



# **ATTACHMENTS MINUTES**

**City Delivery Committee meeting**

**Monday, 10 March 2025**



## Table of Contents

---

8.1	Priority One Annual Report 2023/2024	
	Attachment 1 Priority One Annual Report Presentation .....	4
8.5	Mainstreets' Monitoring Report for the Period 1 July to 31 December 2024	
	Attachment 1 Greerton Village Community Association Presentation .....	10
	Attachment 2 Mainstreet Tauranga Presentation .....	18
	Attachment 3 Mount Business Association Presentation .....	28
	Attachment 4 Papamoa Unlimited Presentation.....	34
8.6	Tauranga Business Chamber - Annual Report for SEBA Funding and Chamber Update	
	Attachment 1 `Tauranga Business Chamber Presentation .....	45



Annual report  
Tauranga City Council

---

## Joint contract for economic development outcomes

---



1. Create more knowledge intensive, high value jobs
2. Encourage industry scale and success
3. Leverage the education system for targeted skills
4. Improve Māori / Pacifica workforce outcomes
5. Transition to an economy that is circular and low carbon
6. Develop and strengthen international connections

Agreed: Priority Actions | Priority Outputs | Three year targets

Reporting – July 2024 (initial following year end), Annual Report – now (usually November)

## Key actions to deliver economic outcomes



### Create more knowledge intensive, high value jobs

- University / Council / Priority One joint plan to support University growth in the city centre
- Strengthened capital networks – investment attraction
- Daybreak Innovation Festival, Young Innovators Awards

### Encourage industry scale and success

- Economic input into SmartGrowth strategy and actions
- CBD, Mount Industrial Blueprints
- Infrastructure advocacy with government, Infrastructure Forum

### Leverage the education system for targeted skills

- Instep school programme – principals, deputies, advisors, parents, students
- Vocational Pathways programme

## Key actions – agreed economic outcomes



### Improve Māori / Pacifica workforce outcomes

- Ara Rau skills and employment hub
- Rangatahi STEM programme (with Toi Kai Rawa)
- Support for businesses, innovation park

### Transition to an economy that is circular and low carbon

- Circular construction collective, industrial waste programme
- Industry decarbonisation programme, including Mode Shift, Energy
- Business sustainability programmes

### Develop and strengthen international connections

- Work Life Tauranga – resource for businesses
- Targeted talent attraction and retention programmes
- Sister city, investor migrant attraction

## Notable actions



—

Mount Maunganui industrial area - environmental accord

Shift Hub

Energy strategy

City Centre advocacy and investment attraction

Ara Rau skills and employment hub

Regional Deal

Te pai me te  
whai rawa o  
Tauranga Moana  
ki te ao



The prosperity  
and splendour of  
Tauranga Moana  
to the world

# Greerton Village

Monitoring Report  
Delivered to Council 10  
March 2025



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



# Table of Contents

- **Digital Presence**
- **Events & Initiatives**
- **Business Developments**
- **Strategic Planning**
- **Member Engagment**



# Digital Presence



## Website Launch

New website features a modern design and user-friendly layout. Central hub for local business info and community events



## Database Improvements

Navigation improved for easier access to information. Regular updates ensure content stays fresh and relevant



## Social Media Campaign

Christmas campaign reached a broad audience with 300,000 impressions. Engaged 140,000 users, boosting Greerton visibility

# Community Events and Initiatives



## Santa in the Square

Santa made a special appearance despite the weather. Spreading holiday cheer!

## Random Acts of Christmas

Businesses surprised shoppers with gifts! Showcasing community spirit.

## Christmas Cash

Shoppers could enter a draw by spending \$10 or more in Greerton! 1,620 entries and \$80k GTV!

# Business Developments in Greerton



## Fresh Choice Greerton

The newly opened Fresh Choice supermarket at the former Countdown site has become a vital anchor for the Greerton community. Its presence provides stability and convenience for local businesses and residents.

## Profiles Gym Greerton

Profiles Gym has officially opened its doors, offering a spacious facility equipped with a diverse array of fitness equipment and classes suitable for all fitness levels.

## CrunchNBites

Adding to the culinary landscape of Greerton, CrunchNBites has opened as a new dining option, providing residents and visitors with a variety of food choices.

# Strategic Planning

- **Ongoing Review:** The GBA is conducting a comprehensive review of its strategies to align with community needs and feedback.
- **New Mainstreet Manager:** A new appointment will lead the rollout of updated strategic directions focused on inclusivity and relevance.
- **Security & Safety:** The number one priority from our members has been heard loud and clear as we implement solutions to make Greerton safer.



# Member Engagement

## Direct Communication

Prioritising meaningful conversations with members to understand their needs and expectations.

## Feedback Integration

Actively seeking and incorporating member feedback to inform decisions and improve events.

## Events Planning

Gathering insights on member preferences regarding events, cultural backgrounds, and languages spoken.

## Revamped Newsletters

Enhanced newsletters to keep members informed about events, updates, and relevant political matters affecting businesses.



