

DOMINION RD

Annual Report 2017

CHAIRMAN'S REPORT

CHRIS HAMMONDS



The unexpected revival of plans to introduce permanent peak hour bus lanes along Dominion Rd has been a major area of focus for the Committee this year. We are continuing our involvement in discussions and planning for this development which will see the re-alignment of bus stops and car-park spaces as well as some improvements to the town centres.

We were successful in convincing Auckland Transport to fund a Retail Strategy study that will assist businesses with adapting to changes likely with the introduction of these bus lanes and potentially light rail in the future when on-street parking may be reduced.

A highlight again this year was the Albert Eden Business Awards and it was great to see 15 finalists from within our BID area. Congratulations to Presentation Design and Print who won the Manufacturing and Trade section for the second year running, and to Mt Eden Vehicle Care - Highly Commended in the same section, The Midnight Baker Highly Commended in the Hospitality - Non-Licensed section and Hammer Hardware Dominion Rd who won a Special Award for Creativity for their submission.

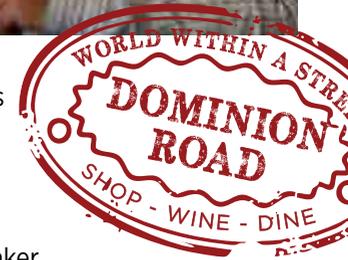
I would like to thank all of my Committee for their input this year and our Manager Gary Holmes who has been ably supported by Mark Scherer, Hannah Stoddart, Glen Moynihan and our Dominion Rd Chinese Liaison Ambassador Jennifer Lian who has worked specifically with our Chinese business owners.

This Annual report provides you with a look at our activities over the past 12 months and an insight into some of the exciting projects we have planned for the coming year.

Chris Hammonds - Chairman (Managing Director Mondo Travel).

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DOMINION RD COMMITTEE 2016/17



Chris Hammonds
(Chairman) Mondo Travel



Ken Choe
Presentations Print



Anis Millwala
Ellipse Beauty



Raymond Tang
Love A Duck



Ray Wong
Eden Quarter Optometrists



Mark Scherer
Cherry Events



Peter Haynes
Albert/Eden Local Board

Dom Rd BID Team:



Gary Holmes
BID Manager



Glenn Moynihan
Security Patrol



Hannah Stoddart
Admin Support



Jennifer Lian
Chinese Ambassador

ORGANISATION & MANAGEMENT

Aim: Building consensus and co-operation among key stakeholders.

The Executive Committee has met 10 times in the past year to receive updated reports from the management and promotions team and plan future activities, as well as providing feedback on issues relating to the area including submissions to the Albert-Eden Local Board (AELB) and Auckland Transport (AT).

A key area the Association has been involved in from an advocacy point of view has been as part of the Community Liaison Group set up to assist with consultation and provide feedback on the project by AT to implement peak-hour bus lanes to cater for double-decker buses along Dominion Rd. These plans include continuous bus lanes operating for extended AM and PM peak hours (7-10am and 4-7pm), rationalising bus stops from 28 to 24, new bus interchanges and limited upgrades to the village centres.

We have continued to push for additional public parking to be provided in Ewington Ave as well as the long awaited footpath upgrade and improvements to street furniture and lighting poles in our town centre.

We were successful to get AT to fund - a) a retail strategy to help us understand how we can maximise the retail potential of the strip and ensure we are able to develop and attract the right mix of tenants suitable to the area, and b) a parking strategy that looks at the medium - long term requirements for parking on and around Dominion Rd, including the provision of smart parking options.

How did we do - the year in review:

Action	KPI	Comments
Committee Meetings: Review progress against Strategic and Business plans.	Progress against Business Plan and budgets reviewed. Annual Report to members via AGM.	Achieved
New member packs delivered to new businesses; database updated and checked quarterly.	New members receive welcome pack; details added to website & database.	Achieved
Continue to contract a BID manager to implement the plan formulated by the Committee and to communicate activities to all stakeholders.	Monthly reports to Committee and measured against these KPIs.	Achieved
Relationship building with key stakeholders such as Auckland Council, AELB and AT.	Positive relationships built and maintained. Twice yearly presentations to AELB.	Achieved

ECONOMIC DEVELOPMENT

Aim: Strengthening existing businesses and creating new opportunities for growth.

