



ATTACHMENTS MINUTES

City Delivery Committee meeting

Monday, 10 March 2025

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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



Table of Contents

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



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



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



SUPPORT

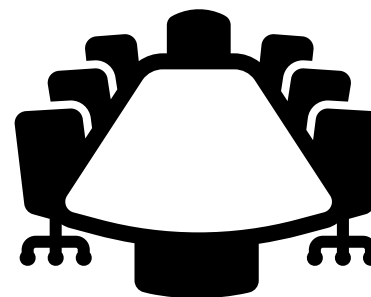
GROW

TELL

KEY HIGHLIGHTS & ACHIEVEMENTS

AGM: GOVERNANCE & BOARD

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



SUPPORT

GROW

TELL

MARKETING & PROMOTIONS

1. DT & ATARA FILM COLAB PRODUCTION



2. NEAT PLACES – NATIONAL PROMOTION



SANTAS GROTTO – ACTIVATING A VACANT SPACE

SUPPORT

GROW

TELL



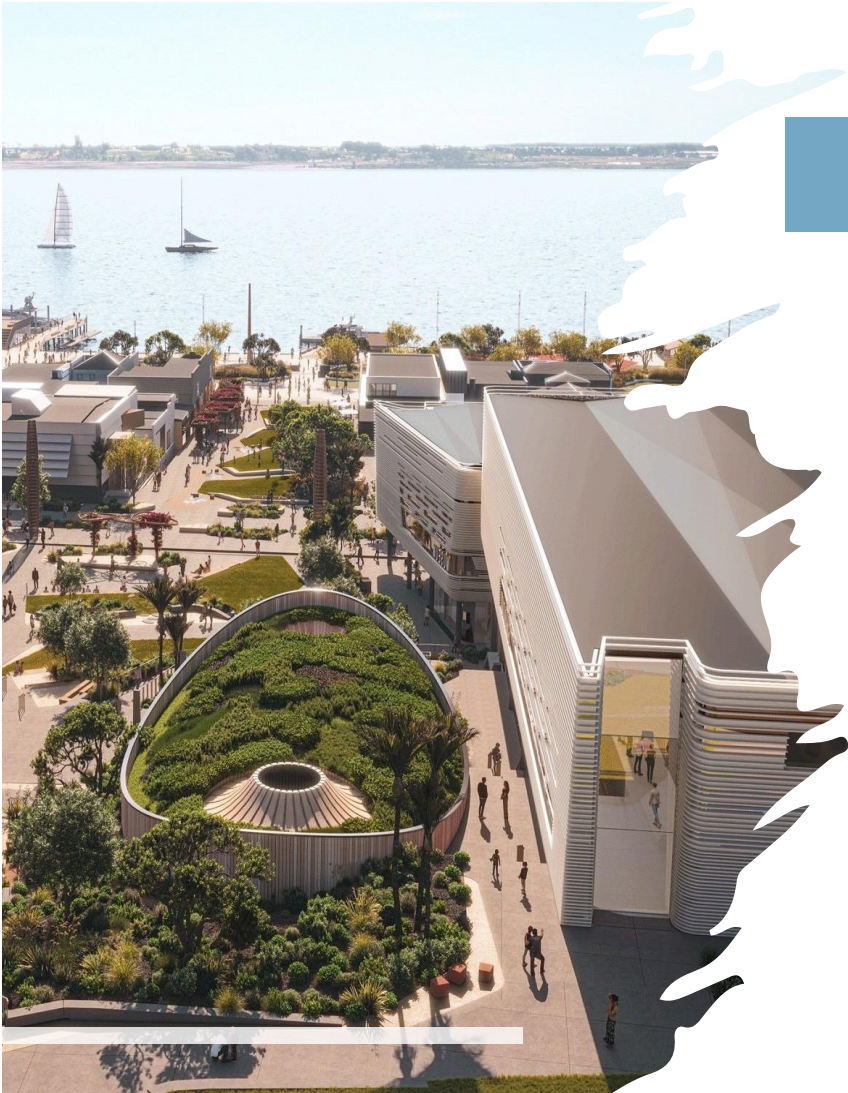


CHALLENGES & ACTIONS

What can be done?

