chair Report

Annual General Meeting, 29 October 2025

Intro & Welcome

I'd like to start with the by acknowledging and thanking a few people.

Firstly, to my fellow Board members for volunteering their valuable time and contributions this year.

I'd like to acknowledge Sarah Wickenden and Tanya Carlson who resigned from the Board during the year for their contributions.

Gen Sage & Alex Bonham from the Waitemata Local Board for their input and advocacy.

Justin Keen, from Better Co, for making sure our books balance and completing the Financial Statements. Justin will present the Financial Report later tonight.

Craig Hemphill from Moore Markham for completing the Association's audit. We are proposing that Craig continue to act as our Auditor for the 2025-2026 Financial Year.

Dr Grant Hewison, for his input on our constitution and for making the required changes to meet the 'Incorporated Societies Act 2022. Grant will also 'chair' the Board election later this evening.

And to you all, our members. Thank you for coming along tonight and for your interest.

Sales Results to June 30, 2025

MarketView data shows that our total sales for the year ending June 30, 2025, were \$322 mill. This is 8.4% less than last year.

Over the past year, both our Retail and Hospitality sectors have experienced declines due to the cost of living pressures. The retail category declined by 9% and Hospitality sales dropped by 8%. Hospitality makes up 40% of our total sales in Ponsonby so its impact is clearly visible in the total sales number.

Consumers were and still are being cautious and data shows clearly that they're spending less every visit. This is evidenced by the data that shows that our total number of transactions decreased by 4% to 6.4 mill transactions BUT our average spend per transaction decreased by approximately \$3 per transaction last year and by over \$5 per transaction in the last 24 months.

Our decrease in sales is notable. However, it is broadly consistent with our neighbouring precincts. K 'Road's sales decreased by -9.7%, Newmarket was down -7.1% and Parnell's decrease in sales last year was -8%. In short, these declines reflect widespread economic pressures across the region and country.

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Chair Report, Annual General Meeting, 29 October 2025

Retail Vacancy Rates

It's always sad to see long standing & much loved venues, like Ponsonby Road Bistro, Tanya Carlson, and Zambesi close. On the other hand, it's exciting that AS Colour, Sweaty Betty, Assembly, Aesop, Allfit, Movenpick and LSKD to name a few, have opened this past year. Welcome to Ponsonby!

Although, Ponsonby remains a desirable place to be The Colliers Retail Vacancy Rates from December 2024 show that our retail vacancy level increased to 6%. Newmarket's vacancy rate increased to 18% in the same period and the CBD remained fairly consistent at a 10%.

Key Initiatives & Achievements This Year

The Association adopted its new Strategic Plan at the last AGM and over the last 12 months, we have completed the key actions agreed in the Business Plan that we adopted as part of that new Strategy.

The Board's key priorities for 2024–2025 were:

- To elevate & celebrate what makes Ponsonby special
- To increase the vibrancy of our built environment.
- To engage with the bigger forces shaping the future of Ponsonby
- To ensure good urban street function & place management

Viv will present the actions and initiatives in more detail, but I will touch on some key initiatives.

CCTV Camera Installation

As you know, installing a CCTV network along Ponsonby Road has been a priority for a number of years and we successfully completed stages one & two of the CCTV camera rollout this year. We now have visibility between Williamson Ave and the College Hill/Jervois entrance to Three Lamps.

We have 14 additional cameras to install this coming year and are working though some challenges with Auckland Transport on the positioning of these. Once resolved our entire BID will be covered.

At least 4 arrests have been made possible due to the footage captured by these cameras.

Our Hospitality Event – PonsonBurger

Based on the current economic environment, the PBA replaced our annual Eat Drink Love Ponsonby event with PonsonBurger this year. The event ran for 2 weeks in May. Over 30 venues participated. It was popular, well attended and drove increased transactions and sales over that period. We will look to repeat PonsonBurger in 2026.

Activation Of Our New Urban Park – Te Rimutahi

Our own public urban park, Te Rimutahi, opened in June this year. We are grateful to the Council for this amazing space and have plans to activate it over the summer with a program of community events. I'll leave Viv to share more detail on that later.



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Chair Report, Annual General Meeting, 29 October 2025

International/National Visitor Initiatives

Ponsonby's popularity with international visitors has grown by over 5% in the last year and now contributes over \$25 mill to our total sales. The Association is working with a number of partners to develop a program to attract even more visitors to our street. Viv will talk to the detail on that.

Finally, on behalf of the Board, my thanks to Viv for her work throughout this past year. and for ensuring our compliance. Although she works with expert contractors on some of the events, ultimately she oversees the PBA alone and her hard work is appreciated.

