



DOMINION RD

Annual Report 2018

CHAIRMAN'S REPORT

CHRIS HAMMONDS

A lot of time and effort this year has been concentrated on advocacy around the future of Dominion Rd following the unexpected revival of plans to introduce permanent peak hour bus lanes along Dominion Rd, and the prospect of Light Rail after the General Election in October last year.

The Association took a proactive stance and were successful in stopping unnecessary disruption when we challenged Auckland Transport on the need to cause with the re-alignment of bus stops and car-park spaces as part of extending bus-lane operating hours, particularly with the prospect of further changes occurring in a few short years with Light Rail.

There has been a lot of uncertainty over Light Rail and what this means for Dominion Road and we have been involved in meetings and discussions with Transport Minister Phil Twyford and other senior figures at NZTA which ensures that they are fully aware of our concerns over the project and that we are involved in plans to minimize any disruption at any early stage.

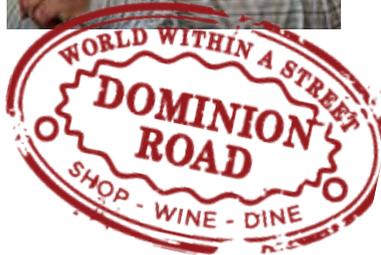
We were successful in convincing Auckland Transport to fund a Retail Strategy study which was conducted by First Retail Group which will assist businesses with adapting to changes likely with the introduction of these bus lanes and potentially light rail in the future when on-street parking may be reduced.

A highlight again this year was the Albert Eden Business Awards and it was great to see 12 finalists from our BID area. Congratulations to Rodney Wayne who won the Health & Beauty Section section, and to The Midnight Baker who won the Hospitality - Non-Licensed section as well as a special award for Environmental Sustainability..

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 promotions manager Mark Scherer, admin support Hannah Stoddart, Town Centre Ambassador Vaakore Enosa 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).



DOMINION RD COMMITTEE 2017/18



Chris Hammonds
(Chairman) Mondo Travel



Ken Choe
Presentations Print



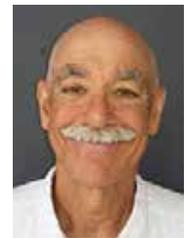
Anis Millwala
Ellipse Beauty



Raymond Tang
Love A Duck



Ray Wong
Eden Quarter Optometrists



Matt Hennessey
Property Owner



Mark Scherer
Cherry Events



Peter Haynes
Albert/Eden Local Board

Dom Rd BID Team:



Gary Holmes
BID Manager



Vaakore Enosa
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 and Auckland Transport.

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 Auckland Transport to implement peak-hour bus lanes to cater for double decker buses along Dominion Rd. These plans include continuous bus lanes operating during 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 were successful in stopping Auckland Transport from relocating and introducing new bus-stops with the resultant loss of parking as part of the plan to paint bus lanes and extend operating hours by an extra hour during the AM and PM peak.

We initiated and received an AT-funded 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, together with a parking strategy that looks at the medium to long term requirements for parking on and around Dominion Road, including the provision of smart parking options.



ECONOMIC DEVELOPMENT

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

We launched a new promotional video for Dominion Rd last year and we thank those businesses who agreed to be filmed for the video.

Once again, Dominion Rd was well represented in the 2018 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 Eden Park in May.



Fifteen Dominion Rd business association members were announced as finalists and we were very proud that Rodney Wayne Dominion Rd won their Health & Beauty section, and The Midnight Baker won the Hospitality – Non Licenced section and received special recognition for sustainability. We hope to encourage more Dominion Rd businesses to enter next years awards.

Our Chinese Liaison team member Jennifer Lian who continued to work closely with our Chinese business owners and we have developed a information video in association wit the Chinese New Settlers Services Trust.

We also completed a project to translate Chinese menus into English to be placed on the windows of eating establishments so non-Chinese speaking people know what is offered by the shop. Funding from the Albert Eden Local Board has been secured to help with this.



An exciting initiative we have begun this year is seeking to obtain Purple Flag accreditation. Purple Flag is a UK-based accreditation system to demonstrate that an area is a safe night-time destination, and we are seeking to be one of the first business districts outside the UK to achieve this accreditation.

Purple Flag initiative in Liverpool BID, UK.

MARKETING & PROMOTIONS

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

We supported local photographer Paul Lambert's exhibition "Our Dominion" - a collection of photos of people taken along Dominion Rd and we assisted with hanging 50 of these portraits in various shops along Dominion Rd during last 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 which also have Facebook pages.

We have continued to send out our monthly email newsletter to more than 3,000 local residents, highlighting Dominion Rd businesses and special offers and events.