We completed our major social-media based campaign to position Dominion Rd as Auckland's International Precinct – Explore / Eat / Experience – which aimed to engage and educate the wider Auckland community about the plethora of unique eateries and shops on Dominion Road and encourage them to explore the area and try something new.



We are excited to launch a new promotional video for Dominion Rd at this AGM and we thank those businesses who agreed to be filmed for the video.

Once again, Dominion Rd was well represented in the 2017 Albert-Eden Business Awards, which has been developed to celebrate the quality and diversity of businesses in our local region and which culminated in a black-tie awards ceremony at Alexandra Park in May.

Fifteen Dominion Rd members were announced as finalists and we were very proud that Presentations Print and Design won their Manufacturing and Trade Section, and that four other businesses were highly commended or received special recognition.



Albert-Eden Business Awards Dinner



Presentation Prints, Manufacturing & Trade Winners



Hammer Hardware, Special Award for Entry Creativity

We welcomed our new Chinese Liaison team member, Jennifer Lian, who has worked closely with our Chinese business owners. We supported a recent Migrant Business Support Project with the Chinese New Settlers Services Trust, and were involved in delivering presentations to a number of new Chinese business owners.

We are also working on a project to translate Chinese menus into English to be placed on the windows of eating establishments to encourage non-Chinese speaking people to try restaurants they wouldn't have previously. Funding from the Albert Eden Local Board has been secured to help with this.

A successful Christmas networking event was held at the Dominion Bar last year and a number of our businesses joined with the Kingsland, Mt Eden Village and Uptown Business Associations early this year in a "Meet your Business Neighbours" event at Eden Park. This event provided an opportunity for members of all four Business Associations to meet over refreshments and find out more about their local business community.

How did we do - the year in review:

Action	KPI	Comments
To provide an annual review of the Association's activities and provide an opportunity for feedback from members.	Progress against Business Plan and budgets reviewed. Annual Report to members via AGM. Strategic plan updated.	Achieved
Employ a Dominion Rd Ambassador & Chinese Liaison Officer to communicate with Chinese-speaking business owners.	Feedback from business owners. Increased engagement with Chinese-speaking business owners.	Achieved
To host and provide opportunities for members to meet and network together.	Networking sessions held and number of businesses attending.	Achieved
Produce a regular newsletter distributed to all stakeholders, with ideas & discounts for B2B.	Five newsletters printed and delivered.	Newsletters and notifications have been delivered mainly by email.
To maintain the Dominion Rd website and Facebook page as a portal to what's on and to advertise promotions and events.	Number of visits to website; all business listings maintained; Number of likes and posts on Facebook.	Achieved
To support member applications to Albert Eden Business Awards.	Increased number of participants and finalists.	Achieved
To facilitate joint ventures where possible to assist with the promotion of Dominion Rd.	Joint ventures with Kingsland, ATEED, Mt Eden Business Association.	Achieved

MARKETING & PROMOTIONS

Aim: Marketing and raising the profile of Dominion Rd to customers, potential investors, business, local community and visitors.

A key project we were pleased to initiate and support, was the installation of in-store broadcasting monitors in a number of businesses along Dominion Rd. The advertising platform includes community and business messages, local events and live feeds (including news & traffic).

This is a fantastic way to support our local community and keep local businesses connected by staying abreast of local events, fundraisers and opportunities for advertising. The Business Association does not make any profit from this - we have partnered with Chameleon TV to offer local businesses this excellent opportunity to promote themselves further, for minimal cost.

We were delighted to be a key sponsor of Dominion Rd – The Musical, a show that uses Dominion Road as the backdrop for the fictional story/musical centred around business owners and residents of Dominion Road. We were appreciative of a number of Dominion Rd restaurants who assisted with catering for the show’s cast and crew during their rehearsals.



