

BUSINESS PLAN 2025/2026

The Papatoetoe Central Main Street Society represents retailers and landlords in the Old Papatoetoe Business Improvement District (BID). Revenue received from BID members funds the coordination and delivery of our core activities to make the Old Papatoetoe town centre a great place to shop, visit and do business.

The Society works alongside the Otara Papatoetoe Local Board and other partners to provide successful community events throughout the year. It also provides an environment of collaboration and partnership where there is potential overlap between the local community and the Old Papatoetoe Town Centre activities, enabling both to benefit and ultimately provide more opportunities for the community of Old Papatoetoe.

The Papatoetoe Central Main Street Society engages with the Otara Papatoetoe Local Board, Auckland Council and other BIDs to provide feedback to the Auckland Council's Annual and Long Term Planning Process, informing them of local issues and feedback from the businesses in the Old Papatoetoe Town Centre. We carry out projects such as Old Papatoetoe Town Centre Tidy-Ups, Graffiti reporting, and seasonal promotional competitions. There is also a large amount of advocacy to promote and enhance the best interests of the town centre.

We are a small BID with big goals, and so coordination and collaboration with key partners has been and remains essential in helping to explore and develop opportunities to promote and support the prosperity and well-being of our town centre.

Key Facts*

- Over 50 businesses in Old Papatoetoe Business District, and growing...
- 93,500 people live in the Otara/Papatoetoe Local Board area (5% of Auckland's population)
- 62% of Papatoetoe residents shop locally
- \$68.5 million annual spend in Papatoetoe Business District

Incredibly diverse community identifying as

- 46% Pacific Peoples
- 15.7% Maori
- 35.1% Asian
- 16.6% European
- <5% MELAA and Other

BUSINESS PLAN

As per the adoption of the five year strategic plan in 2023, Papatoetoe Central Main Street Society (PBA) is in Year 2 of executing this plan. It includes implementing the objectives & goals to meet the evolving needs of the town centre. However, implementing this plan requires substantial financial resources and effort. As a small Business Improvement District (BID) with a targeted rate of only \$100,692, our budget is limited, and expenses exceed this amount, leaving us with a deficit.

We have proposed a 9.9% increase of the targeted BID rate grant for 2025-2026. Once the resolution for this increase is approved, we will receive an additional \$9,968.50 in funding which will be used for CCTV Monitoring of our Town Centre. If we do not receive this increased funding then we will have to apply for funding.

Despite our tight budget, PBA remains committed to executing the strategic plan as efficiently and creatively as possible, striving for measurable progress each year. We will continue to advocate for the completion of key tasks, even though some initiatives may face delays due to budget limitations.

INDICATIVE BUDGET FOR 2025/2026

Account	Amount
Safety & Security (Maori wardens patrolling)	\$10,000
CCTV Monitoring	\$9,969
Marketing & Advertising	\$7,000
Promotional Expenses (Events)	\$10,000
Santa Parade	\$35,000
Total	\$71,969

OUR HERITAGE

Celebrate our rich heritage, cultural diversity and traditions

Papatoetoe is one of the oldest European settlements in Tamaki Makaurau Auckland and has a long association with Mana Whenua before the first European settlers arrived. Originally a major centre for horticulture and agriculture, the community has always been culturally diverse with many early settlers hailing from India and China as well as the UK and Europe. Due to local commerce and location in the isthmus, rail has been a long-standing feature and asset for the town. Whilst the purpose for rail may have changed, it remains a major opportunity for connecting Old Papatoetoe with its immediate and more distant neighbours.

Projects	Programmes	Budget
Develop and deliver a Town Centre Event Calendar	<ul style="list-style-type: none"> Organise culturally diverse and engaging events (Easter, Chinese New Year, Matariki, Diwali, Christmas Celebrations & Santa Parade). Foster collaboration with local community groups to expand event participation. Promote events through a comprehensive marketing strategy, targeting both locals and visitors. 	Under Bid Manager Salary Role
Enhance the overall security and safety of the town centre, ensuring a safe environment for residents, businesses, and visitors.	<ul style="list-style-type: none"> To increase visible security presence and address safety concerns proactively through regular patrolling. Deploy uniformed wardens to patrol the town centre on foot, covering key areas. Encourage collaboration between local law enforcement and private security companies. Equip patrolling wardens with communication devices to report any suspicious activities or safety hazards to the central monitoring hub or police. Raise awareness about safety, reduce accidents, and prepare the town centre for emergencies. 	Safety Awareness \$3,000 Patrolling \$4,000 Activity and equipment \$3,000 Total - \$10,000
CCTV Monitoring	<ul style="list-style-type: none"> Collaborate with the Otara Business Association to share costs for CCTV monitoring around the Papatoetoe BID. Partner with NZ Police and Wardens to respond and deescalate any crime-related incidents. Supply relevant footage to authorized agencies as needed. Document all major security incidents in an online database. 	\$9,968.50 (if 9.9% increase is approved)
Visitor attraction plan highlighting access by rail	<ul style="list-style-type: none"> Promote Papatoetoe as a key destination accessible by rail part of Small T fund. Advocate for infrastructure improvements to make rail travel more convenient for visitors. Collaborate with Auckland Transport to include the town centre in tourist routes and promotions. A proposal was made to Panuku in September 2024. 	Advocacy under Bid Manager Salary Role