Our decorative Christmas Trees were once again distributed to businesses throughout the BID area.



From Left: Dom Rd BID Chair Chris Hammonds, local MP David Seymour & BID Manager Gary Holmes at the lighting of the Ballentynes Square trees.

ENVIRONMENT & SECURITY

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

Vaakore Enosa joined the team late last year as our new security ambassador and has continued to patrol the extended BID area on Tuesday to Saturday afternoons, providing support to businesses and providing regular reports of graffiti and damage to other assets.

We have also introduced new night-time patrols of the area by security firm City Guard who conduct regular night time drive throughs along Dominion Rd noting any suspicious behaviours and generally provide a security presence during the night at random times. Findings are emailed to the Business Association for information and follow up and to allow us to work with local businesses to try and reduce the incidents of crime.



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. We also had the three large trees in Ballantynes Square decorated in fairy lights and had local MP (and Dancing with the Stars contestant) David Seymour switch on the lights.



MARKETVIEW

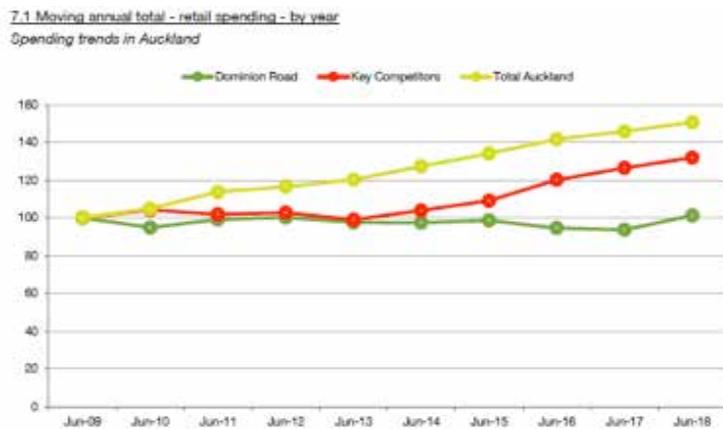
The Dominion Rd Business Association receives regular retail spend survey reports that measure retail spend via BNZ and Paymark transactions. This information provides us with retail spend statistics and other consumer information to assist our members to do business better. This summary is a 12 month overview of Dominion Road's performance against key indicators for the period July 2017 to June 2018 in comparison to the same period 2016/17.

| Annual Retail Spend 1 July 2017 to 30 June 2018 | | |
|---|-----------------------|--|
| Annual Performance Summary - spending in Dom Rd marketplace last year | Amount spent % change | Number of transactions % change over last year |
| Auckland Region Spend | +3.7% | +3.6% |
| Dominion Rd Spend | +8.2% | +3.5% |

What's in the numbers?

The Annual spend for the 2018 financial year is significantly up compared to last year on \$108M with the annual transaction value \$46.06. There were 2.37 million transactions. The worst month was April this year when spending was up 0.7% compared to the previous year and the best month was November last year when spending was up 19.1% compared to the previous year.

The highest transaction values were recorded in December last year (\$53.37) and the lowest were in September (\$43.06). The majority of customers come from the Auckland central areas of Balmoral, Mt Eden, Kingsland and Sandringham. The majority of international visitors to Dominion Rd come from Australia, China, the United States and the United Kingdom, but there has been a noticeable increase in spending by visitors from the Middle East. 46.2% of customers are female and 53.8% are male. The bulk of spending was on food and liquor reflecting the areas concentration of food outlets and the Countdown Supermarket.



