



Annual & Financial Report

Year ending 30 June 2025

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Current Board Members

Professional Service:

Kate Barry-Piceno
(Chairperson)

Retail:

Kate Evaroa & Jo Veale

Services:

Julie Paama-Pengelly

Hospitality:

Nick Potts &
Matt Saunders

Iwi:

Ngawiki Dickson

Landlord:

Harry Hill &
Leigh Owens

Tauranga City Council:

Kendyl Sullivan

Current Staff

Operations Manager

Malika Ganley

Head of Strategy & Growth

Rae Baker

Business Improvement Manager

Harris Williams

Our Vision

To support the thriving of Mount Maunganui's business community by building our reputation as one of the most iconic and enjoyable experiences in Aotearoa, regardless of the time of year.

AGM MEETING MINUTES 2024

MINUTES

MOUNTBUSINESSASSOCIATION ANNUAL GENERAL MEETING



Name:	Mount Business Association Wednesday, 9
Date:	October 2024 5:30 pm to 6:45 pm (NZDT)
Time:	Roxie’s Red Hot Cantina, 113 Maunganui Road
Location:	

1. Opening Meeting

1.1 Welcome and Introduction

- The meeting opened with a karakia.
- Kate welcomed everyone to the meeting and thanked everyone for attending.
- The meeting was declared quorate.

Attendees

Members:

- Logan, Sisters/Gigis
- Marco, Agave
- Isaac, Agave
- Mark Lucero, Pizza Library
- Nick Potts, Solero
- Jay, Saltwater
- Stella, Round & Round
- Matt Saunders, Mount Surf Shop
- Wendy, Little Tropper
- Christine, Shoe & Me
- Mark, Shoe & Me
- Joellae, Black Chaos
- Lizzy, Black Chaos
- Tejas Shah, 101 Foodmarket
- Chrissie, Kiwiana
- Karen Flowerday, Bayleys
- Jacob, Drift Clothing
- Mikayla, Drift Clothing
- Steffi Clark, Polar Dessert Bar
- James Moor, The Pitau

- Ellen Roos, The Pitau
- Rainy Donald, Mt Pharmacy
- Jo Veale, Mount Backpackers, Tea153, Strictly for the Birds
- Rob Veale, Mount Backpackers, Tea153, Strictly for the Birds
- Sue Lett, Mt Community Hall
- Donelle, Nellie Wilde
- Paul, Nellie Wilde
- Amelia Walters, Woods Agency
- Katie Martin, Woods Agency
- Michelle Rivers, Awa Designs
- Malcolm Flattery, Awa Designs
- Lynley Povell, Sabal
- Kate Evaroa, Mount Longboards
- Josh Monaghan, Master Kong
- Luiz Del Monte, Barber Shop Co
- July Hebbel, Barber Shop Co
- Kirky Donnelly, Electric Soul Tattoo Studio
- Skye Carson-Wilson, Electric Soul Tattoo Studio
- Jess Kohi, Piercing in Place
- Jordan Kohi, Piercing in Place
- Jodi Ahfack, Myrrh & Co
- Paras Acharya, The Barn
- Bryce Wakeham, Smoove
- Kelly Kingson, SELF Mount Skin + Body
- Harry Hill, Landlord 9 Prince Ave
- Peppe Musca, In Italy
- Peter Clarke, Bayleys
- Carl Liu, Pharmacy 257
- Libby, Epsilon Hair
- Beth, Epsilon Hair
- Julie, Panacea Sauna
- Leigh and Roberto Stevens, Landlords Cinema and Sisters site

Staff:

- Mike Clark, Destination Marketing Manager
- Malika Ganley, Operations Manager
- Amy Smith, Board Secretary

Guests:

- Sam Uffindell, National Party MP
- Mark Sanders, NZ Police
- Jen Scoular, Mount Council representative

- Kendyl Sullivan, Tauranga City Council
- Nicola Compton (Treasurer), Total Business Accounting
- Ngawiki Dickson, Tukairangi Hapu, Ngaiterangi Iwi

Apologies

- Sasa Overend, 4 Square
- Ingrid, Classique Boutique
- Sara Olmos, Salvation Army
- Julie Paama-Pengelly, Art & Body Creative
- Terry McFetridge, Abernathy Kroatch Law



Apologies

Accept the apologies.

Decision Date: 9 Oct 2024
Outcome: Approved

1.2 Confirm Minutes

MountBusinessAssociationAnnual General Meeting 11 Oct 2023, the minutes were confirmed as presented.

- The minutes were circulated.
- No matters arose.



Confirm AGM Minutes

That the minutes of the 11 October 2023 AGM be confirmed as a true and accurate record.

