

MANAGER'S REPORT



Acknowledgments

I would like to extend my heartfelt gratitude to the esteemed members of the Papatoetoe Central Main Street Society board, our dedicated council officers, committed retailers, the local community, and our vigilant police officers for their continued partnership and unwavering support. A special note of appreciation goes to the Local Board members for their dedication and assistance in helping us achieve our objectives and collective goals.

Business and Marketing

Over the past several years, we have witnessed the successful implementation of our digital marketing strategy, which has played a pivotal role in overcoming challenges such as tight market conditions and the nationwide recession. Today, we stand resilient and thriving in the market.

Despite working within tight budget constraints, we have skillfully leveraged our limited resources to provide a wide range of products and services through numerous stores in Papatoetoe. Our marketing initiatives are driven by a comprehensive strategy that includes website engagement, active social media interactions, and consistent weekly posts—all aimed at impactful advertising and branding.

To support our retailers effectively, we provide a variety of resources, such as printing materials, small business guidance, monthly newsletters, an enhanced social media presence, and engaging blog content. These efforts are geared toward fostering a sense of community and enhancing the overall visibility of our retailers.

Events

This past year marked a significant milestone with our annual Santa Parade, which has grown to become one of the most anticipated events in the area. Our Santa Parade is now recognized as the second largest in Auckland, surpassed only by the Farmers Parade.

In addition to this successful event, we have organized and celebrated various cultural and promotional activities, including Chinese New Year, Easter promotions, Matariki, Christmas promotions, and our Shop & Win promotion. These events are vital in strengthening community bonds and creating a lively atmosphere within our town centre.

Town Beautification and Safety Initiatives

Our collaboration with Eke Panuku Development has been instrumental in advancing beautification projects and safety initiatives within the town centre. The ongoing renovation of the Chamber walkway aims to attract more customers and enrich the overall shopping experience.

Our broader vision is to transform Old Papatoetoe into a vibrant, safe, and welcoming destination for all. Additionally, the development of the car park is progressing, and upon its completion, we expect an influx of new residents who will frequent our local shops and contribute to the economic vitality of the area. We also coordinate closely with Panuku and the local council to facilitate the renovation of the Railway Heritage Café and the realignment of the Angels Fashion building (formerly the old post shop). These enhancements are designed to preserve the historical charm of our town while creating an inviting environment for residents and visitors alike.

Safety and Security

Ensuring the safety and security of our community is a top priority. We actively monitor and address daily issues such as window washers, bikers, and antisocial behaviour to maintain a secure environment. Our close partnership with the Police enables us to collect data on offenders and contribute to an impressive arrest rate of approximately 95%. This collaboration underscores our commitment to safety and the proactive measures we take to keep our community protected.

We consistently invest both time and funds to strengthen our security infrastructure and oversee events throughout business hours. Our dedicated liaison officer meets with retailers daily, addressing any concerns they raise and ensuring open communication. We are committed to creating an environment where the community and retailers can conduct their business safely and confidently within the Papatoetoe town centre.

Website & Social Media

To enhance our relationship with stakeholders and maintain open lines of communication, we have amplified our presence on social media platforms, including Facebook and Instagram. Through these channels, we provide regular updates on government news and policies to help retailers capitalize on various programs and benefits. Additionally, we actively encourage retailers to establish their own online presence and leverage social media to expand their reach and engage with customers.

Business Support

Supporting our retailers and businesses in areas such as promotions, digitalisation, beautification, sustainability, market analysis, and strategic planning is essential for positioning Old Papatoetoe as a premier shopping destination. Our commitment remains steadfast in identifying realistic and achievable goals that yield positive outcomes for our stakeholders and the broader community.

Looking ahead, the Papatoetoe Business Association anticipates continued business growth, reduced crime rates, decreased truancy, and an increase in family-friendly events for 2024/2025. Sustaining the association's activities is paramount to the continued success of the town centre, and we remain dedicated to exploring new funding opportunities and pursuing profitable ventures.

We diligently adhere to our business plan and budget to ensure the effective execution of our marketing strategies. This enables us to provide comprehensive support to our retailers, ensuring that their targeted rate contributions to society are valued and maximized.

Appreciation

I would like to extend my heartfelt gratitude to our Chairperson, Mr. Albert Lim, our Event Coordinator, Jessica Lim, and our Social Media and Marketing lead, Jay Mistry, along with the entire Executive Committee for their unwavering dedication and support throughout the year.

As we look ahead, I am confident that our combined efforts will pave the way for a forward-thinking and ambitious future. Our collective work lays a solid foundation for economic growth, even in the face of challenges. The Papatoetoe Business Association remains steadfast in its commitment to delivering consistent, high-quality services that benefit our town centre and its valued stakeholders.

To everyone who has supported our initiatives, I extend my deepest gratitude. Your continued trust and partnership are what enable us to achieve these shared successes.

Best wishes,

Rana Judge (Manager)