OUR PROSPERITY

Celebrate Old Papatoetoe as a great place to visit, shop and do business

Old Papatoetoe was once a thriving boutique shopping destination, and remains popular with local residents. With improvements in public transport, residential intensification and at least one major new residential development announced, revitalising the town centre, diversifying retail offerings and increasing the number of cafes and restaurants to accommodate the wants and needs of new and existing residents is essential. Location and the rail network also position Old Papatoetoe to be the preferred destination for residents, workers and visitors to Middlemore Hospital and Puhinui.

Projects	Programmes	Budget
Develop and deliver a comprehensive marketing and communications plan for the Old Papatoetoe Town Centre, including business attraction and Buy Local campaigns	<ul style="list-style-type: none"> Implement continuous "Buy Local" campaigns to promote local businesses. Launch marketing efforts on social media, local newspapers, and other channels to attract new customers and businesses. Develop business attraction strategies to support local entrepreneurs. 	Marketing & Advertising - \$5,000
Deliver pop-up activations for retail and/or community events and installations	<ul style="list-style-type: none"> Shopper events and competitions Shop & Win promotions Event Calendar – Chinese New Year / Easter / Matariki / Diwali / Christmas Promotion Organise seasonal pop-up activations like Santa celebrations, multicultural festivals, and retail pop-up shops. Engage retailers in the planning process to maximize their participation and promotional benefits. 	Promotional expenses - \$9,000
Deliver the annual Santa Parade event	<ul style="list-style-type: none"> Promote Santa Parade event among locals and engage them to be part of this mega event celebration Advertise in the neighbouring suburbs to get maximum turnout for the celebration 	Santa Parade - \$35,000

OUR PLACE

Our town centre will be a safe, clean and attractive place we are all proud of

Old Papatoetoe is one of Tamaki Makaurau Auckland's oldest town centres and is now showing its age. Work is required to make it a safe, attractive and vibrant shopping precinct that encourages people to visit, socialise and do business. Refreshing the environment, services and facilities will increase visual appeal and help to minimise the risk of criminal and antisocial activity which is a major priority for the Papatoetoe Central Main Street Society. As a small business

association, the Society will actively seek opportunities to collaborate in activities and initiatives that will make the town centre a highly desirable and attractive shopping and business precinct.

- With local arts agencies to create and deliver a programme of public art and performance
- Collaborate with relevant agencies and organisations to establish and implement a Safety Plan for the town centre and its environs.
- Establish a marketing and communications plan to reconnect with local residents, shoppers and workers

Projects	Programmes	Budget
Town Centre Safety Plan	<ul style="list-style-type: none"> • Advocate Town Centre beautification and planting programmes, with a major focus on street lighting and lighting displays • Work with Auckland Council and City Care to expand CCTV coverage and increase safety visibility. 	Advocacy - Under Bid Manager Salary Role
Landscaping, planting and greening of streetscapes in and around the Town Centre.	<ul style="list-style-type: none"> • Advocate for improvements to the road layout, traffic calming and parking in the Town Centre • Collaborate with Panuku and the council on urban landscaping projects that enhance the aesthetics and environment of the town centre. 	Advocacy - Under Bid Manager Salary Role
Establish a programme of public art and performance	<ul style="list-style-type: none"> • Collaborate with local arts agencies to create and deliver a programme of public art and performance • Organise regular cultural performances and art exhibitions to engage the community and visitors. 	Promotional expenses - \$1,000

OUR PERFORMANCE

PCMSS will be a strong, valuable resource and advocate for local business.

A thriving and sustainable local economy and business community needs a strong central agency to be a catalyst, resource and independent advocate for local development. PCMSS will be that catalyst and advocate, now and into the future.

Projects	Programmes	Budget
Host regular business networking functions for PCMSS members and associates	<ul style="list-style-type: none"> • Organise networking events for businesses to exchange ideas, discuss challenges, and collaborate on initiatives. • Offer training and development workshops to help businesses enhance their marketing, customer service, and operations via our Liaison Officer 	Under Bid Manager Salary Role

<p>Establish and deliver a training programme to meet the learning and development needs of local business</p>	<ul style="list-style-type: none"> • Provide ongoing support to local businesses, ensuring they are listed on the directory and promoted on social media. • Offer basic digital marketing and promotion training to help businesses leverage online platforms and reach more customers. 	<p>Marketing & Advertising - \$2,000</p>
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Conclusion

The Business Association's 2025-2026 Business Plan outlines a clear strategy to ensure Old Papatoetoe Town Centre remains a vibrant, safe, and prosperous place for both businesses and the wider community. Through focused investment in safety, marketing, and community engagement, PBA will continue to advocate for local businesses, celebrate the district's rich cultural heritage, and drive economic growth.