*Greerton  
Village*

**Thank You**

For Your Attention



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



# Downtown Tauranga – we've gotta good thing coming.....



# VISION FOR THE CITY CENTRE

## The BEST city centre in NZ...



### OUR KPIs

- AN ENGAGED MEMBERSHIP
- ADVOCACY
- EFFECTIVE PROMOTIONS & MARKETING

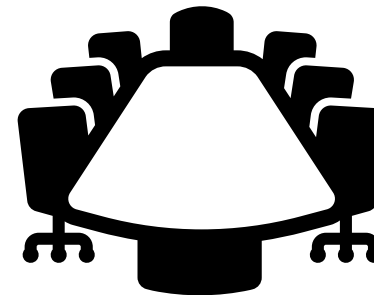




## KEY HIGHLIGHTS & ACHIEVEMENTS

### AGM: GOVERNANCE & BOARD

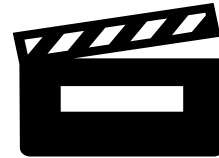
- 1. SEVEN NEW BOARD MEMBERS &  
40 + ATTENDEES**





## MARKETING & PROMOTIONS

### 1. DT & ATARA FILM COLAB PRODUCTION



### 2. NEAT PLACES – NATIONAL PROMOTION



## SANTAS GROTTO – ACTIVATING A VACANT SPACE

SUPPORT

GROW

TELL



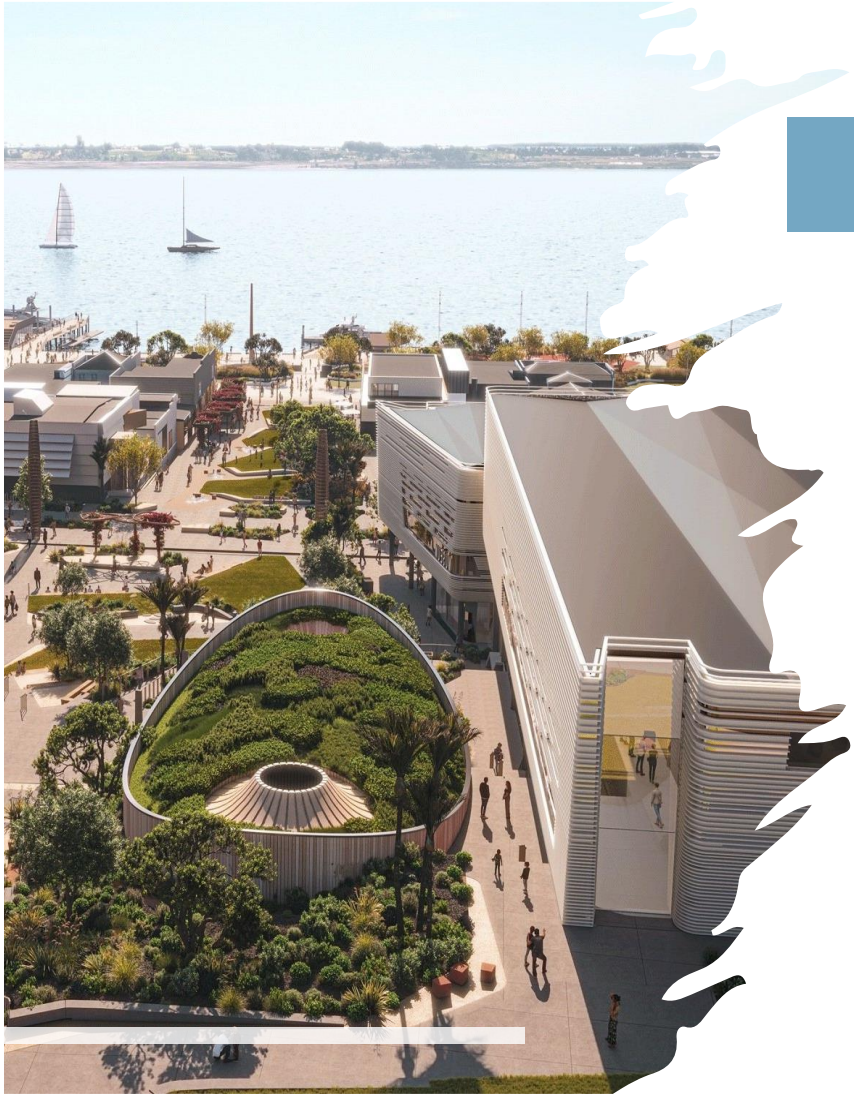


## CHALLENGES & ACTIONS

What can be done?

### 1. RESOURCES WITHIN DT





# IN PROGRESS PROJECTS & LOOKING AHEAD

## STRATEGIC PLAN



## EXPANDING OUR BOUNDARIES



Specific areas of interest: Analysing City Centre foot traffic

DEVONPORT ROAD – DECEMBER 2023 vs 2024



 **Grow**

**6%** 





## FINANCIALS – Profit & Loss



**1. Total operating expenses: 194k**



# THANK YOU & QUESTIONS



# MOUNT BUSINESS ASSOCIATION

**Presentation Prepared For TCC**



