Propose & Accept

I'd like to ask someone to please propose that the Chair Report.

Thank you.



Brad Plamus
PBA Board Chair 2025



General Manager's Report

Annual General Meeting, 29 October 2025

Introduction

2025 has been a tough year and sales in Ponsonby are down 8.4% on year prior. However, our transactions declined by 4% in the same period, showing that the key driver of our sales result was that people spent less per visit with our average spend by transaction down by \$3 over the last 12 months.

We all know that the cost of living crisis, inflation and higher mortgage rates have affected everyone and it's heartening to see that our result is in line with or better than the inner city districts that we track ourselves against. That's testament to you - your resilience, your offer, and your innovation.

In essence people still love our hood. They may have come less often in the last 12 months and spent less, but we remain a favourite location.

Our vacancy rates at Dec 2024 were 5.8%. Again, the lowest of the inner city districts we measure ourselves against but a lot higher than 2 years ago. There have been several closures this year, but we've also welcomed exciting new stores to Ponsonby including flagships stores for Sweaty Betty, AS Colour and LSKD. Bodega, Gigi, Joleen, Edies and Blue have also joined us and fast become favourites along the street.

The development at Three Lamps on the corner of Pompallier Terrace is progressing well with two major tenants in Mecca Cosmetics and Rodd & Gunn secured for the Ponsonby Road edge. Changes and upgrades to Ponsonby Central have seen a new layout, new stores, covered courtyards and plenty of potted greenery elevate the space.

Overview of 2025 Key Initiatives

With the help of the Board member working groups, we completed the key priority actions set out in the 2025 Business Plan.

We celebrated & elevated Ponsonby with our highly successful PonsonBurger Festival over 2 weeks in May. 32 venues created super delicious burgers that included options for breakfast to dinner, plant based to double meat & cheese and even a special burger shaped dessert from Miann. Our event was popular, interesting and we drove sales increases of 5%, high engagement on our social platforms and lots of promotional interest from all the major media throughout those 2 weeks.

Post event analysis identified three key reasons for events success. Firstly, we chose a menu item that is universally popular at an appropriate price point. The PBA paid for a professional food photographer, and we used those shots to create a visually strong website, social and media campaign. Thirdly, and most importantly was the fact our venues got involved and created incredible options. Thank you! We are in the planning stages for PonsonBurger 2026 and will share the format and seek expressions of interest with you in November.

Ponsonby is known for its iconic hospitality venues, and we used our social media platform to remind everyone just how good they really are in our 'Iconic Eats Ponsonby' campaign that ran between February and July this year. We increased our 'Top 100 Auckland Iconic Eats' winners to 14 (from 4) which is a great result. Congrats to all our winners!



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General Manager's Report, Annual General Meeting, 29 October 2025

We defined & articulated our key qualities & dimensions to better inform future activities and initiatives. In essence, 'We are a vibrant urban village where individuality and a strong sense of community connection go hand in hand'. These qualities will now form part of our Strategy and are included in our 2026 Business Plan.

As part of the PBA's priority to increase the vibrancy of our built environment, we completed a Placemaking study to identify and enhance five locations along the street with artwork, sculptures, social seating, greening and lighting.

The priority location is the entrance into Three Lamps from College Hill/Jervois Road. We will be installing lights in the big tree before Christmas this year and aim to replant the gardens and install more social seating with the allocated budget. The corner at Williamson Ave has been identified as a great location for a large scale sculpture and the PBA will work towards advocating for that.

Two stages of our CCTV camera rollout program have been completed. We are currently working through some challenges on installing the final stage of 14 cameras to complete the rollout. The CPTED assessment has been completed with recommendations on how to upgrade certain areas along the street to increase safety using environmental design. Additional lighting in Colin Shaw Lane is one example of this. \$50 000 has been budgeted in the 2026/2027 year to implement some of these recommendations.

As you are aware the long overdue CRL will open next year. It brings opportunities and challenges to Ponsonby. On the positive side, visitors will be able to access our street more easily and we have worked with Auckland Transport to ensure clear directional signposting from both the Mercury Plaza and Beresford Street stations.

Unfortunately, the CRL will also bring the potential of increased crime and anti-social behaviour to our area. This is a fact that Newmarket faces on a daily basis and that Point Chev experienced when the bus schedule changed some months ago.

We are working with the other inner city BIDS to advocate for increased policing, security and social change and have met both Simeon Brown and Chris Bishop in this regard.

New Initiatives for 2026

1. Strategic Partnerships

International and National visitor spend in Ponsonby has increased significantly in the past 12 months and accounted for \$3.7mil in August this year. This is an increase of 19% for International visitor spend and 16% for National spend.