Decision Date: 9Oct2024
Outcome: Approved

2. Reports

2.1 Chairperson's Report

- Kate presented the Chairperson's report, which was taken as read.
- Total sales for the 2023/2024 financial year were up 1.85% which shows how strong Mainstreet business is. We are the second largest area of growth in the Tauranga region.
- We continue to submit and meet with Council staff and Councillors/Commissioners on issues that directly impact Mainstreet such as the outdoor seating policy, car parking, homelessness, crime, pollution, and City Plan developments.
- Street safety has improved. The member WhatsApp group has high engagement.
- 84% of the 2023/24 Annual Plan was completed.
- Multiple successful member events were held.
- Kate acknowledged the volunteer Board's contribution and team effort for support for Mount Mainstreet.



Chairperson's Report

Accept the Chairperson’s report for 2023/24.
Mover: Karen Flowerday
Seconders: Harry Hill

Decision Date: 9Oct2024
Outcome: Approved

2.2 Manager's Report

- Mike presented the Manager's report.
- The number of initiatives increased from 42 to 53. The majority were completed and others in progress.
- Multiple successful events and activations were run over the past year. The Busking Festival was well received and we want to help grow it next year. The Jazz Festival had a huge turnout and we plan to expand it next year.
- The digital strategy improved since bringing on Casey Vasallo.
- Member engagement remains a top priority.
- Mike thanked members and the Board for their support.



Manager's Report

Accept the Manager’s report for 2023/24.
Mover: Kate Barry-Piceno
Seconders: Kate Evaroa

Decision Date: 9Oct2024
Outcome: Approved

2.3 Annual Financial Report

- Mike presented the financials.
- The Audited Financial Statements for 2023/24 were received. The year ended with \$210,675 in income and a deficit of \$26,916.69.
- Mount Business Association is in a healthy financial position.



Statement of Accounts and Audit

Approve the Statement of Accounts and Audit for 2023/24.
Mover: Kate Barry-Piceno
Seconders: Jo Veale

Decision Date: 9Oct2024
Outcome: Approved

2.4 Annual Draft Business Plan & Proposed Budget 2025/26

- The annual Business Plan and Proposed Budget for 2025/26 were presented.
- There is a focus on promotion, safety and security, placemaking member community, and advocacy.
- The 5% increase in total targeted rate will be pro rated between members.



Annual Business Plan 2025/26

Approve the draft Annual Business Plan for 2025/26.
Mover: Kate Barry-Piceno
Seconders: Karen Flowerday

Decision Date: 9Oct2024
Outcome: Approved



Draft Budget 2025/26

Approve the 2025/26 draft budget which includes a targeted rate grant of \$207,876.00 which is a 5% increase to the targeted rate grant.
Mover: Kate Barry-Piceno
Seconders: Kate Evaroa

Decision Date: 9Oct2024
Outcome: Approved

3. Appointments

3.1 Election of 2024/25 Committee Members

- There is a vacancy for a landlord to join the Board.
- Mark Lucero and Riri Ellis stepped down.



Election of 2024/25 Committee Members

Elect the following nominated people as 2023/24 Committee Members:

Professional Services

Kate Barry-Piceno, Mauao Legal Chambers
Karen Flowerday, Bayleys Mount Maunganui

Services

Kelly Kingston, SELF
Julie Paama-Pengelly, Art + Body Creative Studio

Hospitality

Matt (Timmy) Saunders, Mount Surf Shop Espresso
Nick Potts, Solera

Retail

Jo Veal, Strictly for the Birds, Tea 153
Kate Evaroa, Mount Longboards

Landlords

Gavin (Harry) Hill

Iwi Representation

Ngawiki Dickson

Mover: Kate Barry-Piceno
Seconders: Harry Hill

Decision Date: 9Oct2024
Outcome: Approved

3.2 Appointment of Officers



Election of Officers for 2024/25

Appoint the Officers for 2024/25:

BoardChair - Kate Barry-Piceno
Treasurer - Nicola Compton, Total Business Accounting

Secretary (automatically delegated to the Destination Manager) - Michael Clark
Board Secretarial Support - Amy Smith
Mover: Kelly Kingston
Seconder: Kate Evaroa

Decision Date: 9Oct2024
Outcome: Approved

3.3 Appointment of Auditor



Appointment of Auditor

Appoint Sarah Dillon from Absolute Auditing as the Mount Business Association auditor.
Mover: Karen Flowerday
Seconder: Kate Barry-Piceno

Decision Date: 9Oct2024
Outcome: Approved

4. Matters of Interest

4.1 Plan Change 33

- The Council did not engage with MBA or business owners about Plan Change 33. We submitted formal feedback and continue to work closely with elected officials on behalf of members. It is an ongoing piece of work.
- Sam Uffindell stated they lobbied with Council.
- Plan Change 38 is another proposed plan change coming up.
- Members acknowledged Kate's work in this area.

