

Mainstreet Monitoring Report – Greerton Village Community Association (t/a Greerton Business Association) Reporting Period: 1 July – 31 December 2024

1. **Vision**: No changes to this section
 2. **Core Purpose / Focus areas of Mainstreet Business Plan**: No changes to this section
 3. **Membership overview**: an awareness of the ever-increasing diversity in our membership cohort has triggered some wider discussions around our day-to-day operations and also a medium term view to a re-assessment of the organic blueprint of our Strategic Plan. This is likely to impact points 1 and 2 above in turn. Further information will be provided in March 2025.
-

Summary of highlights:

- The ‘Spring Fling’
- Christmas in Greerton events and promotions
- New opportunities to re-assess our Strategic Plan

Key Activity and Achievements (previous 6 months):

Activity Area: Events & Initiatives		
Activity	Explanation	Results / Status / Outcome
Lighting and Yarn Bomb Installs	<p>Friday 28 June– 20 August 16 trees covered in fairy lights, which remained in place and additional lights added as they were popular.</p> <p>Yarn bombing was not engaged this reporting period due to mixed enthusiasm and the need to re-divert resources.</p>	<p>There was positive feedback on the lights and a request that the lights installation be expanded – this has been tabled for 2025.</p>
Cool Christmas Cash 1 – 21 December	<p>A community-focused cash-giveaway to reward shoppers in Greerton’s stores with a chance to win one of three cash prizes (\$250, \$750 and \$1000)</p>	<p>Huge engagement with 1620 entries from participating shoppers. A great opportunity for people to commit to shopping locally and exploring Greerton. A festive community feel with our announcements of the winners. Low time-and-effort cost to business with a straightforward admin process for the GBA to run. Project is complete.</p>

Mainstreet Monitoring Report – Greerton Village Community Association (t/a Greerton Business Association) Reporting Period: 1 July – 31 December 2024

Random Acts of Christmas 1 – 21 December	Participating retailers offered gifts at random to selected shopper(s) throughout the Christmas shopping period	A nice surprise for local shoppers and a good opportunity for businesses to set their own spend on Christmas promos and receive social media representation from the GBA. The optional nature of the promo made it popular with businesses. Project is complete.
Santa in the Square 21 December	A traditional meet-and-greet with Santa in the Square comprising festive entertainment and photo opportunities.	Unfortunately, the event was called off due to inclement weather but we were able to pivot to do a 'Santa Walkabout' – the first of its kind in Greerton! – which enabled us to surprise happy shoppers and retailers alike with free lollies, and capture lots of great images of the Village for both festive reminders and content images to boost our social media postings for a couple of additional months

Activity Area: Marketing		
Activity	Purpose	Results / Status / Outcome
Website rebuild and redevelopment	A new-look and functionality for the website was settled on as a key part of the marketing strategy. Initial work was commissioned but this led to further consultation to deliver a truly effective and worthwhile upgrade.	This project is under new direction, with the support of the Board, to ensure the best technical and content assets are produced to work for our members and also as part of the promotion of Greerton.
Social Media	The engagement of an out-sourced Social Media manager saw a really great uptick in engagement across Facebook and the profile of Greerton raised significantly. Year-on year data will be available shortly.	As part of our new structure for the Mainstreet Management service provision, further work with the contractor will be engaged on a more permanent footing to enable us to build on success to date.
NZME Radio 4 x local stations	No use of radio this year.	Previous years have shown that the cost/benefit analysis does not support use of radio

Mainstreet Monitoring Report – Greerton Village Community Association (t/a Greerton Business Association) Reporting Period: 1 July – 31 December 2024

		advertising for GBA at this time.
Advertising space taken with SunLive for all events	Promotion of events held to engage interested parties – both members and members of the public - who are not fully operating in, or comfortable with, the on-line world	Generally a good response received and we continue to enjoy a great working relationship with SunLive – often obtaining editorial presence alongside our advertising. With the continuing focus on Social Media and also a well-established events/promos program we aim to enjoy regular, value for money, positioning.

Activity Area: Member Communication		
Activity	Purpose	Results / Status / Outcome
Newsletters	A vital method of communication to our members to alert them to key issues that will impact their bottom lines, dates for their diaries and to ensure a two-way street for communication, i.e., we are here, we are listening.	On account of staffing difficulties Newsletters have been used more functionally to engage for immediate promotions and urgent matters. A great new look, timetable, and commitment is due to be rolled out in 2025 to really get the dialogue flowing.
BA5 Network Evenings	To encourage our Business owners to garner a sense of community, learn from each other and to explore what being a Greerton Business means	The BA5's meetings were put on hold whilst the new Mainstreet Manager was learning their role, and then pending due to absence. Recent feedback shows great enthusiasm amongst businesses and so the tradition will be re-started in March.
Greerton Business Group Facebook page	A private Facebook page for members where business-specific messages, information and updates can be shared. Opinions are listened to and feedback noted for action, where appropriate, by the Mainstreet Manager	This page was created alongside the community-focused page to aid with more operational functions and to provide a further opportunity for members to connect in an organised forum.
Greerton Business Association Facebook page	To communicate events to the public and promote members'	Increased interest and likes. There has been a marked

