



# **ATTACHMENTS**

**Strategy, Finance and Risk Committee  
meeting  
Separate Attachments 1**

**Monday, 18 September 2023**



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## Mainstreet Monitoring Report

### Mount Business Association

#### Reporting Period

January to June 2023

#### Vision

The place to be. *(updated as per our new strategic plan)*

#### Purpose

To support our business community to thrive. *(updated as per our new strategic plan)*

#### Membership Overview

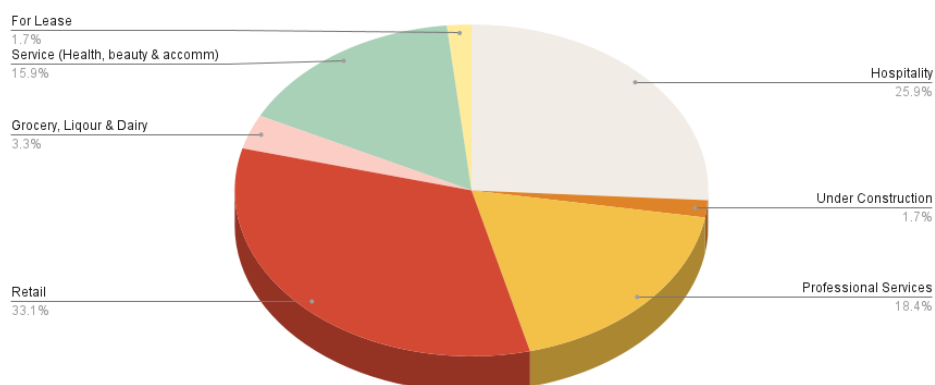
Our membership is a mix of retail, hospitality, services (health, beauty & accommodation) and professional service businesses along Maunganui Road from Pacific Avenue to Tawa Street.

Our retail is predominantly boutique stores, made up of 94% locally or NZ owned businesses.

We also include landlords in our membership, but they are not represented in the below graph.

We currently have 231 businesses operating within our boundaries.

Mount Mainstreet Member Breakdown



### Highlights


- Undertaking the strategic plan process and creating our five year strategic plan, a great process to go through and to now action.
- Sponsoring the Tauranga Jazz Festival to come to the Mount, and the increase in visitors to the region.
- STUFF Mainstreet Collaboration and the reach the page had.

### In Review:

### Key Events & Activities

Activity	Purpose / Details	Result / Status / Outcome
Tauranga Jazz Festival sponsorship	Held on Easter Monday, a free public jazz concert from 10am to 5pm in Porotakataka.  The event also included a vintage car parade down the Mainstreet.	This is a great event for our street, it brings in so many visitors to the region. The street was lined for the vintage car parade and Porotakataka was full all day with Festival goers enjoying the free music.
Flavours of Plenty Festival "Destination Degustation"	Roaming degustation lunch, including 9 stops and entertainment along the way.  This was a ticketed event.  We ran two sessions on Saturday 1st April, each had a host to guide the group to their stops.	Two sell out sessions. 60 people attended the event and all really loved it. 86% of survey responses said they would be more likely to return to the Mainstreet / go back to one of the stops. The other 14% said they are always down the Mount.  <i>"Seriously wowed by the whole thing. Definitely exceeded expectations."</i>
Mothers day giveaway	We collaborated with a number of members to give away a prize back valued at \$700 to drive email database sign ups.  This was promoted via social media, and people had to sign up to our newsletter on our website.	We received approx 1400 email sign ups.  We received 4k post engagements on Facebook.  We were really happy with how well this giveaway went.
Free Circus Workshop	Targeting families, a free 4 hour drop in workshop was held on Anzac Day in Porotakataka	We had a consistent flow of attendees throughout the day, bringing people in a bit earlier to the street ready for the shops to open at midday. We had approx 300 people through the activation.

## Key Initiatives

Activity	Purpose / Details	Result / Status / Outcome
Strategic plan 2023 - 2028  <i>Thank you to TCC for funding to support this.</i>	Working with an external facilitator we developed our five year strategic plan. We held two board sessions and a full member voice session to gather feedback and direction for our next five years.	Final strategic plan included with this report which includes a one pager overview & extended version. We are excited to start delivering on this plan.
Annual Plan 2023/24	Following on from our strategic plan, we developed our annual plan.	Annual plan is included in this report.
STUFF Mainstreet Collaboration	As part of our STUFF package where we partnered with the other Mainstreets to deliver a bespoke travel page via STUFF to promote Tauranga and our centres.	Web page can be <a href="#">viewed here</a> .  The page had over 17k Page views with 2.8k click throughs. Well over expected outcomes.
Installed second AED on street available 24/7	Working with a local landlord, we were able to install a second AED down the street. Public just call 111 to get the code to unlock the cabinet to access AED.	MBA service and maintain two public AEDs on our Mainstreet which are both available 24/7 
WhatsApp Group Chat for Members on Street Safety & Security.	This is something we are continually pushing with our members as it's a great tool to share critical information in real time.	Membership in the group has increased to 81.
Governance Training  <i>Thank you to TCC for funding to support this.</i>	Funding was provided by TCC for our board to have Governance training.	Malika & Claudia attended a full day's training with ioD.

	We partnered with Papamoa to join our board training session to share costs.	A facilitator ran a 2 hour workshop with our board. We found this really beneficial to ensure we are all on the same page.
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### Advocacy

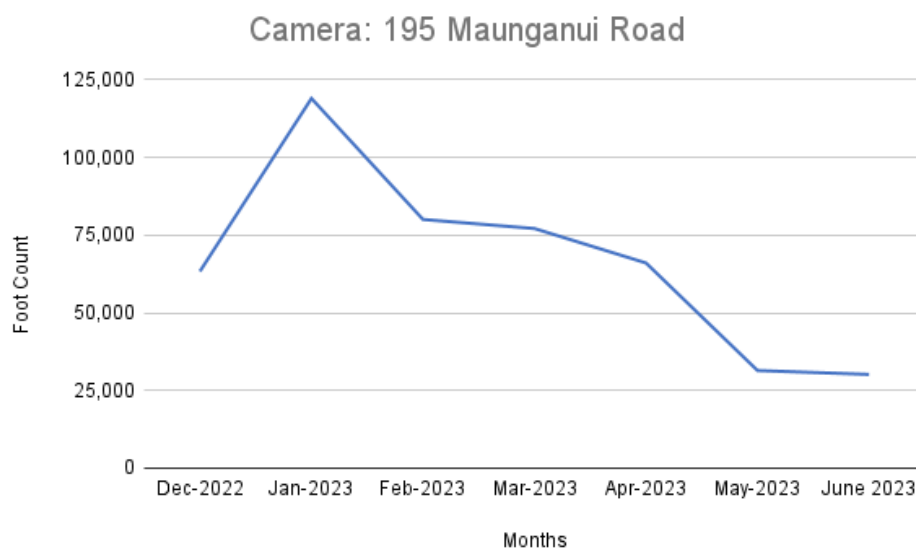
Activity	Purpose	Result / Status / Outcome
TCC PPC 33 submitter	To represent MBA to correctly define the Mount downtown commercial Centre with stakeholders and public seeking to expand /change it	Ongoing. Experts engaged to provide MBA advice and represent MBA at PPC 33 hearings
Mount Spatial Plan	<p>Attended and held numerous meetings including: Attended key stakeholder workshops &amp; pushed to get better representation from landlords and developers in the room.</p> <p>Support TCC with a member voice session.</p>	<p>MBA provided a submission and encouraged members to do their own submissions.</p> <p>Due to hold a follow up member voice session to discuss the draft plan.</p> <p>Ongoing stakeholder engagement expected</p>
Social Housing.	We have advocated to Council to have better compliance of social housing, particularly around the change of use from visitor accommodation to residential housing.	<p>We have met with TCC Environmental Planning to voice MBA members and public concerns and complaints over Mount Hotels activities being non-compliant with existing consents. Waiting for enforcement action by TCC</p> <p>A meeting with TCC and MSD has been proposed. Waiting on TCC to organise.</p>
Street planting	Our members would like to see a more cohesive look down the street with planting, bringing the beach vibe into the street.	We have met with the urban design team and planting team to discuss what this might look like for our street. More work to be done in this space.

### Member Community

Activity	Purpose	Result / Status / Outcome
Member EDM newsletter	Keep members up to date with news and events	3 emails have been sent, with an average of 56.5% open rate
Member events	Networking and upskilling opportunities for members.	Three events have been held:  Off the Clock - Pizza, peddle bikes on Pilot Bay.  Member voice session - great turn out and lots of ideas were provided.  Mount Spatial plan feedback session.

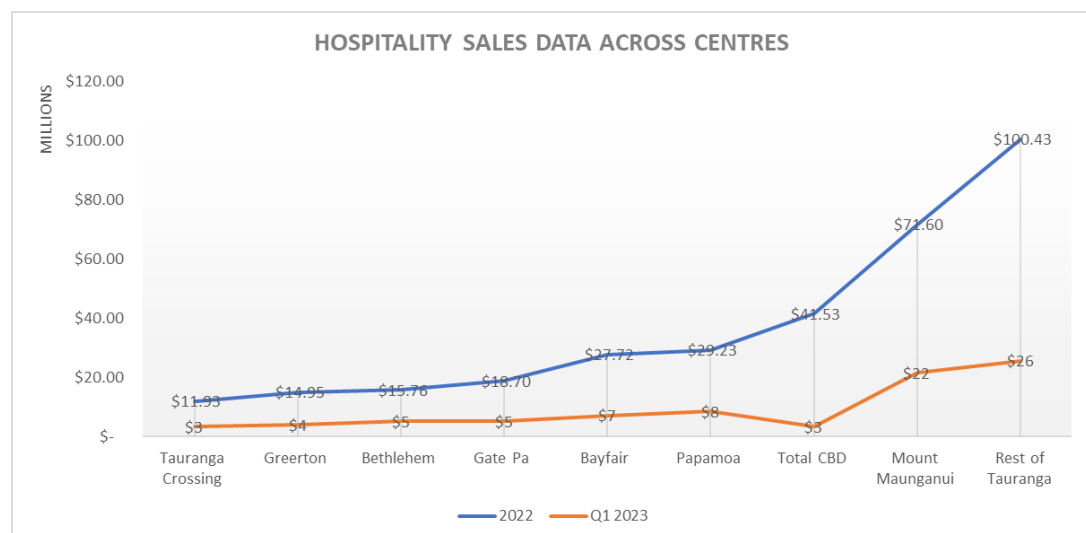
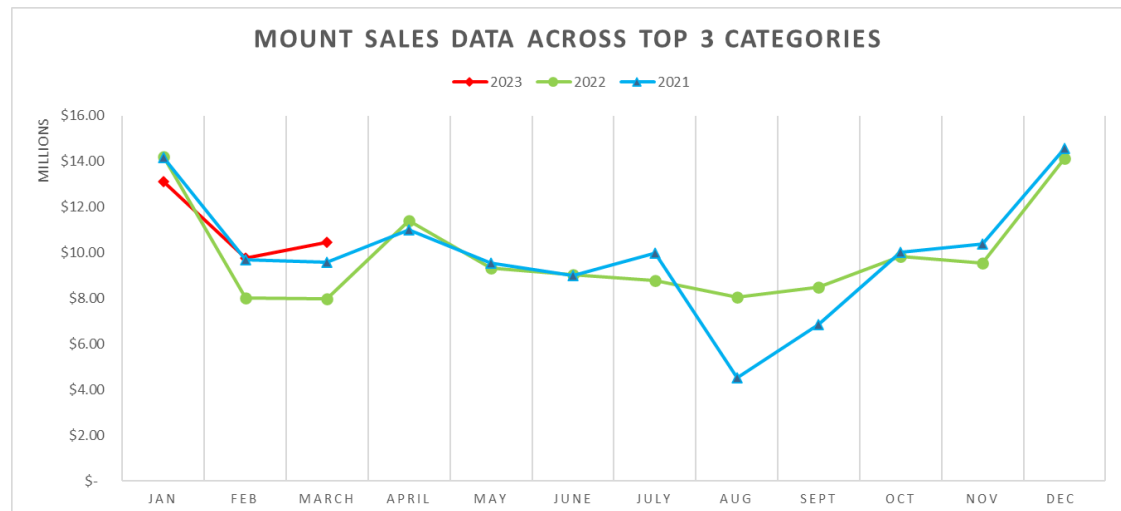
### Key Foot Count Data

There have been a few issues of late with the accuracy of the data with some of the cameras being vandalised or connectivity issues, the Transport team is working to improve/repair these. We have just focused on one camera which has been operational each month, it shows the significant drop in foot traffic the Mount Mainstreet experiences during winter months. This is something we knew happened, but to be able to see that data is critical for our planning and supporting our members during the low season.



## Spend Data

Looking at our top three categories for our Mount Mainstreet members (*Apparel & personal, hospo, department store/ leisure*) 2023 Q1 data shows a similar trend to 2021. We are interested to see how April through June compares as feedback indicates that it's been a very quiet winter so far.



## Financials

We are finishing the year in a good position and under budget (which includes our built up funds). The loss of \$46k shown in the P&L below will come out of our built up funds.

## Profit and Loss

### The Mount Business Association Incorporated T/A Mount Mainstreet For the year ended 30 June 2023

2023

#### Trading Income

Events/Funding	12,184.99
Farmers Market stallholder fees	18,040.50
Interest Income	393.80
Other Revenue	5,521.76
Targeted Rate	188,550.00
<b>Total Trading Income</b>	<b>224,691.05</b>

#### Cost of Sales

Christmas Decorations	5,179.15
Events - Cinema	6,734.82
Events - Farmers Market Musicians	4,066.70
Events - Farmers market site manager	8,946.00
Events - Farmers Market Site Rental	4,321.76
Events - Jazz Festival	10,000.00
Events - Member Events	2,102.54
Events - micro-activations	12,301.04
Events - school holiday activations	15,074.53
Events/Promotions - other	739.13
<b>Total Cost of Sales</b>	<b>69,465.67</b>

#### Gross Profit

155,225.38

#### Operating Expenses

Accounting	4,924.00
Advertising - generic	672.05
Advertising - Social Media	5,394.64
Advertising/Marketing - Visitor guide	1,398.26
Advertising/Marketing Targeted campaign	5,579.22
Audit Fees	9,400.00
Bank Fees	256.39
Built up Funds: Flavours of Plenty	12,205.00
Built up Funds: Advertising & Promotions	5,000.00
Built up Funds: Christmas Decorations	3,881.33
Built up Funds: Christmas Festival	1,200.00
Built up Funds: H&S + Street Safety	14,642.41
Built up Funds: Member Upskilling	2,628.37
Built up Funds: Strategic Plan	7,994.21
Computer & Office Equipment Expenses	108.90
Consulting	3,092.00
Contractor - Destination Marketing Manager	76,263.51
Contractor - governance/operations	11,985.26
Depreciation	16,200.87

	2023
Entertainment	7.54
Insurance	1,831.33
KiwiSaver Employer Contributions	26.24
Non Deductible Expenses	215.83
Office Expenses	139.90
Printing & Stationery	315.30
Rent	6,782.64
Repairs and Maintenance	60.00
Salaries & Wages	874.80
Software & Subscriptions	2,417.31
Storage Containers	6,194.43
Telephone & Internet	311.07
<b>Total Operating Expenses</b>	<b>202,002.81</b>
<b>Net Profit</b>	<b>(46,777.43)</b>

### Areas of Concern

Issue	Explanation	Status
Street safety	<p>This is an ongoing area of concern and work for us.</p> <p>We are seeing random acts of vandalism, continued graffiti, petty shoplifting as well as break-ins.</p> <p>We have visited the TCC Camera Control room to see how they operate and get a better understanding of the cameras across our Mainstreet.</p>	<p>We are in the process of requesting security information from our members to see what level of security they have. Particularly with CCTV, so we can see where there are gaps on our street.</p> <p>We are reporting vandalism through Anteno where appropriate.</p> <p>We are encouraging our late night bars to use their radio comms to the control room.</p>
Homeless / rough sleepers	<p>We had an ongoing issue with a group of rough sleepers taking up residence in the garden of the Event Cinemas building. This was right outside the temp bus stop and not a great look for our street.</p> <p>Trespass notices were filed but they kept returning.</p>	<p>The Police were able to move them on and the landlord was able to install temp fence to block the garden off.</p>

Delay with the installation of the new street lights	We understood there was an urgent need to replace the existing light poles due to safety reasons. This project was planned to go ahead end of April, coming out of peak season. Then being pushed out to September, now with further delays due to contractor procurement. We foresee there to be disruptions to businesses so urged the installation to be outside of peak season.	We are really excited to have these new light poles installed and would love to see them installed this year, prior to November peak season.  These new light poles would allow for better placemaking over the Christmas / summer season utilising the flag tracks on them.
Lack of planning policy coordination between Mount Spatial plan and PC 33 review of Mount in assessment of its function commensurate to residential growth as a local service commercial centre compared to as a subregional/ international tourist destination beach resort shopping centre	This is an ongoing piece of work for the MBA board, involved in TCC hearings and workshops. Critical for Mount Downtowns character and identity to be protected to ensure its ongoing success and any growth plans need to be carefully considered	Ongoing submitter and stakeholder involvement to ensure MBA is listened to as key stakeholder

### Open Action Items

Issue	Explanation	Status
Graffiti	Ongoing issue	Looking at getting our own supplies to support landlords with removal. As well as hosting our own clean up week "many hands, light work" in Sept to get on top of it.
Safety on Laneways	We still see this as an area where improvements can be made to ensure the safety of all users.	Open
Cars travelling too fast through ped crossings / round-a-bouts.	We would like to see speed tables on ped crossings to help slow traffic down, particularly coming into round-a-bouts	Open
Overflowing bins	This is really only an issue during summer months.	We have met with the Waste Management team and they have a plan for

		this season, so we are waiting to see the results.
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### Looking Ahead

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- August Spend & Win promotion
- Deliver our “Many Hands, Light Work” street clean up initiative
- September school holiday Ice Rink event
- Hold our AGM
- Christmas Movie in the Park
- Plan Change 33 advocacy



**MOUNT BUSINESS ASSOCIATION**  
**ANNUAL BUSINESS PLAN 2023-2024**  
**[www.mountmaunganui.org.nz](http://www.mountmaunganui.org.nz)**



[www.mountmaunganui.org.nz](http://www.mountmaunganui.org.nz)

## EXECUTIVE SUMMARY

The Mount Business Association is allocated a targeted rate from Tauranga City Council annually. This rate is paid by the Association's members in their annual rates and is used in part to promote the main street of Mount Maunganui, to drive revenue back to its members.

To better serve our members, a strategic review of the Association was undertaken to help drive our long-term direction. This process highlighted our key areas of focus for the coming year;

- **Promotion:** specifically driving winter sales and increasing foot traffic through the winter months. We are trialing a new campaign in August, "Winter Warmer" supporting retail and hospitality. We will continue to build our brand awareness through our website and social media.
- **Street Safety & Security;** continuing to build a connected community with real time information sharing, tackling graffiti as well as providing nightly security patrols.
- **Placemaking:** launching a new initiative "Many Hands Light Work" to tidy up our street and enhance what we already have, through working together. We will run and sponsor several events and activations to bring vibrancy to the street.
- **Member Connections:** this year we need to have all our existing members complete membership forms which captures important information for the Association to better support them. We will continue to host networking opportunities for members to strengthen B2B connections.
- **Advocacy:** an ongoing focus, particularly with street safety and placemaking efforts. Awaiting public consultation on Mount Spatial Plan and LTO Street Use Policy.

This Annual Business Plan outlines how the targeted rate will be spent for the 2023-24 financial year. This plan will be executed by the Destination Marketing Manager, with the guidance of the Operations Manager and approval of the Board.

We are excited for the year ahead, to deliver value and benefit to our members and community.

KPI'S

Our KPI's for 2023-24 are focusing on our Member Community, with more members engaged the more we can achieve together.

- 1. **Member Community: Membership Sign Ups:** 80% of businesses in our targeted boundary complete their MBA membership form by 31<sup>st</sup> Dec 2023.
  - 2. **Member Community: Member Engagement:** increase our level of member engagement to 30% by the end of the year. \*
- \*Measures as per strategic plan.*

KEY MILESTONE TIMELINE



## BUDGET | ANNUAL TARGETED RATE

<b>INCOME</b>	
Ice Rink fees	\$2,500.00
Farmers Market stallholder fees	\$19,740.00
iSite 50/50 Split on POD	\$3,391.00
Targeted Rate	\$188,556.00
<b>TOTAL INCOME</b>	<b>\$214,187.00</b>
<b>EXPENDITURE</b>	
<b>Promotions</b>	<b>\$21,000.00</b>
Marketing - Social Media	\$6,000.00
Marketing - Targeted campaigns	\$6,000.00
Winter Warmer Promotion	\$6,000.00
Design Collateral	\$3,000.00
<b>Placemaking</b>	<b>\$56,240.00</b>
Events - Farmers Market Musicians	\$5,100.00
Events – Farmers market site manager	\$10,200.00
Events – Farmers Market Site Rental	\$4,440.00
Events – Jazz Festival Sponsorship	\$10,000.00
Events - micro-activations	\$9,000.00
Events – school holiday activations	\$14,000.00
Events – Christmas Movie in the Park Sponsorship	\$3,500.00
<b>Safety &amp; Security</b>	<b>\$9,000.00</b>
Nighttime security patrol	\$8,000.00
AED Maintenance	\$1,000.00
<b>Member Community</b>	<b>\$6,000.00</b>
Member Events	\$6,000.00
<b>Operating Costs</b>	<b>\$121,738.00</b>
Accounting	\$2,600.00
Audit Fees	\$5,500.00
Bank Fees	\$260.00
Consultants (Secretary & Treasurer)	\$5,500.00
Contractor: Destination Marketing Manager	\$69,888.00
Contractor: Social Media	\$12,000.00
Contractor: Governance/Operations	\$9,000.00
Insurance	\$2,000.00
Rent (POD)*	\$6,790.00*
Storage Containers	\$3,200.00
General Expenses	\$400.00
Printing & Stationery	\$400.00
Repairs and Maintenance	\$400.00
Software & Subscriptions	\$3,500.00
Telephone & Internet	\$300.00
<b>TOTAL EXPENDITURE</b>	<b>\$213,978.00</b>
<b>Surplus</b>	<b>\$209.00</b>

\*Working with TBOP to cancel POD contract. When successful these funds will be reallocated to Staff & Board Training.