4.2 Council Backflow Devices

- A piece of legislation was brought in by the previous government stating all shops must install a backflow prevention device. It was not consulted on. The Council will be coming out to survey shops to see who has them. They will be installed mandatorily in any shops without them and Council will issue an invoice estimated around \$5k-10k.
- The Board will contact other Mainstreet organisations to propose sharing the cost in getting legal advice and getting Councils to help fund the devices.

4.3 Re-Register the Society under the Incorporated Societies Act 2022

- We are required to re-register the Society under the Incorporated Societies Act 2022.



Re-Register the Society under the Incorporated Societies Act 2022

Agreed to start the re-registering process in April 2025.
Mover: Kate Evaroa
Seconder: Kelly Kingston

Decision Date: 9Oct2024
Outcome: Approved

5. General Business

5.1 Any Other Business

- We try to keep members up to date with relevant TCC issues as much as possible.
- Sam Uffindell and Jen Scoular provided an update on the work they are doing and stated that they are here to provide support to members.
- Jay (Saltwater) raised an issue around policing and security and police response time as little results are seen from the police. There has been no response from police about the recent theft issue. Can MBA or Council talk to central government for funding for additional police in the area? What is being done to improve policing?
 - o The Board increased the number of nightly security patrols.
 - o The WhatsApp group was established and is going well.
 - o The Board noted they are also frustrated around responses from Council and Police and do what they can in this space. There is only so much security patrols can do.
 - o Mark Sanders said some police reports do not get investigated, only filed. He will look into what has been reported.
- We advocate with Commissioners around service lanes.
- Jay (Saltwater) asked about pavement user fees and said the cost for square meterage is unfair and questioned why we are paying double. Kate replied that MBA put in an extensive submission on the long-term plan on behalf of members.

6. Close Meeting

6.1 Close the meeting

CHAIRPERSON'S REPORT

Kate Barry-Piceno Chair’s Address Mount Business Association 2025

Kia ora koutou and good evening, everyone. Thank you all for attending our 2025 AGM.

The past year has been challenging Mount MainStreet and its members — across New Zealand and globally the strain of the 2024–2025 economic slowdown and persistent inflation has been widespread. We have also had a significant number of policy changes and budget constraints from Council that have affected our Mainstreet. Even in these testing times however, our Mount business community has proven once again how resilient and innovative its members can be.

From the start of the year, MBA focus has been clear: to give our members a strong collective presence, a united voice, and to ensure the Mount Mainstreet remains the vibrant, welcoming destination we all love.

It’s been a year of hard-won progress ,and continued hard work in this space is needed. We have advocated on everything from Alcohol Licensing Fees and Plan Change 33, to parking management, safety infrastructure and upgrades to Te Papa o Ngā Manu Porotakataka, to Central Govt on retail crime.



Mainstreet x Zespri Collaboration for the Zespri Aims Games

Our great staff have also been successful in securing funding and supports from local sponsor businesses, that we need to acknowledge and give heartfelt thanks to. Zespri is a first time sponsor this year, helping bolster our event funding and delivery calendar during the Aims Games, Beyonder is also a new sponsor of our successful Mount Mainstreet guidebook, and Mackay Strathnaver Trust, a long-term local charitable trust, helped us with funding for a new marquee and camera equipment.

One standout has been MBA advocacy on Licence to Occupy Street dining. Together we negotiated meaningful changes through public media awareness and submissions to our new elected council—securing a lower fee for Mount North and a 50 percent discount for the coming financial year.



MBA continues to deepen our relationship with Tauranga City Council and its elected Council, with regular catchups and meeting, culminating in our first-ever joint workshop with councillors and staff last month. That was a milestone, giving us a direct forum to share the challenges our members face every day, explore opportunities to increase funding and efficiencies for the organisation to assist with its operations and events.

I will not be on the Board to see where this ends up, but I hope there will be changes made and this type of collaboration with Council helps to support local businesses in the City's Mainstreet Centres.

Thanks to Kendyl Sullivan in particular our TCC board member, and Jen Scoular, as our Mount Maunganui ward councillor for their support to MBA and shared passion for the Mainstreet's continued improvement and success.

Despite the national and global headwinds, Mount Maunganui continues to shine with one of the lowest vacancy rates in any Commercial Centre nationally. Foot traffic through Mount Mainstreet reached near ten-year highs, proof that even when people are cautious with their spending, their love for the Mount is stronger than ever.

Total overall street spending only dipped slightly this year, down 1.2 percent on last year and 0.5 percent on 2022/23—but against the national trend, these figures are a testament to the strength and appeal of Mount Mainstreet as a food and shopping destination.