We are working on several strategic partnerships to take advantage of this trend. Some initiatives include engaging with Tourism NZ and Auckland Unlimited, collaborating with The Big Foody to develop a bespoke Ponsonby Food Tour, developing a press kit with new bespoke high quality hero images showcasing our nightlife, dining, shopping, annual events, and unique experiences.



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General Manager's Report, Annual General Meeting, 29 October 2025

2. Meet me @ Te Rimutahi – A Summer Program of Community led Events

Te Rimutahi, our new urban park at 254 Ponsonby Road, opened at the beginning of winter this year. It's an amazing gift from Auckland Council and the Local Board. Thank you to both organisations. We are truly grateful.

Te Rimutahi provides us with the ideal space to activate and bring our community together. We have worked with Boopsie Maran, a community facilitator, to develop a full program of community events, activations, markets, music, dance, storytelling and more.

I Love Ponsonby will host this program throughout the summer months.

Our aim is to celebrate our street by reaching out and connecting with our community in authentic, spontaneous, and memorable ways.

Conclusion

Before I hand over to Boopsie to present the Summer Program on Te Rimutahi, I need to say a few thank yous.

I work in alone in the office and rely on a group of dedicated, passionate contractors AND Board members every day. Thank you Brad, Felicity, April, Mark, Nick, Jane, Boopsie and Shaughan. I could not do it without you!



Viv Rosenberg
PBA General Manager



Annual Report

Ponsonby Business Association Incorporated
For the year ended 30 June 2025

Prepared by BetterCo

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Directory

Ponsonby Business Association Incorporated For the year ended 30 June 2025

Nature of Business

Promotion of Ponsonby Road

Registered Office

4a Blake Street

Ponsonby

Auckland 1011

IRD Number

078-196-556

Committee Members

Brad Plamus - Chair

Felicity O Driscoll – Treasurer

Sarah Wickenden (resigned July 2025)

Nick Nielson

April Taylor

Bobby Mukai

Tanya Carlson (resigned August 2025)

Mark Hayward

Bankers

Westpac Banking Corporation

Auditors

Moore Markhams Auckland

Level 1, 103 Carlton Gore Road

Newmarket

Auckland 1140

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 2025

	2025	2024
Income		
Auckland Council Grant	835,439	759,490
Other Revenue	1,000	6,346
WLB CCTV Grant	-	10,000
Total Income	836,439	775,836
Operating Expenses		
Accounting	6,708	6,202
Advertising - Social Media	24,050	11,272
Audit Fees	7,500	4,850
Bank Fees	25	35
Christmas Lighting Expenses	29,645	-
Computer Expenses	4,213	7,131
Compliance Consultant Expenses Shared BID	-	2,000
Contractors	14,500	18,250
Donations	-	217
Electricity	1,062	1,275
Employer Kiwisaver Cont ESCT	1,463	1,435
Events - Heritage, Art Week, Market days	72,916	80,128
Event - Eat Drink Love Ponsonby	402	145,230
Event - Christmas	111,450	97,760
Event - Rainbow/Pride Parade	15,124	9,698
Insurance	1,620	1,476
Holiday Pay Accrual Movement For The Year	(5,019)	4,906
KiwiSaver Employer Contributions	2,998	2,836
Marketing PBA - Brand	16,178	14,767
NZFW Show	-	11,926
PBA Marketing – Social Content	3,338	3,643
PBA Security	2,261	(1,365)
Petty Cash Expenses	7,634	6,445
Printing - PBA Compliance	1,041	1,134
Rent	23,636	15,918
Storage	1,663	1,513
Telephone & Internet	1,513	1,438
Travel Allowance	5,000	5,000
Wages & Salaries	148,406	150,038
Website Development and Maintenance	4,099	2,650
BID Policy/Constitution Legal costs	-	1,000
Future Ponsonby	77,278	57,469
Public Relations/PR Services	3,534	1,625
AGM Expenses	6,890	-
Ponsonburger	119,433	-

These financial statements have been prepared for an audit engagement, and should be read in conjunction with the attached Audit Report.

Statement of Profit or Loss

	2025	2024
CCTV	58,897	109,534
Event - Pop Up Market	-	2,625
Event - Iconic Eats	72,730	-
Total Operating Expenses	842,189	780,061
Operating Loss	(5,750)	(4,225)
Non-Operating Income		
Interest Income	2,396	4,237
Total Non-Operating Income	2,396	4,237
Net Profit/Loss for the Year	(3,354)	11

These financial statements have been prepared for an audit engagement, and should be read in conjunction with the attached Audit Report.