## BUDGET | BUILT UP FUNDS

<b>INCOME</b>	
Carry forward funds as at 30 June 2023 (to be confirmed by accountants)	\$200,000.00
<b>TOTAL</b>	<b>\$200,000.00</b>
<b>EXPENDITURE</b>	
<b>Promotion</b>	<b>\$12,500.00</b>
Website / Data	\$2,500.00
Mount Mainstreet Branded Equipment	\$10,000.00
<b>Placemaking</b>	<b>\$65,800.00</b>
Projects	\$30,000.00
Litter reduction (Many Hands, Light Work initiative)	\$3,000.00
Christmas Festival	\$2,800.00
Christmas Decorations	\$30,000.00
<b>Advocacy</b>	<b>\$10,000.00</b>
Projects	\$10,000.00
<b>Security &amp; Safety</b>	<b>\$10,000.00</b>
Projects	\$10,000.00
<b>Operating Costs</b>	<b>\$5,000.00</b>
Strategy, governance policy and procedures review	\$5,000.00
<b>TOTAL EXPENDITURE</b>	<b>\$103,300.00</b>
<b>BALANCE OF CARRY FORWARD FUNDS</b>	<b>\$96,700.00</b>

## INITIATIVES

### PROMOTIONS

Activity	Actions	Success Criteria
Communications and advertising plan	<ul style="list-style-type: none"> <li>Develop annual communication and advertising plan for consistency in delivering information to the public</li> <li>Interact with the public to increase awareness of local businesses, events and promotions</li> <li>Market Mount Maunganui as a destination to visit</li> </ul>	<ul style="list-style-type: none"> <li>Plan developed and implemented</li> <li>Track and measure activities</li> </ul>
Q1 Launch customer EDM	<ul style="list-style-type: none"> <li>Send monthly EDM starting July 2023 which showcases our members, events and promotions</li> </ul>	<ul style="list-style-type: none"> <li>Number of emails in database &amp; new sign ups</li> <li>EDM open rate &amp; click throughs</li> </ul>
<b>Q1 AUG 2023</b> Winter Warmer Promotion Retail  <i>Spend and win campaign to help drive sales during August.</i>  <i>Weekly prizes with major prize draw at end of month.</i>	<ul style="list-style-type: none"> <li>Engage all retail members to participate in promotion, each store will get a sticker to put on their window for the month and entry details instore.</li> <li>Spend of \$50 during the month of August and go in the draw to win weekly prizes with major end of month prize draw.</li> <li>Radio &amp; social media advertising</li> <li>To participate, each member will need to complete MBA membership form</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from retail members</li> <li>Increased foot traffic during August</li> <li>Number of entries into spend &amp; win draw</li> <li>Track social media engagement with promotion &amp; comments</li> <li>Number of membership forms completed</li> <li>Emails collected for database in prize draw</li> </ul>

## PROMOTIONS

<b>Q1 AUG 2023</b> Winter Warmer Campaign Hospitality	<ul style="list-style-type: none"> <li>Engage all hospitality members to provide content for their business to be used in month long campaign to drive hospo spend – top dish, events, deals</li> <li>Collate all content and package in fun and engaging ways to share via social media, online and radio (in conjunction with retail promo)</li> </ul>	<ul style="list-style-type: none"> <li>Engagement from hospo members</li> <li>Increase in foot traffic during August</li> <li>Track campaign content engagement &amp; reach</li> <li>Feedback from hospo members</li> </ul>
<b>Q4 JUNE 2024</b> Street Market Day – Kings Birthday Weekend  <i>Help business move end of season stock and drive winter spend</i>	<ul style="list-style-type: none"> <li>Engage retailers to participate in street market day</li> <li>Radio and social media promotions</li> <li>Book entertainment down the street</li> </ul>	<ul style="list-style-type: none"> <li>Number of members participating</li> <li>Engagement and reach on advertising</li> <li>Feedback from members</li> </ul>
Improve data capabilities & monitoring	<ul style="list-style-type: none"> <li>Set up tracking spreadsheet to review and report on foot traffic data</li> <li>Implement Google Analytics (GA4) to track website usage</li> <li>Contact ANZSIC sales data to improve accuracy of reporting to members.</li> <li>Investigate other sources of potential data which will be beneficial to members</li> </ul>	<ul style="list-style-type: none"> <li>Monthly data tracking to find baseline and trends</li> <li>Compile quarterly results and share in Chairpersons EDM with members</li> <li>Use data results to help direct promotional activities</li> </ul>
Website	<ul style="list-style-type: none"> <li>Send log in details and 'how to guide' to all members so they can update their own business profiles.</li> <li>Drive promotions to our website</li> <li>Regularly update website content</li> </ul>	<ul style="list-style-type: none"> <li>90% of members businesses loaded on to website</li> <li>Track Google Analytics to see how well the website is performing and how people are interacting with it.</li> </ul>

## PROMOTIONS

Social Media Marketing	<ul style="list-style-type: none"> <li>Continue to promote our members through our social channels with our own content and shared content</li> <li>Identify opportunities to strength and develop our reach and engagement</li> </ul>	<ul style="list-style-type: none"> <li>Increasing number of followers</li> <li>Engagement on content</li> </ul>
Facebook & Instagram giveaways	<ul style="list-style-type: none"> <li>Aim to run a social media promotion per quarter</li> <li>Look at opportunities to engage followers and keep them interested using new and different promotions</li> <li>Share member promotions</li> </ul>	<ul style="list-style-type: none"> <li>Number of promotions run</li> <li>Number of participants involved</li> <li>Number of members participating</li> <li>Number of 'likes' on Facebook and 'follows' on Instagram and general engagement.</li> </ul>
Branded event equipment	<ul style="list-style-type: none"> <li>Buy Mount Mainstreet branded event equipment to help raise brand awareness at events we organise and sponsor</li> <li>Investigate options and quotes: e.g. 3x3 Ezy Up, flags</li> </ul>	<ul style="list-style-type: none"> <li>Equipment purchased and used</li> </ul>
Visitor guide / street newspaper	<ul style="list-style-type: none"> <li>Investigate the cost and feasibility of developing our own regular street guide / seasonal newspaper to promote our members and what's on</li> <li>Talk with other Mainstreets and areas that have this, how it works and benefits of it</li> </ul>	<ul style="list-style-type: none"> <li>Feasibility complete</li> <li>Board to decide if this is something we want to pursue</li> </ul>
SEO audit on website	<ul style="list-style-type: none"> <li>Complete SEO audit on website to help improve google search results and visibility of our website and rankings</li> </ul>	<ul style="list-style-type: none"> <li>Audit complete and recommendations implemented</li> </ul>

## SAFETY & SECURITY

Activity	Actions	Success Criteria
Develop partnerships	<ul style="list-style-type: none"> <li>● Hold regular meetings / calls with our local Mount Constable to get a good handle on key issues in the Mount and build relationship</li> <li>● Develop relationship with Community Patrol, regular check ins. Share the work they do, call for volunteers.</li> <li>● Meet with Māori Wardens to see if there is any collaboration opportunities</li> <li>● Continue to work closely with Paul Mason, Safer Communities, TCC</li> <li>● Send out strategic plan one pager to key partners</li> </ul>	<ul style="list-style-type: none"> <li>● Meetings held vs outcomes</li> <li>● Gain access to a monthly Police report (high level details of crime in area)</li> <li>● Monthly feedback from Community Patrol of key incidence taking place down Mainstreet.</li> </ul>
Support hospo - late night	<ul style="list-style-type: none"> <li>● Work with TCC Control team to make sure hospo venues feel supported using radio comms</li> <li>● Work to get comms radio into Mount Social Club and staff trained to use it</li> <li>● Work with Paul Mason to set up Hospo Accord for Mount to help support, train and share knowledge</li> </ul>	<ul style="list-style-type: none"> <li>● Feedback from members</li> <li>● Meetings held</li> <li>● Projects completed</li> </ul>
Information sharing	<ul style="list-style-type: none"> <li>● Continue to add members to our What's App Group Chat to share safety &amp; security information in real time.</li> <li>● Provide an overview of recent incidents in Member Newsletter.</li> </ul>	<ul style="list-style-type: none"> <li>● Number of members and partners in and using chat</li> <li>● Log incidence reported via chat</li> </ul>
Incident log	<ul style="list-style-type: none"> <li>● Keep track of all incidences that MBA are aware of on the street, with time and location.</li> </ul>	<ul style="list-style-type: none"> <li>● Incidences logged, any outcomes tracked</li> <li>● Log has been useful in guiding discussions with key partners</li> </ul>

## SAFETY & SECURITY

"Know your Neighbour" initiative	<ul style="list-style-type: none"> <li>Targeted at retail stores whose staff might be on their own in the store as a way to ensure they have their next door neighbours shop phone numbers in case they need to get hold of them and are unable to go next door.</li> <li>Design a A4 page which members can write the phone shop numbers down of their neighbours to the right and left and to keep on their fridge. Along with reminders on how to deal with anti-social behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>Design and distribute to members to use</li> <li>Feedback from members</li> </ul>
Patrols	<ul style="list-style-type: none"> <li>Continue with our nightly security patrols with First Security.</li> <li>Monitoring service to ensure it is still adding value.</li> </ul>	<ul style="list-style-type: none"> <li>Nightly patrols completed, report sent noting any incidences</li> <li>Incidences logged vs outcomes /follow up</li> </ul>
Victim Support	<ul style="list-style-type: none"> <li>If a business is broken in to, or had a serious incident take place, visit them within 48 hours of finding out about it. Provide any support required.</li> <li>Follow up a week later to check in, discuss any improvements which could help / prevent it happening again. Check if Police are involved.</li> </ul>	<ul style="list-style-type: none"> <li>Incidences logged vs members visited</li> <li>Any improvements to be made post incident to mitigate / eliminate it happening again.</li> </ul>
Security Camera review	<ul style="list-style-type: none"> <li>Through MBA membership form, create a list of all businesses which have camera and those who do not</li> <li>Identify any areas which have no camera coverage and what might be needed to get it covered.</li> </ul>	<ul style="list-style-type: none"> <li>Review completed and gaps identified, align with next steps</li> <li>Log cameras on CCTV website</li> </ul>
Maintain MBA AED's on our street	<ul style="list-style-type: none"> <li>Maintain the two AEDs we have located down the street.</li> <li>If used, check they are replaced and serviced</li> </ul>	<ul style="list-style-type: none"> <li>Keep a recorded of battery and pad expiry dates for servicing</li> <li>Record if AEDs have been used</li> </ul>
Additional Funding	<ul style="list-style-type: none"> <li>Investigate if there are any additional funding opportunities available to support our street or members with safety and security</li> </ul>	<ul style="list-style-type: none"> <li>Funding applications applied for &amp; granted</li> <li>Information on funding provided to members</li> </ul>

## PLACEMAKING

Activity	Actions	Success Criteria
Build strong partnerships	<ul style="list-style-type: none"> <li>Send out our strategic plan one pager to our key stakeholders and set up a meeting with them to discuss if there are any opportunities to work together to achieve similar goals.</li> </ul>	<ul style="list-style-type: none"> <li>Meetings held vs outcomes</li> </ul>
<b>Weekly</b> Mount Mainstreet Urban Market	<ul style="list-style-type: none"> <li>Facilitate the running of our Sunday market</li> <li>Encourage people into the Mainstreet and to stay longer</li> <li>Create a vibrant environment for our community</li> <li>Drive engagement via social media</li> <li>Encourage association members to host a pop-up stall at market</li> </ul>	<ul style="list-style-type: none"> <li>Event held every Sunday (<i>except Christmas Day, or unless rained off</i>)</li> <li>Number of stalls attending</li> <li>Number of member stalls</li> <li>Feedback received from attendees, stall holders and surrounding businesses</li> <li>Slow, medium or busy market</li> <li>Number of followers on social media</li> </ul>
<b>Q1 / Q2 2023</b> Improve wayfinding	<ul style="list-style-type: none"> <li>Investigate if there are any quick wins MBA can instigate ready for October Cruise ships - footpath decals, temporary signage approvals.</li> <li>Advocate to TCC for cohesive look for wayfinding across Mount Maunganui</li> </ul>	<ul style="list-style-type: none"> <li>Improved wayfinding installed ready for 2023 Cruise Ship season</li> <li>Involved in discussions on greater wayfinding project for the Mount.</li> </ul>
<b>Q1 July &amp; Sept 2023</b> School Holiday Activations	<ul style="list-style-type: none"> <li>Provide school holiday events during July 23 and Sept 23 school holiday period</li> <li>Create a fun, interactive and vibrant environment for children and families</li> <li>Encourage people into the Mainstreet and to stay longer</li> <li>Promote Mount Maunganui as a destination to visit</li> </ul>	<ul style="list-style-type: none"> <li>Events held</li> <li>Number of people estimated to have visited and participated</li> <li>Feedback received from attendees and surrounding businesses</li> </ul>

## PLACEMAKING

<p><b>Q1 Sept 2023</b> “Many Hands Light Work” initiative</p> <p>Street clean up</p>	<ul style="list-style-type: none"> <li>• Host 2 x clean ups throughout the year</li> <li>• Launch initiative during Keep NZ Beautiful Clean Up Week 16th - 22nd Sept 2023.</li> <li>• Encourage locals and business owners to participate and tidy up our street</li> <li>• Promote before and after photos of areas we have cleaned up</li> <li>• Focus on some areas as quick wins for clean up week to highlight the impact this project can have to keep momentum going during the year</li> <li>• Make the Mount beautiful</li> <li>• Reach out to key partners to volunteer at event</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Decrease in litter found at each event</li> <li>• Number of people to participate in event</li> <li>• Before &amp; after photos of areas</li> </ul>
<p><b>Q2 2023</b> Street Flags</p>	<ul style="list-style-type: none"> <li>• TCC are expected to be installing new street poles Oct 2023, follow up for confirmed install dates.</li> <li>• Once confirmed, get quotes for street flags, particularly for Christmas</li> </ul>	<ul style="list-style-type: none"> <li>• Quotes received, flags purchased and installed for Christmas</li> </ul>
<p><b>Q2 Dec 2023</b> Christmas Festival</p>	<ul style="list-style-type: none"> <li>• Provide a one-day free event during the December 23 holiday period</li> <li>• Create a fun, interactive and vibrant environment for a wide range of ages.</li> <li>• Promote Mount Maunganui as a destination to visit</li> <li>• Encourage people to do their Christmas shopping down Mount Mainstreet by providing a festival and fun family atmosphere</li> </ul>	<ul style="list-style-type: none"> <li>• Event Held</li> <li>• Number of people estimated to have visited and participated</li> <li>• Feedback received from attendees and surrounding businesses</li> </ul>

## PLACEMAKING

Q2 Dec 2023 Christmas Movie in the Park	<ul style="list-style-type: none"> <li>• Sponsor The Hits “Christmas Movie in the Park”</li> <li>• Support The Hits in create a fun and vibrant environment down our Mainstreet</li> <li>• Encourage people into the Mainstreet and to stay longer</li> <li>• Encourage people to dine at our takeaway restaurants</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Number of people estimated to have attended</li> <li>• Feedback received from members</li> </ul>
Q4 April 2024 Tauranga Jazz Festival	<ul style="list-style-type: none"> <li>• Sponsor Tauranga Jazz Festival to come to the Mount Mainstreet</li> <li>• Promote Mount Maunganui as a destination to visit</li> <li>• Encourage people into the Mainstreet and to stay longer</li> <li>• Create a vibrant environment for a wide range of ages</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Approx. number of people attending event</li> <li>• Feedback from members</li> <li>• Increased foot traffic count during event days</li> </ul>
Graffiti Removal	<ul style="list-style-type: none"> <li>• Meet with graffiti removal contractor to discuss best way to tackle full street graffiti removal to decide next steps</li> <li>• Engage with landlords &amp; business owners if graffiti on private property to try and get it removed</li> <li>• Communicate our goal to members to get them on board and support initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Graffiti removed from street</li> </ul>
Micro activations	<ul style="list-style-type: none"> <li>• Deliver micros activations during the year</li> <li>• Eg. Live music, face painting</li> <li>• Create a fun and vibrant environment for a wide range of ages.</li> <li>• Encourage people into the Mainstreet and to stay longer</li> </ul>	<ul style="list-style-type: none"> <li>• Events held</li> <li>• Feedback from surrounding businesses and public</li> </ul>
Christmas Decorations	<ul style="list-style-type: none"> <li>• Investigate options for new Christmas decorations for the street as wreaths were disposed of. Current best option is street flags and lighting.</li> </ul>	<ul style="list-style-type: none"> <li>• Plan confirmed, decorations purchased and installed for December 2023.</li> </ul>
Tree lights	<ul style="list-style-type: none"> <li>• Continue to maintain fairy lights in Norfolk Pine tree</li> </ul>	<ul style="list-style-type: none"> <li>• Tree lights in working order and turned on throughout the year</li> </ul>

## PLACEMAKING

Q1 Aug 2023 Q4 Jan 2024 Community Grant Fund	<ul style="list-style-type: none"> <li>• Submit grant for support with Many Hands Light Work launch event or lighting installation.</li> <li>• Applications close Monday 14th August 2023</li> <li>• Grant <a href="#">guidelines</a></li> <li>• If unsuccessful, revisit in Jan 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Funding application submitted</li> </ul>
Q1 Aug 2023 Community Match Fund	<ul style="list-style-type: none"> <li>• Identify projects / initiatives which may be eligible for Community Match Fund.</li> <li>• Grant <a href="#">guidelines</a></li> <li>• <i>Note (only able to get one Community Grant or one Match fund per year)</i></li> </ul>	<ul style="list-style-type: none"> <li>• Funding application submitted</li> </ul>
Q4 Public Art Framework	<ul style="list-style-type: none"> <li>• Identify art works / projects to be submitted into the new TCC public art framework ready for July 2024</li> <li>• Potential project Mount Mainstreet entrance, refurb of current Street Print artworks, development of a street art walking trail map and collateral, additional murals.</li> </ul>	<ul style="list-style-type: none"> <li>• Funding application submitted</li> </ul>
Q1 August 2023 Q4 June 2024 Community Event Fund	<ul style="list-style-type: none"> <li>• Identify potential events or activities which may be eligible for funding.</li> <li>• Applications close 20th August 2023 with decisions 20 Sept 2023.</li> <li>• And again in June 2024</li> <li>• Fund <a href="#">guidelines</a></li> </ul>	<ul style="list-style-type: none"> <li>• Funding application submitted</li> </ul>

## MEMBER COMMUNITY

Activity	Actions	Success Criteria
Q1 / Q2 Membership forms completed	<ul style="list-style-type: none"> <li>Get businesses within our boundary to complete membership form</li> </ul>	<ul style="list-style-type: none"> <li>80% of businesses in targeted rate boundary to complete the MBA membership form by 31st Dec 2023.</li> </ul>
Q1 Aug 2023 Landlord communications	<ul style="list-style-type: none"> <li>Collect as many landlord contact details through membership forms, review and update landlord database</li> <li>Prepare and send initial letter for Landlords, include member handbook, strategic plan one pager, invite to AGM and how to sign up to our database.</li> <li>Second mail out to go Q3 with key updates</li> </ul>	<ul style="list-style-type: none"> <li>Up to date accurate database for landlords</li> <li>Contact made with all landlords</li> <li>Number of landlords who attend AGM</li> <li>Include a commercials / landlord section in our member mailer.</li> </ul>
Member Connections	<ul style="list-style-type: none"> <li>Provide opportunities for businesses to network and learn</li> <li>Host 6 member events annually to help develop member connections</li> </ul>	<ul style="list-style-type: none"> <li>Events held</li> <li>Number of attendees</li> <li>Member feedback</li> </ul>
Develop new member induction process	<ul style="list-style-type: none"> <li>Develop an induction procedure to streamline members on boarding, including templates and step by step process, all information to provide and when.</li> </ul>	<ul style="list-style-type: none"> <li>Process create and implemented</li> </ul>
Member communications	<ul style="list-style-type: none"> <li>Send out regular EDM to member database via Mailchip</li> <li>Visit members face to face at their business</li> </ul>	<ul style="list-style-type: none"> <li>EDM sent at least once a month</li> <li>Open rate of EDM</li> <li>Feedback from members</li> </ul>
Member podcast	<ul style="list-style-type: none"> <li>Create a podcast which showcases our professional service members shared via website and social media</li> <li>"What Goes On Upstairs"</li> </ul>	<ul style="list-style-type: none"> <li>Create one episode as trial to see if resources allow, if so, continue</li> </ul>
Associate Membership	<ul style="list-style-type: none"> <li>Create policy for onboarding Associate Members</li> <li>Send out to all businesses within close proximity to boundary who are already benefiting from the Association</li> </ul>	<ul style="list-style-type: none"> <li>Number of new Associate Members joining Association</li> </ul>

## ADVOCACY

Activity	Actions	Success Criteria
Advocacy	<ul style="list-style-type: none"> <li>Continue to advocate in the interests of businesses on our Mainstreet</li> <li>Continue to submit feedback on behalf of businesses</li> <li>Advocate for services down the Mainstreet to be up to a high standard in terms of pavements, cleaning, gardens, transportation</li> </ul>	<ul style="list-style-type: none"> <li>Advocate on changes in bylaws and other proposal by Council</li> <li>Continue to feedback issues relating to our Mainstreet cleanliness</li> </ul>
Mount Spatial Plan	<ul style="list-style-type: none"> <li>Continue to work closely with TCC as stakeholder in Mount Spatial Plan</li> <li>Provide opportunities for members to be include in feedback process</li> </ul>	<ul style="list-style-type: none"> <li>MBA voice heard in Mount Spatial Plan process</li> </ul>
LTO Street Use Policy	<ul style="list-style-type: none"> <li>Provide feedback on LTO Street Use Policy when it becomes available for public consultation</li> </ul>	<ul style="list-style-type: none"> <li>MBA voice heard in Policy review process</li> </ul>
Social Housing	<ul style="list-style-type: none"> <li>Advocate to Council for better compliance on social housing which is located on our Mainstreet.</li> </ul>	<ul style="list-style-type: none"> <li>Compliance review completed and positive outcomes sought</li> </ul>
Plan Change 33	<ul style="list-style-type: none"> <li>Advocate to Council on retaining character of Mount downtown, sightlines to Mauao and light coming into the street.</li> </ul>	<ul style="list-style-type: none"> <li>MBA voice heard in Plan Change 33 process</li> </ul>
Chairpersons quarterly update	<ul style="list-style-type: none"> <li>Send an EDM each quarter to provide an overview of the key milestones for that quarter, including topics advocated on.</li> <li>Include foot traffic and sales data</li> </ul>	<ul style="list-style-type: none"> <li>4 x EDM sent</li> <li>Open rate</li> </ul>

