

DOMINION RD

BUSINESS ASSOCIATION

ANNUAL REPORT 2020



CHAIR'S MESSAGE

It has been a difficult year for the Dominion Rd businesses as together we have faced the closure of several businesses due to the pandemic. However, I have been encouraged by the response from our members to these challenges with many altering their business practices to enable them to continue operating under lockdown restrictions and increasing their ability to trade online.

We have achieved a lot and I want to thank both our small committee of volunteers, in particular our treasurer Ken Choe, and our management team led by BID Manager Gary Holmes, without whom we would not have managed to achieve as much as we have. I wish to also acknowledge the recent resignation of Anis Milwala after many years involvement on the Committee following the relocation of his business to Mt Eden.

The Dominion Road Business Association (DRBA) Committee has met eleven times in the past year,

including online during the lockdown period. The meetings included updated reports from the management team and the review of upcoming activities and events.

There is still uncertainty over plans for light rail on Dominion Rd, but we hope to learn more on what may or may not happen following the election this month. We are also excited to learn about a couple of planned developments on Dominion Rd which will help to grow the number of people living and working in the area - and that is good for all of us.

Thank you everyone for your ongoing support this past year, especially during the Covid-19 challenges, and we look forward to another busy year ahead as detailed later in this annual report.

Chris Hammonds
Chairperson 2019/20



2019-20 COMMITTEE



Chris Hammonds
(Chair)
Mondo Travel



Ken Choe
Presentations Design
and Print



Yeshe Dawa
The Midnight Baker



Sandra Lowndes
Hunt&Foster



Nardus Oelofse
Davis Funeral Home



Anis Milwala
Eclipse Beauty



Ishfaq Mohammed
MTF Finance



Mark Pervan
Property Owner



Mark Scherer
Cherry Events



Ray Wong
Eden Quarter Optometrist



Lee Corrick
Albert-Eden Local Board

BID
Management
Team



Gary Holmes
BID Manager



Vaakore Enosa
Ambassador



Crystal Pan
Chinese Liaison

HIGHLIGHTS FOR 2019/20

- **The Covid-19 pandemic** - The resulting nationwide lockdowns proved to be a challenging time for our members. DRBA provided support through regular emails to members ensuring they had the most up to date information relating to trading requirements under various levels, how to access wage subsidies and other government support and ensuring that all businesses were displaying QR Code posters. We also conducted an online audit and have been working with businesses to assist them with moving to online ordering and sales.
- **Advocacy with Auckland Council** - DRBA has taken the lead on advocating for and providing feedback on a number of projects and initiatives this year including submitting on the Annual Plan, the Auckland Council emergency Budget and the resource consent for concerts to be held at Eden Park which we supported due to the huge positive revenue boost to our businesses as a result of events at Eden Park.
- **Purple Flag** - The DRBA is proud to be the first NZ business association applying for accreditation with the international Purple Flag programme. The Purple Flag programme focuses on creating a safe night-time experience for locals and visitors. Working alongside the Balmoral Chinese Business Association, DRBA and other local stakeholders involved with the application for accreditation have identified what makes Dominion Road fantastic for an evening out and things we can improve to make it even better.
- **Environmental issues** - We have continued to report environmental issues such as graffiti and damaged street assets to Auckland Council and other agencies for appropriate action.
- **Business Directory** - Our annual A6-sized Business Directory was printed and distributed to businesses and thousands of homes throughout the Albert Eden area. The directory features contact information about each DRBA member and reinforces our push to encourage residents to buy local.
- **Website** - We have continued to maintain our website www.dominionrd.co.nz which allows visitors to view the site across multiple devices and in multiple languages and includes information about what is happening in the area, and a business directory for all members. This is supported by the Dominion Rd Facebook page which links to other local businesses and acts as a portal for local social media activity.
- **Murals** - We have continued our project to develop a series of attractive murals along Dominion Road unveiling the latest piece painted by Paul Walsh on the side of Antique Alley. This artwork is inspired by the Art Nouveaux movement which was a hugely popular art movement between 1890 and 1910 - the time when the shops at the corner of Dominion Rd and Valley Rd were first being established.

COMING UP IN 2020/21

- **BID Expansion** - We are working with Auckland Council and the Balmoral Chinese Business Association to explore expanding our BID boundary to include businesses in the Balmoral area. Interviews and a survey of businesses in this area are underway to understand their views on challenges and opportunities in the area and their interest in being part of an expanded Dominion Rd BID.
- **Moon Festival** - We will support the continuation of our key signature event for Dominion Rd - the phenomenally successful Moon Festival which was first held last year but which had to be this year due to Covid-19. This new event also supports our goals of developing Dominion Rd into Auckland's "International Precinct" and helps to further develop the relationship between our organisation and Balmoral Chinese Business Association ahead of seeking their support to join the BID.
- **Eden Park** - we will continue to work with Eden Park management to establish a close working relationship to develop ways that Dominion Rd businesses can benefit from the huge numbers of people attending events and activities at the park (such as the soon to be launched "Roof Walk").
- **Google AdWords** - We will undertake a Google AdWords campaign to direct people searching for local business services to our website and then linking to individual business listings.
- **Gateway Signage** - Planning is underway for the establishment of a LED-lit 7mt tall gateway sign at the top end of Dominion Rd.
- **2021 Calendar** - A 12-month A4 sized calendar for 2021 will be produced as a further way of promoting local businesses.



Proposed expenditure: \$265,000 for year 2020/21

Budgeted Income: BID Targeted Rate Income of \$180,000 for 2020/21
+ \$75,000 funds carried forward from 2019/20
+ \$10,000 grant funding from the Albert Eden Local Board