

Monitoring Report

Reporting Period: 30 June 2023 – 1 January 2024

Vision: No changes to this section

Core Purpose / Focus areas of Mainstreet Business Plan:

Membership overview:

KPI's

Focus Area: GAIN TRACTION AND AUDIENCES THROUGH SOCIAL MEDIA

Measures: Engage with our community and promote local business through interesting stories, promotions and giveaways. Add a personal touch by responding and acknowledging comments and messages positive and not so positive.

Focus Area: CONTINUE TO LEARN AND GROW WITH GOVERNANCE TRAINING

Measures: Continue with our facilitator to effectively administer our board in a productive manner and in line with our constitution.

Focus Area: CHANGE EVENTS TO SUIT THE CHANGE IN OUR COMMUNITY

Measures: As a community we want to invest in events that suit a variety of cultural landscapes and family values.

Summary of highlights:

- Cherry Blossom Festival
- Lighting the Christmas Tree
- Re branding the Greerton Village Community Association to the 'Greerton Business Association' (GBA)
- New Mainstreet agreement confirmed and signed

Key Activity and Achievements (previous 6 months):

Activity	Explanation	Results / Status / Outcome
<p>Cherry Blossom Festival 16 September 2023</p>	<p>Annual event that celebrates Spring and supports the Greerton Village School gala day.</p>	<p>This was the biggest number of visitors in the history of the Cherry Blossom Festival. There were 13,391 foot traffic movements on this day.</p>
<p>Halloween Trail 31 October 2023</p>	<p>Count the pumpkins in the window and win chocolatey prizes.</p>	<p>Fun trail for local children to participate in.</p>
<p>Vintage Market in support of 150 years of Tauranga racing 4 November 2023</p>	<p>Market day Racing day</p>	<p>We were asked by Racing Tauranga to help them support this event.</p>
<p>Lighting up the trees in Greerton December 2024</p>	<p>All trees directly outside the library have been covered in fairy lights. Two trees at both roundabouts' have been covered in solar fairy lights. The large tree outside Greerton Village School has been covered in lights that are controlled by a remote and can change to different colours and modes.</p>	<p>We want to give back to our community and make it more vibrant and exciting.</p>
<p>Re Branding December 2024 on going</p>	<p>Re branding from The Greerton Village Community Association to Greerton Business Association.</p>	<p>To bring our organisation up to date and match the outcomes of our new Mainstreet Agreement as well as our new constitution. We want to work more for our businesses as they are the key contributors to our Association whilst recognising the support of our community through promotions and events. This outcome includes organising a strategic plan that is part of our new Mainstreet Agreement and being more business focused.</p>

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		Although we are an Incorporated Society we want to operate like a business.
Christmas Around the Tree December 2024	A huge community event in the village square outside the library.	This was the biggest Christmas event ever. We had the full support of Greerton Village School and Greenpark School. Many of the food outlets were very busy that afternoon. The Estimated number was approximately 1000 people. The feedback was very positive.
New Mainstreet Agreement June to October 2023	We signed and confirmed our new Mainstreet Agreement.	This has been an ongoing project that is finally completed.
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	Revised plans are on hold until 2024.

Activity Area: Marketing		
Activity	Purpose	Results / Status / Outcome
Winter online giveaways	Build up our online presence	We have built a loyal following since this promotion went online in late June.

Sun Media Partnership Monthly all year plus additional advertising for specific promotions	We have continued to build this relationship. However, in December with our rebrand we stepped back to save some funds for more digital online projects.	Receive regular positive feedback from the public around our advertising.
Website started and on going	We are working on updating our website as it has outgrown its current use and we would like a better more up to date programme to use.	Board members agree that our website needs to be more modern.
Social media	Greerton Village Facebook page continues to draw the public to our events & promotions and has increased page likes from 4.2 to 4.4k	Excellent response to Facebook boosted ad campaigns – We have gained 2000 new followers over the last 6 months.
Radio	No use of radio this year.	N/A
Posters and flyers Matamata i-site	There has been increased interest this year.	We receive calls from the i site, usually around sending buses over to view the Yarn Bombing and sometimes for the Cherry Blossom Festival. Low cost & worthwhile
Advertising space taken out Our Place magazine and online for Cherry Blossom Festival.	To promote the Cherry Blossom Festival, the Vintage Market and a 'shop Greerton' advert.	Hard to monitor the outcomes but this magazine is very popular and anecdotally our adverts do get noticed.

Activity Area: Member Communication		
Activity	Purpose	Results / Status / Outcome
Mail chimp newsletters every Tuesday morning.	To advise of any activities, meetings, items of importance, promotions, and events.	Variable but certainly a worthwhile part of our communications to GBA businesses.
BA5 Network Evenings	To give our Business owners the opportunity to learn more about who and what is on offer in Greerton.	The BA5's meetings will start once staff have moved into their new office.
Greerton Business Association 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.