Statement of Changes in Equity

Ponsonby Business Association Incorporated
For the year ended 30 June 2025

	2025	2024
Equity		
Opening Balance	10,254	10,243
Increases		
Profit for the Period	(3,354)	11
Total Increases	(3,354)	11
Total Equity	6,900	10,254

These financial statements have been prepared for an audit engagement, and should be read in conjunction with the attached Audit Report.

Balance Sheet

Ponsonby Business Association Incorporated
As at 30 June 2025

	NOTES	30 JUN 2025	30 JUN 2024
Assets			
Current Assets			
Cash and Cash Equivalents	4	265,826	64,608
GST Receivable	3	63,674	52,464
Withholding Tax Paid		1,383	964
Total Current Assets		330,883	118,037
Total Assets		330,883	118,037
Liabilities			
Current Liabilities			
Trade and Other Payables			
Accounts Payable	5	37,201	81,740
Accrued Expenses	5	40,706	4,850
Holiday Pay Accrual	5	16,173	21,192
Total Trade and Other Payables		94,081	107,782
Income received in advance		229,903	-
Total Current Liabilities		323,983	107,782
Total Liabilities		323,983	107,782
Net Assets		6,900	10,254
Equity			
Retained Earnings		6,900	10,254
Total Equity		6,900	10,254

Signed by

Brad Plamus - Chair

Date - 22.09.25

Felicity O'Driscoll - Treasurer

22.9.25

These financial statements have been prepared for an audit engagement, and should be read in conjunction with the attached Audit Report.

Notes to the Financial Statements

Ponsonby Business Association Incorporated For the year ended 30 June 2025

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

These are special purpose accounts, prepared for the purposes of the members and Auckland Council.

The financial statements are presented in New Zealand Dollars (\$), which is the society's functional currency. All financial information presented in New Zealand Dollars has been rounded to the nearest dollar, except when otherwise indicated.

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 Association is a not for profit registered under the Incorporated Societies Act, and is exempt from income tax having fully complied with all statutory conditions for this exemption.

Specific Accounting Policies

Revenue and Income in Advance

Income from Auckland City is recorded when received. For amounts received in advance, this is recorded as income received in advance. Interest income is received on an accrual basis.

Employee Provisions

Liabilities for annual leave are recognised in the surplus or deficit during the period in which the employee provided the related service. Liabilities for the associated benefits are measured at the amounts expected to be paid when the liabilities are settled.

Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand and deposits held at call with financial institutions

Related Parties

There were no related party transactions during the year (2024: nil)

Commitments and Contingent Liabilities

There are no commitments or contingent liabilities as at balance date (2024: nil)

Events After Balance Date

There have been no events that have occurred after the balance date that would have a material impact on the financial statements (2024: nil)

3. 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. The Association is registered on a 6 Monthly Payments Basis.

	2025	2024
4. Cash and Cash Equivalents		
Cash and Cash Equivalents		
Cheque Account	265,552	64,484
Online Bonus Saver Account	1	1
Online Saver Account	273	124
Total Cash and Cash Equivalents	265,826	64,608
Total Cash and Cash Equivalents	265,826	64,608

5. Trade and Other Payables

	2025	2024
Trade and Other Payables		
Accounts Payable	37,201	81,740
Accrued Expenses	40,706	4,850
Holiday Pay Accrual	16,173	21,192
Total Trade and Other Payables	94,081	107,782
Total Trade and Other Payables	94,081	107,782

Independent auditor's report

To the Members of Ponsonby Business Association Incorporated

Opinion

We have audited the special purpose financial statements of Ponsonby Business Association Incorporated (the "Society"), which comprise the balance sheet as at 30 June 2025 and the statement of profit or loss, statement of changes in equity for the year then ended, and notes to the financial statements, including a summary of material accounting policies.

In our opinion, the accompanying financial statements of the Society for the year ended 30 June 2025 are prepared, in all material respects, prepared for in accordance with the accounting policies set out in the notes to the special purpose financial statements and determined by the members.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)). Our responsibilities under those standards are further described in the 'Auditor's Responsibilities for the Audit of the Financial Statements' section of our report.

We are independent of the Society in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

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

Other than our capacity as auditor, we have no relationship with, or interest in, the Society.

Emphasis of Matter – Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 2 to the special purpose financial statements, which describe the basis of preparation. The special purpose financial statements are prepared for the purpose of reporting to the members and Auckland Council, in accordance with the accounting policies set out in the special purpose financial statements.

Other Information

The Members are responsible for the other information. The other information comprises the Directory page included in the financial statements, on page 3, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of opinion of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information, and in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on our work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Other Matter

The financial statements of the Society for the year ended 30 June 2024, were audited by another auditor who expressed an unmodified opinion on those statements on 2 October 2024.