## OPERATIONS & COMPLIANCE

Activity	Actions	Success Criteria
Dissemination of Information	<ul style="list-style-type: none"> <li>Continue to send out mass emails with information important to our members</li> <li>Attend community / Council meetings that are relevant to objectives of MBA</li> <li>Key information about MBA to be accessible on website for public to view</li> </ul>	<ul style="list-style-type: none"> <li>Number of meetings attended, where knowledge is gained</li> <li>Responses to mass email and open rate</li> <li>Encourage people to 'like' our Facebook and Instagram page and disseminate information through social media (if appropriate)</li> <li>Increase number of website visits</li> </ul>
Health & Safety	<ul style="list-style-type: none"> <li>Ensure compliance with Health &amp; Safety legislation</li> <li>Engage consultant to review health and safety to ensure compliance</li> </ul>	<ul style="list-style-type: none"> <li>Health and safety policy up to date</li> <li>Health and safety reviewed with board regularly</li> </ul>
Business continuity and risk register	<ul style="list-style-type: none"> <li>Develop a business continuity plan and risk register</li> </ul>	<ul style="list-style-type: none"> <li>Plan and register developed</li> </ul>
Complete review of governance documents and policies	<ul style="list-style-type: none"> <li>Work with consultant to ensure all our governance processes are in place that need to be</li> </ul>	<ul style="list-style-type: none"> <li>Review completed and documents created or updated as required</li> </ul>
Measuring our success	<ul style="list-style-type: none"> <li>Conduct monthly monitoring of our KPI measures to easily report on progress</li> </ul>	<ul style="list-style-type: none"> <li>Monthly tracking completed</li> </ul>

## KEY PARTNERS

Activity	Actions	Success Criteria
Tauranga City Council	<ul style="list-style-type: none"> <li>Monthly check ins with TCC Partnerships Specialist</li> <li>Regular meetings with TCC Safer Communities</li> <li>Feedback and advocacy on public amenities eg. Coronation park, Porotakataka, public facilities (toilets, rubbish bins, and street furniture)</li> </ul>	<ul style="list-style-type: none"> <li>Consultation / collaboration / advocacy / support on projects or initiatives.</li> </ul>
Local Iwi	<ul style="list-style-type: none"> <li>Set up a meeting to discuss our new strategic plan and share what our plans are for the coming year, see where potential collaboration opportunities are.</li> <li>Build relationship with local Iwi/Hapu</li> <li>Work together to ensure Māori culture is respected and represented in our Mainstreet</li> </ul>	<ul style="list-style-type: none"> <li>Consultation / collaboration / support on projects, events or activations</li> </ul>
Tourism Bay of Plenty	<ul style="list-style-type: none"> <li>Set up a meeting to discuss our new strategic plan and share what our plans are for the coming year, see where potential collaboration opportunities are.</li> </ul>	<ul style="list-style-type: none"> <li>Number of cross promotions/ collaborations executed</li> </ul>
Creative Bay of Plenty	<ul style="list-style-type: none"> <li>Set up a meeting to discuss our new strategic plan and share what our plans are for the coming year, see where potential collaboration opportunities are.</li> </ul>	<ul style="list-style-type: none"> <li>Consultation / collaboration / support on projects, events or activations</li> </ul>
Priority one	<ul style="list-style-type: none"> <li>Set up a meeting to discuss our new strategic plan and share what our plans are for the coming year, see where potential collaboration opportunities are.</li> <li>Discuss potential membership options</li> </ul>	<ul style="list-style-type: none"> <li>Consultation / collaboration / support on projects, events or activations</li> </ul>

Chamber of Commerce	<ul style="list-style-type: none"> <li>● Set up a meeting to discuss our new strategic plan and share what our plans are for the coming year, see where potential collaboration opportunities are.</li> <li>● Find out what opportunities of support are available for our business members</li> </ul>	<ul style="list-style-type: none"> <li>● Consultation / collaboration / support on projects, events or activations</li> </ul>
NZ Police	<ul style="list-style-type: none"> <li>● Regular check-ins with local Constable.</li> </ul>	<ul style="list-style-type: none"> <li>● Monthly reporting available from Police</li> </ul>
Mount Community Patrol	<ul style="list-style-type: none"> <li>● Showcase the work they do in our member newsletter</li> <li>● Call for volunteers</li> <li>● Connect into Safety &amp; Security What's App group to share any real time information</li> <li>● Regular phone call with manager to see if any key areas of concern to report back to members</li> </ul>	<ul style="list-style-type: none"> <li>● Feedback loop in place from Patrol to members</li> <li>● Consultation / collaboration / support on projects</li> </ul>
Mount Community Hall	<ul style="list-style-type: none"> <li>● Support Mount Community Hall and provide guidance where possible</li> <li>● Hold a seat on Hall committee</li> </ul>	<ul style="list-style-type: none"> <li>● Number of committee meetings attended.</li> </ul>
Port of Tauranga	<ul style="list-style-type: none"> <li>● Set up a meeting to discuss our new strategic plan and share what our plans are for the coming year, see where potential collaboration opportunities are.</li> </ul>	<ul style="list-style-type: none"> <li>● Consultation / collaboration / support on projects, events or activations</li> </ul>



## Mainstreet Monitoring Report – Greerton Village Mainstreet Reporting Period: 1 January – 30 June 2023

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Vision: No changes to this section

Core Purpose / Focus areas of Mainstreet Business Plan:

Membership overview:

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Summary of highlights:

- Easter Egg Hunt for the Greerton Village Community
- Winter online Giveaways Promotion
- Yarn Bombing of Greerton Village

Key Activity and Achievements (previous 6 months):

Activity Area: Events & Initiatives		
Activity	Explanation	Results / Status / Outcome
Valentines Day 14 February	Julio the Latin Lover cruised the village on his unicycle giving away chocolate hearts.	Fun surprise for general public. Feedback from retailers was that they enjoyed the entertainment.
Mother's Day 14 May	Social media online giveaway for two special ladies. Tag a special lady in your life and tell us why she is so special.	Fantastic outcome for a start with around 55 comments and tags.
Easter Egg Hunt 3 – 6 April	Kids to follow a trail of retailers displaying Easter Eggs in their windows.	Fun for the kids and encouraged foot traffic to the retailers stores
Winter Online Giveaways 21 – 25 June	A test to see if we can grow our social media pages.	Outstanding outcome. High engagement from public and page growth. We will continue with online giveaways.

## Mainstreet Monitoring Report – Greerton Village

## Mainstreet

Reporting Period: 1 January – 30 June 2023

Yarn Bomb Installs Sunday 2 July – 20 August Incorporated fund raising for charities via Give a Little pages, online and in person voting.	A new co coordinator on board for this year brought school children, retirement home residents and more on board	Recycled sleeves from the previous years were re used to purposely. The introduction of Give a Little pages for the charities were a new edition. Voting was online and in person. New introduction of a Matariki Star Trail where people were encouraged to find the 9 stars placed in selected businesses. There are three categories general public, schools and sustainable the tree with the most votes of those categories will receive \$500 towards their group.
Preparation work and selling of our Voucher Book Promotion Will be reported on next period	Started early to ascertain interest from GV businesses. One interested so far.	Will be reported next period as running in November.
Working with TCC Transport Dept towards Cameron Stage 2 plan through Greerton Village	GVCA have been involved in retailer feedback and discussion and the passing on of this information to TCC Transport	A revised plans are in development.

Activity Area: Marketing		
Activity	Purpose	Results / Status / Outcome
Mother's Day Published early March	We took the plunge and had a digital ad online. It was expensive.	The ad received 29,988 impressions which is a great result.
Sun Media Partnership Monthly all year plus additional advertising for specific promotions	We have continued to build this relationship which has in turn given us more free coverage by way of Sun Live videos for many events	Almost always receive feedback from the public around our advertising.
Website on going	We have utilised the website for online registration forms for our Lantern making classes as well as promoting our events	The website is an important part of our marketing however does not bring the same instant response as face book
Social Media	This year we are working on the Instagram account to help grow it and attract another audience.	Excellent response to FB boosted ad campaigns –

## Mainstreet Monitoring Report – Greerton Village

## Mainstreet

Reporting Period: 1 January – 30 June 2023

	Greerton Village face book page continues to draw the public to our events & promotions and has increased page likes from 3.9 to 4.2k	
NZME Radio 4 x local stations	No use of radio this year.	The results from using radio last year for the Cherry Blossom Festival was very expensive and there are no concrete results.
Posters and flyers Matamata i-site	There has been increased interest this year.	We receive calls from this i site, usually around sending buses over to view the Yarn Bombing and sometimes for Cherry Blossom Festival. Low cost & worthwhile
Advertising space taken Our Place magazine and online for Cherry Blossom Festival.	To promote the Cherry Blossom Festival in September	Will await results after the event.

Activity Area: Member Communication		
Activity	Purpose	Results / Status / Outcome
Mail chimp newsletters regular sent to our members	To advise of any activities, meetings, items of importance, promotions and Events	Variable but certainly a worthwhile part of our communications to GV businesses
BA5 Network Evenings	To encourage our Business owners the opportunity to learn more about who and what is on offer in Greerton Village	The BA5's meetings have halted while new Mainstreet Manager learns the job but will be starting up again in October
Greerton Village Facebook page	To communicate events to the public and keep our businesses up to date with what is going on as well as offering a platform for them to use to promote their own business and share posts and pages	Increased interest and likes. There has been a marked increase when our promotions are running

## Mainstreet Monitoring Report – Greerton Village Mainstreet Reporting Period: 1 January – 30 June 2023

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Key issues:

Issue	Explanation	Status
Greerton Village development work for Cameron Road Stage 2.	The continued work with TCC on Cameron Road Stage 2 working through this concept to its conclusion	This is ongoing work and the next period report will cover recent meetings & developments The only real concerns around the possible loss of 4 car parks at the "Top Shops" in Cameron Road, the consensus of the retailers is to remove the seating area by the current pedestrian crossing when relocated and to reintroduce 3 car parks there. This is strongly supported by us as car parking is at a premium and the loss outside these shops would create less patronage
Homeless and transient people	We continue to experience issues with this widespread social issue with the actual people drinking outside the Greerton Hall becoming more prevalent in recent months	Backed by our local Police, we are encouraging all business owners to dial 111 in the event of abuse or aggravated approaches on their customers

Future activities (coming 6 months):

- We are working on a voucher book to be launched in November in time for shopping in December.
- At the conclusion of our Yarn Bombing installations – we will decide if we do want to do it again next year or do something else aligned with the Matariki holiday.
- Annual Cherry Blossom Festival on Saturday 16 September. We are working closely again with Greerton Village school and Custom & Street Car club to bring a free, family oriented fun day to our Village, featuring the Custom Car show, School Gala and roving entertainers
- We have been approached by Tauranga Racing to help them celebrate 150 years of racing in Tauranga.

## Mainstreet Monitoring Report – Greerton Village Mainstreet Reporting Period: 1 January – 30 June 2023

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- At our AGM in November, we will be looking at new ideas for 2024 as well as building on what is working well at present
- We will continue to work closely with business owners, believing that personal contact is much more important than Facebook stats and the importance of building their trust in dealing with issues and engaging their buy in to our promotions. This has been shown I think by the large number of participating businesses in our recent promotions
- Halloween Trial – count the pumpkins in the window
- In December we will install the Christmas Tree.
- Plans for Santa to be back in Greerton Village – a work in progress as need to make changes from last year
- In consultation with a facilitator to help with a strategic plan for Greerton Village.

### Financials:

Audited Financials and Audit report for year end 30 June 2022 can be supplied if required.

# **Annual Accounts**

Greerton Village Community Association  
For the year ended 30 June 2023

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# Compilation Report

## Greerton Village Community Association For the year ended 30 June 2023

Compilation Report to the Trustees of Greerton Village Community Association

### Scope

On the basis of information provided and in accordance with Service Engagement Standard 2 Compilation of Financial Information, we have compiled the financial statements of Greerton Village Community Association for the year ended 30 June 2023.

These statements have been prepared in accordance with the accounting policies described in the Notes to these financial statements.

### Responsibilities

The Trustees are solely responsible for the information contained in the financial statements and have determined that the Special Purpose Reporting Framework used is appropriate to meet your needs and for the purpose that the financial statements were prepared.

The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

### Independence

Tony Ryan is a director of Ataxz Accountants Ltd and the current chairperson of Greerton Village Community Association.

### Disclaimer

We have compiled these financial statements based on information provided which has not been subject to an audit or review engagement by ourselves. Accordingly, we do not accept any responsibility for the reliability, accuracy or completeness of the compiled financial information contained in the financial statements. Nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on these financial statements.

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Ataxz Accountants Limited  
Upstairs 1277 Cameron Rd  
Greerton  
Tauranga.

2 August 2023

# Directory

## Greerton Village Community Association For the year ended 30 June 2023

### Address

1247 Cameron Road, Greerton, Tauranga, New Zealand, 3112

### Date of Formation

12th November 1993

### IRD Number

062-048-468

### Auditor

LACA Limited  
Welcome Bay  
Tauranga

### Accountant

Ataxz Accountants Limited  
Upstairs 1277 Cameron Rd  
Greerton  
Tauranga.

### Bankers

Westpac Bank

### Services Manager

Mahia Matelli

### Committee Members

Chairperson - Tony Ryan  
Vice Chairman - Alan Patterson  
Secretary - Judy Wood  
Committee Member - Belinda Sands  
Committee Member - Rosalie Crawford  
Committee Member - Ravinder Paul  
Committee Member - Stefan McNeely

# Approval of Financial Report

## Greerton Village Community Association For the year ended 30 June 2023

The Trustees are pleased to present the approved financial report including the historical financial statements of Greerton Village Community Association for year ended 30 June 2023.

APPROVED

For and on behalf of the Trustees

# Statement of Profit or Loss

## Greerton Village Community Association For the year ended 30 June 2023

	NOTES	2023	2022
<b>Trading Income</b>			
Income For Promotions		1,384.40	-
Levy Income		141,405.64	134,672.04
<b>Total Trading Income</b>		<b>142,790.04</b>	<b>134,672.04</b>
<b>Gross Profit</b>		<b>142,790.04</b>	<b>134,672.04</b>
<b>Other Income</b>			
Interest Received		1,143.24	61.28
<b>Total Other Income</b>		<b>1,143.24</b>	<b>61.28</b>
<b>Total Income</b>		<b>143,933.28</b>	<b>134,733.32</b>
<b>Expenses</b>			
Accident Compensation Levy		-	222.37
Accountancy Fees		2,400.00	2,400.00
Advertising		6,313.70	14,206.55
AGM Expenses		368.27	196.60
Audit Fees		95.86	1,988.80
Bank Charges		10.00	15.00
Computer Expenses		1,135.15	918.08
Consultancy		265.22	-
Depreciation		2,002.07	1,025.88
Donations Paid		2,600.00	1,000.00
General Expenses		53.41	-
Insurance		765.00	-
Legal Expenses		4,162.50	320.00
Meeting Expenses		-	43.18
Office Expense		233.62	155.47
Printing, Stamps & Stationery		631.00	136.89
General Promotional Expenses		32,974.06	22,163.52
Rent		3,322.74	3,046.10
Staff Expenses		521.94	103.47
Staff Training		(1,300.00)	125.00
Storage		2,034.81	1,982.64
Subscriptions		1,008.20	971.96
Travel and Accommodation		196.71	217.48
Telephone, Tolls & Internet		1,569.38	1,625.59
Tools & Equipment		1,326.00	-
Wages & Salaries		61,831.17	69,360.80
Website Expenses		595.00	590.00
XERO Subscription		461.50	276.00
Winter Promotional Expenses		434.78	-

The accompanying notes & Audit Report form part of the financial statements.

## Statement of Profit or Loss

	NOTES	2023	2022
Spring Promotional Expenses		2,000.00	-
<b>Total Expenses</b>		<b>128,012.09</b>	<b>123,091.38</b>
<b>(Loss) / Profit Before Taxation</b>		<b>15,921.19</b>	<b>11,641.94</b>
<b>Trustees (Loss) / Income Before Taxation</b>		<b>15,921.19</b>	<b>11,641.94</b>
<b>Taxation and Adjustments</b>			
<b>Non-Deductible Expenses</b>			
Entertainment		608.00	200.87
Non Deductible Expenses		-	231.00
<b>Total Non-Deductible Expenses</b>		<b>608.00</b>	<b>431.87</b>
<b>Total Taxation and Adjustments</b>		<b>608.00</b>	<b>431.87</b>
<b>Trustees (Loss) / Income for the Year</b>		<b>15,313.19</b>	<b>11,210.07</b>

The accompanying notes & Audit Report form part of the financial statements.

# Balance Sheet

## Greerton Village Community Association As at 30 June 2023

	NOTES	30 JUN 2023	30 JUN 2022
<b>Assets</b>			
<b>Current Assets</b>			
<b>Cash and Bank</b>			
<b>Bank and cash/(bank overdraft)</b>			
Bank Cheque Account		99,911.83	94,802.16
Petty Cash		150.00	150.00
Debit Card Account		15.31	324.06
<b>Total Bank and cash/(bank overdraft)</b>		<b>100,077.14</b>	<b>95,276.22</b>
<b>Total Cash and Bank</b>		<b>100,077.14</b>	<b>95,276.22</b>
Trade and Other Receivables		977.50	743.60
<b>Total Current Assets</b>		<b>101,054.64</b>	<b>96,019.82</b>
<b>Non-Current Assets</b>			
Property, Plant and Equipment		690.35	1,337.42
Other Non-Current Assets		1,355.00	2,710.00
<b>Total Non-Current Assets</b>		<b>2,045.35</b>	<b>4,047.42</b>
<b>Total Assets</b>		<b>103,099.99</b>	<b>100,067.24</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and Other Payables		-	3,502.77
GST Payable		7,445.80	5,282.40
Provisions		5,105.00	16,046.07
<b>Total Current Liabilities</b>		<b>12,550.80</b>	<b>24,831.24</b>
<b>Total Liabilities</b>		<b>12,550.80</b>	<b>24,831.24</b>
<b>Net Assets</b>		<b>90,549.19</b>	<b>75,236.00</b>
<b>Equity</b>			
Retained Earnings		90,549.19	75,236.00
<b>Total Equity</b>		<b>90,549.19</b>	<b>75,236.00</b>

The accompanying notes & Audit Report form part of the financial statements.

## Statement of Changes in Equity

### Greerton Village Community Association For the year ended 30 June 2023

	2023	2022
<b>Trust Capital</b>		
Opening Balance	75,236.00	64,025.93
<b>(Decreases) / Increases</b>		
Trustees (Loss) / Income for the Period	15,313.19	11,210.07
<b>Total (Decreases) / Increases</b>	<b>15,313.19</b>	<b>11,210.07</b>
<b>Total Trust Capital</b>	<b>90,549.19</b>	<b>75,236.00</b>

The accompanying notes & Audit Report form part of the financial statements.

## Depreciation Schedule

### Greerton Village Community Association For the year ended 30 June 2023

NAME	COST	OPENING VALUE	PURCHASES	METHOD	RATE	SALE PRICE	LOSS	DEPRECIATION	CLOSING VALUE	PRIVATE USE AMOUNT
<b>Office Equipment</b>										
LG Monitor	780.00	715.00	-	DV	50.00%	-	-	357.50	357.50	-
<b>Total Office Equipment</b>	<b>780.00</b>	<b>715.00</b>	<b>-</b>			<b>-</b>	<b>-</b>	<b>357.50</b>	<b>357.50</b>	<b>-</b>
<b>Plant &amp; Equipment</b>										
Carpet Installation	1,226.09	211.87	-	DV	40.00%	-	-	84.75	127.12	-
PC purchase in Aug 2019	3,025.00	409.63	-	DV	50.00%	-	-	204.82	204.81	-
<b>Total Plant &amp; Equipment</b>	<b>4,251.09</b>	<b>621.50</b>	<b>-</b>			<b>-</b>	<b>-</b>	<b>289.57</b>	<b>331.93</b>	<b>-</b>
<b>Website (Fixed Asset)</b>										
Website - design	2,520.00	2,310.00	-	DV	50.00%	-	-	1,155.00	1,155.00	-
Website - Photographics	600.00	400.00	-	DV	50.00%	-	-	200.00	200.00	-
<b>Total Website (Fixed Asset)</b>	<b>3,120.00</b>	<b>2,710.00</b>	<b>-</b>			<b>-</b>	<b>-</b>	<b>1,355.00</b>	<b>1,355.00</b>	<b>-</b>
<b>Total</b>	<b>8,151.09</b>	<b>4,046.50</b>	<b>-</b>			<b>-</b>	<b>-</b>	<b>2,002.07</b>	<b>2,044.43</b>	<b>-</b>

The accompanying notes & Audit Report form part of the financial statements.

# Notes to the Financial Statements

## Greerton Village Community Association For the year ended 30 June 2023

### Reporting Entity

Greerton Village Community Association is a trust established by a trust deed dated 12th November 1993, and subject to the Trustees Act 1956.

This special purpose financial report was authorised for issue in accordance with a resolution of trustees dated 1 August 2023.

### Basis of Preparation

These financial statements have been prepared in accordance with the Special Purpose Framework for use by For-Profit Entities (SPFR for FPEs) published by Chartered Accountants Australia and New Zealand.

The financial statements have been prepared for taxation purposes.

### 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.

### Statement of Accounting Policies

#### Income Tax

The Association has been approved by the Inland Revenue Department as a local or regional promotion body and is exempt from income tax under section CW33 of the Income Tax Act 2007.

#### Goods and Services Tax

These financial statements have been prepared on a GST exclusive basis with the exception of accounts receivable and accounts payable which are shown inclusive of GST.

### Property, Plant & Equipment

The entity has the following classes of Property, Plant & Equipment;

- Plant & Equipment

All property, plant & equipment is stated at cost less accumulated depreciation.

Leased assets are depreciated over the unexpired term of the lease or over the estimated useful life, whichever is shorter.

### Leased Assets

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**Notes to the Financial Statements**

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The Association leases an office within the Greerton Community Hall for \$256.09 plus GST per month. There is no termination date on the lease agreement.

**FINANCE LEASES**

Assets purchased under a finance lease which effectively transfer to the lessee substantially all the risks and benefits incidental to ownership of the property are capitalised at the present value of the minimum lease payment. A corresponding liability is also disclosed with lease payments being apportioned between the liability and interest payments.

The depreciation policy for depreciable assets, that are the subject of a finance lease, will be consistent with that for assets that are owned, unless there is no certainty that the lessee will take ownership by the end of the lease term, in which case the assets will be depreciated over the shorter of the estimated useful life of the asset or the lease term.

