

BUSINESS PLAN 2025/2026

The Hunters Corner Town Centre Society represents both retailers and landlords in the Hunters Corner area. The 2025-2026 business plan has been carefully developed with valuable input from the executive committee and aligns with the current financial situation.

Due to the association not meeting Auckland Council's BID Policy compliance by 30 June 2024, the Hunters Corner BID targeted rate grant was not renewed from 1 July 2024. As a result, the Hunters Corner BID programme has not been operational, and no BID targeted rate grant was received for the 2024/2025 year. However, the association has continued to operate throughout 2024/2025 as a business association, making significant operational changes to retain its registration with the Incorporated Society.

It is important to highlight that the association currently holds a significant liability to the IRD for unpaid PAYE totalling \$60,475. This debt will require prudent financial management from the executive committee over the coming years and will impact the association's ability to deliver the BID programme over the 2025/2026 and 2026/2027 financial years.

To reestablish the Hunters Corner Business Improvement District (BID) programme, the association must hold a BID ballot to determine whether the businesses and property owners of Hunters Corner support reinstating the BID programme and paying the BID targeted rate. This ballot must be conducted before 31 March 2025. If successful, the association will need to maintain full compliance with the BID Policy, ensuring regular reporting and continuous monitoring by Auckland Council.

Depending on the outcome of the ballot, the association will face two potential scenarios that will shape its future:

Scenario One – If the ballot fails to achieve the required mandate as outlined in the BID Policy, the Hunters Corner BID programme will not be reestablished, and no BID Rates Grant Funding will be received.

Scenario Two – If the ballot is successful and meets the required mandate, the association will receive BID Rates Grant Funding totalling \$132,920.50.

The outcome of the ballot will determine the next steps for the association, and careful planning is underway to ensure the community's best interests are considered in both scenarios.

SCENARIO ONE - ZERO BID RATES GRANT FUNDING

We will be forced to dissolve the BID if funding is not secured, as we will no longer be able to cover the day-to-day operational and compliance costs required to maintain it. Without this financial support, sustaining the BID's activities and initiatives will be unfeasible.

SCENARIO TWO - BID RATES GRANT FUNDING OF \$132,920.50

We will receive a BID Rates Grant of \$132,920.50 and will also apply for an additional \$20,000 in funding throughout the year. This financial support will be instrumental in enhancing safety measures and driving business improvements, helping retailers boost their business.

In consultation with our members, we have developed a strategic budget to ensure the continued growth and success of our community while addressing key concerns. This budget outlines detailed expenditures focused on five priority areas: Security & Safety, the Diwali Festival, Christmas Celebrations, the Holi Festival, and Marketing & Promotions.

HUNTERS CORNER 2025-2026

Our indicative budget for 2025/2026

No	Account	Amount excluding GST
1	Security & Safety	\$15,000
2	Diwali Festival	\$15,000
3	Christmas Celebrations	\$5,000
4	Holi Festival	\$5,000
5	Marketing & Promotions	\$7,000
6	Town Centre Manager	\$45,000
7	Office Expenses	\$24,173
8	PAYE Liability (including penalties & interest)	\$30,238
	TOTAL	\$146,411

SECURITY & SAFETY

A core priority for Hunters Corner Town Centre is maintaining a safe and secure environment for both businesses and customers. To this end, we have allocated \$15,000 to Security & Safety initiatives for the year. These funds will be directed towards the following:

Retailer Meetings: Regular meetings will be conducted with local retailers to identify and address ongoing concerns related to crime and security.

Crime Monitoring: We will continue to monitor crime statistics and trends in the area to stay ahead of potential issues. This will involve data collection and analysis to inform our actions.

Coordination with Authorities: Close coordination with the New Zealand Police, Auckland Council, and other local authorities will be a key focus to ensure the concerns of business owners are addressed efficiently. By maintaining these critical relationships, we aim to enhance law enforcement presence and responsiveness in the area.

Māori Wardens Patrolling: Māori Wardens will be patrolling the streets, providing a familiar and reassuring presence for retailers. Their patrols will enhance the sense of security in the area, addressing any safety concerns and working closely with law enforcement to prevent and eliminate criminal activities in Hunters Corner.

Projects	Programmes	Budget
1. Security & Safety	<ul style="list-style-type: none"> • Retailer Meetings • Crime Monitoring • Coordination with authorities • Maori Wardens Patrolling 	\$15,000

DIWALI FESTIVAL

Diwali, the Festival of Lights, is a significant cultural event for our diverse community. We have set aside \$15,000 to make the Diwali Festival a highlight of the year. The event will include:

Cultural Performances: Music, dance, and traditional performances by local artists will be organized to celebrate the richness of the festival.