Safety for our members and the public has also remained a cornerstone of what we do. Thanks to our proactive community constable Mark Saunders and police, our member WhatsApp group and dedicated security patrols, issues are addressed quickly, and we continue to work collaboratively with Police and Council on improving safety and reducing crime. On a national level, we contributed local insight to a government-funded retail safety policy group, helping shape better policy for retail security across New Zealand.

Tonight is also a personal farewell from me. Serving as Chair of the Mount Business Association has been really rewarding and enjoyable. Together, our organisation has grown stronger, built influence with council and government, and shown what can be achieved when a community of businesses works with passion and purpose.



This past year alone we delivered 61 initiatives, completing 40 of them with 19 still underway, and only two incomplete. We launched a Summer Anytime brand strategy and the Local Mountie Initiative to promote the Mount year-round with locals and visitors. MBA also staged four major events, including the new Midwinter Solstice celebration as well as partnering with various other events held in the Mount to promote Mount Mainstreet. The creativity and drive of our team and our board rely on all of our members and our community to help make these initiatives happen.

I want to end with a heartfelt thank-you. To our volunteer board members, our dedicated management team, every single member of MBA, and your Mount Mainstreet businesses—your energy, creativity, commitment and belief in the Mount, harnessed through MBA as a collective member organisation, are what make all of this possible and so successful.

A special acknowledgement to our departing staff, Casey Vassalo and Mike Clarke, for their dedication during the first half of the year. And to our departing board member, Harry Hill who has given years of volunteer service to the Mount Mainstreet. Harry you will be sorely missed on the board as a highly regarded and valued board member. I also want to extend a massive thank you to Karen Flowerday and Kelly Kingston For those of you who are re-standing or standing for the first time on the board, thank you for your service and loyalty to the Mount Mainstreet.

As I hand over the reins, I have no doubt the Mount Business Association will continue to flourish. Here’s to a hot and busy summer ahead and to an even brighter future for our Mainstreet.

Ngā mihi nui—thank you all.



Kate Barry-Piceno
Chairperson

A handwritten signature in black ink, appearing to read 'Kate Barry-Piceno', with a long horizontal line extending to the right.



BIM MANAGER'S REPORT

Annual Report 2024/25

Business Improvement Manager - Harris Williams

STRATEGIC PLAN IMPLEMENTATION

This year, we undertook 61 initiatives, an increase from 53 last year. Of these, we successfully completed 40 in the 2024/25 financial year, with 19 still in progress and only two discontinued.

This high success rate is a testament to the hard work of our staff and the guidance of the Chair and Board, who have helped us achieve so much despite our limited resources.

This report details the initiatives from our 2024/25 Annual Business Plan. You can find the 2025/26 Annual Business Plan on the 'About Us' page of our website.

The draft 2026/27 Annual Business Plan is included here for your review and approval.



PLACEMAKING

MICRO ACTIVATIONS

Our 8 Micro Activations included long weekend busking, a curling event, an AR Sculpture Trail and games out on long weekends.

CHRISTMAS IN THE PARK

Our Christmas activities included a colouring in competition, a visit from Santa Claus at the markets, which were also decorated with various festive activations, and the installation of new Christmas decorations.

The celebrations concluded with a Christmas movie in the park .

ROAMING TAPAS

Mt Mainstreet's new 'Roaming Tapas' event was a hit. This roaming event brought people into our hospitality venues by offering a variety of dishes under \$10, which resonated well with consumers looking for affordable dining options.

WINTER CARNIVAL

The 2024 Winter Carnival was a huge success. The event featured a giant slide, a Kombi train, face painting, and various sweet treats, drawing a large crowd. Over 1,400 ride entries were counted, proving its popularity as a family-friendly mid-winter attraction.



WINTER CARNIVAL 2024

MIDWINTER SOLSTICE

The Midwinter Solstice event was a collection of activations and events jam packed into Matariki weekend as a meansto celebrate the special Kiwi holiday. This time event created a vibrant atmosphere during a typically quiet period. It drew hundreds of visitors and closely aligned to our Summer Anytime sub-brand.



MIDWINTER SOLSTICE 2025

JAZZ FESTIVAL

As a free community event, the 2025 Jazz festival drew an estimated 2,500 music lovers to Te Papa o Ngā Manu Porotakataka during the day, enjoying a diverse array of performances. Additionally, more spectators enjoyed the spectacle of the vintage car run along Maunganui Road and later displayed in Coronation Park.

UPTOWN DOWNTOWN FESTIVAL

MBA supported a new event for the Mount, the Uptown Downtown Activation. This event saw Jazz music being played in at least one of our hospitality venues every day in the lead up to Jazz Festival and Easter. The event helped prolong the appeal of visiting the street during the week to experience Jazz.



