

# 2021-22 COMMITTEE



**Anthony Yee (Chair)**  
Unichem Pharmacy



**Chuck Buckley**  
EC Cycles



**Niki Cowie**  
Baptist Op Shop



**Eric de Freitas**  
EC Cycles



**Jay Patel**  
Mitchells Paper Power



**Lindsay Waugh**  
NorthArt



**Danielle Grant**  
Kaipatiki Local Board



**Kate Cumberpatch**  
Eke Panuku



**Gary Holmes**  
BID Manager



**Crystal Pan**  
Chinese Liaison

## BID Management Team



### Northcote Town Centre Inc.

PO Box 36-364, Northcote, Auckland 0748

[www.northcote.co.nz](http://www.northcote.co.nz)

/NorthcoteTownCentre

#### CONTACT

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**Crystal Pan** - Chinese Liaison  
021 0238 8676



# Annual Report 2022



# CHAIR'S MESSAGE

While the early part of the past year had once again been disrupted by Covid 19, it is great to be finally operating without Covid-19 trading and masking restrictions. A number of new businesses have filled previously empty shops which is encouraging.

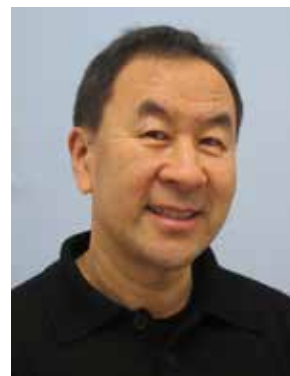
We continue to work closely with Eke Panuku and the Local Board on plans for the Northcote redevelopment. This year the focus has been on the best location for the Town Square and the Local Board has determined that this will be located at the originally proposed location at the Lake Rd end of Pearn Place.

Late last year the Local Board approved the refurbishment and extension of the Mitchell Building, which is currently home of the Northcote Library, into a new multi-purpose community hub in the area adjacent to Cadness Reserve.

It is great to see us being able to support events again with the Kids Town event in July and the upcoming Middle Eastern Bazaar in November. These events bring new people into the town centre and creates awareness of what we have to offer.

The Northcote Town Centre Committee met eight times during the 2021-22 year. At each meeting, we receive updated reports from the management team and review upcoming activities and events.

I want to thank our executive committee of volunteers and our management team, BID Manager Gary Holmes and Chinese Liaison Crystal Pan.



We also want to extend a thanks to Kate Cumberpatch and Danielle Grant who have played important liaison roles with Eke Panuku and the Kaipatiki Local Board.

Thank you everyone for your support this past year. We look forward to another busy year, as is detailed in this report.

*Anthony Yee*

Chair 2021/22

# HIGHLIGHTS FOR 2021/22

- **Promotional Videos** – We collaborated with the team from Chasing a Plate to produce promotional videos highlighting many of our excellent eateries and restaurants. Three videos were produced each featuring three restaurants and they have received more than 85,000 combined views and generated many new visits from people who viewed the videos.
- **Kids Town** – We partnered with event company Open Fort to deliver the “Topsy Turvy Kids Town” along Pearn Place in July. This was a free family event to help bring more families into the Northcote shopping centre and help showcase the local businesses. A number of activity zones were set up with each activity zone themed around different features of a town. Activities included themed mini-games and crafting challenges.
- **CCTV** – We have completed an upgrade of our CCTV network to expand the number of cameras we have, including future proofing to enable us to add extra cameras when required. We are now linked into the Safer Cities grid which means Police have real time access to the footage via the 111 call centre.
- **Environmental issues** – We have continued to report environmental issues such as graffiti, and other damage to property to Auckland Council and other agencies for appropriate action.
- **Security** - Matrix Security have continued their patrols covering morning, afternoon and evening times (two random walk thru during day, a 45min bed down check between 8pm and midnight and two checks during the night), as well as extra daytime patrols during the school holidays.



# COMING UP IN 2022/23

- **Chinese New Year** - There is not a lot of appetite for the large-scale big events that we have run for previous Chinese New Year celebrations. The suggestion for 2023 is that we look to have a weekend of Asian (and other) buskers in the town centre as well as the Chinese Cultural workshops which have previously been run by the North Shore Chinese Community Network Trust.
- **Town Centre advocacy** - NTC will continue to take the lead on advocating for and providing feedback on the planned Town Centre development upgrade by Panuku.
- **Middle Eastern Bazaar** - We are supporting the Kaipatiki Community Facilities Trust to run a Mid-Eastern Bazaar event in the town centre in November. This is aimed at sharing the middle eastern culture and will include food and cultural stalls and music.
- **Restaurant Promotion** - We are investigating ideas for promoting our restaurants including producing an information sheet for each restaurant that details the origin of their food, the history of the business in Northcote, their most popular dish and their price points. In addition, we are also looking at commissioning Chasing a Plate to produce a Northcote dining guide video that covers all restaurants in Northcote, explaining a little bit about each of them (and incorporating some of the previous footage from the video series they produced).
- **Chinese Liaison** - Crystal Pan will continue to work closely with our Chinese business owners to provide support and assistance where needed. We are planning a presentation and workshop with staff from Auckland Council and MBIE on employment rights and obligations for our hospitality businesses.
- **Christmas BBQ** - After not being able to hold this event last year, we look forward to holding our ever-popular annual Christmas party for Northcote staff and their families in late November.
- **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.