We are supporting local photographer Paul Lambert’s upcoming exhibition “Our Dominion” - a collection of photos of people taken along Dominion Rd. We will assist with hanging 50 of these portraits in various shops along Dominion Rd during this year’s Art Week.

The Association has continued to develop its Facebook page which is updated daily and has attracted more than 1,200 likes. The page acts as a portal and highlights many businesses along Dominion Rd, with links to their individual pages or websites.

We have continued to send monthly email newsletters to more than 3,000 local residents, highlighting Dominion Rd businesses and special offers and events. A number of our businesses took part in last year’s White Night event and we hope that this number will increase this year.

This year 20,000 copies of our popular shopping guide, which promotes Dominion Rd businesses, were produced and distributed to local residents. An additional 3,000 copies were produced in Chinese and distributed via our Chinese businesses.

Our decorative Christmas Trees were once again distributed to businesses throughout the BID area. We are also investigating an opportunity to develop a monthly vintage car show in the Eden Quarter carpark, starting next year.



How did we do - the year in review:

Action	KPI	Comments
Continue to contract a Promotions Manager to develop and implement Dominion Rd promotions.	Monthly email newsletters prepared; Facebook maintained.	Achieved
Produce a local shopping guide (English & Chinese) to be distributed to our local catchment promoting local businesses.	Shopping guides produced and distributed to local catchment and businesses.	Achieved
Continue to develop awareness of Dominion Rd as Auckland’s “World within a street” and develop a signature event for the street.	Promotional video produced; launch event organised and participation / sharing by members.	Achieved
Continue to develop and build a presence along Dominion Rd at Christmas time with Christmas decorations.	All Christmas trees distributed.	Achieved.
Continue to run regular in-store shopper promotions.	4-5 in-store promotions run with a minimum of 50 stores participating.	We are looking to introduce a new format this coming year.
Produce a 2017 Calendar featuring local businesses.	Calendar produced. Costs offset by participating business advertising.	Not produced this year.

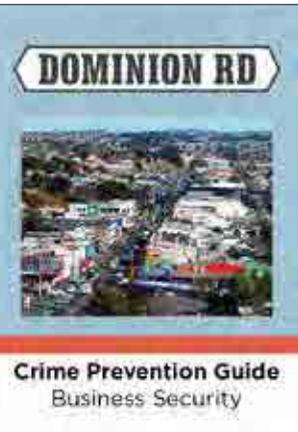
ENVIRONMENT & SECURITY

Aim: Improving the physical appearance of Dominion Rd, assisting in developing its amenities and conveying an image that reflects its heritage.

Glenn Moynihan has continued to patrol the extended BID area, Tuesday to Saturday afternoons, as well as conducting a thorough check of doors and windows for insecurities. Glenn has built up an excellent rapport with many of our retailers, and weekly reports of his findings are emailed to the Business Association for information and follow up, allowing us to promote ways of achieving crime prevention.

Graffiti Guard Services continue to paint out any tags or graffiti incidents reported to them by Glenn. Auckland Council contractors have extended a service to us this year whereby they will remove any fly posters found attached to any lamp-posts on a daily basis.

We have maintained and added to our veranda fairy lights in suitable parts of Dominion Rd and are looking to install more wash lights to show off our historic buildings.



Given that crime had been identified as an on-going source of focus in the business areas, we have prepared a Crime Prevention booklet for businesses which contains information specifically relating to business crime prevention, and other general information about how to deal with environmental issues such as beggars and illegally dumped rubbish.

We are looking at installing some gateway signage in conjunction with Auckland Transport and Albert-Eden Local Board in the coming year.