FLAVOURS OF PLENTY FESTIVAL

Mount Mainstreet collaborated with a new initiative to produce a free, trail- based food guide, designed to showcase our vibrant dining scene. This self-guided food festival allowed people to explore our hospitality businesses at their own pace.

The guide offered several themed trails, including the "Sunrise Trail" for morning coffee and the "Sunset Trail" for evening dining.

Placemaking KPIs
As per our Strategic Plan

- # **Projects & upgrades completed**
 - 1. Leisure Island walkway
 - 2. New CCTV installation
 - 3. Christmas lights installed
- # **Events held & attendance rates**
 - 1. 8 micro activations completed
 - 2. 3x events held
 - 3. Estimated 5,000 people attracted across all activations
- # **Graffiti on street**
 - 1. 100% of reported graffiti removed
- # **Foot Traffic**
 - 1. 10 year highs

PROMOTIONS

SUMMER ANYTIME SERIES

Mount Mainstreet officially introduced our Summer Anytime series in June 2025. This series is the culmination of the audience research undertaken in previous years which aims to celebrate “authentic Mount Maunganui” through winter and shoulder seasons.



Our Summer Anytime series launched with a video on social media, which ended up being viewed over 50,000 times through organic reach alone.

LOCAL MOUNTIE

Our very own Mount Mainstreet loyalty programme was delivered at the end of the 2024/26 year with over 30 businesses registered and 2,000 stickers distributed. this promotion aligns with our Summer Anytime brand strategy and aims to foster local loyalty and love back towards the Mount.



CUSTOMER EDM

Our customer EDM continued to grow throughout 2024 and 2025, with engagement metrics sitting at an over60% open rate and over 5% click through rate, suggesting members are taking an interest in the material provided.

EXPOSURE THROUGH COLLABORATION

Mount Mainstreet introduced new initiatives to existing events as a way to promote our businesses. The Jazz festival introduced the Uptown Downtown component that provided exposure for 7 businesses, while our Midwinter Solstice event collaborated with over 25 different Mainstreet members, giving free exposure to members with our audience. As mentioned, Flavours of Plenty was also used as a mechanism to promote our businesses.

Promotional KPIs

As per our Strategic Plan

Foot traffic data
10 year highs

Sales Data
-1% down vs previous period

Campaign / promotion insights and engagement
10% increased online reach, 98% more follows, 68% more page visits this year vs 2024

Events held & attendance rates
3 events, and 8 micro activations attracting and estimated 5,000 people

Newsletter EDM database sign ups & open rates
Over 60% open rate, 3,000 person database

OPERATIONAL COMPLIANCE, ADVOCACY

TCC COMPLIANCE

We delivered our twice yearly reports to Tauranga City Council and have continued to grow relationships with elected and non elected officials.

This relationship has culminated in a first ever workshop between TCC and Mount Mainstreet to explore the pressing challenges and oportunties for our Mainstreet

ADVOCACY

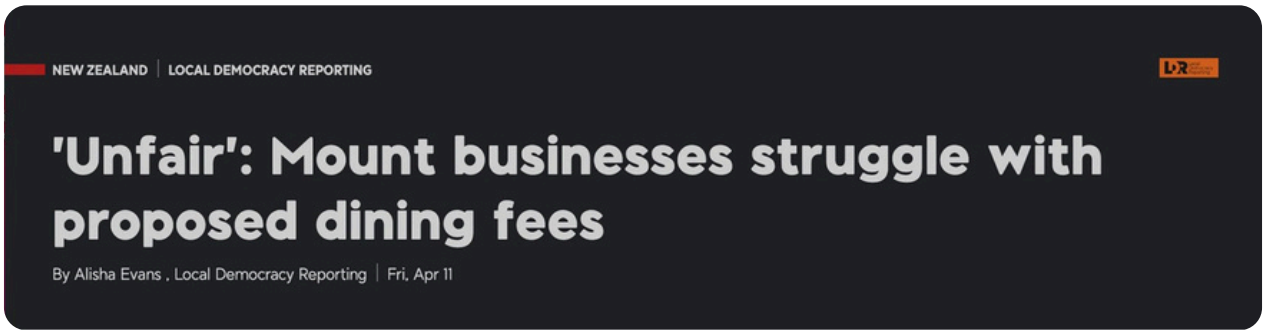
Mount Mainstreet had a busy year for advocacy in 2024/25. We worked on key projects including LTO Street Dining, Alcohol Licensing Fees, Plan Change 33, the Annual Plan, Porotakataka Park upgrades, the Use of Council Land Policy, parking, and safety and security infrastructure

Our members were a big part of the outcome for LTO Street Dining, helping to secure significant changes to the LTO contract. This resulted in a lower fee than first proposed for Mount North, and a 50% discount for the 25/26 financial year.