**Going Concern**

Reliance is placed on the fact that the entity is a going concern.

**Audit**

These financials statements have been subject to audit, please refer Auditor's Report.

**Contingent Liabilities**

At balance date there are no known, quantifiable contingent liabilities. Greerton Village Community Association Inc has not granted any securities in respect of liabilities payable by any other party.

**Related Parties**

There were no material transactions with any related parties during the period under review.

**Securities And Guarantees**

There was no overdraft as at balance date nor was any facility arranged.

**Subsequent Events**

There were no subsequent events after balance date.

## **Auditor's Report**

**Greerton Village Community Association**  
**For the year ended 30 June 2023**

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## GREERTON VILLAGE COMMUNITY ASSOCIATION ANNUAL BUSINESS REPORT – 2023-2024

### Mission statement

The aim of the Greerton Village Community Association ("GVCA") is to create a strong, vibrant, and thriving centre for our businesses and community.

*Hei hanga I tetahi pokapu kaha,*

*hihiri, kaha hoki mo a tatou pakihi me o tatou hapori.*

GVCA receives funding from Tauranga City Council via two separate payments processed bi-annually.

A targeted rate is paid by Greerton Village businesses through their rates and then directed to the GVCA from the Council. The funding is directed and facilitated by the Mainstreet Manager, Greerton, to help promote Greerton Village as a sustainable place to carry out business.

This Plan set out how the funding for the 2023-2024 financial year will be spent.

### Objectives

As stated in our constitution, the GVCA shall:

Conserve, promote and advance the interests and welfare of business holders and traders who are generally dealing in Greerton;

Promote and give a higher profile to the Greerton retail areas as a desirable and pleasant place to shop;

Encourage high standards of service, customer care and honourable practice;

Promote a friendly relationship as between traders and others connected with the areas;

Uphold and maintain the interests of the members of the GCVA both individually and collectively, acting in the best interests of such community and members as the GVCA sees fit; and

Advocate for the promotion of, or opposition to legislation or other measures that may impact the interests of GVCA members.

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Goals and key performance indicators

Focus area – gain traction and audiences through social media

**Actions:**

Engage with our community and promote local businesses through interesting stories, promotions, and giveaways;

Add a personal touch by responding to and acknowledging all comments and messages received, be them positive or otherwise.

Focus areas: continue to learn and grow with governance training

**Actions:**

Continue to work with our facilitator to effectively administer our Board in a productive manner;

Uphold and evaluate our constitution in a responsible manner; and actively engage with training as and where appropriate.

Focus area – change events to suit the changes in our community

**Actions:**

Canvass opinions from stakeholders;

Invest in events that suit and appeal to a variety of cultural landscapes; and

Reflect the family values that are core to our community.

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Partnerships

ACTIVITY	ACTIONS	SUCCESS CRITERIA
Bay Venues Greerton Hall	Support Greerton Hall by holding The Little Big Markets there on September 16 2023.  Hold the annual AGM in the Greerton Hall	How many people will attend The Little Big Markets at the Greerton Hall
Tauranga City Council	Provide feedback when offered by TCC on services or projects via online surveys or email. Use Antenno when noticing rubbish, graffiti, street furniture and public amenities. Build partnership with Public Art Framework TCC team Utilise the support of partnership advisor. Stay in contact with Policy Analysts examining the efficacy of existing policies and laying out the groundwork for new programs and legislation to meet objectives and goals.	Advocacy, support on projects and initiatives.
Partnerships with local stakeholders	Continue and create relationships with key stakeholders in our community. Local MPs, Māori Wardens, Priority One, Little Big Events, Lions, Grief Support, NZCP	Consultation, collaboration, and support.

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## Events 2023

July 2023 – Greerton Village yarn bomb/Waterways of the world –Nga Wai Ara O Te AoActivities and actions:

- Create a midwinter sense of community by decorating some of our beautiful trees in knitted and crochet sleeves;
- Accompany the yarn bomb with fairy lights to create a sense of vibrancy and magic in the early afternoon and evening;
- Promote three separate categories: General Public; Schools; and sustainability;
- Run a vote for the public to nominate their favourite tree. The tree with the most votes in its category will receive \$500 towards its foundation/group;
- For manual voting posters will be placed in six Greerton shop windows. For on-line voting a QR will be attached to each tree. In addition, 'Give A Little' pages have been set up for each participating group;
- As a small promotional event alongside, nine crochet stars have been placed in nine local businesses to represent Matariki. Each has a QR code which can be scanned to enter a draw to win \$200.

Goals:

- Achieve a year-on-year increase of the number of trees yarn-bombed;
- Increase community involvement by encouraging more manual and on-line votes.

September 2023 – Cherry Blossom FestivalActivities and actions:

- Collaborate with Custom Car Show, The Little Big Markets Village School Gala Day, Thrifty Finds Vintage Market and Clothes Swap and food vendors;
- Organise, facilitate, and deliver a one-day event celebrating our beautiful trees;
- Close part of Chadwick Road to accommodate the cars on display;
- Utilise Greerton Community Hall via Little Big Markets.

Goals:

- Use this free event to support the local school and encourage people to visit Greerton who may not otherwise travel here;
- Measure and record the number of attendees, obtain feedback from attendees; and
- Obtain a positive view of the event with the aim of garnering interest in following events.

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December 2023 – Christmas décor

Activities and actions:

- Install the Christmas tree in the village square;
- Install Christmas lights in our trees.

Goals:

- Encouraging a sense of community and festivities;
- Encourage new visitors to the area; and
- Help local businesses to promote their own seasonal offerings.

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January 2024 – roving entertainers

Activities and actions:

- Engage local performers to provide interactive and fun entertainment around the village;
- Time the event to coincide with the end of the school holidays.

Goals:

- Engagement of kids and parents;
- Levity for shop holders.

February 2024 – Vintage, retro and steampunk fayre

Activities and actions:

- Thrifted Finds Vintage Market;
- Clothes swap;
- Food vendors;
- Small fee to stall holders to enable the event to be run in the Greerton Village School's grounds. A percentage will be donated back to the school; and
- Utilisation of Greerton Hall.

Goals:

- To create another family fun- filled day.
- Encourage foot traffic into Greerton Village;
- Encourage people to visit both ends of the village.

July 2024 – Carnival of Lights – Matariki Te Tau Hou Māori

Activities and actions:

- Currently under investigation as to how Greerton could recreate something similar to what Nelson and Christchurch did in 2023;
- Ideally, we will install a statement light display in front of the library;
- Add a Kiwiana Heritage Trail in the Greerton shopping centre during the day;
- Display a selection of previous yarn bombs.

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Goals:

- Encouraging children to find bugs, ants and birds in the trees will bring excitement and footfall;
- Further promotion of Greerton as a destination.

September 2024 – Cherry Blossom Festival

Activities and actions:

- Collaborate with Custom Car Show, The Little Big Markets Village School Gala Day, Thrifty Finds Vintage Market and Clothes Swap and food vendors;
- Organise, facilitate, and deliver a one-day event celebrating our beautiful trees;
- Close part of Chadwick Road to accommodate the cars on display;
- Utilise Greerton Community Hall via Little Big Markets.

Goals:

- Use this free event to support the local school and encourage people to visit Greerton who may not otherwise travel here;
- Obtain a positive view of the event with the aim of garnering interest in following events.

November 2024 – Christmas décor

Activities and actions:

- Install the Christmas tree in the village square;
- Install Christmas lights in our trees.

Goals:

- Encouraging a sense of community and festivities;
- Encourage new visitors to the area; and
- Help local businesses to promote their own seasonal offerings.

December 2024 – Christmas parade

Activities and actions:

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- The Board is discussing how we can implement a Christmas Parade through Greerton Village and/or surrounding streets;

Goals:

- To plan an event that is appealing and inclusive to a wide range of people and families.

Utilising data and seeking feedback

General comments and expectations

Health and safety

For all events, where applicable, GVCA will follow all health and safety processes and procedures set out by Tauranga City Council. This may include (but is not limited to) having a first-responder on site and adequate rubbish disposal facilities.

Utilising data and seeking feedback

- To the extent possible, the numbers of attendees will be recorded;
- The number of stallholders will be recorded; and

Feedback will be obtained from both groups in order to learn from these events and make any adjustments for the following years. This will segue into the formal feedback process (as dealt with in a separate document).

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### General Information

#### Physical Address

1247 Cameron Road

Greerton

#### Postal Address

PO Box 9046

Greerton

#### Website

[www.greertonvillage.org.nz](http://www.greertonvillage.org.nz)

#### Email

[office@greertonvillage.org.nz](mailto:office@greertonvillage.org.nz)

#### GST

062-048-468

#### Legal Status

Incorporated Society

**1 July 2023 to 30 June 2024**  
**Greerton Village Community Association**  
**July 2023 to June 2024**

Account	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Total
<b>Income</b>													
Levy Income (200)	\$0.00	\$0.00	\$74,202.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$74,202.00	\$0.00	\$0.00	\$0.00	\$148,404.00
Income For Promotions (202)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$2,000.00
<b>Total Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$74,202.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$74,202.00</b>	<b>\$0.00</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$150,404.00</b>
<b>Gross Profit</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$74,202.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$74,202.00</b>	<b>\$0.00</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$150,404.00</b>
<b>Less Operating Expenses</b>													
Accident Compensation Levy (285)	\$0.00	\$250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$250.00
Accountancy Fees (287)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Advertising (289)	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
AGM Expenses (290)	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
Audit Fees (295)	\$1,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,250.00	\$2,500.00
Autumn Easter Egg Hunt (437)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$0.00	\$0.00	\$300.00
Autumn Mother's Day (437)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$0.00	\$300.00
Bank Charges (302)	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$60.00
Computer Expenses (313)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Consultancy (317)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Donations Paid (321)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,000.00
General Expenses (335)	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
General Prizes (336)	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
General Social Media Giveaway Exp	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Insurance (340)	\$840.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$840.00
Legal Expenses (376)	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$480.00
Meeting Expenses (401)	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$180.00
Minor Assets (402)	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
Office Expense (425)	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
Postage (429)	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$120.00
Printing, Stamps & Stationery (431)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Rent (441)	\$327.00	\$327.00	\$327.00	\$327.00	\$327.00	\$327.00	\$327.00	\$327.00	\$327.00	\$327.00	\$327.00	\$327.00	\$3,924.00
Repairs & Maintenance (450)	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$120.00
Spring Cherry Blossom Festival Expe	\$0.00	\$0.00	\$20,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,000.00
Spring Halloween Expenses (439)	\$0.00	\$0.00	\$0.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00
Staff Expenses (457)	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$120.00
Staff Training (458)	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$300.00
Storage (459)	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00	\$2,520.00
Subscriptions (462)	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$960.00
Summer Voucher Book Expenses (4-	\$0.00	\$0.00	\$0.00	\$0.00	\$7,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,000.00
Summer Christmas Expenses (436)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00
Summer Roving Entertainers Expens	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,200.00
Summer Valentines & Vintage Faye I	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,200.00
Telephone, Tolls & Internet (464)	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$900.00
Tools & Equipment (466)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Travel Local (469)	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$480.00
Wages & Salaries (475)	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$5,356.00	\$64,272.00
Website Expenses (474)	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$660.00
Winter Promotional Expenses (438)	\$600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00
XERO Subscription (476)	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	\$372.00
<b>Total Operating Expenses</b>	<b>\$10,409.00</b>	<b>\$7,969.00</b>	<b>\$27,719.00</b>	<b>\$8,019.00</b>	<b>\$15,219.00</b>	<b>\$15,719.00</b>	<b>\$8,919.00</b>	<b>\$14,919.00</b>	<b>\$7,719.00</b>	<b>\$8,019.00</b>	<b>\$8,019.00</b>	<b>\$8,969.00</b>	<b>\$141,618.00</b>
<b>Total Expenses</b>	<b>\$10,409.00</b>	<b>\$7,969.00</b>	<b>\$27,719.00</b>	<b>\$8,019.00</b>	<b>\$15,219.00</b>	<b>\$15,719.00</b>	<b>\$8,919.00</b>	<b>\$14,919.00</b>	<b>\$7,719.00</b>	<b>\$8,019.00</b>	<b>\$8,019.00</b>	<b>\$8,969.00</b>	<b>\$141,618.00</b>
<b>Net Profit</b>	<b>-\$10,409.00</b>	<b>-\$7,969.00</b>	<b>\$46,483.00</b>	<b>-\$8,019.00</b>	<b>-\$15,219.00</b>	<b>-\$15,719.00</b>	<b>-\$8,919.00</b>	<b>-\$14,919.00</b>	<b>\$66,483.00</b>	<b>-\$8,019.00</b>	<b>-\$6,019.00</b>	<b>-\$8,969.00</b>	<b>\$8,786.00</b>

## Mainstreet Monitoring Report – Papamoa Unlimited

Reporting Period: 1 January 2023 – 30 June 2023

*This section will only need to be updated when there are changes to report on*

Vision:

Core Purpose / Focus areas of Mainstreet Business Plan:

Membership overview:

Summary of highlights:

*Selecting 3 – 6 activities to highlight, also include anything else that should be highlighted to Council*

Key Activity and Achievements (previous 6 months):

*Additional tables can be added if needed*

Activity Area: <i>for example: events</i>		
Activity	Explanation	Results / Status / Outcome
<i>Pedal and Pump</i>	<i>Deliver a community based activity as a way for Papamoa Retailers to give back to the community.</i>	<i>Over 1,000 participants registered through Eventbrite and were entertained on the Papamoa waterways – starting and finishing at Papamoa Plaza.</i>
<i>Matariki – Light Up the Waterway – Planning</i>	<i>Deliver a community based activity as a way for Papamoa Retailers to give back to the community.</i>	<i>Planning phase due to be held 14 July 2023</i>

Activity Area: <i>for example: initiatives, marketing</i>		
Activity	Purpose	Results / Status / Outcome

Objective ID: A6750689

## Mainstreet Monitoring Report – Papamoa Unlimited

Reporting Period: 1 January 2023 – 30 June 2023

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Key issues:

*Are there any particular current issues that need to be highlighted to Council? What is happening to resolve these issues, if the issues relate to Council activity what is the next step? On a rolling basis close issues that were raised in previous reports.*

Issue	Explanation	Status

Future activities (coming 6 months):

*14 July – Matariki ‘Light Up the Waterways’*

*29 October – Halloween Pedal & Pump*

*10 December – Santa Parade*

Financials:

*Provided budget to Kendyl Sullivan*

Objective ID: A6750689

# **DRAFT Financial Statements**

Papamoa Unlimited Incorporated  
For the year ended 30 June 2023

Prepared by Bennetts Proactive Accountants Limited

## Contents

3	Directory
4	Statement of Profit or Loss
6	Statement of Changes in Equity
7	Balance Sheet
8	Notes to the Financial Statements

## Directory

### Papamoa Unlimited Incorporated For the year ended 30 June 2023

#### Nature of Business

Non-Profit Community Group

#### Address

7 Gravatt Road  
Papamoa Beach  
Papamoa

#### Incorporated Society Registration Number

2613906

#### Executive Committee

Chairperson: Leah Sutton  
Deputy Chairperson: Neville Butler

#### Chartered Accountant

Bennetts Proactive Accountants Limited  
8 Queen Street  
Te Puke

#### Auditor

Absolute Auditing Limited  
Tauranga

#### Bankers

ANZ

## Statement of Profit or Loss

### Papamoa Unlimited Incorporated For the year ended 30 June 2023

	2023	2022
<b>Income</b>		
<b>Business Income</b>		
Targeted Rate Levy Income	50,000.00	50,000.00
<b>Total Business Income</b>	<b>50,000.00</b>	<b>50,000.00</b>
<b>Total Income</b>	<b>50,000.00</b>	<b>50,000.00</b>
<b>Expenses</b>		
<b>Operating Expenses</b>		
Advertising	5,000.00	120.00
Event Costs - Pedal Papamoa	27,526.86	5,852.47
Event Costs - Matariki	4,499.99	17,080.68
Event Costs - Santa Parade	26,750.18	1,998.05
Event Costs - Polar Plunge	-	1,000.00
Event Management Fees	-	35,424.00
<b>Total Operating Expenses</b>	<b>63,777.03</b>	<b>61,475.20</b>
<b>Administration Expenses</b>		
Accountancy Fees	3,570.00	3,007.03
Audit Fees	-	2,500.00
Bank Charges	65.00	65.00
Computer Expenses	480.00	426.00
<b>Total Administration Expenses</b>	<b>4,115.00</b>	<b>5,998.03</b>
<b>Standing Charges</b>		
Insurance	830.00	830.00
<b>Total Standing Charges</b>	<b>830.00</b>	<b>830.00</b>
<b>Total Expenses</b>	<b>68,722.03</b>	<b>68,303.23</b>
<b>Net Profit (Loss) Before Adjustments</b>	<b>(18,722.03)</b>	<b>(18,303.23)</b>
<b>Business Net Profit (Loss)</b>	<b>(18,722.03)</b>	<b>(18,303.23)</b>

These financial statements should be read in conjunction with the accompanying notes to the financial statements and the review report.

## Statement of Profit or Loss

	2023	2022
<b>Other Income</b>		
<b>Interest</b>		
ANZ	472.55	45.55
<b>Total Interest</b>	<b>472.55</b>	<b>45.55</b>
<b>Total Other Income</b>	<b>472.55</b>	<b>45.55</b>
<b>Net Profit (Loss) for the Year</b>	<b>(18,249.48)</b>	<b>(18,257.68)</b>

These financial statements should be read in conjunction with the accompanying notes to the financial statements and the review report.

## Statement of Changes in Equity

Papamoa Unlimited Incorporated  
For the year ended 30 June 2023

	2023	2022
<b>Equity</b>		
Opening Balance	38,758.11	57,036.29
<b>Plus Revenues and Contributions</b>		
Profit (Loss) for the Period	(18,249.48)	(18,257.68)
<b>Total Plus Revenues and Contributions</b>	<b>(18,249.48)</b>	<b>(18,257.68)</b>
<b>Less Distributions</b>		
Resident Withholding Tax	25.17	20.50
<b>Total Less Distributions</b>	<b>25.17</b>	<b>20.50</b>
<b>Total Equity</b>	<b>20,483.46</b>	<b>38,758.11</b>

These financial statements should be read in conjunction with the accompanying notes to the financial statements and the review report.

## Balance Sheet

### Papamoa Unlimited Incorporated As at 30 June 2023

	NOTES	30 JUN 2023	30 JUN 2022
<b>Assets</b>			
<b>Current Assets</b>			
<b>Cash and Bank</b>			
ANZ (00)		28,959.37	57,634.95
<b>Total Cash and Bank</b>		<b>28,959.37</b>	<b>57,634.95</b>
GST Receivable		-	3,640.94
<b>Total Current Assets</b>		<b>28,959.37</b>	<b>61,275.89</b>
<b>Total Assets</b>		<b>28,959.37</b>	<b>61,275.89</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable		8,387.27	22,517.78
GST Payable		88.64	-
<b>Total Current Liabilities</b>		<b>8,475.91</b>	<b>22,517.78</b>
<b>Total Liabilities</b>		<b>8,475.91</b>	<b>22,517.78</b>
<b>Net Assets</b>		<b>20,483.46</b>	<b>38,758.11</b>
<b>Equity</b>			
As per Schedule		20,483.46	38,758.11
<b>Total Equity</b>		<b>20,483.46</b>	<b>38,758.11</b>

Papamoa Unlimited Incorporated approved the Balance Sheet showing Net Assets of \$20,483.46

Papamoa Unlimited Incorporated

These financial statements should be read in conjunction with the accompanying notes to the financial statements and the review report.

# Notes to the Financial Statements

## Papamoa Unlimited Incorporated For the year ended 30 June 2023

### 1. Reporting Entity

Papamoa Unlimited Incorporated is an Incorporated Society established by a certificate of incorporation dated 6th of October 2014. Papamoa Unlimited Incorporated is engaged in the business of Non-Profit Community Group.

### 2. Statement of Accounting Policies

Accounting policies are as detailed below:

#### Basis of Preparation

These financial statements have been prepared in accordance with the Special Purpose Framework for use by For-Profit Entities (SPFR for FPEs) published by Chartered Accountants Australia and New Zealand.

The financial statements have been prepared for taxation purposes.

#### Historical Cost

These financial statements have been prepared on a historical cost basis, (except for certain assets which have been revalued as identified in specific accounting policies below). The financial statements are presented in New Zealand dollars (NZ\$) and all values are rounded to the nearest NZ\$, except when otherwise indicated.

#### 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.

#### Revenue Recognition

Revenue is measured at the fair value of the consideration received or receivable for the sale of goods and services, excluding goods and services tax rebates and discounts, to the extent it is probable that the economic benefits will flow to the entity and revenue can be reliably measured.

Interest income is recognised as it is received, gross of refundable tax credits received, unless interest recognised as it accrues would give a significantly different result, in which case interest will be accrued.

#### Income Tax

Under section CW 50 of the Income Tax Act 2007, Veterinary Clubs, Societies or Associations established mainly to promote efficient veterinary services in New Zealand are exempt from taxation.

#### 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.

### 3. Contingent Liabilities

The entity does not have any known contingent liabilities at balance date that have not been disclosed (Last Year: \$nil)

### 4. Subsequent Events

There have been no significant events occurring after balance date (Last year: \$nil)

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These financial statements should be read in conjunction with the accompanying review report.

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Notes to the Financial Statements

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**5. Related Party Transactions**

The entity has not undertaken any transactions with related parties. No related party debts have been written off or forgiven during the year (Last Year: \$nil).

**6. Going Concern**

These financial statements have been prepared on the basis that this society is a going concern.

DRAFT REPORTS ONLY

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These financial statements should be read in conjunction with the accompanying review report.



#### **Papamoa Unlimited | Annual Plan 2023-24**

Papamoa Unlimited is a committee of business owners and retailers whose purpose is to promote Papamoa as a destination for locals and tourists alike on a mainly voluntary basis. We are proud to promote Papamoa, the big little city at the beach that we call home.

Papamoa Unlimited proudly delivers three to four annual events to our growing Papamoa community – Matariki 'Light Up the Waterways', Pedal & Pump Papamoa, The Santa Parade and another event that the committee and community see fit.

Tauranga City Council objectives were 'to run community focussed events. Papamoa Unlimited is successful in doing this and can provide quantifiable evidence in the form of foot traffic and turnover data. This will be further emphasised when the proposed foot traffic counters are installed on the storm water trail behind Papamoa Plaza and also the pedestrian crossing adjacent to the Papamoa Community Centre & Library.