Responsibilities of the Members for the Financial Statements

The members are responsible on behalf of the Society for the preparation of the financial statements in accordance with the accounting policies set out in the special purpose financial statements that give a true and fair view of the matters to which they relate, and for such internal control the members determine 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 Members are responsible on behalf of the Society for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the members either intend to liquidate the Society or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities 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 ISAs (NZ) 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 further description of the auditor's responsibilities for the audit of the financial statements is located at the XRB's website at <https://www.xrb.govt.nz/standards/assurance-standards/auditors-responsibilities/>

This description forms part of our auditor's report.

Who We Report To

This report is made solely to the members, as a body. Our audit has been undertaken so that we might state to the members those matters we are required to state to them in an 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 Society and the members, as a body for our audit work, for this report, or for the opinions we have formed.

Moore Markhams Auckland Audit | Qualified Auditors, Auckland, New Zealand
22 September 2025

12 September 2025

The Chair
Ponsonby Business Association
4A Blake Street
Ponsonby
Auckland 1010

Dear Chair of Ponsonby Business Association,

Report to the Members – Year Ended 30 June 2025

We have completed the audit of the special purpose financial statements for Ponsonby Business Association Incorporated for the year ended 30 June 2025. International Standard on Auditing (New Zealand) require that we provide you with the following information in relation to the audit.

We consider it appropriate to provide this information before the financial statements are approved by the Board to ensure you are aware of all matters relating to the audit.

Outstanding Matters and Audit Report

There are no material matters outstanding and we will be issuing an unmodified audit report.

Key Accounting and Audit Matters

In accordance with our normal practice, we now report those matters concerning the accounting systems and operating procedures, which came to our attention during our audit of the entity for the year ended 30 June 2025. Appendix B sets out the key matters that arose during the audit for the year ended 30 June 2025 and an update of matters raised in prior years. Appendices A & D set out other matters required to be communicated to the Board/Trustees.

Misstatements and disclosure deficiencies

In order to reduce audit risk to an acceptable level, we consider materiality when planning and performing the audit. We assess materiality by considering qualitative and quantitative factors and by exercising professional judgement.

Misstatements, including omissions, are considered to be material if they, individually or in the aggregate, could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

No misstatements or material disclosure deficiencies were identified during the audit.

Internal control

The system internal control consists of five inter-related components: (a) the control environment, (b) an entity's risk assessment process, (c) an entity's process to monitor the system of internal control, (d) the information system and communication, and (e) control activities.

In accordance with International Standard on Auditing (New Zealand), as part of our audit we obtained an understanding of the entity's system of internal control including the IT environment relevant to the audit only. Most controls relevant to the audit will relate to financial reporting but note that not all financial reporting controls will be relevant to the audit. An audit will generally not need to consider controls that extend beyond those matters that relate directly to financial reporting of the entity.

The responsibility for establishing and maintaining a system of internal control is ultimately that of the Board, albeit on a delegated basis through management. The adoption of any system of internal control needs to be considered and measured against the Board responsibility for safeguarding the entity's assets and for the prevention and detection of fraud, error and non-compliance with regulatory requirements.

Internal controls should be reviewed by management on a regular basis to ensure that all controls that address risk of material misstatement have been designed effectively, properly implemented and are operating effectively. The entity's organisational structure will provide the framework within which activities are planned, executed, controlled, monitored and analysed in order to achieve the entity's objectives. This involves the defining of key areas of responsibilities, key performance indicators (financial and non-financial) and establishing appropriate and clear lines of reporting.

You will appreciate that our audit procedures are designed primarily to enable us to form an opinion on the financial statements of the entity as a whole. To form our opinion, we obtain reasonable assurance that the accounting records of the entity are reliable and an adequate basis for the preparation of the financial statements. This necessarily involves the testing of transactions on a sample basis. As such, our audit procedures do not necessarily bring to light at each audit all the weaknesses in the systems, which only a more detailed examination would reveal, or consider all systems and operating procedures implemented by the entity.

Independence

We confirm that in respect of the audit of the financial statements for the year ended 30 June 2025, we have maintained our independence in accordance with requirements and provisions of Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board

There are no relationships between Moore Markhams Auckland Audit, other Moore firms and Ponsonby Business Association Incorporated that may reasonably be thought to bear on independence.

Non-assurance Services

We have not provided any non-assurance services during the year.

Letter of representation

We have requested that management provide us with a signed letter of representation.

Conclusion

This report is intended solely for the use of the Board and senior management and should not be used for any other purpose nor given to any other party without our prior written consent.