1. RESOURCES WITHIN DT





IN PROGRESS PROJECTS & LOOKING AHEAD

STRATEGIC PLAN



EXPANDING OUR BOUNDARIES



Specific areas of interest: Anaylsing City Centre foot traffic

DEVONPORT ROAD – DECEMEBER 2023 vs 2024





9

FINANCIALS – Profit & Loss



1. Total operating expenses: 194k



THANK YOU & QUESTIONS



MOUNT BUSINESS ASSOCIATION

Presentation Prepared For TCC



6 MONTH OVERVIEW



6 MONTH FOOTFALL

- Compared With 2023 data, you can see a substantial improvement in Mount Maunganui Foot traffic during off peak months, as well as a sharper peak.
- MBA is also proud of its contribution. We put on multiple events and micro activations including a roaming tapas event, Christmas mini activations and the most successful of which being the Winter carnival with thousands in attendance.

CRIME AND DISORDER

- This Summer saw a reduced amount of incidents logged over December and January months.
- Better streamlining of security based comms via WhatsApp chat has led to swifter response rates and more efficient enforcement, leading to crime deterrence.
- Presence of a hands on community constable (Mark Saunders) has increased productivity of crime prevention + improved Mainstreet morale.

EXCITING NEW DIRECTION FOR MMS

- We are reviewing our strategic plan to explore what it means to be a Mainstreet and what it means to provide value to our businesses.
- A part of this will be the implementation of a new brand strategy, which was successfully commissioned and completed at the end of last year



FINANCIAL OVERVIEW



- Recorded a net loss of \$32,768 for the 2024 calendar year
- This was a result of approved spending of our built up funds
- Without built up funds spending we rounded the year with a \$2,543.23 surplus
- Our built up funds have been invested into a new staff contract (Rae Baker) who will be responsible for gathering external funding for MBA



PLACEMAKING OUTCOMES



Jazz Week

- LIVE Jazz music trail organised and being played throughout our hospitality businesses all week
- Easter Sunday Jazz happening all day on the Cruise Deck
- Jazz festival locked in for another year April 21st (Easter Monday)



Matariki

- 3D Sculpture trail will take place once again in Porotakataka Park in celebration of Matariki
- Exploring further initiatives we can deliver alongside Matariki partners to create a vibrant Mainstreet atmosphere



Flavours of Plenty

- Our Mainstreet and members are heavily involved in festival activations and activities (3rd year)
- We are supplying four free food trail maps for main st hospitality throughout the festival “choose your own culinary adventure”we are the only “event” to get a double page in the festival booklet



Mirco Activations

- April Holidays
- Easter
- Pride Month

POLICY OUTCOMES

Submissions

Proposed Draft Alcohol Licensing Fees Bylaw

Our Position: *Withdrawal of the Draft Bylaw with new initiation of consultation period - It's our position did not meet the legal consultive requirement as per Section 405 of the Sale and Supply of Alcohol Act.*

LICENCE TO OCCUPY FOOTPATH AREA

Our Position: *Agreements were recently sent out with some key changes to previously stated rulings. We will still submit feedback on this but have had to amend our feedback.*

Parking Management Plan

- I have engaged the TCC parking team and am aware that TCC will report to you on March 24 with a request to re open engagement for TCCs parking management plan.
- We hope this presentation is heard and will be approved for community engagement, as MBA will have plenty of great feedback to offer around improvements to parking on our Mainstreet that will benefit commercial and community outcomes.

Other Policy Objectives

- We have a great relationship with member in your urban planning team and have discussed the proposed plans for Porotakataka Park that have been in limbo. An update on our new toilets & shade clothes?
- The Crown Jewel of Tauranga - our Mainstreet is apart of a wider ecosystem (the Mount) of immense commercial, cultural , and community significance. We have dirty pavements, run down service ways, bins, and light poles.



Questions?



PĀPĀMOA

NEW ZEALAND'S CHOICEST SUBURB

KPI'S

1 JULY 2025 TO 30 JUNE 2026

- **ENHANCE EVENT PARTICIPATION**
- **PROMOTE TRANSPARENCY & AWARENESS**
- **EXPAND MEMBER ENGAGEMENT**
- **LAUNCH COMPREHENSIVE WEBSITE**

Papamoa
Unlimited

**PĀPĀMOA**

NEW ZEALAND'S CHOICEST SUBURB



TRANSPARENCY AWARENESS

identifying ways to Strengthen and promote Papamoa Unlimited,

ensuring that all eligible members and the wider Papamoa community have access to clear and transparent information, as to highlight Papamoa as a premier destination for locals and visitors alike.

ratepayers were given the opportunity to giveaway a prize and be featured on our frame at the free community event that we received as trade me property's nz's best suburb. we will be identifying more opportunities like this.