We believe that Papamoa Unlimited tenet and main objective aligns directly with the Council key object of 'putting the community at the heart of everything we do'. By running our events which directly benefit the Papamoa community we feel this couldn't be a stronger tie. This is also aligned with the Council's key outcomes especially involving the community, by benefitting the local business and education by way of involving both businesses within the targeted business rate and also the schools and involving them in our events; the Santa Parade is a prime example of this.

#### **Key Performance Indicators**

KPI's were only initially set for Papamoa Unlimited for the year 2022-23, we believe that these KPI's are still relevant for this coming year and we are aiming to put further focus onto these for the coming year.

1. To deliver three to 4 events annually to promote Papamoa as a destination for locals and tourists alike.
2. To build on turnout from previous events
3. To further promote Papamoa Unlimited to ensure transparency of information for all eligible members and the Papamoa community
4. Extending the boundary to build member engagement, giving more businesses the opportunity to join the association.

#### **Budget**

Papamoa Unlimited is proposing an increase of 10% to the current figure of \$60,000 with this to occur for the next financial year as well. We are also proposing to investigate an increase to the current targeted rate area as Papamoa has grown significantly since the business association was created. We believe that this increase to the targeted rate area will also benefit what we can bring to the community. Our community focussed events are mainly funded through sponsorship, and we now have a very close working relationship with the local lwi. As discussed with the Tauranga City Council City Partnerships Specialist we are now looking to approach various parties for additional



event funding particularly for our more popular events. Please see attached appendices for full budget.

Business Plan

Event	Action	Success Criteria
Matariki 'Light Up the Waterways' Event 14 July 2023	<ul style="list-style-type: none"> <li>• Provide an evening event to align with the Matariki public holiday building on the first event from the previous year</li> <li>• Create a fun, interactive environment for a wide range of ages, working closely with the local Iwi and community group</li> <li>• Encourage people to visit Papamoa</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Number of people estimated to have visited and participated</li> <li>• Feedback received from attendees, suppliers and surrounding businesses</li> </ul>
Pedal & Pump Papamoa Spooktacular Halloween Hunt 29 October 2023	<ul style="list-style-type: none"> <li>• Provide a one-day free event for Halloween</li> <li>• Create a fun, interactive environment for a wide range of ages</li> <li>• Encourage people to visit Papamoa</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Number of people estimated to have visited and participated</li> <li>• Feedback received from attendees, suppliers and surrounding businesses</li> </ul>
Papamoa Pak N Save Santa Parade 10 December 2023	<ul style="list-style-type: none"> <li>• Provide a one-day free event during December – currently the only Santa Parade in Tauranga</li> <li>• Create a fun, interactive environment for a wide range of ages</li> <li>• Encourage people to visit Papamoa</li> <li>• Encourage people to do their Christmas shopping in Papamoa</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Number of people estimated to have visited and participated</li> <li>• Feedback received from attendees, suppliers and surrounding businesses</li> </ul>



Pedal & Pump Papamoa – Easter Event  31 March 2023	<ul style="list-style-type: none"> <li>• Provide a one-day free event for Easter</li> <li>• Create a fun, interactive environment for a wide range of ages</li> <li>• Encourage people to visit Papamoa</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Number of people estimated to have visited and participated</li> <li>• Feedback received from attendees, suppliers and surrounding businesses</li> </ul>
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### 3 – 5 Year Strategic Plan – Looking to further develop this and formally put in place

As discussed at the AGM held in December 2022, it has been proposed and resolved to investigate extending the boundary to build member engagement, giving more businesses the opportunity to join the association. This in turn will further increase the budget for the business association to give back to the Papamoa community as the growth of Papamoa in the past ten years has been rapid and significant as the now biggest suburb of Tauranga.

### Member Database & Information

We hold a member database; however, this has not been actively updated and requires a lot of work to ensure this is more transparent. This is looking to be addressed as part of the 3 -5-year strategic plan.

### Website

We believe Papamoa Unlimited requires a website to ensure our transparency to our members as well as our community, however, this requires funding which as this stage is going towards our focus being our events. Our aim in the next 1 – 2 years is to create a website for the business association.

## Papamoa Unlimited Budget 1 July 2023 - 30 June 2024

### EXPENSES

TOTAL EXPENSES			Estimated	Actual
			\$120,950.00	\$0.00

Halloween Pedal & Pump 29 October 2023			Estimated	Actual
Event Management	\$9,000.00		\$0.00	
Vouchers	\$600.00		\$0.00	
Volunteers	\$500.00		\$0.00	
Prizes	\$2,000.00		\$0.00	
Miscellaneous	\$1,500.00		\$0.00	
<b>Total</b>	<b>\$13,600.00</b>		<b>\$0.00</b>	

Easter Pedal & Pump 31 March 2024			Estimated	Actual
Event Management	\$9,000.00		\$0.00	
Vouchers	\$600.00		\$0.00	
Volunteers	\$500.00		\$0.00	
Prizes	\$2,000.00		\$0.00	
Advertising	\$2,000.00		\$0.00	
Signage	\$2,000.00		\$0.00	
Miscellaneous	\$1,500.00		\$0.00	
<b>Total</b>	<b>\$17,600.00</b>		<b>\$0.00</b>	

Administration Expenses			Estimated	Actual
Accountancy Fees	\$5,000.00		\$0.00	
Audit Fees	\$1,500.00		\$0.00	
Bank Charges	\$100.00		\$0.00	
Computer Expenses	\$500.00		\$0.00	
Insurance	\$1,000.00		\$0.00	
Strategic Planning Training	\$1,500.00		\$0.00	
<b>Total</b>	<b>\$9,600.00</b>		<b>\$0.00</b>	

Matariki Light Up the Waterway 14 July 2023			Estimated	Actual
Event Management	\$9,000.00		\$0.00	
Events Production Services   Lighting and Stage	\$30,000.00		\$0.00	
Music	\$500.00		\$0.00	
Security	\$2,000.00		\$0.00	
Fencing	\$3,800.00		\$0.00	
Videographer - to be paid by Papamoa Plaza	\$1,000.00		\$0.00	
Advertising	\$2,500.00		\$0.00	
Waste Management	\$2,000.00		\$0.00	
Signage - to be paid by Papamoa Plaza	\$1,000.00		\$0.00	
Decorations	\$800.00		\$0.00	
<b>Total</b>	<b>\$52,600.00</b>		<b>\$0.00</b>	

Santa Parade 10 December 2023			Estimated	Actual
Event Management	\$9,000.00		\$0.00	
Entertainment	\$2,000.00		\$0.00	
Videographer/Photographer	\$2,500.00		\$0.00	
Advertising	\$2,200.00		\$0.00	
Security	\$2,000.00		\$0.00	
Traffic Management	\$4,500.00		\$0.00	
Fencing	\$3,850.00		\$0.00	
Waste Management	\$500.00		\$0.00	
Signage	\$500.00		\$0.00	
Miscellaneous	\$500.00		\$0.00	
<b>Total</b>	<b>\$27,550.00</b>		<b>\$0.00</b>	

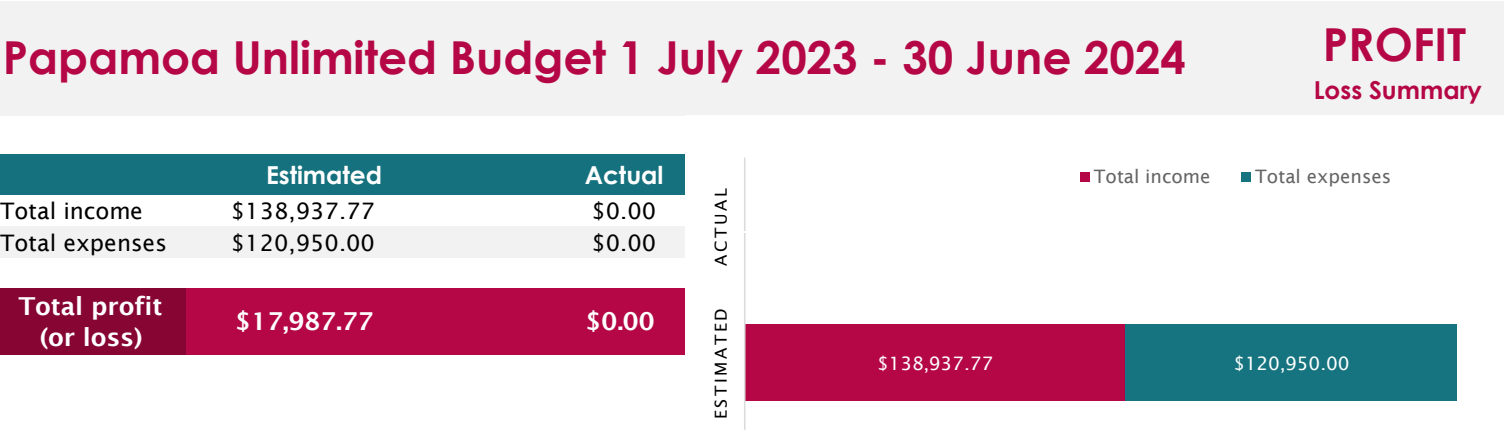
## Papamoa Unlimited Budget 1 July 2023 - 30 June 2024

## INCOME

TOTAL INCOME	Estimated	Actual
	\$138,937.77	\$0.00

## INCOME

Balance brought forward (as at 30/06/2023)	\$28,937.77	\$0.00	
Matariki Sponsorship	\$9,500.00	\$0.00	Papamoa Plaza income for signage & videography \$2,000
Santa Parade Sponsorship	\$25,000.00	\$0.00	Pak N Save Naming Rights \$10,000 - Confirmed
Easter Pedal & Pump Sponsorship & Funding	\$7,000.00	\$0.00	Major Event Funds \$10,000
Halloween Pedal & Pump Sponsorship & Funding	\$7,000.00	\$0.00	Sponsorship \$5,000
Admin - Strategic Planning funding from TCC	\$1,500.00	\$0.00	Funding \$2,000
Targeted Rate Levy Income	\$60,000.00	\$0.00	Sponsorship \$5,000
Total	\$138,937.77	\$0.00	Funding \$2,000
			\$1,500 provided from Council towards Strategic Planning training





# MAINSTREET MONITORING REPORT

MAINSTREET TAURANGA INC. (DOWNTOWN TAURANGA)

## Reporting Period

1 January 2023 to 30 June 2023

## Chair Comments

The last six months have seen a great amount of change within our organisation. While activations and promotions have been low, we have been shifting our organisation to better represent our members and align with key stakeholders. Extensive networking has taken place to develop relationships with Tauranga City Council, Tourism Bay of Plenty, Priority One, Creative Bay of Plenty and Baycourt.

As of 30<sup>th</sup> June 2023, our contract with Tuskany Agency will come to an end. As the city moves through its transformation phase, we too are taking the opportunity to transform our organisation to be an integral part of our city centre vibrancy. We are now undertaking a large amount of work to begin to build our new Mainstreet Management team, employed by Mainstreet Tauranga Inc. The Mainstreet Management team will be dedicated solely to our members and our city centre. They will be tasked with helping us to achieve our annual plan while working towards our Strategic Plan goals (once this is completed).

We have a lot of work to do, and we will be coping with no management team for a period while all this work is completed in the background, but please be assured this will only help us to propel our organisation and our city centre.

We have had a change of leadership within our organisation, seeing Ashleigh Gee from Miss Gee's Bar & Eatery take up the role of Chair. John Dewes-Hodgson stepping in as Vice-Chair. We expect this new leadership will be well received by the membership community and key stakeholders, cementing our organisation as the support team our members require.

Our members are going through a great deal of disruption already. Whether it is from road closures, parking removed, construction and anti-social behaviour in our city centre. Our main priority currently is to ensure our members know we are here for them and to connect with as many stakeholders as possible to create a collaborative approach to our city vision.

We aim to have a Mainstreet Manager in place before the end of September 2023. From here, you will begin to see the next phase of Mainstreet Tauranga commence.

Thank you for the opportunity to provide this 6-month update.

Ash Gee – Chair – Mainstreet Tauranga

## Vision

To have a vibrant, diverse, and thriving city centre that is proudly the region's commercial, cultural, and civic hub.

A city centre that boasts remarkable attractions, amenities, and offerings that enrich, inspire, and meet the needs of the people who choose to live, work, learn, eat, shop and play in our city centre.

## Our Mission

Externally – To initiate, facilitate and support events, activities, activations, and offerings that make our city centre a more desirable place and promote the city centre as a destination to the greater community and region. To tell the story about our soon-to-be vibrant, alive and progressive city that is full of opportunity.

Internally – To support and nurture our members, to advocate and lobby on their behalf and to champion their ability to do business, profitably and with ease in our city centre.

## Membership

Mainstreet Tauranga is a membership organisation spanning the area bounded by the Tauranga Harbour to the east, Cameron Road to the west, 1st Avenue to the south, Harrington Street, and part of McLean Street to the north. Mainstreet Tauranga takes a broad view of membership in their day-to-day operations. We interface with and represent the property owners, business owners and operators and staff across the city centre.

## Highlights

### New Chair

Ash Gee (Owner Miss Gee's Bar & Eatery) – Ash brings a wealth of knowledge and experience from the hospitality sector. Ash is well-connected throughout the Tauranga city centre business community and is an active advocator in her sector.

### Relationships

New relationships have been formed with key city stakeholders including but not limited to Tauranga City Council, Tauranga Business Chamber, Tourism Bay of Plenty, Baycourt, Tauranga Art's Festival, Tauranga Jazz Festival, Tauranga Garden & Arts Festival, Priority One, Creative Bay of Plenty, STEMfest, Mark Irving.

### New Approach

A review of the management of Mainstreet Tauranga resulted in a change in direction for our organisation. Most of this year has been taken up by this process but we are excited to move forward with our plan.

### New businesses

We have seen some new awesome businesses heading into our city centre including Thai Touch, The Building Intelligence Group, Edwards White Architects and Te Ratonga Poumanaaki. A good mixture of commercial services and retail.

### City Safety

Through our new relationship with Tauranga City Council's employee Paul Mason, we have begun to develop an excellent communication channel with the ongoing issues in the city centre. Members have been commenting that they are feeling more supported as Paul is checking in on businesses that submit incidents to our reporting platform.

### Strategic Plan

It was approved that a Strategic Plan would be undertaken to evaluate the current organisation's operational processes and our vision for our city. Along with this a considerable amount of member feedback will be received to ensure our organisation best represents our members.

### Landlord Communications

We have developed a relationship with Mark Irving who is acting for TCC mapping our current vacancies in the city centre. The current number of vacancies is a major priority for our organisation.

## Looking Ahead

### Mainstreet Manager

Our newly appointed Mainstreet Manager begins employment on 18<sup>th</sup> September 2023. As the role is very diverse, this took us a couple of months to identify someone that could fill the position. We are excited to get them on board and begin the next phase of our organisation's refresh.

### Art's Festival

This year's Art Festival has already seen a good amount of engagement from hospitality and retailers to support the success of the festival. We will be working with hospitality operators to produce Express Menus so showgoers can dine before, during and after shows. We will be encouraging retailers to run specials and promotions during the festival also.

### Reengagement

Once our Mainstreet Manager is on board, we will be spending an extensive amount of time reviewing our current membership information and developing a detailed CRM system. This will enable us to have a much better understanding of our members, their operations, and the best way to contact them. From here we will be able to better target our EDMs and marketing to them, leading to better engagement and consistency.

### Connected community

We have already started our member-focused networking events, and plan to host at least one per quarter. Our aim will be to create connections between our members so that everyone feels supported. We will be looking to host specific events as well with the aim of bringing our sectors closer. Hospitality, retail and services.

### Christmas

With Christmas fast approaching, we are beginning our Christmas plans and looking to work with Rae Baker acting on behalf of Tauranga City Council. With the large amount of construction that will be taking place over Christmas time, we will be looking to activate spaces throughout the city centre that are accessible.

# Balance Sheet

## Mainstreet Tauranga Incorporated As at 30 June 2023

	30 JUN 2023	30 JUN 2022
<b>Assets</b>		
Bank	153,856	126,278
Accounts Receivable	23,000	-
Current Assets	-	18,862
Fixed Assets	82	82
<b>Total Assets</b>	<b>176,938</b>	<b>145,221</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts Payable	9,304	213
Deferred Revenue	20,000	-
GST	13,677	9,731
Provision for Unredeemed Vouchers	200	200
<b>Total Liabilities</b>	<b>43,181</b>	<b>10,144</b>
<b>Net Assets</b>	<b>133,757</b>	<b>135,077</b>
<b>Equity</b>		
Current Year Earnings	(1,320)	44,025
Retained Earnings	135,077	91,052
<b>Total Equity</b>	<b>133,757</b>	<b>135,077</b>

**Accounts Receivable** - All current

**Accounts Payable** - All current.

# Profit and Loss

## Mainstreet Tauranga Incorporated For the year ended 30 June 2023

	JUN 2023	BUDGET	YTD	BUDGET YTD	BUDGET FULL YR
<b>Income</b>					
Council Levies	-	-	364,552	364,552	364,552
Interest Received	253	3	1,121	30	30
<b>Total Income</b>	<b>253</b>	<b>3</b>	<b>365,673</b>	<b>364,582</b>	<b>364,582</b>
<b>Operating Expenses</b>					
<b>Operational Costs</b>					
Promotions and Management Contract	-	-	304,094	285,232	285,232
Sponsorship	5,000	6,000	10,000	16,000	16,000
<b>Total Operational Costs</b>	<b>5,000</b>	<b>6,000</b>	<b>314,094</b>	<b>301,232</b>	<b>301,232</b>
<b>Administration Costs</b>					
Accountancy Fees	-	-	3,000	3,000	3,000
Annual General Meeting	-	-	1,350	1,500	1,500
Annual Report	-	-	1,547	1,800	1,800
Audit Fees	-	-	5,900	6,000	6,000
Bank Fees & Charges	-	6	25	50	50
Consultancy Fees	200	200	2,400	2,400	2,400
Depreciation	-	940	-	940	940
General Expenses	23	40	496	500	500
Insurance	-	-	2,852	3,000	3,000
Legal Fees	-	-	4,967	6,000	6,000
Rent	389	391	4,667	4,670	4,670
Storage Fees	622	622	7,461	7,464	7,464
Xero Fees	66	62	780	744	744
<b>Total Administration Costs</b>	<b>1,300</b>	<b>2,261</b>	<b>35,444</b>	<b>38,068</b>	<b>38,068</b>
<b>Events</b>					
Christmas Installation	-	-	75,000	-	-
Christmas Installation Expense	-	-	(87,497)	(15,000)	(15,000)
City Centre Activations Expense	-	(2,500)	(4,958)	(30,000)	(30,000)
Vouchers Expense	-	(250)	-	(250)	(250)
<b>Total Events</b>	<b>-</b>	<b>(2,750)</b>	<b>(17,456)</b>	<b>(45,250)</b>	<b>(45,250)</b>
<b>Total Operating Expenses</b>	<b>6,300</b>	<b>11,011</b>	<b>366,994</b>	<b>384,550</b>	<b>384,550</b>
<b>Net Profit</b>	<b>(6,047)</b>	<b>(11,008)</b>	<b>(1,320)</b>	<b>(19,968)</b>	<b>(19,968)</b>



# ANNUAL PLAN



Mainstreet Tauranga Incorporated Society  
(Downtown Tauranga)





## **DOWNTOWN TAURANGA**

### **Mainstreet Tauranga Incorporated Society Annual Business Plan 2023-24**

#### **EXECUTIVE SUMMARY**

Mainstreet Tauranga (MT) is allocated a targeted rate by Tauranga City Council annually. This rate is paid by the Association's members in their annual rates and is used in part to promote Tauranga city centre, to drive revenue back to its members.

Core to our role at Mainstreet Tauranga is to be an effective conduit and advocacy arm between our members, TCC and the city centre stakeholders. Our ability to connect and engage with members through a variety of ways allows us to keep members up-to-date and informed on developments and initiatives across the city centre in an efficient and timely manner. Our deep relationship with our members also ensures MT is a trusted source of information and is respected as their support arm for advocacy issues.

Whilst 'the future looks bright' and there are already significant developments completed, with the scale of new developments planned, the disruptions to our city centre are escalating. While TCC, Priority One and other city centre stakeholders focus on the large infrastructure logistics, Mainstreet Tauranga's focus is on the impact of these on our members, and on the public, to mitigate issues, seek solutions and ensure the city centre remains positioned as a welcoming, vibrant, and accommodating hub for members and the public.

Our role is also to be a leading voice in the aspirational narrative around the city centres' future. With significant work undertaken by TCC on the future civic precinct, and the Priority One Blueprint that profiles the other significant and numerous developments planned for the city, the vision and future of our city have immense substance. Mainstreet Tauranga's ability to communicate effectively, consistently, and authentically with members and the public means we can be a valuable support, PR and promotional platform for telling the story of our developing city centre.

Now more than ever, our business community needs promotions, events, and activations to bring vibrancy to our city centre, attract customers, and encourage them to stay longer. MT is making considerable changes to the way we operate to ensure we are working effectively for our members and are proactive with planning for our vibrant future.

This Annual Business Plan outlines how the targeted rate will be spent for the 2023-2024 budget year. This plan will be executed by our Mainstreet Manager, with the guidance of the Chair and approval of the Board.

Operationally, we will continue to improve our processes to ensure the smooth running of the organisation. A key project this year is the development of our strategic plan in consultation with our members, which MT will implement from July 2024. This plan will take us through to 30<sup>th</sup> June 2024, whereby this time we will have completed some of our projects focused around our member's requirements and expectations. Our budget for 2024/25 will be reviewed and approved at the AGM in October 2023.

## PURPOSE

To support, promote and advocate for our members. To attract more people to our developing and growing city centre who want to stay longer, spend more and visit more often. To create a city 'community', bringing members together to connect, collaborate and thrive.

## OUR MISSION

**Externally** – To initiate, facilitate and support events, activities, activations, and offerings that make our city centre a more desirable place and promote the city centre as a destination to the greater community and region. To tell the story about our soon-to-be vibrant, alive and progressive city that is full of opportunity.

**Internally** – To support and nurture our members, to advocate and lobby on their behalf and to champion their ability to do business, profitably and with ease in our city centre.

## OUR ASPIRATIONAL VISION

To have a vibrant, diverse, and thriving city centre that is proudly the commercial, cultural, and civic hub of the region. A city centre that boasts remarkable attractions, amenities, and offerings that enrich, inspire, and meet the needs of the people who choose to live in, work in and visit our city centre. This vision must and will be consistent and supportive of the recently released City Vision for Tauranga Moana and of the Council's City Centre Refresh initiative.