We would like to thank Vivienne Rosenberg for the assistance provided to us during the engagement.

I look forward to the opportunity of discussing any aspects of this report with you, if required.

Yours faithfully



Craig Hemphill
Partner
Moore Markhams Auckland

Appendix A – Conclusion on Risks

We are required to communicate significant risks and how they are addressed, along with other matters which we have noted during the course of the audit which, in our opinion, should be brought to the attention of the Members. A significant risk is any assessed risk of material misstatement that, in our judgement, requires special audit consideration. This includes any risk of material misstatement due to fraud.

Risk	Details	Work performed	Auditor's conclusion
Management override of controls, including fraud	<p>Management override of controls is a presumed significant risk per International Standard on Auditing (New Zealand) due to the risk of fraud.</p> <p>The primary responsibility for the prevention and detection of fraud rests with both those charged with governance of the entity and management. It is important that management, with the oversight of those charged with governance, place a strong emphasis on fraud prevention, which may reduce opportunities for fraud to take place, and fraud deterrence, which could persuade individuals not to commit fraud because of the likelihood of detection and punishment.</p>	<p>Our procedures included, amongst others:</p> <ul style="list-style-type: none"> • Obtaining an understanding of the entity's financial reporting process and controls over journal entries and other adjustments; • Testing adjustments made with blank memo's, with missing journal entries or made by unauthorised personnel; • Testing adjustments made with specific keywords; • Reviewed accounting estimates and application of accounting policies for evidence of bias or aggressive accounting practices; • Tested the completeness and accuracy of all income streams; • For significant or unusual transactions, we evaluated the business rationale (or lack thereof) for evidence of fraudulent financial reporting or misappropriation of assets; and • We maintained professional skepticism throughout the audit. 	<p>We noted no issues in respect of management override of controls.</p>

Appendix B – Key accounting and audit matters

We have included below our observations on the internal controls and other matters that came to our attention during the course of the audit. We can confirm there are no matters that could materially impact the completion of our audit procedures or the compilation of the 30 June 2025 financial statements.

Key matters identified during the 2025 audit

Key matter	Observation	Recommendation	Management comment
Re-registration under the Incorporated Societies Act 2022	<p>Societies must be re-registered under the Incorporated Societies Act 2022 to maintain their legal status. The deadline for re-registration is April 2026. Failure to re-register by this date will result in automatic deregistration. Re-registration will require a revision to the Society's constitution to include the information set out in Section 26 of the Act.</p>	<p>We recommend that consideration be given to:</p> <ul style="list-style-type: none"> • Making a detailed assessment of which reporting framework is applicable to your organisation (PBE or for-profit); • When your organisation intends to re-register under the new Act, as it is at this point the new reporting requirements will become effective; and • If your organisation is assessed to meet the classification of a PBE, then your organisation is required to prepare a Statement of Service Performance (SSP), including the recording of key outputs or performance measures including comparative figures. 	<p>We are aware of the requirements under the Incorporated Societies Act 2022 and are currently in the process of re-registering to ensure full compliance.</p>

Appendix C – Misstatements and disclosure deficiencies

International Standard on Auditing (New Zealand) require us to accumulate all known and likely misstatements and audit adjustments identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. The tables below summarise all corrected and uncorrected misstatements to the financial statements for the current and prior periods that affect the current period.

No adjustments or unadjusted differences were noted during the audit.

Disclosure deficiencies

No material disclosure deficiencies were noted.

Appendix D - Other matters for Governance

We are required to report to you certain matters that are not otherwise detailed in this report.

Matters to report	How the matters were addressed
Accounting Policies	We confirm that there have been no material changes in accounting policies and principles or their application during the year. Based on our understanding of the entity, we believe that the accounting principles and policies adopted are appropriate.
Material uncertainties and going concern	We did not note any matters or circumstances during our audit that would suggest any material uncertainties or going concern issues.
Accounting estimates	No matters significant to accounting estimates were noted.
Financial statements disclosures	Based on our audit procedures performed, we did not note any matter to report with regards to the appropriateness of financial statements disclosures.
Disagreements with management	During our audit, we received full cooperation from management and had no unresolved disagreements over the application of accounting principles, the scope of our audit or disclosures to be included in the financial statements.
Significant difficulties	No significant difficulties were encountered during the audit.
Other matters significant to the oversight of the financial reporting process	No other significant matters in relation to the financial reporting process were noted during the audit.
Compliance with laws and regulations	We have not identified any instances of non-compliance with laws and regulations that may have a material effect on the financial statements.
Fraud	<p>We have made enquiries of management regarding:</p> <ul style="list-style-type: none"> • knowledge of any fraud or suspected fraud affecting the entity involving management, employees who have significant roles in internal control; or others where the fraud could have a material effect on the financial statements • knowledge of any allegations of fraud, or suspected fraud, affecting the financial information. <p>We also:</p> <ul style="list-style-type: none"> • considered conditions present that increase the risk of fraud. • planned the nature and extent of our audit tests having regard to the risk of fraud. • reviewed accounting estimates for management bias. • maintained professional scepticism throughout the audit. • reviewed the appropriateness of journal entries and year-end accounting adjustments. • evaluated if any identified audit misstatements are indicative of fraud. <p>Management have confirmed that to the best of their knowledge there have been no instances of fraud not reported to those charged with governance through other channels.</p> <p>Our procedures did not uncover any matters relating to fraud.</p>