Mainstreet Monitoring Report – Greerton Village Community Association (t/a Greerton Business Association) Reporting Period: 1 July – 31 December 2024

	businesses via regular posts and reels, enabling an easy-to-use platform.	increase when our promotions are running
--	---	--

Key issues:

Issue	Explanation	Status
Rough sleepers and transient people	We are in regular communication with local Police and Community Patrol in order to keep everyone abreast of issues as they arise and as the tide on this matter changes. Keeping up communication between all stakeholders remains key to tackling the problems from all angles.	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 and for all incidents to be logged via 105 so that a picture of the ongoing/repeat patterns of behaviour can be captured and acted upon. A WhatsApp group specifically dealing with safety and antisocial behaviour matters is due to be launched first quarter of 2025.

Future activities (coming 6 months):

- We are working on a voucher book program
- A restructuring of the Mainstreet Manager role means that we will aim to commit to 3 or 4 main events in a year alongside more frequent promotions in 'non-event' months.
 - The details of this new model, the objectives and the hiring process are all under immediate discussion within the scope and parameters of our Funding Agreement and our obligations set out thereunder. Further detail will be shared once plans are finalised.
- A new recruitment drive for new board members will be launched from quarter 1 2025 alongside the release-for-consultation of the new Constitution, reflective of the amendments to the Incorporated Societies Act. Re-registration is scheduled for completion by the end of quarter 2 2025 and we look forward to increased engagement with our members in the running and shaping of the GBA.

Mainstreet Monitoring Report – Greerton Village Community Association (t/a Greerton Business Association) Reporting Period: 1 July – 31 December 2024

Financials:

Budget Variance

Greerton Village Community Association
For the month ended 31 January 2025
Cash Basis

	JAN 2025	JAN 2025 2024/2025	VARIANCE	VARIANCE %	JUL 2024-JAN 2025	JUL 2024-JAN 2025 2024/2025	VARIANCE	VARIANCE %
Trading Income								
Levy Income	-	-	-	-	77,950.00	77,950.00	-	-
Total Trading Income	-	-	-	-	77,950.00	77,950.00	-	-
Gross Profit								
	-	-	-	-	77,950.00	77,950.00	-	-
Other Income								
Interest Received	-	100.00	(100.00) ↓	-100.00% ↓	537.29	700.00	(162.71) ↓	-23.24% ↓
Total Other Income	-	100.00	(100.00) ↓	-100.00% ↓	537.29	700.00	(162.71) ↓	-23.24% ↓
Operating Expenses								
Accountancy Fees	-	100.00	(100.00) ↓	-100.00% ↓	800.00	700.00	100.00 ↑	14.29% ↑
Advertising	-	650.00	(650.00) ↓	-100.00% ↓	5,030.00	4,550.00	480.00 ↑	10.55% ↑
AGM Expenses	-	-	-	-	237.38	500.00	(262.62) ↓	-52.52% ↓
Audit Fees	-	-	-	-	2,462.42	2,500.00	(37.58) ↓	-1.50% ↓
Autumn Promotional Expenses	-	-	-	-	1,325.00	-	1,325.00 ↑	-
Bank Charges	-	5.00	(5.00) ↓	-100.00% ↓	10.00	35.00	(25.00) ↓	-71.43% ↓
Business After 5	-	-	-	-	-	300.00	(300.00) ↓	-100.00% ↓
Community Gifts	-	50.00	(50.00) ↓	-100.00% ↓	-	350.00	(350.00) ↓	-100.00% ↓
Computer Expenses	-	100.00	(100.00) ↓	-100.00% ↓	117.37	700.00	(582.63) ↓	-83.23% ↓

Mainstreet Monitoring Report – Greerton Village Community Association (t/a Greerton Business Association) Reporting Period: 1 July – 31 December 2024