Our aspirational vision now goes well beyond what Mainstreet Tauranga was originally mandated to do under the 'Agreement for Delivery of Mainstreet Obligations and the Mainstreet Levy' (2010) – its 'primary object' being to enhance the economic wellbeing of the Tauranga Central Business District. Mainstreet's aspirational vision has evolved into a vision of Tauranga achieving its potential as a city of both regional and national significance and for the wider community to recognise the city centre as a community asset (for all) because of its ambience, activities, inner-city living opportunities, business opportunities, educational facilities, culture and as the key location to learn about and celebrate the history of Tauranga Moana.

## GOALS

- Proactive marketing of our city centre
- Supporting and facilitating the growth of events, initiatives, and offerings to contribute to the vibrancy
- Supporting and facilitating the growth of arts and culture
- Member advocacy on issues that affect the city centre and, at times, the wider community
- A city centre where people feel safe
- A city centre that is easy to access

## MAINSTREET TAURANGA

<b>BUDGET</b>		<b>2023-2024</b>
Funds Carried Forward	\$	133,757.00

<b>Annual Income estimate 2023-24</b>		
Income - Rates Levies	\$	375,488.00
Priority One - website support	\$	10,000.00
TCC Mentor Programme	\$	10,000.00
<b>Total Income</b>	<b>\$</b>	<b>395,488.00</b>

### Less

<b>Administration &amp; Legal Expenses</b>		
Accountancy Fees	\$	3,000.00
Annual Report & 6 Month Report	\$	1,800.00
Audit Fees	\$	6,000.00
Bank Fees & Charges	\$	44.00
Consultancy Fees	\$	2,200.00
Depreciation	-	
General Expenses	\$	550.00
Insurance	\$	3,500.00
Legal Fees	\$	6,000.00
Storage Fees	\$	6,642.00
Xero Fees	\$	682.00
Phone Expenses	\$	1,200.00
Petty Cash	\$	1,000.00
Adobe Software	\$	1,400.00
IT Support	\$	2,000.00
Cloud Storage	\$	2,000.00
Mainstreet Members Database	\$	2,500.00
<b>Total Administration &amp; Legal Expenses</b>	<b>\$</b>	<b>40,518.00</b>

<b>Staff Expenses</b>		
Manager Wages/Kiwisaver	\$	92,700.00
Administration Wages/Kiwisaver	\$	50,000.00
ACC Levies	\$	500.00
Office rent	\$	20,000.00
Payroll Processing Fees	\$	600.00
Training Courses & Conference (staff)	\$	2,500.00
Board Training	\$	2,500.00
Car parking	\$	3,000.00
Computer expenses	\$	2,500.00
Phone Reimbursement (Admin)	\$	240.00
<b>Total Staff Expenses</b>	<b>\$</b>	<b>174,540.00</b>

<b>Recruitment Fees</b>		
Recruitment/Contract	\$	11,500.00
Employment Agreements	\$	500.00
Recruitment - Administrator	\$	4,000.00
<b>Total Recruitment</b>	<b>\$</b>	<b>16,000.00</b>

<b>Promotion</b>		
Advertising	\$	15,000.00
Rebrand	\$	2,000.00
Website	\$	10,000.00
Eat, Shop, Play guide	\$	10,000.00
Website Hosting	\$	610.00
Email Hosting	\$	262.00
Domain Name	\$	35.00
Electronic Mail Distribution	\$	2,040.00
Bi-Monthly Newsletter	\$	10,000.00
Social Media Marketing	\$	5,000.00
<b>Total Marketing &amp; Collateral</b>	<b>\$</b>	<b>54,947.00</b>

<b>Member Subsidy Funding</b>		
Member Subsidies	\$	12,000.00
TCC Mentor Programme	\$	10,000.00
City Safety Programme	\$	20,000.00
<b>Total Member Subsidy Funding</b>	<b>\$</b>	<b>42,000.00</b>

<b>Membership Focus</b>		
Membership Pack	\$	1,000.00
Member Engagement	\$	5,000.00
<b>Total Membership Focus</b>	<b>\$</b>	<b>6,000.00</b>

<b>Board Focus</b>		
Strategic Plan Programme	\$	5,000.00
New board member induction programme	\$	1,000.00
<b>Total Board Focus</b>	<b>\$</b>	<b>6,000.00</b>

<b>Events &amp; Activations</b>		
Christmas in the City	\$	20,000.00
Art Festival	\$	5,000.00
Jazz Festival	\$	5,000.00
Flavours of Plenty	\$	5,000.00
School Holiday Promotions	\$	10,000.00
AGM	\$	2,000.00
STEMFest	\$	5,000.00
<b>Total Events &amp; Promotions</b>	<b>\$</b>	<b>52,000.00</b>

<b>Total Spend</b>	<b>\$</b>	<b>392,005.00</b>
<b>Contingency</b>	<b>\$</b>	<b>3,483.00</b>

**KPIS**

Focus Area	KPI	Measures
<b>An engaged membership</b>	Increased engagement and satisfaction with Mainstreet Tauranga	Up-to-date membership database Attendance at member events & AGM Member EDM open rate Engagement with new members sign-ups and new member packs distributed
<b>A safe &amp; inviting city centre</b>	Increased confidence in the city centre with established safety programmes	Member feedback surrounding changes in city centre safety Decrease in anti-social behaviour, shop-lifting, general incidents Increase communication between MT, TCC & Police
<b>A considered community</b>	Submit on areas of concern and provide feedback on behalf of our members	Communicate interruptions to members caused by developments and city centre transformation Monitor and report on outcomes of advocacy initiatives Excellent communication between MT and city centre stakeholders including TCC & Priority One Attendance to relevant meetings and participation in public forums
<b>A city centre for everyone</b>	Effectively promote and support our members using efficient marketing tools, events, and promotions	Refreshed social media strategy highlights our members Established 12-month plan of events and activations Regular EDM marketing to public database Collaboration with TCC and other event promoters to ensure success and provide opportunities for our members to capitalise

## INITIATIVES

Activity	Actions	Success Criteria
<b>Strategic Plan (3-5 year plan)</b>	<ul style="list-style-type: none"> <li>Currently, Mainstreet Tauranga (MT) does not have a long-term strategic plan</li> <li>Develop a strategic plan with consultation from members</li> <li>Consultation through planning workshop and survey</li> <li>Engage external facilitator to support this process</li> </ul>	<ul style="list-style-type: none"> <li>A strategic plan developed and implemented in July 2024</li> </ul>
<b>Advocacy</b>	<ul style="list-style-type: none"> <li>Continue to advocate in the interests of businesses in the rateable area</li> <li>Continue to submit feedback on behalf of the businesses</li> <li>Advocate for services in our city centre to be up to a high standard in terms of pavements, cleaning, gardens and transportation</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for our members on changes in bylaws, policies and other proposals by Tauranga City Council</li> <li>Continue to feedback on issues relating to our city centre</li> </ul>
<b>Dissemination of information</b>	<ul style="list-style-type: none"> <li>Continue to send out EDM with information to our members</li> <li>Attend community/TCC meetings that are relevant to the objectives of MT</li> <li>Key information about MT to be accessible on the website for the public to view</li> </ul>	<ul style="list-style-type: none"> <li>Number of meetings attended where learning is gained</li> <li>Feedback from learnings relayed to members via EDM or Bi-Monthly</li> <li>Website updated via blog posts to inform members</li> </ul>
<b>Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>Ensure compliance with Health &amp; Safety legislation</li> <li>Develop a city safe programme to achieve excellent responses to issues in the city centre which ensures our members feel safe</li> <li>Investigate and promote free mental health services available for members and their staff to gain access to</li> <li>Survey members and collate feedback around current lighting and potential improvements</li> <li>Contact landlords to request outside lights to be kept on overnight especially where buildings are vacant</li> <li>In-person audit of businesses that do not use outside lighting</li> <li>Contact members to request outside lights to be kept on overnight outside trading hours</li> </ul>	<ul style="list-style-type: none"> <li>Excellent ongoing communication between MT, TCC and Police</li> <li>Decrease in anti-social behaviour, homelessness and incidents</li> <li>Increase in general feel of safety feedback from members</li> <li>Obtain feedback from members on lighting and provide initiatives to TCC</li> <li>In person audit of outdoor lighting around town</li> <li>Increase of lighting kept on from members</li> </ul>

## MEMBER FOCUS

Activity	Actions	Success Criteria
<b>Member Engagement</b>	<ul style="list-style-type: none"> <li>Provide opportunities for businesses to network or learn</li> <li>Advise businesses of opportunities to network or learn</li> <li>Host quarterly informal member networking events</li> <li>AGM in October 2023 to be adequately promoted to membership</li> <li>Survey members to gain requirements for advocacy or event requests</li> </ul>	<ul style="list-style-type: none"> <li>Events held</li> <li>Number of attendees</li> <li>Member feedback</li> <li>Number of networking opportunities promoted</li> <li>AGM to see increase in members attending – aiming for minimum of 30 members (double last year numbers)</li> <li>Members surveyed and areas of advocacy established</li> </ul>
<b>Landlord Communications</b>	<ul style="list-style-type: none"> <li>Review and update landlord database</li> <li>Develop relationship with stakeholders tasked with communicating with landlords</li> <li>Provide insights and 'good news' stories to keep landlords aware of city movements</li> <li>Encourage landlords to lease their buildings to ensure the city centre success</li> <li>Access to sales data through TCC / Priority One and TBOP</li> </ul>	<ul style="list-style-type: none"> <li>All landlord contact details received</li> <li>Good communication with stakeholders providing to the minute information</li> <li>Regular EDM communication to landlords about recent leases or building upgrades</li> <li>MT up to date with sales and movements in city centre</li> </ul>
<b>Member Communications</b>	<ul style="list-style-type: none"> <li>Review the current member database to ensure it reflects the membership</li> <li>Create a system to ensure the database is kept up to date at all times</li> <li>Segmented database to ensure the right members are made aware of information most important to them</li> </ul>	<ul style="list-style-type: none"> <li>Number of meetings attended, where knowledge is gained</li> <li>Responses to EDM and good open rate achieved</li> <li>Uptake on private Facebook page set up for members with positive interactions</li> <li>Increase number of website visits*</li> <li><i>*We are planning to launch a new interim website while a rebrand/new website is developed in 2023-25</i></li> </ul>
<b>Business Mentors Subsidy</b>	<ul style="list-style-type: none"> <li>Obtain funding from TCC for Business Mentors subsidies</li> <li>Develop system to easily allocate funding for members</li> <li>Design how the subsidy will work – seek guidance from Tauranga Business Chamber and Tauranga City Council</li> <li>Develop system to track funding allocated to provide to TCC for clarity and show success</li> <li>Design and promote programme to members</li> <li>Collaborate with Tauranga Business Chamber to ensure success of the programme</li> </ul>	<ul style="list-style-type: none"> <li>Funding obtained from TCC</li> <li>System developed and implemented to track distribution</li> <li>Business Mentor Subsidy advertising create and distributed to members to raise awareness</li> <li>Collaboration with Tauranga Business Chamber</li> <li>100% of funding disbursed to members by 30 June 2024</li> </ul>

New Member Pack	<ul style="list-style-type: none"><li>• Revise new member pack to ensure information is relevant and represents board direction</li><li>• Distribute new member pack to all new businesses joining membership</li><li>• Distribute new member pack to ALL members to generate re-engagement</li><li>• Includes links for members to easily find information on board annual plan and direction</li><li>• Develop Prospectus for attracting members – <i>'what is here for your business in our city centre'</i></li></ul>	<ul style="list-style-type: none"><li>• New Member Pack revised and updated to reflect board direction</li><li>• New member pack distributed to all new members</li><li>• New member pack distributed to all existing members</li><li>• Prospectus developed and begin distribution for attracting new businesses</li></ul>
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## MEMBER FOCUS

Activity	Actions	Success Criteria
Member Subsidies	<ul style="list-style-type: none"> <li>• Create a list of initiatives for members that they can apply for subsidies</li> <li>• Subsidies to include options that cover areas such as marketing, business consulting, CCTV upgrades, shop front tidies, signage redesign – encourage businesses to upskill or upgrade to transform city centre</li> <li>• Create marketing to inform members of subsidies available to them</li> <li>• Develop system to track funding requests, allocations and fulfilment for clarity</li> <li>• Create good news stories from businesses that have taken up the subsidy to promote to others</li> <li>• Promote via Bi-Monthly newsletter or EDM to businesses to ensure members are informed</li> <li>• Pool money to be used as members request, some options may not be as popular as others</li> </ul>	<ul style="list-style-type: none"> <li>• List of initiatives is developed</li> <li>• System is developed and implemented to track applications and fulfilment of subsidies to show funding has been distributed</li> <li>• Good uptake of businesses tapping into funding</li> <li>• Marketing and promotion of subsidies are communicated to members</li> <li>• Good new stories created and promoted to members regularly</li> </ul>
City Centre Safe Programme	<ul style="list-style-type: none"> <li>• Survey members to gauge feedback on where they would like to see changes or investments made</li> <li>• Work with Tauranga City Council representatives and Police to discuss ongoing concerns and preventative measures</li> <li>• Response to member survey to determine how MT responds</li> <li>• Continue to monitor and provide feedback to TCC with issues registered in the Incident Reporting platform</li> <li>• Provide good news stories surrounding city safety to members to show changes and positive impact</li> <li>• Work with late night or high risk operators to develop a 'Safe After Dark' programme</li> <li>• Investigate ID Scanners to be implemented in bars operating late or require security guards – gather feedback to gauge interest</li> <li>• Liaise with Mount Business Association to ensure same measures are put in place both sides of bridge</li> <li>• Late night businesses to be provided with radios, trained and using regularly to promote safety between businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Survey designed and sent out to members to gather feedback on safety requirements</li> <li>• Ongoing collaboration with TCC and Police</li> <li>• Respond to survey and investigate outcomes</li> <li>• Work with TCC to obtain funding to ensure all late night operators are equipped with radios / TTOC communication</li> <li>• Deploy ID scanners throughout Tauranga and Mount</li> </ul>

## COMMUNICATIONS, MARKETING & PROMOTIONS

Activity	Actions	Success Criteria
<b>Communications and advertising strategy</b>	<ul style="list-style-type: none"> <li>Develop annual communication and advertising strategy for consistency in delivering information to members and the public</li> <li>Promote our city centre to our public EDM subscribers and greater area via social media sponsored ads</li> <li>Interact with the public to increase awareness of member business capabilities, events and promotions that are available</li> <li>Market our city centre as a destination to eat, shop, work, learn and play</li> <li>Members kept updated with TCC transformation projects and any interruptions</li> <li>MT information and strategic plans available for members to view</li> <li>Encourage collaborations between businesses to create better promotions</li> </ul>	<ul style="list-style-type: none"> <li>Communication strategy planned and implemented</li> <li>Advertising strategy planned and implemented</li> <li>Member engagement increases</li> <li>Member database up to date</li> <li>Annual business plan available to view</li> <li>New strategic plan completed with member engagement and able to view</li> <li>Members kept informed with TCC transformation projects and interruptions via EDM and social</li> <li>Increase on member collaborations</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>Create a new 'interim' website that is up-to-date and easy to use</li> <li>Link to all member businesses on site</li> <li>Share member promotions, events and sales</li> <li>Provide information or links to council projects to help 'tell the story' of our changing city centre – working alongside TCC and Priority One Blueprint</li> <li>Create incentive for new business to choose the city centre for their business location – working alongside TCC and Priority One</li> </ul>	<ul style="list-style-type: none"> <li>New 'interim' website created and deployed</li> <li>Links to all businesses on website</li> <li>100% of all members businesses loaded to website</li> <li>Members utilising promotions function of website</li> <li>Up to date links to relevant information about the changing city on website</li> <li>Website creates interest in positioning business in city centre</li> </ul>
<b>Eat, Shop, Play Guide</b>	<ul style="list-style-type: none"> <li>Create Eat, Shop, Play guide to provide visitors, residents and members with availabilities in our city centre</li> <li>Engage with all members to get them involved</li> <li>Allocate enough copies for every hotel and motel in the city centre and surrounds</li> </ul>	<ul style="list-style-type: none"> <li>Design and create Eat, Shop, Play guide</li> <li>Distributed to hotels &amp; motels in the city and surrounding area</li> <li>Distributed to residential apartments in the area</li> <li>Growth in the community between members</li> </ul>
<b>Bi-Monthly Newsletter</b>	<ul style="list-style-type: none"> <li>Hand-deliver MT newsletter to members</li> <li>Include 'good news' stories, promotions and event notifications</li> <li>Members kept updated with TCC transformation projects and any interruptions</li> <li>Encourage collaborations between businesses to create better promotions</li> </ul>	<ul style="list-style-type: none"> <li>Bi-Monthly newsletter distributed 6 times</li> <li>Members feel informed of TCC transformation projects and other developments</li> <li>Collaborations between businesses increase</li> </ul>

	<ul style="list-style-type: none"> <li>• QR / survey form to capture members ideas for our city centre to be included</li> <li>• Stay informed of changes with relationships with TCC and other major developers</li> </ul>	<ul style="list-style-type: none"> <li>• Survey form captures members ideas and they start to provide more frequently</li> </ul>
<b>Electronic Direct Mail (EDM)</b>	<ul style="list-style-type: none"> <li>• Weekly EDM sent to member database</li> <li>• Collate good news stories or positive happenings in our city centre to use in EDM</li> <li>• Gather information from TCC to ensure members are kept up to date</li> </ul>	<ul style="list-style-type: none"> <li>• Positive EDM distributed weekly</li> <li>• Good news stories, promotions and events included</li> <li>• Information from TCC provided</li> <li>• Increase in open rate</li> </ul>
<b>Social Media Marketing</b>	<ul style="list-style-type: none"> <li>• Develop social media strategy to promote the city and member businesses</li> <li>• Create social media posting diary to ensure regular posts</li> <li>• Create social media 'interim' look and feel for city branding and attractiveness</li> <li>• Short videos showing member business experience to promote via social media</li> </ul>	<ul style="list-style-type: none"> <li>• Social media updated regularly</li> <li>• Good interaction with positive comments</li> <li>• Professional look with branding and cohesiveness</li> <li>• Promotion of members and their business offering</li> <li>• Increase on social media following</li> <li>• Videos developed to promote businesses</li> </ul>

## EVENTS & ACTIVATIONS

Activity	Actions	Success Criteria
Christmas in the City	<ul style="list-style-type: none"> <li>• Create a cohesive Christmas in the City experience for all members of the public</li> <li>• Collate and promote all members Christmas offerings via website, EDM and social media</li> <li>• Create children-focused activation to encourage families into the city centre – Santa</li> <li>• Develop 'shop in the city' initiative to encourage public to do their Christmas shopping in the city</li> <li>• Work with TCC to create ambience in the city for all of December</li> <li>• Encourage businesses to decorate their businesses to build overall vibrancy</li> <li>• Collaborate with sponsors re funding</li> <li>• Investigate Christmas tree installation</li> <li>• Work with the retail and hospitality sectors to potentially host late night shopping nights with entertainment and vibrancy</li> </ul>	<ul style="list-style-type: none"> <li>• Increase foot traffic in city centre during day for shopping</li> <li>• Children focused initiative is popular tracked by number of attendees</li> <li>• Shop in the city initiative planned and deployed mid November</li> <li>• Collaboration between TCC and MT on city ambience for December achieved</li> <li>• Businesses get involved with Christmas decorations adding towards overall city vibrancy</li> <li>• Businesses trial late-night shopping</li> <li>• Sponsor funding secured</li> <li>• Member survey results in increased foot traffic &amp; spending</li> </ul>
Arts Festival	<ul style="list-style-type: none"> <li>• Provide funding to Arts Festival to ensure success</li> <li>• Collaborate with Arts Festival to get excellent involvement from members</li> <li>• Collate express menus to provide information to arts festival so they can promote members offerings to their ticket holders</li> <li>• Promote Arts Festival via our social media channels to generate interest</li> <li>• Collate late night bars that will be open post shows and provide to Arts festival to increase ticket holders experience</li> <li>• Work closely with Arts Festival to ensure heavy promotion and success of the event</li> <li>• Businesses/members choosing to offer specials or promotions during the festival to be supplied with Yellow Dot so patrons can easily see involved businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Arts Festival is heavily attended</li> <li>• Member businesses see increase in sales throughout the duration of the Arts Festival if they choose to be involved</li> <li>• Arts Festival are impressed with MT promotion of festival</li> <li>• Cast and performers feel a sense of belonging throughout the festival</li> </ul>
School Holiday Promotions	<ul style="list-style-type: none"> <li>• Plan school holiday promotions and events to encourage families into the city during holidays</li> <li>• Investigate options that would be highly popular such as interactive displays, VR simulations, workshops, creative outlets</li> <li>• Design school holiday initiative to run for one week during school holidays</li> <li>• Measure uptake to provide to TCC</li> <li>• Survey attendees to gain an understanding of the events and where we can work on</li> </ul>	<ul style="list-style-type: none"> <li>• School holiday programmes implemented – at least at Easter and October breaks</li> <li>• Survey sent out and feedback received</li> <li>• School holiday programmes innovative and popular</li> <li>• Members relevant to school holidays see increase in sales</li> <li>• Engage with STEMfest</li> </ul>

<b>Flavours of Plenty</b>	<ul style="list-style-type: none"> <li>• Develop relationship with TBOP and Flavours of Plenty</li> <li>• Obtain information and provide to all members to generate participation</li> <li>• Encourage members to get involved</li> <li>• Provide EDM marketing for businesses taking part in the festival</li> <li>• Create a city centre based event as part of the festival</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship between MT, TBOP and Flavours of Plenty achieved</li> <li>• Excellent uptake of member businesses in the festival</li> <li>• EDM promotion of member events and promotions sent</li> <li>• Social media marketing of member events and promotions sent</li> <li>• City centre based event create and implemented</li> </ul>
<b>Jazz Festival</b>	<ul style="list-style-type: none"> <li>• Meetings required with MT, TCC and Jazz Festival to discuss LTO requirements and member involvement</li> <li>• Hospitality businesses requesting help with LTO funding to ensure festival happens</li> <li>• Investigate further options to grow the festival to ensure the success for our members and longevity of the event</li> <li>• Provide funding to assist with creation and implementation of the festival</li> <li>• EDM and social media marketing provided to promote involvement with festival by members</li> <li>• EDM and social media marketing to generate interest from public</li> </ul>	<ul style="list-style-type: none"> <li>• Members are happy and willing to be involved with festival</li> <li>• Funding provided to Jazz Festival upon collaboration and revision of festival</li> <li>• Members generate good sales over the duration of the festival</li> <li>• Festival is attended by larger numbers than previous years</li> <li>• Hotels see good numbers of guests over the weekend</li> </ul>
<b>Mini Promotions</b>	<ul style="list-style-type: none"> <li>• Plan and implement mini promotions throughout the year to fill in gaps during the year</li> <li>• Engage with members to seek interest in promotions</li> <li>• Provide EDM and social media marketing to public for awareness of mini promotions</li> <li>• Measure performance to report to board</li> <li>• Provide good news stories on successful events and promotions to generate more member uptake</li> </ul>	<ul style="list-style-type: none"> <li>• 3-4 mini promotions designed and implemented</li> <li>• Success measured and documented to show performance</li> <li>• Participating businesses receive increase in sales due to promotion</li> <li>• Uptake in member involvement</li> <li>• Annual promotions developed based on success</li> </ul>