Our work on the Annual Plan led to a good chat with the Council, and they now see the Mount Business Association (MBA) as a more important voice when it comes to Council activity in Mount Maunganui.

PR AND COMMUNICATIONS

Mount Mainstreet made a few significant inroads with respect to PR attention pertaining to the big issues and advocacy topics of the hour. The biggest achievement of which was a segment for our Mainstreet on One news with respect to LTO street dining.



MOUNT MAINSTREET THE CENTRE PIECE OF A ONE NEWS STORY

HEALTH AND SAFTEY

Internally there were no health and safety incidents to report for the 2024- 25 year. Our AEDs remain in working condition ,maintenance will be followed up later in the 2025 year to ensure these remain in full working order.

Our member WhatsApp security group chat sat at 161 members as at June 30 2025. 17 incidents were registered on our WhatsApp chat from February 2025, with 99% relating to shoplifting or theft. One incident related to vandalism.

Security patrols under Nutech have reported 0 incidents in the back half of 2024/25. These patrols have followed a more systematic approach to the previous provider, focussing their efforts on laneways and other “at risk” zones.

SALES DATA

Based on the data provided by Market View, street spending has been largely stagnant since 2022. The total spending for the 2024/25 financial year, when benchmarked against previous years, confirms this trend.

Mount Mainstreet’s spending shows significant seasonal fluctuations. During winter, monthly spending averages around \$11 million, while summer peaks can reach nearly \$20 million. This almost 100% increase reinforces the Mount Business Association's strategic need to focus efforts on the shoulder and winter months, where spending is most affected.

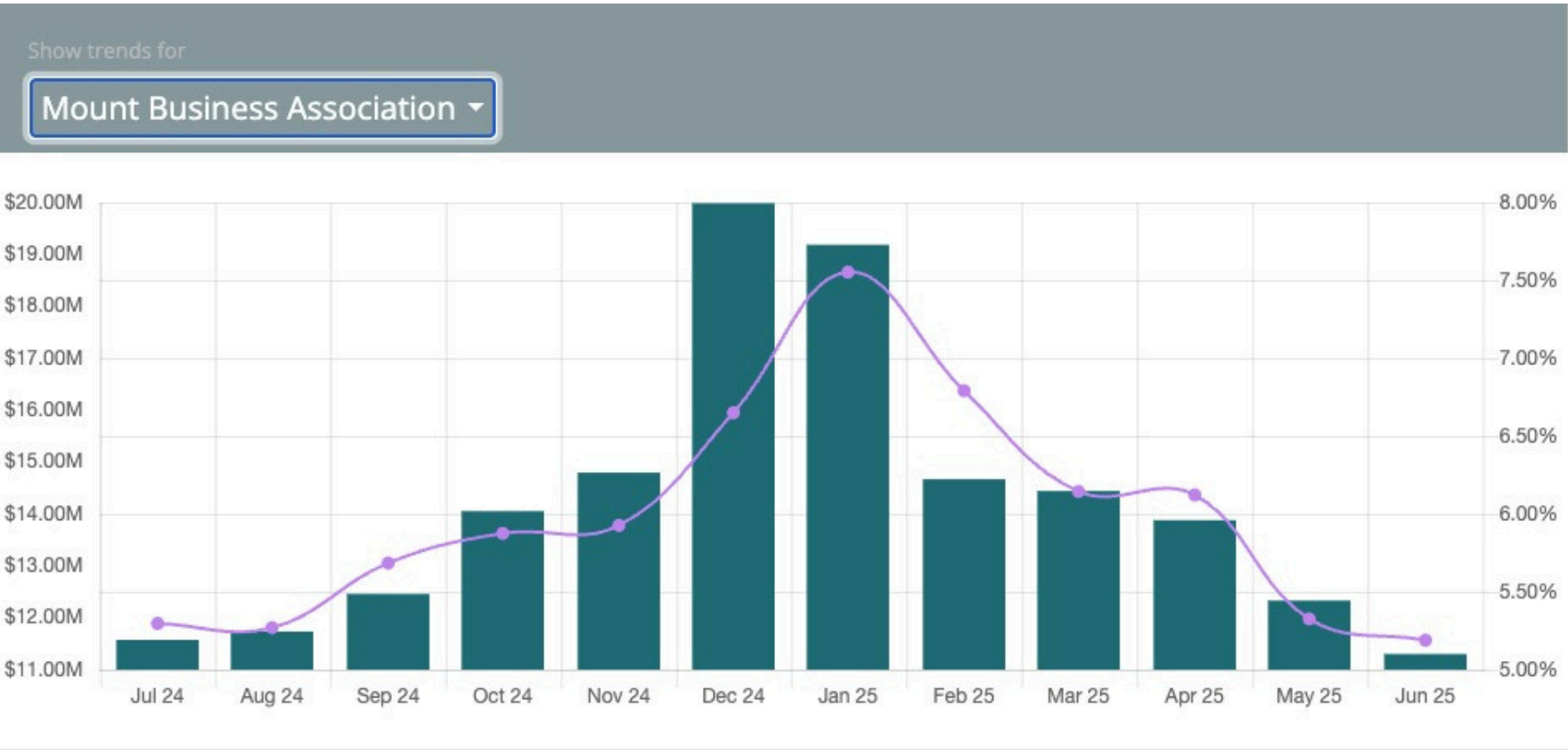
Compared to the rest of the city, the story is much the same with stagnant total spending over the past three years. The unique exception to this trend was Papamoa East during the 2023/24 financial year.