Matters to report	How the matters were addressed
Matters significant to related parties	No matters significant to related parties were noted during the audit.
Control deficiencies	No instances of control deficiencies were identified.
Other information in documents contained in the audited financial statements	No material inconsistencies were identified in other information.



Treasurer's Financial Report 2025

Annual General Meeting, 29 October 2025

This Report covers the Financial Statements for the Ponsonby Business Association for the period July 1st, 2024, to June 30th, 2025.

Moore Markham acted as the auditors for the 2025 Financial Year. Their Report is included as part of the Financial Statements in the AGM Document on www.iloveponsonby.co.nz/agm-2025/ and in the printed copy handed out at the AGM.

The PBA was provided with a clean and clear audit opinion.

BetterCo Advisory & Accounting have been the accountants for 14 years and, with the assistance of the General Manager, prepared the Statements for the audit.

The PBA began the year with cash reserves of \$64,608. This year the PBA have ended on a cash balance of \$265,826. Note that this balance includes an amount received in advance from Auckland Council which relates to the next year.

The Association received a targeted rates grant amount of \$835,439 for the 2024–2025 financial year. This amount included a 10% increase of \$75,949 on the previous year.

In addition, we received a grant of \$1000 from the Waitemata Local Board towards the costs of the Ponsonby Program at the Auckland Heritage Festival.

The Council completed the reconciliation process for 2023–2024. The PBA received 2.3% more than was collected and remains within the 3% margin permitted. BIDs who received over 3% of revenue collected are required to repay to Auckland Council.

The Board has decided to recommend a 3% increase in the 2026–2027 grant to ensure it remains within the required margin.

The office headcount remained the same with additional resources used as required to meet our increased workload including marketing and CCTV upload requests.

The Association maintains a conflict of interest register. Nothing was logged in the previous year.

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

There is no known risk to income, as a new 3 year Grant Funding Agreement, to June 30, 2028, was signed in June 2025.

In conclusion I would like to thank Justin Keen, the PBA GM, Viv Rosenberg, and the PBA Chair, Brad Plamus for their assistance and support this year.

A handwritten signature in blue ink, appearing to read "Felicity O'Driscoll".

Felicity O'Driscoll
Ponsonby Business Association - Treasurer



PONSONBY
BUSINESS ASSOCIATION

2026–2027 Draft Budget: \$903 527

Gross Income	2025–2026	2026–2027
Auckland Council Grant	835 439	877 211
♦ Proposed increase of 3%	41 772	26 316
Operating Expenses incl GST		
ANNUAL/COMPLIANCE	28 000	30 500
ACC Levy	400	400
Accounting	7 700	8 500
Audit Fees	7 500	8 600
Computer Expenses	5 000	5 000
MarketView Data	6 000	6 000
Insurance	1 400	2 000
MONTHLY	191 000	192 000
Power	1 500	1 600
Rent	27 500	27 500
Salary (VR, SDW, Rachel)	156 500	156 500
Telephone & Internet	1 800	1 900
KiwiSaver	3 700	4 500
PROMOTIONAL/BRAND	445 000	534 000
2 x Annual Events. Christmas.	160 000	160 000
PBA Hosted Events	200 000	250 000
Media Spend	50 000	80 000
Social Media	15 000	24 000
Printing	5 000	5 000
PR	15 000	15 000
FUTURE PONSONBY – Update & Advocacy	25 000	20 000
♦ FUTURE PONSONBY – Space Activation to 'Increase the Vibrancy'	50 000	50 000
SECURITY	90 000	50 000
CONTINGENCY	48 000	27 000

♦ BID Grant to be allocated to 'Increasing the Vibrancy' pillar. Priority Action 1.