## PARTNERSHIPS

Activity	Actions	Success Criteria
Tauranga City Council	<ul style="list-style-type: none"> <li>Develop relationships with teams relevant to MT goals and plans</li> <li>Work together to achieve city vibrancy including installations, events, promotions, clean-ups, safety</li> <li>Provide submissions and feedback on bylaws, policy changes and projects</li> </ul>	<ul style="list-style-type: none"> <li>Excellent communication between MT and TCC</li> <li>Consultation, collaboration and support on projects, events and activations</li> </ul>
Priority One	<ul style="list-style-type: none"> <li>Develop relationships with Priority One</li> <li>Work together to work on vacant spaces and economic projects</li> <li>Encourage workers back into the city with promotions and collaborations</li> <li>Create videos and marketing in collaboration to target new business in certain areas</li> <li>Utilise Blueprint to tell the story of our changing city</li> </ul>	<ul style="list-style-type: none"> <li>Excellent ongoing communication between MT and Priority One</li> <li>Consultation and collaboration on events, promotions, and initiatives</li> <li>Alignment of goals within the economic development of our membership</li> </ul>
Tauranga Business Chamber	<ul style="list-style-type: none"> <li>Develop a relationship with Tauranga Business Chamber</li> <li>Work together to provide business opportunities to our members</li> <li>Gain access to Chamber programmes for our MT members</li> <li>Encourage business to locate businesses in city centre</li> <li>Collaboration on projects, videos and events</li> </ul>	<ul style="list-style-type: none"> <li>Excellent ongoing communication between MT and Tauranga Business Chamber</li> <li>Member access to TBC tools and initiatives</li> <li>Cross-promotion of MT and TBC events to both databases</li> </ul>
Partnerships with existing providers	<ul style="list-style-type: none"> <li>Create a list of existing service providers</li> <li>Create opportunities to cross promote</li> </ul>	<ul style="list-style-type: none"> <li>Number of cross promotions executed</li> </ul>
Partnerships with other key stakeholders	<ul style="list-style-type: none"> <li>Develop and grow relationships with other key stakeholders such as TBOP, CBOP and Baycourt</li> </ul>	<ul style="list-style-type: none"> <li>Consultation / Collaboration / Support on projects, events or activations</li> </ul>
Partnerships with other Mainstreets Organisations	<ul style="list-style-type: none"> <li>Develop and grow relationships with other Mainstreets – Mount, Papamoa &amp; Greerton</li> <li>Collaborate on similar events, work in with each other</li> </ul>	<ul style="list-style-type: none"> <li>Relationship with all Mainstreets</li> <li>Attend regular Mainstreet collaboration meetings</li> </ul>
Vacant spaces	<ul style="list-style-type: none"> <li>Work with leasing agents tasked with filling vacant spaces in our city centre</li> <li>Investigate and design potential activations that can utilise vacant spaces</li> <li>Gain ideas from members and board</li> </ul>	<ul style="list-style-type: none"> <li>Communication between contractors and MT to stay up to date on landlords and member movements</li> <li>Provide activation ideas to TCC for consideration</li> </ul>

## SPONSORSHIP

Activity	Actions	Success Criteria
Arts Festival	<ul style="list-style-type: none"> <li>• Sponsor Arts Festival to help build towards their success</li> <li>• Work towards creating the Arts &amp; Culture hub of the region</li> <li>• Promote Tauranga City as a destination to visit</li> <li>• Encourage people to come into the city and see what there is on offer</li> <li>• Create a vibrant city centre for the duration of the event</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Number of patrons attending</li> <li>• Feedback from businesses and ticket holders</li> <li>• Feedback from the Arts Festival</li> </ul>
Jazz Festival	<ul style="list-style-type: none"> <li>• Sponsor Jazz Festival to help build towards a successful event</li> <li>• Promote Tauranga City as a destination to visit</li> <li>• Encourage people to come into the city and see what there is on offer</li> <li>• Create a vibrant city centre for the duration of the event and outside the festival hours</li> </ul>	<ul style="list-style-type: none"> <li>• Event held</li> <li>• Number of patrons attending</li> <li>• Feedback from businesses and ticket holders</li> </ul>
Flavours of Plenty	<ul style="list-style-type: none"> <li>• Sponsor Flavours of Plenty to help build towards their success in Tauranga city</li> <li>• Promote Tauranga City as a destination to visit</li> <li>• Bring customers to the city to try our hospitality offerings for the duration of the event</li> </ul>	<ul style="list-style-type: none"> <li>• Event/s held</li> <li>• Number of patrons attending</li> <li>• Feedback from businesses and ticket holders</li> <li>• Collaboration between TBOP, Flavours of Plenty and MT</li> </ul>



DOWNTOWN  
TAURANGA

# ANNUAL PLAN

Mainstreet Tauranga Incorporated Society  
(Downtown Tauranga)

## PREPARED BY

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## DRAFT TRAFFIC AND PARKING BYLAW 2018



<b>First adopted</b>	2007	<b>Minute reference</b>	M07/60
<b>Revisions/amendments</b>	October 2011	<b>Minute reference</b>	M12/68
	TBC		
<b>Review date</b>	<i>This bylaw is to be reviewed 10 years after date of adoption</i>		
<b>Relevant legislation</b>	<i>This bylaw was made under the Local Government Act 2002</i>		

*This Bylaw is made under the Land Transport Act 1998, Local Government Act 2002 and Bylaws Act 1910. In addition, traffic and parking issues are also regulated by other Acts and Regulations which should be referred to in conjunction with this bylaw. These include:*

- *the Land Transport (Driver Licensing) Rule 1999*
- *the Land Transport (Vehicle Dimensions and Mass) Rule 2002*
- *the Land Transport (Road User) Rule 2004*
- *the Land Transport (Traffic Control Devices) Rule 2004*
- *the Utilities Access Act 2010*
- *the Land Transport (Setting of Speed Limits) Rule 2022*
- *the Land Transport (Vehicle Dimensions and Mass Amendment) Rule 2016.*

### 1. TITLE

- 1.1 This bylaw is the Traffic and Parking Bylaw

### 2. COMMENCEMENT

- 2.1 This bylaw comes into force on (TBC)

### 3. APPLICATION

- 3.1 Unless otherwise stated, this bylaw shall apply to the whole of the city other than roads which are not under the control of Tauranga City Council.
- 3.2 Words which refer to the singular include the plural and the plural includes the singular.
- 3.3 Any resolution of Council may be amended, rescinded or reinstated by a further resolution of Council. The most recent resolution of Council shall be the operative resolution.
- 3.4 Reference to any Act or Rule or provision of any Act or Rule includes any amendment to that Act or Rule or any Act or Rule passed in substitution for it.
- 3.5 A power for the Council to make a resolution includes the power to amend or revoke the resolution or to revoke it and replace with another.
- 3.6 Notes in italics are for information only and are not part of this bylaw.

#### 4. PURPOSE

- 4.1 The purpose of this bylaw is to set the requirements for control of traffic and parking in respect of roads, parking places and transport stations owned or controlled by Tauranga City Council.

#### 5. DEFINITIONS

Term	Definition
<b>Access Way and Service Lane</b>	As defined in section 315 of the Local Government Act 1974.
<b>Angle Parking</b>	Parking other than parallel with the roadway in the direction of travel, and with the front of the vehicle facing towards the kerb or footpath. "Angle parks" has a corresponding meaning.
<b>Authorised Officer</b>	Any person appointed or authorised in writing by the Chief Executive or by the Council to act on its behalf and includes any Parking Warden appointed under the provisions of the Land Transport Act 1998 or any Enforcement Officer.
<b>Bus</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Bus lane</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>City</b>	City means the district of the Tauranga City Council.
<b>Corridor Manager</b>	As defined in the Utilities Access Act 2010.
<b>Council</b>	Refers to the elected member body representing Tauranga or any Committee, Sub-committee or elected member of the Council authorised to exercise the authority of the Council.
<b>Cycle</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Cycle lane</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Cycle path</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Disabled Persons Motor Vehicle</b>	A parked motor vehicle displaying a Mobility Parking Permit issued by CCS Disability Action Incorporated or Somerville Centre for Special Needs Wanganui Incorporated or approved by Tauranga City Council.
<b>Driver</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Enforcement Officer</b>	As defined in the Land Transport Act 1998.
<b>Footpath</b>	Footpath has the same meaning as in the Land Transport (Road User) Rule 2004.
<b>Heavy Motor Vehicle</b>	As defined in the Land Transport (Road User) Rule 2004.

<b>High-Productivity Motor Vehicle</b>	As defined in the Land Transport (Vehicle Dimensions and Mass) Rule 2002.
<b>Leased Area</b>	A parking space or group of parking spaces where a parking fee is payable by written agreement with Tauranga City Council.
<b>Leased Space</b>	Means a parking space within a leased area.
<b>Loading Zone</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Mobility Device</b>	As defined in the Land Transport Act 1998.
<b>Moped</b>	As defined in the Land Transport Act 1998.
<b>Motorcycle</b>	As defined in the Land Transport Act 1998.
<b>Motor Vehicle</b>	As defined in the Land Transport Act 1998.
<b>Owner</b>	In relation to a motor vehicle, the person lawfully entitled to possession of that vehicle, except where: (a) the motor vehicle is subject to a bailment for a period not exceeding 28 days; or (b) the motor vehicle is let on hire under the terms of a rental-service licence; in which case "owner" means the person who, but for the bailment or letting on hire, would be lawfully entitled to possession of the motor vehicle; and "owned" and "ownership" have corresponding meanings.
<b>Parking</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Parking Area</b>	A specific parking place or part of a parking place set aside by Council for parking.
<b>Parking Fee</b>	The amount payable for parking: (a) in a Pay Space, as calculated in accordance with the parking charges prescribed by the Council from time to time; or (b) in a leased space, by the relevant written agreement with Tauranga City Council.
<b>Parking Machine</b>	A parking meter or other device used to facilitate the payment of parking fees for parking a vehicle in a Pay Area for a limited time, for example through the collection of payment or the processing of an electronic payment.
<b>Parking Place</b>	As defined in section 591(6) of the Local Government Act 1974.
<b>Parking Space</b>	A portion of a parking place marked out with painted lines for the specific purpose of accommodating a parked vehicle.
<b>Parking Warden</b>	A person appointed by the Council under section 128D of the Land Transport Act 1998.
<b>Passenger Service Vehicle</b>	As defined in the Land Transport Act 1998.

<b>Pay Area</b>	A parking space or group of parking spaces declared by the Council to be a Pay Area, and includes any area previously declared under this Bylaw to be a Pay and Display Area.
<b>Pay Space</b>	A parking space within a Pay Area where a parking fee is payable.
<b>Public Holiday</b>	As defined in section 44 of the Holidays Act 2003.
<b><u>Registration Required Parking Area</u></b>	<u>A parking area where a person must register their vehicle upon arrival, even where they will not be required to pay a fee for parking.</u>
<b>Residents' Parking Area</b>	An area declared to be a residents' parking area under Section 22 of this Bylaw.
<b>Residents' Parking Scheme</b>	A scheme for residents' only parking in a Residents' Parking Area.
<b>Road</b>	As defined in the Land Transport Act 1998.
<b>Roadway</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Sign</b>	Sign and all components of a Sign (including but not limited to the face, legend, panel, plate or stand) have the same meanings as in the Land Transport (Traffic Control Devices) Rule 2004.
<b>Special Vehicle Lane</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Street</b>	Street has the same meaning as "Road".
<b>Tauranga City Council</b>	Tauranga City Council or any person authorised or delegated to act on its behalf.
<b>Taxi</b>	As defined in the Land Transport Act 1998.
<b>Trailer</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Traffic Control Device</b>	A device used on a road for the purpose of traffic control; and includes a: <ul style="list-style-type: none"> <li>(a) sign, signal or notice;</li> <li>(b) traffic calming device;</li> <li>(c) marking or road surface treatment.</li> </ul>
<b>Traffic Sign</b>	As defined in the Land Transport (Traffic Control Devices) Rule 2004.
<b>Transport Station</b>	As defined in section 591(6) of the Local Government Act 1974.
<b>Use</b>	As defined in the Land Transport (Road User) Rule 2004.
<b>Utility Operator</b>	As defined in the Utility Access Act 2010.
<b>Vehicle</b>	As defined in the Land Transport Act 1998.
<b>Vehicle Class</b>	As defined in the New Zealand Transport Agency Vehicle Equipment Standards Classification.

These definitions apply unless the context requires otherwise.

## Part One: Traffic

### 6. TURNING RESTRICTIONS

6.1 The Council may by resolution:

- (a) prohibit vehicles on a specified roadway or any part of a specified roadway turning from facing or travelling in one direction to facing or travelling in the opposite direction (No 'U-turns')
- (b) prohibit vehicles or specified classes of vehicles on a specified roadway turning to the right or to the left or from proceeding in any other specified direction
- (c) permit turning movements by specified classes of vehicles prohibited by all other vehicle types.

*Note: See Attachment 1 for the resolutions made under this clause*

6.2 No person shall drive a vehicle contrary to any turning restriction made under clause 6.1.

### 7. DIRECTION OF TRAVEL

7.1 The Council may by resolution specify roads or portions of road where vehicles may travel in one specified direction only.

*Note: See Attachment 2 for the resolutions made under this clause*

7.2 No person being the driver or in charge of any vehicle shall:

- (a) drive the vehicle other than in any direction specified under clause 7.1
- (b) drive the vehicle otherwise than on the left hand side of any central island or strip, unless otherwise indicated by appropriate signs, where any road or portion of road is divided longitudinally by a traffic island, central plot, enclosure or other dividing structure
- (c) travel over a road or parking place in any direction other than the direction indicated by the prescribed signs or markings.

### 8. FOOTPATHS AND CYCLE PATHS

~~8.1 Subject to clauses 5.2, 5.5 and 5.9, no person shall park or drive any vehicle on any footpath or any part thereof.~~

~~8.28.1~~ A vehicle may be driven over a footpath by means of a vehicle crossing constructed on the road for the purpose of gaining vehicular access to or from any property on that road.

~~8.38.2~~ No person may stop a vehicle so that any part of the vehicle or its load remains upon or over a footpath or any part of a footpath other than temporarily while in the process of gaining access to or leaving a property.

~~8.48.3~~ No person may load or unload a vehicle in such a manner as to cause, or be likely to cause, damage to the footpath or any part of it.

~~8.5 The Council may by resolution declare specified footpaths or portions of footpath to be cycle paths, for the use of pedestrians and cyclists, either permanently or for a set period of time.~~

*Note: See Attachment 3 for the resolutions made under this clause*

~~8.6 The Council will establish signs and markings for cycle paths in accordance with the Traffic Control Devices Manual 2008 or subsequent amendments.~~

~~8.7~~ 8.4 The Council may, by resolution, regulate control or prohibit the use of footpaths and cycle paths.

~~8.8~~ No person may use a footpath or cycle path contrary to any resolution under clause 8.4. ~~Nothing in this section prohibits on a footpath:~~

~~(a) the use of a mobility device; or~~

~~(b) the use of a bicycle, moped or motorcycle for the purpose of delivering newspapers, mail or printed material to letterboxes.~~

## **9. SPECIAL VEHICLE LANES**

9.1 The Council may by resolution declare specified roads or parts of specified roads to be Special Vehicle Lanes, use of which is restricted either permanently or for a set period of time, to specified:

- (a) passenger service vehicles (including buses) and/or
- (b) motorcycles and/or
- (c) mopeds and/or
- (d) cycles and/or
- (e) motor vehicles carrying not less than a specified number of persons (including the driver).

*Note: See Attachment 4 for the resolutions made under this clause*

~~9.2 No person being the driver or in charge of a vehicle shall use a Special Vehicle Lane contrary to a restriction made under clause 6.1.~~

~~9.3 These restrictions shall not apply to the use of a Special Vehicle Lane for a distance of not more than 50 metres for the purpose of turning into or out of a side street or property.~~

~~9.4 Any restrictions on the use of the road made under clause 6.1 shall be marked out with the appropriate traffic signs or markings.~~

## **10. PROHIBITED STREET RACING IN INDUSTRIAL AREAS**

10.1 The Council may by resolution specify roads on which a person may not use, or permit to be used, a motor vehicle under 3,500kg between 9pm and 5am.

*Note: See Attachment 5 for the resolutions made under this clause*

10.2 Nothing in a resolution made under clause 10.1 shall apply to:

- (a) the owner or occupier of any land having a frontage to the road described in the resolution, or to his or her bona fide visitors

- (b) any fire appliance, ambulance, police or medical motor vehicle being used for genuine business purposes
  - (c) any trade or service vehicle for the provision or maintenance of a utility on the road or on the land having a frontage to the road being used for genuine business purposes
  - (d) any vehicle owned by the Council being used for genuine business purposes
  - (e) any vehicle operated by a security service being used for genuine business purposes.
- 10.3 The Council shall erect signs on the roads described in resolutions made under clause 10.1 advising the times of the prohibition and that the prohibition applies to motor vehicles weighing less than 3,500 kilograms.

## 11. HEAVY MOTOR VEHICLES

- 11.1 The Council may by resolution specify roads or parts of roads on which the operation of an engine brake or similar is prohibited.

*Note: See Attachment 6.1 for the resolutions made under this clause*

- 11.2 The Council may by resolution:

- (a) specify roads on which heavy motor vehicles are prohibited at specified times
- (b) specify the maximum weight of vehicles or loads that may pass over bridges or culverts.

*Note: See Attachment 6.2 for the resolutions made under this clause*

- 11.3 No person shall drive or permit to be driven any heavy motor vehicle on or along those roads or parts of roads specified in a resolution made under clause 11.2(a) at the times set out in the resolution, except for the purpose of picking up or delivering goods to an address in those roads when alternative access is not available for this purpose.
- 11.4 No person shall drive or permit to be driven a High-Productivity Motor Vehicle on any road which is not authorised in terms of the permit for that vehicle issued under the Land Transport (Vehicle Dimensions and Mass) Rule 2002.
- 11.5 A prohibition under clause 11.1, or 11.2, shall not apply to:
- (a) any fire appliance, ambulance, police or medical motor vehicle
  - (b) any passenger service vehicle
  - (c) a utility operator or its authorised agent or contractor engaged in the provision of, or maintenance of a utility operation
  - (d) any Council vehicle undertaking emergency works
  - (e) refuse collections carried out by either the local authority or a contractor engaged by the local authority
  - (f) construction, horticultural or agricultural vehicles which the Council has given permission to use the road.

~~11.6 The Council shall erect signs on the roads or parts of road described in a resolution made under clause 8.1 advising that the use of an engine brake or similar is prohibited.~~

~~11.7 The Council shall erect signs on the roads described in a resolution made under clause 8.2(a) advising the times of the prohibition and that the prohibition applies to heavy motor vehicles.~~

~~11.8 The Council shall erect signs in the vicinity of a bridge or culvert described in a resolution made under clause 8.2(b) advising the maximum weight of vehicles or loads that may pass over the bridge or culvert.~~

## ~~12. Temporary Restrictions on the Use of Roads~~

~~12.1 The Council may temporarily restrict the use of, or speed of, or class of vehicles which may use any part of a road when Council's Corridor Manager considers that:~~

- ~~(a) There is, or is likely to arise at any place on that road a risk of danger to the public or to a person working on or near a road or a risk of damage to the road; or~~
- ~~(b) It is necessary for the safety of a special event.~~

~~12.2 Any temporary speed limit will be set in accordance with the Land Transport Rule: Setting of Speed Limits 2003.~~

~~12.3 No person being the driver or in charge of a vehicle shall drive or use the vehicle contrary to any restriction made under clause 9.1.~~

~~12.4 Any restriction under clause 9.1 above must be defined by the display of temporary warning signs in conformity with any rules.~~

~~12.5 Any vehicle being used for the purpose of maintenance or construction of roading, or a vehicle of a utility operator, may, with permission of an authorised officer, be driven or parked in a manner contrary to any restriction in force under clause 9.1, provided it is driven or parked with due consideration of other road users.~~

## **13.12. VEHICLE CROSSINGS**

12.1 Any vehicle crossing must be constructed in accordance with the standards set out in the Tauranga City Council Infrastructure Development Code applicable at the time the crossing is constructed.

13.12.2 ~~Property owners must have written permission from the Tauranga City Council transportation team before installing a secondary vehicle crossing.~~

## Part Two: Parking

### ~~14.~~ **Parking Wardens**

~~14.1~~ The Council may appoint Parking Wardens to undertake parking enforcement activity on behalf of Council under the Land Transport Act 1998.

### ~~15.13.~~ **STOPPING, STANDING AND PARKING, AND PARKING AREAS**

~~15.13.1~~ The Council may by resolution:

- (a) prohibit or restrict the stopping, standing or parking of vehicles on any roads
- (b) limit the stopping, standing or parking of vehicles on any road to vehicles of any specified class or description.