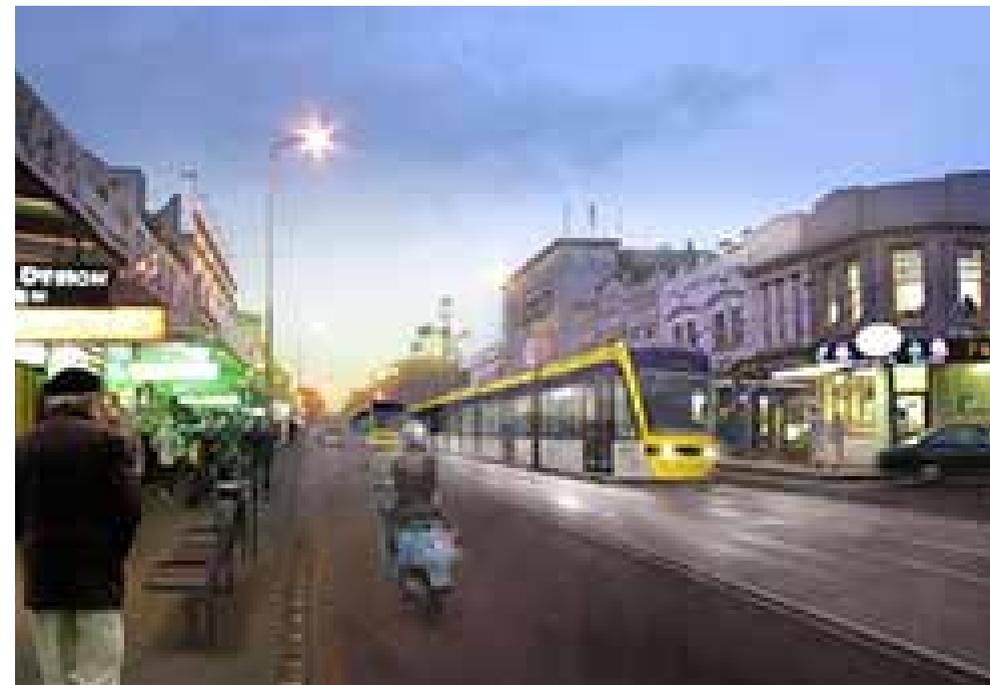
| Spending in Dominion Rd by category | | | |
|-------------------------------------|-------------------------|-----------------------|-----------------------|
| Retail Category | % of total market spend | Change over last year | Avg transaction value |
| Food & Liquor | 72% | +7.2% | \$50.98 |
| Hospitality | 13% | - 1.2% | \$25.72 |
| Core retail | 7% | +14.5% | \$174.46 |
| Other retail | 5% | - 3.9% | \$26.12 |
| Personal Services | 1% | + 20.1% | \$49.70 |
| Medical Services | 1% | - 40.1% | \$195.11 |

LIGHT RAIL - OUR VIEW

Discussion around Light Rail has continued and we have been active in meeting with the Minister of Transport and NZTA to fully understand what is planned and the likely impacts of this.

We have supported a submission on behalf of all Business Improvement Districts in Auckland to the Regional Land Transport plan and in particular we emphasised the following point:

Our learnings from recent examples mean that we hold major concerns with the significant works planned (such as light rail) and some of those already underway (such as cycle ways) that there will be harmful disruption to businesses during construction and over the longer term. In the interests of the Auckland economy, it is of utmost importance to us that a comprehensive strategic development plan is implemented so that any business disruption be identified, minimised and avoided where possible through careful project management and adequately funded initiatives be designed and actioned to remedy and mitigate any disruption that is unavoidable.



Artist's impression showing how light rail could look on dominion road. Image: Auckland Council

BUSINESS PLAN 2018/19

| Administration | | Budget: \$43,000 | |
|--|--------------------------------|-------------------------------------|--|
| Action | Timeframe | Budget | KPI |
| NWDBA 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, and Auckland Transport and landlords. | On-going | Included in administration budgets. | Positive relationships built and maintained. Twice yearly presentations to AELB. |
| Economic Development | | Budget \$55,000 | |
| Action | Timeframe | Budget | KPI |
| To provide an annual review of the Association's activities and provide an opportunity for feedback from members. | September 2018 | Included in existing budgets | Progress against business plan and budgets reviewed. Annual report to members via AGM. |
| 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 communication to keep members updated on activities including Annual Report. | As required | \$4,000 | Regular communications; members up-to-date with developments as needed. |

| To maintain the Dominion Rd website and Facebook page as a portal to what's non and to promote promotions and events. | On-going | Included in existing budgets. | Number of visits to website; all business listings maintained; Number of likes and posts on Facebook. |
|--|------------|-------------------------------|--|
| Employ a Chinese Liaison to act as a liaison person between the Association and the business owners in the area. | On-going | \$6,700 | Feedback from business owners. Increased engagement with Chinese-speaking business owners. |
| Study carried out to investigate effects of Light Rail construction on similar retail areas in Australia. | 2018 | \$5,000 | Study complete and lessons shared with members and key stakeholders such as AT, NZTA and AELB. |
| To implement the second stage brand implementation plan including gateway signage. | Early 2018 | \$35,000 | Onemata engaged; plan developed and implemented. |
| Marketing and Promotions | | Budget: \$67,000 | |
| Action | Timeframe | Budget | KPI |
| Produce a local shopping guide (English & Chinese) to be distributed to our local catchment promoting local businesses. | July | \$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 Christmas 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 email newsletters prepared; Facebook maintained. Regular visits to businesses. New members receive welcome pack; details added to website & database . |
| Purple Flag . Engage a contractor to progress purple flag accreditation. | Ongoing | \$15,000 | Accreditation achieved; Dom Rd becomes the first NZ recipient. |

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