Distribution of Sweets: In line with Diwali traditions, sweets will be distributed among attendees, symbolizing the sharing of happiness and prosperity.

Community Engagement: This event is designed to attract foot traffic to Hunters Corner, giving local businesses an opportunity to engage with customers and increase visibility.

<i>Projects</i>	<i>Programmes</i>	<i>Budget</i>
2. Diwali Festival	<ul style="list-style-type: none"> • Cultural Performances • Distribution of Sweets • Community Engagement 	\$15,000

CHRISTMAS CELEBRATIONS

Christmas is a time for joy and festivity, and Hunters Corner will once again host a Christmas celebration for the community. We have budgeted \$5,000 for:

Festive Performances: Christmas-themed music, carols, and dance performances will spread the holiday cheer throughout the town centre.

Community Spirit: The event will serve as a focal point for businesses and customers to celebrate together, helping build stronger community bonds.

Shop & Win Promotions: We will run a promotion where customers who spend \$20 or more at any retailer in the Town Centre will have a chance to win a \$100 voucher. A total of \$500 in vouchers will be given away throughout December. To boost retail spending, we will also print promotional posters to advertise the competition and attract more shoppers.

<i>Projects</i>	<i>Programmes</i>	<i>Budget</i>
3. Christmas Celebrations	<ul style="list-style-type: none"> • Festive Performances • Community Spirit 	\$5,000

HOLI FESTIVAL

Holi, the Festival of Colours, is another exciting cultural event that we will be hosting for town centre members. With a budget of \$5,000, this event will feature:

Music & Performances: Uplifting and energetic music to create an exciting atmosphere for everyone in attendance.

Colour Run: A vibrant colour run for business owners, staff, and community members to foster unity and celebrate the spirit of Holi.

<i>Projects</i>	<i>Programmes</i>	<i>Budget</i>
4. Holi Festival	<ul style="list-style-type: none"> • Music & Performances • Colour Run 	\$5,000

MARKETING & PROMOTIONS

We recognize that in today's competitive business environment, marketing and promotions are essential for business growth. To support our members, we have allocated \$7,000 towards:

Profile Updates: Updating all members' profiles and business photos on our website to ensure accurate representation and provide potential customers with up-to-date information.

Social Media Promotions: Running social media campaigns and updates that promote businesses, ongoing activities, and events in the area. This will help increase visibility for local businesses, attract new customers, and drive engagement through digital channels.

<i>Projects</i>	<i>Programmes</i>	<i>Budget</i>
5. Marketing & Promotions	<ul style="list-style-type: none"> Profile updates Social media promotions 	\$7,000

TOWN CENTRE MANAGER

The day-to-day operations of the Town Centre will be managed by Rana Judge, who will oversee all activities and ensure the smooth execution of events within the town centre.

<i>Projects</i>	<i>Programmes</i>	<i>Budget</i>
6. Town Centre Manager	<ul style="list-style-type: none"> Manager 	\$45,000

OFFICE EXPENSES

Operating the Society involves various ongoing expenses, including accounting, audits, insurance, meeting costs, and subscriptions for essential services such as Xero, payroll, Zoom, telephone, and website hosting. These expenses are crucial to maintaining the smooth functioning and compliance of the Society.

<i>Projects</i>	<i>Programmes</i>	<i>Budget</i>
7. Office Expenses	<ul style="list-style-type: none"> Accounting Audit Insurance Meeting Misc office expenses Subscriptions Telephone & Internet Website 	\$24,173

IRD LIABILITY

This liability was incurred due to gross negligence by the previous executive committee prior to November 2023, which led to the loss of the targeted rate grant BID funding for the 2024-2025 period. Once we secure the resumption of our rate grant funding, we plan to address the outstanding PAYE liability with payments spread over the next two years.

Projects	Programmes	Budget
8. PAYE Liability	<ul style="list-style-type: none"> • PAYE • Kiwisaver contributions • Deductions • Late payment fee • Penalties • Interest 	\$30,238

Our budget for 2025/2026 reflects our dedication to enhancing the Hunters Corner Town Centre experience for businesses and the wider community. By focusing on security, cultural celebrations, and targeted marketing, we are confident that these initiatives will contribute to economic growth, customer retention, and a vibrant, safe environment for everyone.

We look forward to executing these plans and continuing to support our business community with purposeful and strategic spending throughout the year.