~~15.213.2~~ The Council may by resolution:

- (a) declare areas of road, land or building under its control to be parking areas
- (b) declare the number and situation of parking spaces
- (c) prohibit a specified class or classes of vehicles from using a parking area or specified parking spaces
- (d) restrict the use of a parking area or specified parking spaces to a specified class or classes of vehicles
- (e) set the maximum time allowed for parking in any parking area or parking space and restrict the hours of availability of any parking area or specified parking spaces
- (f) regulate entry to, and exit from, parking areas and prescribe direction of travel within a parking area
- ~~(g)~~ declare a parking area or part of a parking area or group of parking spaces to be a Pay Area

~~(g)(h)~~ declare a parking area or part of a parking area or group of parking spaces to be a Registration Required Parking Area

~~(h)(i)~~ declare a parking area or part of a parking area or group of parking spaces to be a leased area

~~(i)(j)~~ fix the charges payable for the parking of vehicles or a specified class or classes of vehicles in a Pay Area, leased area or Residents' Parking Area, including how such charges will be measured

~~(j)(k)~~ prescribe the method of payment of the parking fee, by the use of parking machines or in any other specified manner, and any requirements as to proof of that payment and/or the period of time paid for, for example through the display of a parking voucher or receipt

~~(k)(l)~~ declare days and times for which parking fees are payable and declare days on which no parking fees are payable

~~(l)(m)~~ declare a parking area or part of a parking area or group of parking spaces to be for a specified class or classes of vehicle (e.g. tour coach) or class of road user (e.g. disabled parking) or for a designated activity (for example a loading zone) and the charges payable, if any, for that area or space

~~(m)(n)~~ declare that parking in a specified parking space or parking spaces is free of charge

~~(n)(o)~~ specify any other conditions which apply to parking in a specified parking area.

*Note: See Attachment 7 (parts 7.1 – 7.27) for the resolutions made under this clause*

~~45.3~~13.3 Tauranga City Council may temporarily prohibit, restrict or control parking in a parking area or parking space by placement of a sign. The sign must clearly state the nature of the parking prohibition, restriction or control.

~~45.4~~13.4 No person being the driver or in charge of any vehicle shall stop, stand or park the vehicle, or leave it parked, contrary to any prohibition, condition or restriction made under clause 13.1, 13.2 or 13.3.

~~45.5~~13.5 No driver or person in charge of a vehicle shall allow that vehicle to remain in or occupy a parking space for longer than the period allowed for parking in that parking space.

~~45.6~~13.6 No driver or person in charge of a vehicle shall without the written approval of Tauranga City Council, park that vehicle (whether attended or unattended) on any parking place for the primary purpose of displaying or promoting any trade, business or event. In granting approval, Tauranga City Council may impose conditions.

~~45.7~~13.7 Any prohibition, condition or restriction under clause 13.1 or 13.2 shall be marked out with the appropriate traffic signs or markings.

#### **~~46.14.~~ PAY AREAS**

~~46.1~~14.1 Without limiting Part 13 of this bylaw, the Council may by resolution:

- (a) declare any parking place or transport station, including a road or part of a road or a parking area, to be a Pay Area
- (b) declare the number and situation of Pay Spaces within a Pay Area
- (c) declare the time allowed for parking in a Pay Area beyond which it shall be unlawful to remain parked
- (d) fix the charges payable for the parking of vehicles within the Pay Area, and how such charges will be measured
- (e) prescribe the method of payment of the parking fee, by the use of parking machines or in any other specified manner
- (f) prescribe any requirements as to proof of that payment and/or the period of time paid for, for example through the display of a parking voucher or receipt.

*Note: See Attachments 7.12 to 7.14 for the resolutions made under this clause*

~~46.2~~14.2 Pay Area parking requirements apply between 8am and 6pm every day of the week except Sundays and public holidays, except where signs relating to those Pay Areas indicate otherwise.

~~46.3~~14.3 Parking machines shall be located within or reasonably adjacent to the Pay Area they control.

~~46.4~~ Parking spaces within Pay Areas shall be indicated by white lines painted on the road in accordance with the Land Transport Rule: Traffic Control Devices 2004.

**47.15. PAYMENT FOR PARKING**

47.415.1 Where the Council has fixed a charge for parking in a parking place, the driver or person in charge of the vehicle parking in that area must pay the applicable parking fee without delay and in the manner prescribed in or under this bylaw.

47.215.2 The driver or person in charge of a vehicle shall also comply with any prescribed requirements as to proof of payment of the parking fee and/or the period of time paid for, for example through the display of a parking voucher or receipt.

47.315.3 No driver or person in charge of a vehicle shall allow that vehicle to remain in or occupy a parking space for which a parking fee is payable:

- (a) without paying the appropriate parking fee; and
- (b) in excess of the time authorised by the payment of the parking fee.

15.4 This Part does not apply to any parking paid for by a prepaid parking voucher authorised by and used in accordance with clause 25 of this bylaw.

**48.16. REGISTRATION REQUIRED PARKING AREAS**

16.1 Without limiting part 13 of this bylaw, the Council may by resolution:

- (a) declare any parking place or transport station, including a road or part of a road or a parking area, to be a Registration Required Parking Area
- (b) declare the number and situation of Registration Required Parking Spaces within a Registration Required Parking Area
- (c) declare the time allowed for parking in a Registration Required Parking Area beyond which it shall be unlawful to remain parked
- (d) declare the time allowed for for parking free of charge in a Registration Required Parking Area beyond which it shall become a Pay Space
- (e) prescribe the method of registration, by the use of parking machines or in any other specified manner
- (f) prescribe any requirements as to proof of registration, for example through the display of a parking voucher or receipt.

*Note: See Attachments 9 for the resolutions made under this clause*

**49.17. EXEMPT VEHICLES**

49.417.1 The driver or person in charge of any of the following vehicles may park free of charge in any parking space within a Pay Area:

- (a) a vehicle used as an ambulance and which is at the time being used on urgent ambulance service
- (b) a vehicle used by the fire service for attendance at fires, and which is at the time attending a fire or responding to a fire alarm
- (c) a vehicle used by the police service and which is at the time being used for police service

- (d) a vehicle used by a medical practitioner and at the time being used on urgent medical service
- (e) a branded Tauranga City Council vehicle, but only when being used by an officer of the Tauranga City Council on specific Tauranga City Council business away from the premises where that officer customarily works.

## **20.18. INTERFERENCE WITH PARKING MACHINES**

**20.18.1** No person shall:

- (a) misuse or wilfully damage any Parking Machine or barrier arm
- (b) interfere or tamper with the working operation of any Parking Machine or barrier arm
- (c) unless authorised by Tauranga City Council, affix any placard, advertisement, notice, list, document, board or thing on any Parking Machine or barrier arm
- (d) unless authorised by Tauranga City Council, paint or write on any Parking Machine or barrier arm
- (e) place, park or leave a motorcycle or cycle on or against a Parking Machine or barrier arm or its supporting post
- (f) operate any Parking Machine except in accordance with the instructions printed on the Parking Machine, or on any nearby notice or sign
- (a) deposit in any Parking Machine which accepts payment by cash anything other than payment in New Zealand currency.

## **21.19. PARKING IN LEASED AREAS**

**21.19.1** No driver or person in charge of any vehicle may park a vehicle in a leased area or leased space other than in accordance with a current valid written agreement with Tauranga City Council for the lease of that area or space.

## **22.20. LOADING ZONES**

**22.20.1** The Council may by resolution:

- (a) declare any road, land or building under the control of Tauranga City Council or portion of such road, land or building to be a loading zone
- (b) prescribe any conditions prohibiting, limiting, controlling or restricting the use of any loading zone
- (c) declare the types of vehicles which may use a loading zone.

*Note: See Attachments 7.15 to 7.18 for the resolutions made under this clause*

**22.20.2** Land vested in Tauranga City Council as service lane is deemed to be a loading zone unless any stopping restrictions are on, or in, the near vicinity of the service lane.

**22.20.3** No person being the driver or in charge of a vehicle shall park in or use a Loading Zone contrary to a requirement or restriction in or made under clause 20.1 or 20.2.

~~**22.4** The restrictions made under clause 18.1 shall be marked out with the appropriate traffic signs or markings.~~

**23.21. ANGLE PARKING**

~~23.121.1~~ The Council may by resolution:

- (a) declare that a parking space or group of parking spaces is to be used for angle parking only
- (b) regulate the use of angle parks.

*Note: See Attachment 7.19 for the resolutions made under this clause*

~~23.221.2~~ Vehicles must be parked in an angle park on the angle indicated and front first.

~~23.321.3~~ No person being the driver or in charge of a vehicle shall park in or use a parking space contrary to a requirement or restriction in or made under clause 21.1 or 21.2.

**24.22. PASSENGER SERVICE AND OTHER VEHICLE STANDS**

~~24.122.1~~ The Council may by resolution declare an area of road, land or building under the control of Tauranga City Council to be a vehicle stand for a specified vehicle or class, or classes, of vehicles and may prescribe the following in respect of that vehicle stand:

- (a) the location and size of any vehicle stand
- (b) the fee for using any vehicle stand
- (c) the hours of operation of any vehicle stand
- (d) the place and size of any temporary vehicle stand
- (e) any conditions of use of any vehicle stand.

*Note: See Attachments 7.20 to 7.27 for the resolutions made under this clause*

~~24.222.2~~ No driver or person in charge of any taxi, bus, or other passenger service vehicle shall park that vehicle, other than within a vehicle stand, while soliciting for passengers or dropping off passengers.

~~24.322.3~~ No driver or person in charge of a vehicle may park a vehicle on a vehicle stand unless the vehicle is of the class authorised to park in that vehicle stand and all conditions made under clause 22.1 are complied with.

~~24.4~~ ~~The restrictions in clause 20.1 shall be marked out with the appropriate traffic signs or markings.~~

**25.23. PARKING OF HEAVY MOTOR VEHICLES IN RESIDENTIAL AREAS**

~~23.1~~ No person shall stop, stand or park a heavy motor vehicle for a period of more than one hour in any part of a road where there is adjacent residential zoned land on either side of the road except for sites that have been designated for motor homes in accordance with Tauranga City Council policy.

~~25.123.2~~ ~~provided however, that~~ Notwithstanding clause 23.1, it shall not be an offence to stop, stand or park a heavy motor vehicle on any such road for such period as is reasonably required for the purpose of loading or unloading that vehicle and that

such loading or unloading takes place, ~~and except in any area of road, which by way of Council resolution is declared a parking area for heavy vehicles.~~

25.223.3 The Council may by resolution declare roads or parts of roads where heavy motor vehicle parking is permitted at specified times.

*Note: See Attachment 7.26 for the resolutions made under this clause*

## **26.24. RESIDENTS' PARKING AREA**

26.124.1 The Council may by resolution:

- (a) specify parking places or parking spaces to be a residents' parking area the subject of a residents' parking scheme
- (b) specify the hours and days of the week during which a residents' parking scheme shall operate
- (c) impose conditions, and prescribe fees and charges, for use of residents' parking scheme
- (d) specify any other conditions related to the residents' parking scheme.

*Note: See Attachment 7.27 for the resolutions made under this clause*

26.224.2 A residents' parking area is for the exclusive use at the specified times of vehicles owned by residents of the surrounding area and which display a residents' parking permit issued for the vehicle.

26.324.3 A residents' parking area shall be indicated by appropriate signage.

26.424.4 Where a permit is required to be held for the use of a resident's parking scheme:

- (a) the parking permit shall be displayed so as to be legible through the front window where fitted, or visible on the vehicle where no front window is fitted, on a motor vehicle stopped, standing or parked in the residents' parking area
- (b) the permit shall identify the motor vehicle for which it has been issued. The permit only applies to the motor vehicle displayed in the permit
- (c) the permit shall be returned to Tauranga City Council immediately after the resident ceases to be entitled to the permit
- (d) the permit is valid and effective only during the time specified on the permit and in the road or roads specified on the permit.

26.524.5 No person shall park, stop or stand a vehicle in a residents' parking area without displaying a valid permit, except for:

- (a) vehicles operated by or for Tauranga City Council if necessary for the provision of, or maintenance of, facilities within the road reserve
- (b) vehicles operated by utility operators if necessary for the provision of, or maintenance of, a utility operation
- (c) vehicles driven by Tauranga City Council officers (e.g. dog control officers, building inspectors) attending the property of a resident holding a residents' parking scheme permit
- (d) vehicles being used to pick up or deliver goods to, or in connection with emergency maintenance of, the property of a resident holding a residents' parking scheme permit

- (e) medical practitioners such as doctors, district nurses and midwives who are attending a patient
- (f) vehicles specified in clause 17.1(a), (b) or (c) of this bylaw.

#### **27-25. PREPAID PARKING VOUCHERS**

**27-25.1** Tauranga City Council, or any person authorised on its behalf may issue to any person parking vouchers on payment of the appropriate parking fees.

**27-25.2** All such prepaid parking vouchers must be issued with printed instructions as to the required display and activation of the vouchers.

**27-25.3** Each prepaid parking voucher shall state:

- (a) the prescribed fees for specified periods of parking
- (b) the authorised parking spaces or parking area
- (c) the parking time limit
- (d) rules about displaying the voucher.

**27-25.4** A prepaid parking voucher must be activated in accordance with the instructions printed on it and the date and time of the commencement of parking must be displayed so as to be legible through the front window where fitted, or visible on the vehicle where no front window is fitted.

**27-25.5** Any Authorised Person may require the driver or person in charge of, or any passenger in, any motor vehicle to produce for inspection any parking voucher displayed in that vehicle and that Authorised Person may retain the voucher.

#### **28-26. TEMPORARY DISCONTINUANCE**

**28-26.1** Where Tauranga City Council is of the opinion that any parking space or spaces should be temporarily discontinued as a parking space or should be reserved for use by a utility operator or other specified vehicle, Tauranga City Council may place or erect a sign or notice that sufficiently indicates 'No Stopping' at such parking space or spaces, or may issue a Parking Voucher for sole use of the space or spaces to the trades vehicle or other specified vehicle.

**28-26.2** No person shall park a vehicle in a discontinued parking space, except with the permission of Tauranga City Council.

#### **29-27. OTHER UNLAWFUL CONDUCT IN PARKING PLACES**

**29-27.1** No person shall park any vehicle in a parking space except as permitted by the provisions of this bylaw.

**29-27.2** No driver or person in charge of any vehicle shall stop, stand or park a vehicle:

- (a) outside the extremities of any parking space unless the vehicle by virtue of its size cannot be contained in one space. If that vehicle is parked, the driver or person in charge of that vehicle is liable for a parking fee for each Pay Space occupied or encroached on by that vehicle
- (b) in a parking space if that vehicle is of a class not permitted to use that parking space or parking place

- (c) in any parking space already occupied by another vehicle or vehicles unless that vehicle is a motorcycle
- (d) in any parking space for longer than the maximum period allowed for parking in that space
- (e) in a Pay Space for longer than the maximum indicated on the Parking Machine if the Parking Machine is not in operation.

29.327.3 No driver or person in charge of any vehicle shall drive a vehicle in any parking area contrary to the direction of travel prescribed by the Council and shown by marks on the surface or other indications.

29.427.4 No driver or person in charge of any vehicle shall within 30 minutes of leaving a parking space or parking area re-park in that parking space or parking area or in any other parking space or parking area within 50 metres of that parking space or parking area and which is subject to the same parking restriction.

29.527.5 No driver or person in charge of any motorcycle or moped, shall park closer than 1 metre from the front and/or rear of a parking space.

29.627.6 No person may park a motorhome or immobilised vehicle on any road for a continuous period exceeding seven days without prior approval from Tauranga City Council.

27.7 No person may leave a vehicle on the road for the purpose of storage in connection with their trade or business without prior approval from Tauranga City Council.

29.727.8 A person commits an infringement offence who, having parked in a Registration Required Parking Area, fails to register their vehicle, even where that person otherwise complies with the conditions of parking in that area.

### **30.28. DISPLAYING VEHICLES FOR SALE ON ROADS**

30.428.1 The Council may by resolution declare roads or parts of roads where vehicles may not be displayed for sale.

*Note: See Attachment 8 for the resolutions made under this clause*

30.228.2 No person shall stop or park a vehicle on any section of any road to which a resolution made under clause 28.1 applies, or on any other road within 30 metres of any intersection of any road to which a resolution made under clause 28.1 applies, for the purpose of selling that vehicle or advertising that vehicle for sale to the public, or for the purpose of selling to the public any matter, object or thing within the vehicle.

### **31.29. VEHICLE REMOVAL**

31.429.1 An authorised officer may remove or cause to be removed any vehicle or other thing from any road or other area controlled by Tauranga City Council, if that vehicle or thing is parked or present in breach of this bylaw, or any resolution made under this bylaw, and Tauranga City Council may recover from any person responsible for committing the breach all expenses incurred by Tauranga City Council in connection with the removal of the vehicle or thing.

31.229.2 Tauranga City Council must use reasonable care in the removal and storage of any vehicle removed under this clause but is not liable for any loss or damage

arising directly or indirectly from the removal of any vehicle under this clause unless caused by the negligence of its agents or employees.

~~31.3~~29.3 The powers that may be exercised under this clause are in addition to those provided by the Land Transport Act 1998 and sections 356 and 356A of the Local Government Act 1974.

## Part Three: Offences, Breaches, Penalties, Notices and Documents

### **32.30. OFFENCES, BREACHES AND PENALTIES**

**32.430.1** Every person commits an offence against this bylaw who:

- (a) does, or causes or permits to be done, or is concerned in doing, anything contrary to or otherwise than in accordance with this bylaw
- (b) omits, or neglects to do, or permits to remain undone, anything which according to this bylaw ought to be done by that person at the time and in the manner provided
- (c) does not refrain from doing anything which that person is required to refrain from doing under this bylaw
- (d) causes or permits any condition or thing to exist or continue to exist contrary to this bylaw
- (e) does anything, or causes anything to exist, for which a licence, permit or approval is required under this bylaw without first obtaining that licence, permit or approval
- (f) fails to comply in all respects with any prohibition, restriction, direction or requirement indicated by lines, markings, traffic signs or other signs or notices laid down, placed, made or erected by Tauranga City Council on any road, car park, reserve or other place controlled by the Tauranga City Council, under any of the provisions of this bylaw
- (g) fails, refuses or neglects to comply with any notice direction or order served on that person under this bylaw
- (h) obstructs or hinders any Authorised Officer or other person for the time being appointed, employed or authorised by the Tauranga City Council in the performance or attempted performance of any duty to be discharged by such person under or in the exercise of any power conferred by this bylaw
- (i) fails or refuses to comply with any notice or conditions contained in any licence, permit or approval granted by Tauranga City Council under this bylaw.

**32.230.2** Subject to any provision to the contrary, any person convicted of an offence against this bylaw is liable for the penalties set out in section 242 of the Local Government Act 2002.

**32.330.3** Any person breaching a bylaw made under section 22AB of the Land Transport Act 1998 and in respect of which no other penalty provision applies is liable for a fine of \$500.

**32.430.4** Every person guilty of an infringement offence is liable for the applicable infringement fee relating to that offence.

### **33.31. DEFENCES**

**33.431.1** A person is not in breach of this Bylaw if that person proves that the act or omission complained of:

- (a) took place in compliance with the directions of an authorised officer, a parking warden or a traffic control device; or
- (b) was performed by an authorised officer or a parking warden and was necessary in the execution of that person's duty.

### **34.32. SERVING OF NOTICES AND DOCUMENTS**

**34.432.1** Except as otherwise expressly provided for in any Act, where any notice, order, or other document is required to be served on any person for the purposes of this bylaw, Tauranga City Council may serve notice by:

- (a) delivering it personally
- (b) sending it by messenger
- (c) sending it by registered post to the person's last known place of residence or business.

**34.232.2** If that person is absent from New Zealand, the notice may be sent to his or her agent instead of to that person.

**34.332.3** If that person has no known name or address or is absent from New Zealand and has no known agent, and the notice relates to any land or building, the notice may be served on the occupier, or if there is no occupier the notice may be put on some conspicuous part of the land or building without the notice naming the owner or occupier.

**34.432.4** If that person has died, the notice may be served on his or her personal or legal representative or executor.

**34.532.5** Where a notice is sent by registered post it will be sent to arrive in the normal course no later than the notice is required to be served and will be deemed to have been served at the time when the registered letter would be delivered in the ordinary course of post.

**Statement of Proposal: Draft Traffic and Parking Bylaw 2023 Proposal****This Statement of Proposal includes:**

- the proposed changes to the Traffic and Parking Bylaw 2012
- the reasons for the proposed changes
- an outline of the local authority's determinations under section 155 of the Local Government Act 2002.

**Proposed Traffic and Parking Bylaw 2023**

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Council proposes to amend its existing Traffic and Parking Bylaw 2012.

The amended Traffic and Parking Bylaw is to be made under the Local Government Act 2002 and the Land Transport Act 1998 and forms part of this proposal.

**Reason for Proposal**

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The current Traffic and Parking Bylaw 2012 must be reviewed to remain valid, and this bylaw is now due for review under the Local Government Act 2002. The council proposes to retain most of the content of the Traffic and Parking Bylaw 2012 with the following amendments to:

- update references to legislative changes enacted since the 2012 Bylaw was made, and remove any redundant provisions now covered by other legislative changes, for example, the Land Transport (Setting of Speed Limits) Rule 2022
- clarify that installing a secondary vehicle crossing requires council approval
- introduce a registered parking option which would require people to register at a parking machine to use a registered parking space, or registered parking area (registered parking spaces or registered parking areas would be established by a Council resolution)
- make editorial changes for reasons of clarity and consistency.

**Legal Requirements**

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Under section 155 of the Local Government Act 2002, a council must, before commencing the process for making a bylaw, determine whether a bylaw is the most appropriate way of addressing the perceived problem. If it is, a council must determine whether the proposed bylaw is the most appropriate form of bylaw and whether it gives rise to any implications under the New Zealand Bill of Rights Act 1990.

Council is of the view proposed changes to the bylaw are the most appropriate means of addressing the issues of safety for secondary vehicle crossings and for setting and enforcing parking areas and spaces. Council is satisfied that the amended, proposed bylaw is the most appropriate form of bylaw. Other options such as taking an educational approach to issues, or not regulating traffic and parking were considered but determined to be inappropriate due to the need to ensure compliance for the safe and efficient working of the transport system.

Council has determined that the proposed bylaw is the most appropriate form of bylaw to address the perceived problems and does not give rise to any implications under the New Zealand Bill of Rights Act 1990.

In council's view the proposed bylaw:

- is authorised by the bylaw-making powers conferred on Council under the Local Government Act 2002 and the Land Transport Act 1998
- does not conflict with existing New Zealand law
- is not unreasonable.

## Submissions

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The submissions period will run from **Wednesday 27 September 2023 until Friday 27 October 2023**, with hearings and deliberations to be held in November/December 2023.

Full copies of the draft policy and submission forms are available from:

- Council's website at [www.tauranga.govt.nz/](http://www.tauranga.govt.nz/)
- Council's Customer Service Centre at He Puna Manawa – 21 Devonport Road
- Council's Mount Hub – 9 Prince Avenue
- Tauranga, Mount Maunganui, Greerton and Papamoa libraries
- contact [policy@tauranga.govt.nz](mailto:policy@tauranga.govt.nz) or 07 577 7000 with any queries.