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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	On hold until 2024.
Ensuring membership database accuracy and Key Engagement with our Businesses	We will continue to be prominent in our community and update our business database as per our Mainstreet Agreement.	The GBA recognises the importance of this, and the assistant manager is tasked with ensuring our database is up to date, developing a system to maintain the database and engaging with our members.
Homeless and transient people	We continue to experience issues with this widespread social issue with people drinking outside the Greerton Hall becoming more prevalent in recent months. Because of this the GBA are moving to a new office in the Greerton Shopping Centre.	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. We are also in regular contact with Paul Mason.
Maleme Street	As we have changed our name to Greerton Business Association we feel we may have the opportunity to widen our targeted area.	It is not all industrial down Maleme Street there are daycares, beauty therapy, dog groomers and cafes.

Future activities (coming 6 months):

- We are changing the name and the dynamics of the Cherry Blossom Festival; we want to be more inclusive of the whole of Greerton. Part of this change has been the ongoing issue of the cherry trees not flowering in time for the actual event day, which is why we have changed the name to 'Greerton Spring Fling Festival.' It is still focusing on Spring without the pressure of the cherry trees flowering in time.

- It is our intention to celebrate Matariki this year with the nine stars of the constellation by having them each displayed somewhere in the area. These stars will be made locally and covered in fairy lights. We are discussing the possibility of a 'Kiwiana Mainstreet Display' to help bring shoppers in during the day.
- 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 assistance from one of our Board members who is keen to help with window displays.
- In December we will be covering the whole village in Christmas lights, there will be no Christmas tree. The Board has made this decision as the current Christmas tree is showing major signs of wear and tear and we do need a new one. There have also been ongoing issues with the tree including decorations going missing and vagrants sleeping in the tree even though it is heavily fenced off.
- The current GBA assistant is working on the GBA strategic plan.

Financials:

Audited Financials and Audit report for year end 30 June 2023 have been supplied with AGM documentation, and we also provide the financial report from 1 July to 31 December 2023.

Other Matters:

We would like to thank the Tauranga City Council's Urban Forest team for their ongoing support with assisting our contractors with covering our village trees in lights last year. They were supportive of our ideas and actioned plans efficiently and on time.

Thank you, Tauranga City Council, for supporting the Greerton Business Association.

It has been an eventful six months with a range of events and promotions carried out during this timeframe.

Profit and Loss

Greerton Village Community Association For the 6 months ended 31 December 2023

JUL-DEC 2023

Trading Income

Levy Income	74,238.00
Total Trading Income	74,238.00

Gross Profit

74,238.00

Other Income

Interest Received	965.15
Total Other Income	965.15

Operating Expenses

Accountancy Fees	724.00
Advertising	2,809.90
AGM Expenses	1,081.15
Audit Fees	2,437.42
Bank Charges	35.00
Computer Expenses	759.76
Depreciation	1,006.71
Donations Paid	3,000.00
Entertainment	405.07
General Expenses	600.00
General Promotional Expenses	7,281.55
Insurance	840.00
Legal Expenses	730.00
Office Expense	753.27
Printing, Stamps & Stationery	252.80
Rent	1,708.98
Spring Promotional Expenses	6,382.00
Staff Expenses	353.82
Storage	1,095.66
Strategic Plan	3,813.74
Summer Promotional Expenses	4,840.67
Telephone, Tolls & Internet	220.15
Travel Local	54.11
Wages & Salaries	31,735.94
Website Expenses	270.00
Winter Promotional Expenses	5,134.49
XERO Subscription	62.00
Total Operating Expenses	78,388.19

Net Profit

(3,185.04)

Balance Sheet

Greerton Village Community Association As at 31 December 2023

31 DEC 2023

Assets

Bank

Bank Cheque Account	67,772.69
Debit Card Account	5.31
Total Bank	67,778.00

Current Assets

Petty Cash	150.00
Total Current Assets	150.00

Fixed Assets

Less Accumulated Depreciation on Office Equipment	(656.52)
Less Accumulated Depreciation on Plant & Equipment	(7,741.60)
Less Accumulated Depreciation on Website	(2,103.75)
Office Equipment	1,213.91
Plant & Equipment	28,498.51
Website (Fixed Asset)	3,120.00
Total Fixed Assets	22,330.55

Total Assets	90,258.55
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Liabilities

Current Liabilities

Accounts Payable	(619.85)
GST	2,025.36
Sundry Creditors	2,708.25
Unearned Income	2,000.00
Wages Payable - Payroll	792.56
Total Current Liabilities	6,906.32

Non-current Liabilities

Hire Purchase 1 Opening Balance	173.00
Hire Purchase 1 Payments	(173.00)
Loan - Apple Computer	(3,245.56)
Term Loan 1 Advances	3,245.56
Total Non-current Liabilities	-

Total Liabilities	6,906.32
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Net Assets	83,352.23
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Equity

Accumulated Funds	86,537.27
Current Year Earnings	(3,185.04)
Total Equity	83,352.23