Budget Variance

	JAN 2025	JAN 2025 2024/2025	VARIANCE	VARIANCE %	JUL 2024-JAN 2025	JUL 2024-JAN 2025 2024/2025	VARIANCE	VARIANCE %
Consultancy	-	50.00	(50.00) ↓	-100.00% ↓	-	350.00	(350.00) ↓	-100.00% ↓
Donations Paid	-	-	-	-	-	3,000.00	(3,000.00) ↓	-100.00% ↓
General Expenses	-	20.00	(20.00) ↓	-100.00% ↓	390.65	140.00	250.65 ↑	179.04% ↑
General Promotional Expenses	-	50.00	(50.00) ↓	-100.00% ↓	-	350.00	(350.00) ↓	-100.00% ↓
Insurance	-	-	-	-	1,033.64	1,500.00	(466.36) ↓	-31.09% ↓
Interest Other	-	-	-	-	0.01	-	0.01 ↑	-
Legal Expenses	-	50.00	(50.00) ↓	-100.00% ↓	2,007.50	350.00	1,657.50 ↑	473.57% ↑
Meeting Expenses	28.00	50.00	(22.00) ↓	-44.00% ↓	28.00	350.00	(322.00) ↓	-92.00% ↓
Minor Assets	-	50.00	(50.00) ↓	-100.00% ↓	-	350.00	(350.00) ↓	-100.00% ↓
Office Expense	621.29	50.00	571.29 ↑	1,142.58% ↑	1,133.46	350.00	783.46 ↑	223.85% ↑
Postage	-	20.00	(20.00) ↓	-100.00% ↓	-	140.00	(140.00) ↓	-100.00% ↓
Printing & Stationery	4.96	50.00	(45.04) ↓	-90.08% ↓	1,466.99	350.00	1,116.99 ↑	319.14% ↑
Rent	800.00	850.00	(50.00) ↓	-5.88% ↓	6,000.00	5,950.00	50.00 ↑	0.84% ↑
Repairs & Maintenance	-	10.00	(10.00) ↓	-100.00% ↓	-	70.00	(70.00) ↓	-100.00% ↓
Shop Front Maintenance	-	450.00	(450.00) ↓	-100.00% ↓	-	3,150.00	(3,150.00) ↓	-100.00% ↓
Social Media Marketing	1,000.00	-	1,000.00 ↑	-	8,000.00	6,000.00	2,000.00 ↑	33.33% ↑
Spring Promotional Expenses	-	-	-	-	13,224.24	15,000.00	(1,775.76) ↓	-11.84% ↓
Staff Expenses	-	50.00	(50.00) ↓	-100.00% ↓	210.43	350.00	(139.57) ↓	-39.88% ↓
Staff Training	-	100.00	(100.00) ↓	-100.00% ↓	-	700.00	(700.00) ↓	-100.00% ↓
Subscriptions	-	50.00	(50.00) ↓	-100.00% ↓	506.00	350.00	156.00 ↑	44.57% ↑

Budget Variance | Greerton Village Community Association | 28 Jan 2025

Page 2 of 3

Budget Variance

	JAN 2025	JAN 2025 2024/2025	VARIANCE	VARIANCE %	JUL 2024-JAN 2025	JUL 2024-JAN 2025 2024/2025	VARIANCE	VARIANCE %
Summer Promotional Expenses	1,058.81	-	1,058.81 ↑	-	8,295.29	2,000.00	6,295.29 ↑	314.76% ↑
Telephone, Tolls & Internet	39.55	40.00	(0.45) ↓	-1.13% ↓	252.95	280.00	(27.05) ↓	-9.66% ↓
Travel Local	-	20.00	(20.00) ↓	-100.00% ↓	83.48	140.00	(56.52) ↓	-40.37% ↓
Wages & Salaries	7,121.12	5,040.00	2,081.12 ↑	41.29% ↑	49,865.12	38,780.00	11,085.12 ↑	28.58% ↑
Website Expenses	-	10.00	(10.00) ↓	-100.00% ↓	103.74	1,410.00	(1,306.26) ↓	-92.64% ↓
Winter Promotional Expenses	-	-	-	-	1,345.65	5,000.00	(3,654.35) ↓	-73.09% ↓
XERO Subscription	-	33.00	(33.00) ↓	-100.00% ↓	-	231.00	(231.00) ↓	-100.00% ↓
Total Operating Expenses	10,673.73	7,948.00	2,725.73	34.29%	103,929.32	96,276.00	7,653.32	7.95%
Net Profit	(10,673.73)	(7,948.00)	(2,825.73)	-36.01%	(25,442.03)	(17,626.00)	(7,816.03)	-44.34%

Budget Variance | Greerton Village Community Association | 28 Jan 2025

Page 3 of 3

Mainstreet Monitoring Report – Greerton Village Community Association (t/a Greerton Business Association) Reporting Period: 1 July – 31 December 2024

Below is the equity statement for the period.

Statement of Changes in Equity

Greerton Village Community Association
For the 6 months ended 31 December 2024

	JUL-DEC 2024	JUL-DEC 2023
Retained Earnings		
Opening Balance	80,017	86,537
(Decreases) / Increases		
Executive Committee's (Loss) / Income for the Period	(4,589)	675
Total (Decreases) / Increases	(4,589)	675
Total Retained Earnings	75,428	87,212

The accompanying Notes and Independent Auditor's Report form part of the Financial Statements.