How did we do - the year in review:

Action	KPI	Comments
Engage a security operator to provide a security presence in the area and to raise security awareness with business owners.	Weekly reports received and follow-up actions taken. Positive feedback from member businesses.	Achieved
Engage a graffiti removal firm to provide an on-going on-call graffiti removal service.	Graffiti removed within 24 hours of notification. A clean Dominion Rd precinct.	Achieved
Maintain and expand the veranda / building lighting project on existing buildings including wash lighting.	Lights maintained on a regular basis and any issues resolved within 48 hours.	Achieved
Install fairy lights on the trees in Ballantynes Square (seek partial funding from AELB).	Lights installed and switched on at Christmas Carols Service in December	Due to be completed this year.
Work with AT and Eden Park in developing and implementing effective/efficient traffic management plans for major events.	More parks available for short-term visitor and customer parking, especially on main routes.	Achieved
Ensure maintenance is undertaken by Auckland Council on street amenities.	Issues reported and resolved in a timely manner.	Achieved
Commission the painting of a mural by Paul Walsh on the wall outside 217 Dominion Rd.	Mural painted.	Achieved

BUSINESS PLAN

Administration		Budget: \$43,000	
Action	Timeframe	Budget	KPI
Committee Meetings - Review progress against Strategic and Business plans.	Monthly except January	\$6,000	Progress against Business Plan and budgets reviewed. Annual Report to members via AGM.
Financial, Association and Council BID reporting requirements met. Annual financial audit completed.	Monthly / Annual	\$4,000	All reporting requirements met. Unqualified audit achieved.
Contract a BID manager to implement the programme formulated by the Committee and to communicate activities to all stakeholders.	On-going	\$30,000 \$3,000	Monthly reports to Committee and measured against these KPIs. Graphics support provided.
Relationship building with key stakeholders such as the AELB, Auckland Council, AT and landlords.	On-going	Included in administration budgets.	Positive relationships built and maintained. Twice yearly presentations to AELB.
Economic Development		Budget \$30,000	
Action	Timeframe	Budget	KPI
To provide an annual review of the Association's activities and provide an opportunity for feedback from members.	September 2017	\$2,000	Progress against business plan and budgets reviewed. Annual report to members via AGM. Strategic plan updated.
To host and provide opportunities for members to meet and network together.	August, October, February, May	\$3,000	Minimum of four networking sessions held and number of businesses attending
Produce a regular newsletter distributed to all stakeholders.	October, December, February, April, June	\$2,000	Six newsletters printed and delivered.

Provide an Annual Survey to all businesses to gauge business tempo, communication plus capture key performance markers.	October	Included in existing budgets.	Brand awareness of Dominion Rd increases as evidenced by business surveys, anecdotal evidence and member businesses participating.
To maintain the Dominion Rd website and Facebook page as a portal to what's on and to promote promotions and events.	On-going	\$1,300	Number of visits to website; all business listings maintained; Number of likes and posts on Facebook.
Employ a Chinese Liaison Officer to engage with non-english speaking business owners.	On-going	\$6,700	Feedback from business owners. Increased engagement with Chinese-speaking business owners.
To support member applications to Albert-Eden Business Awards	On-going	\$5,000	Increased number of participants and finalists.
To prepare a second stage Brand Implementation Plan	Early 2018	\$10,000	Onemata engaged; plan developed.
Marketing and Promotions		Budget: \$67,000	
Action	Timeframe	Budget	KPI
Produce a local shopping guide (English & Chinese) to be distributed, promoting local businesses.	October	\$20,000	Shopping guides produced and distributed to local catchment and businesses.
Continue to develop and build a presence along Dominion Rd at Christmas time with decorations, banners and a local Carols service.	December	\$10,000	All Christmas trees distributed. Christmas carols service held.
Continue to contract a Promotions Manager / Ambassador to develop and implement Dominion Rd promotions and liaise with local businesses.	On-going	\$12,000	Monthly e-newsletters; Facebook maintained. Regular visits to businesses. New members receive welcome pack; details added to website, database and directory.
Support Art Week by sponsoring "Our Dominion" art installation	October	\$5,000	50 art pieces installed; feedback from visitors and businesses.

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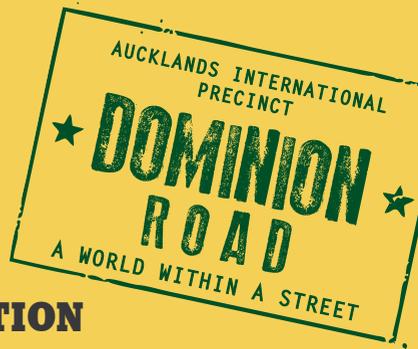
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