Mainstreet sales data for
2024/25
\$170,409,906

-1.2%	2023/24
-0.5%	2022/23
+6.6%	2021/22



Year on year spending has remained consistent across our major centres, with Papamoa East being the only centre to experience a significant spend uptick sales in FY 2023/24.

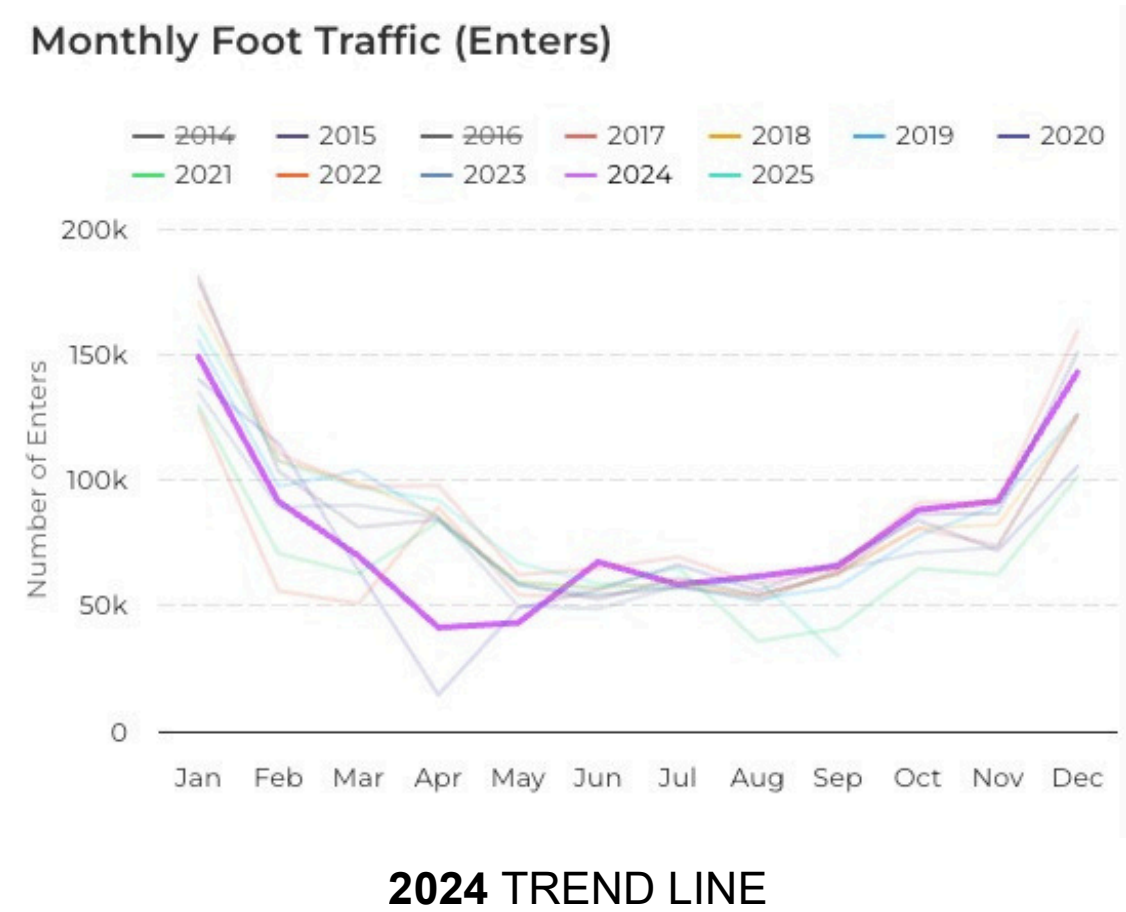
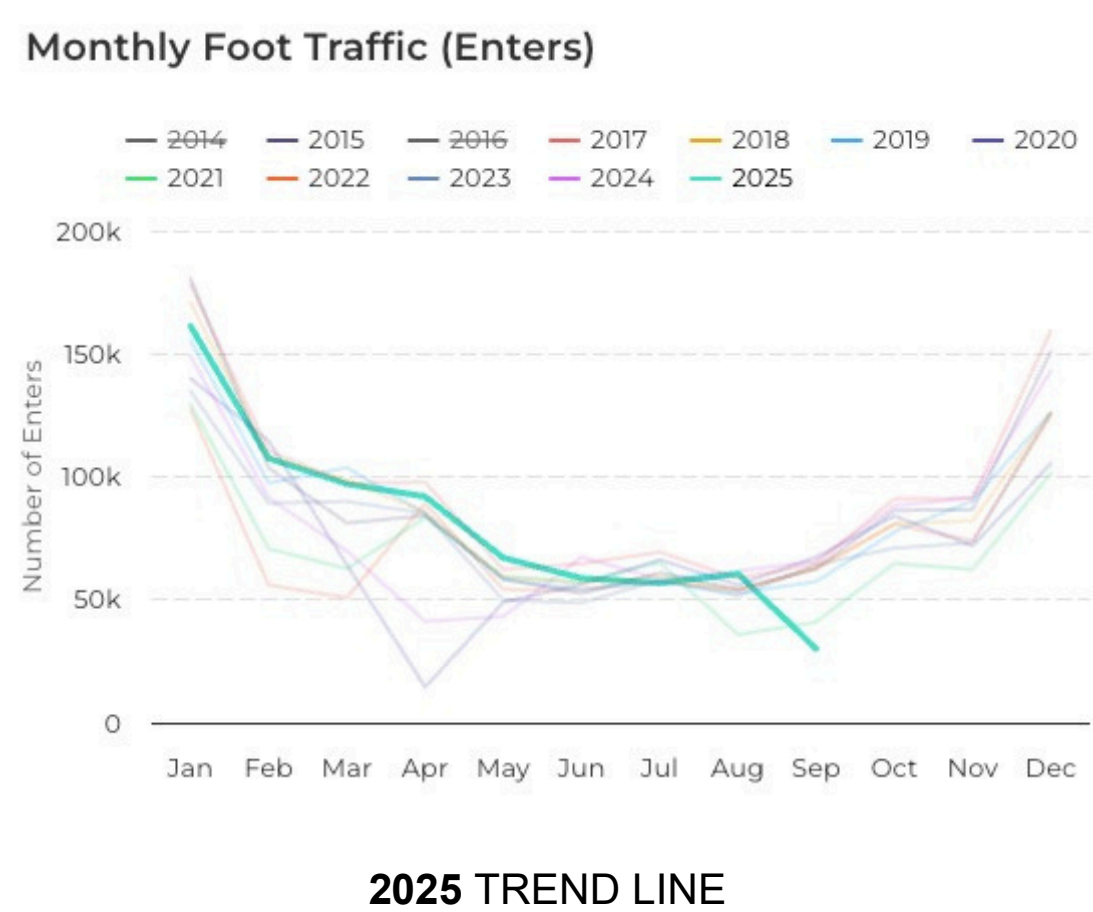