PĀPĀMOA > NEW ZEALAND'S CHOICEST SUBURB

**EXPAND
MEMBERSHIP
ENGAGEMENT**



Extend our membership boundaries to include more local businesses, fostering greater engagement and collaboration within the association

Papamoa
Unlimited

PĀPĀMOA > **NEW ZEALAND'S CHOICEST SUBURB**

LAUNCH A COMPREHENSIVE WEBSITE

DEVELOP AND LAUNCH AN INFORMATIVE WEBSITE THAT SERVES AS A RESOURCE FOR OUR TARGETED RATEPAYERS, THE LOCAL PAPAMOA COMMUNITY, AND BEYOND,




Welcome to Paradise


NAU MAI HAERE MAI KI TE WHENUA TAURIKURA!
WELCOME TO PARADISE!

Welcome to the Mount Mainstreet. It's a relaxed way of life, with the best retail, food and drink, and a beautiful view of the sea.

Papamoa
Unlimited




NEW ZEALAND'S CHOICEST SUBURB



KEY WEBSITE MATRIX

Strategy	Outcome	Phase 1 March	Phase 1 April	Phase 2 TBC	Completed
Website Foundation					
Domain Selection	Identification of potential domains > purchase of preferred				
Gmail establishment	set-up of gmail account as main contact point for PU creation of				
Brand Identity Framework	brand identity to ensure cohesion across platforms map UX				
UX Mapping	journey wireframes mapped out, signed off, web build ensure				
Web build	GA is set up and tracking across platforms				
Google Analytics and Tracking Establishment					
Key Elements for Consideration					
Members section	member listings must have capabilities to				
Video hosting	promote events incl. media mentions of				
In the media	Papamoa & PU				
For the community/events	promotion of activities and activations				
Contact	contact us page, linking to PU Gmail				
About us	the why, what, and how				
Second Phase Considerations					
Members back end	to enable individual updates of listings, events, promotions				
Member event listings	event listing section for members to promote themselves				
Dynamic member listing	enable more information and personalisation cohesion				
Social Media Alignment	across platforms				







NEW ZEALAND'S CHOICEST SUBURB

ANOTHER VERY SUCCESSFUL YEAR WITH OVER 20,000 ATTENDEES AND THE HIGHEST CALIBER OF FLOATS IN IT'S YEAR HISTORY. INCREDIBLE FEEDBACK FROM FAMILIES FOR OUR SUPERHERO THEME.



Sun, 8 Dec 2024
Pak'N Save Papamoa 'SUPERHERO' Santa Parade 2024'
Papamoa Plaza
243 went · 1,773 interested

Tom Rutherford MP for Bay of Plenty
Another awesome event! Thank you for everything you do Papamoa Unlimited 🙌

12w Love Reply Hide

Papamoa Unlimited replied · 1 reply

Pat Hill
Great photos

👍

12w Love Reply Hide

Nicole Lee
It was so amazing 🙌 this is the only parade we go to now because nothing else compares! Thanks for the millions of lollies and smiles 🥰

12w Love Reply Hide





Item 8.5 - Attachment 4

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PAPAMOA NEW ZEALAND'S CHOICEST SUBURB

trademe

NZ'S NO.1 SUBURB

VOTE PAPAMOA

FOR Choicest SUBURB!

VOTED BY KIWIS AS TRADE ME PROPERTY'S NZ'S PEOPLE'S CHOICE BEST SUBURB 2025

OVER 57,000 VOTES. FREE COMMUNITY EVENT TO SHOWCASE OUR REGION. PAPAMOA HOLLYWOOD HILLS SIGNAGE MADE UP OF LOCAL SPORTS CLUBS LOGOS. MASSIVE NATIONAL COVERAGE ACROSS TVNZ BREAKFAST, STUFF NEWS, PAPAMOA POST AND THE EDGE DRIVE SHOW WAS HELD LIVE FROM OUR SURF CLUB.

Papamoa Unlimited



NEW ZEALAND'S CHOICEST SUBURB



BEST COMMUNITY EVENT FINALIST 2025



Pāpāmoa Light Up the Waterways
Te Ara ō Wairārkei Matariki 2024







WESTERN BAY
COMMUNITY
AWARDS 2025



PĀPĀMOA > NEW ZEALAND'S CHOICEST SUBURB



**THANK YOU
TAURANGA
IT'S BEEN AN
HONOR**

**KA MIHI KI A KOE
TAURANGA MOANA
MO TO TAUTOKO KATOA I
WHAKAMAORITIA**

**AROHANUI
JULIA MANKTELOW**

 Papamoa
Unlimited