PONSONBY BUSINESS ASSOCIATION
DRAFT BUSINESS
PLAN 2025-2027

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Overview

This Business Plan is based on the strategic direction of Future Ponsonby, which was agreed and confirmed at the October 2024 AGM. Future Ponsonby is a 5 year strategic plan built around four core pillars. This Business Plan identifies priority actions under each of these pillars, that build upon and continue the progress made in the last 12 months since adoption of the strategy.



Four Core Pillars



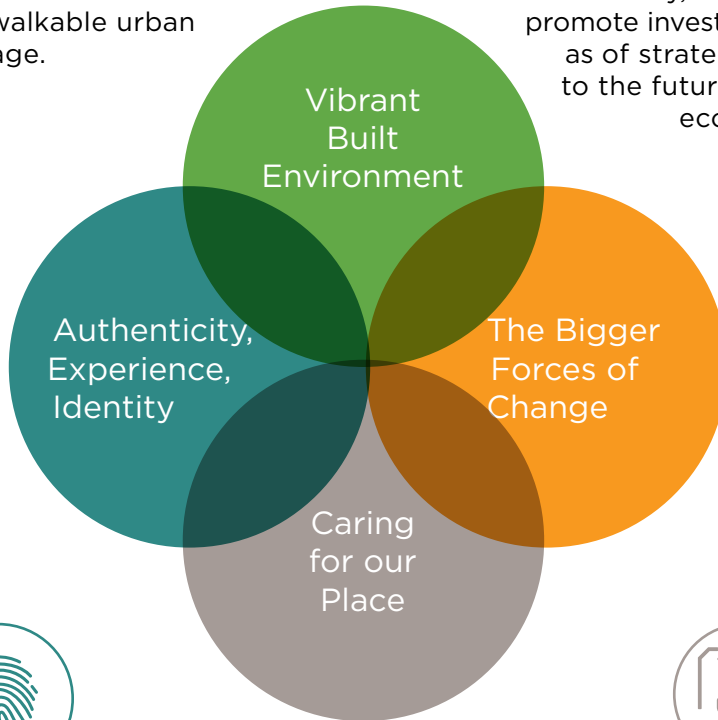
Vibrant Built Environment

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.

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Defining Ponsonby's key qualities and dimensions as a place

Ponsonby is not one place, but many. Woven together along a walkable ridgeline, its pockets connect diverse places and people in ways that enable everyone to find their own version of Ponsonby. A vibrant urban village where individuality and a sense of community connection go hand in hand.

People First

Much more than a physical place, Ponsonby is a community of people who choose to live, work, and gather here. Passion for this place, its social values, and long-standing inclusiveness are defining traits.

Belonging & Being

Ponsonby is a natural social realm, a third place to gather & grow; where emotional connections are made, and attachments run deep.

Dynamic & Rooted

Constantly evolving yet respectful of our past, Ponsonby balances change with continuity. While its built fabric feels familiar, its entrepreneurial spirit and cultural vibrancy keep it fresh and forward looking.

Walkable & Social

Positioned along on a ridgeline with city views to the east and the setting sun to the west, its walkability strengthens the community vibe and invites exploration and encounter.

Unscripted & Authentic

Ponsonby is not overly curated or controlled -it's real, natural and unforced.



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 2025-2027

- › Increasing the vibrancy - look to implement key actions at one of the four priority locations where potential ideas to increase the vibrancy have been identified and developed, and continue to progress initiatives at the other three locations.
- › Te Rimutahi Programming - Deliver the planned Te Rimutahi Summer Series programme of events and continue to monitor and review outcomes to ensure an ongoing programme of high quality, interesting and engaging events and activities.
- › 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, including safety and crime prevention environmental improvements identified by the CPTED study as well as 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

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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 2025-2027

- › Continue social media campaigns highlighting the people that make Ponsonby special and loved.
- › Repeat and grow the success of Iconic Eats AKL Ponsonby and Ponsonburger events, and develop one new hospitality event for 2026 year.
- › Organise an exhibition or event of the 1974 Ponsonby photography collection, that recalls 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.
- › Use the Ponsonby key place qualities and dimensions to better articulate and express the unique place differentiators of Ponsonby in future activities and initiatives, including branding.

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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 2025-2027

- › Continue to advocate to Auckland Council, Auckland Transport, MBIE and other government bodies 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.

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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 2025-2027

- › Continue to monitor and maintain the implemented network of CCTV cameras as part of ongoing 'Back of House' operations to support safety and security.
- › Start to implement key initiatives to improve safety and security as identified in the priority recommendations of the Ponsonby CPTED study.
- › 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

Any questions please contact
viv@iloveponsonby.co.nz

Cover Photos: Louise Lonsdale-Cooper



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