

## Highlights for 2024/25

Approved by members at the 2025 AGM

It is a pleasure to report on another busy and productive year for the Northcote Business Association. This period has been defined by a renewed focus on community engagement, safety, and strategic planning, all set against the backdrop of the ongoing town centre redevelopment.

I would like to extend my thanks to our Chair, Chuck Buckley, and the entire Executive Committee for their dedication and guidance. I also want to acknowledge the vital work of Crystal Pan, our Chinese Liaison, whose efforts in communicating with our Chinese business owners and organising events are invaluable.

### Town Centre Redevelopment

The redevelopment of the Northcote town centre has been a central part of our work this year. We have seen the deconstruction of several buildings, with more scheduled for removal as the new Ernie Mays Street is established. We have been in regular monthly meetings with the Auckland Urban Development Office (AUDO) to discuss progress, raise our concerns, and collaborate on future plans. In response to feedback from our members and the public, we have also actively advocated for a business compensation package similar to the City Rail Link scheme and for greater support for our businesses during this period of disruption.



### Events and Promotions

Events continue to be a key tool for bringing life to our town centre. This year, we were proud to host the Northcote Cultural Day in April, which was a great success with 39 diverse cultural performances. The event was made possible through strong community support and a grant from the Kaipatiki Local Board.



We have also started to develop a good working relationship with Kainga Ora and have created a new business directory map to highlight our businesses to the hundreds of new residents moving into the area. In an effort to keep people engaged during the winter months, we planned a series of smaller community events in partnership with The Open Fort, including an Easter Egg Hunt, a "People meeting people" event, and an "Amazing Race". Our popular annual Staff Christmas BBQ was also a great success, and we're looking forward to hosting it again this year.



## Security and Maintenance

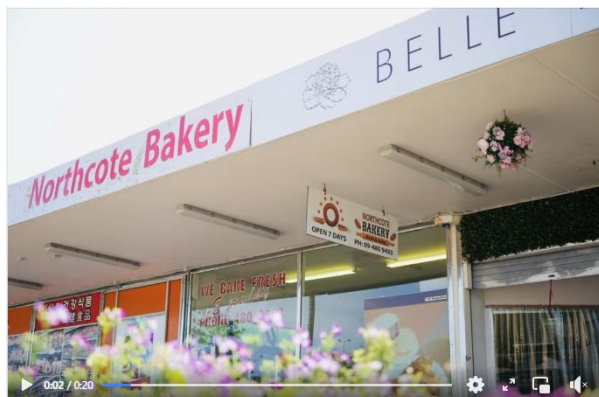
Safety and security remain a top priority. We have made significant enhancements to our CCTV network, including purchasing new cameras and trialing remote AI monitoring technology with a new provider, CrimeWatch. We have successfully relocated our CCTV equipment from buildings marked for demolition to ensure continuity of service during the redevelopment. Our Matrix security patrols continue, and we also funded the installation of additional bollards in Pearn Crescent to supplement those installed by Eke Panuku, providing extra security and visual interest.

## Communications and Engagement

To better understand the needs of our members and the public, we conducted a comprehensive perception survey this year. The results highlighted key strengths, such as the town centre's multicultural food offerings, convenient parking, and community feel. It also brought to light challenges, such as the tired appearance of some buildings, a desire for more diverse retail options, and ongoing concerns about safety and cleanliness. The insights from this survey will be used to inform our work plan for the coming year.



**Social media** - We have continued to maintain our website [www.northcote.co.nz](http://www.northcote.co.nz) and our Northcote Town Centre Facebook page which links to other local businesses and acts as a portal for local social media activity. We are currently producing short videos to promote our local businesses on social media using boosted posts.



We also continue to use our Marketview subscription to track electronic spending and gain valuable data on how our initiatives are performing. Marketview has also provided an early-bird offer for their subscription renewals for the coming year, which includes some exciting upgrades to their services.

## Last 12 Months

### PRECINCT

#### Northcote

Spend \$39.3M +2.8%  
Transactions 1.2M +5.1%

### REGION

#### Auckland Region

Spend \$25,645.0M -2.2%  
Transactions 540.1M -0.4%

### NATIONAL

#### New Zealand

Spend \$77,478.3M -1.4%  
Transactions 1,625.0M -0.4%

|                 |                    |        |
|-----------------|--------------------|--------|
| Highest Growth: | Northcote          | +10.9% |
| Lowest Growth:  | Te Atatu Peninsula | -29.3% |

### NOTEWORTHY DATES DURING JULY 2025

| Highest Day | Lowest Day  | Average Day       |
|-------------|-------------|-------------------|
| Sat, 12 Jul | Tue, 29 Jul | \$109.8K          |
| \$161.4K    | \$69.7K     | 3.2K Transactions |

## Looking Ahead

The coming year will bring both challenges and opportunities as the redevelopment continues. Our focus will be on advocating for our businesses, continuing to bring people into the town centre through events and promotions, and using the valuable feedback from our surveys to guide our work. With the committee's support, I am confident we can navigate this period of change and help Northcote emerge as a vibrant, modern, and thriving community.



The Northcote Business Association was also deeply saddened to learn that our former committee chair Anthony Yee passed away late last year.

Anthony had owned and operated Unichem Pharmacy in Northcote for many years and will have been a familiar face to many. We will miss his friendly smile and wave, encouraging words of support and strong advocacy for the Northcote Town Centre.



**Gary Holmes**

Manager – Northcote Town Centre Inc