This graph showcases the share of total spending each month for 2024/25. As seen here December and January are significant spending months for our Mainstreet, with significant tapers in shoulder seasons, bottoming out in winter months.

FOOT TRAFFIC DATA

Foot traffic data, while collected on only one side of our main street and not entirely accurate in its total count, still provides a clear picture of yearly trends.

Based on the monthly figures for the last decade, the 2024/25 period has shown a strong increase in foot traffic.



MEMBER FOCUS

The Mount Business Association is focused on its member community and is always looking to understand what members value in order to maximise satisfaction.

Our first member event under my management was postponed. However, an event was held in April at Hide Thirst & Hunger. Although the turnout was lower than previous events, it received positive feedback from members who simply enjoyed the opportunity to "grab a drink and connect with their main street community.

Our member WhatsApp chat currently has 120 members, which is a drop of over 20 people from last financial year. This might be expected, as some users found they weren't using it much or were receiving too many notifications on their phones.

In 2024, member engagement took the form of get togethers and connection. In 2025, efforts leaned more towards member engagement through collaboration and advocacy.

For example, after multiple street walks to chat with members, many members rallied behind the Local Mountie initiative. A lot of work was also put into our Mid-Winter Solstice event to include members in the

festivities. Additionally, we conducted many street walks to discuss key advocacy issues with members and gain their support, which culminated in the relatively successful outcome of the LTO street dining fees.

LOOKING AHEAD

The year ahead is an exciting one for Mount Mainstreet. We have organised a full internal delivery calendar, complete with all contacts and critical information, to ensure that our events, promotions, and member activities run efficiently and that members are kept well-informed.

We've also been working closely with the council to install new CCTV cameras in our laneways to improve street safety, and we're exploring options for better laneway lighting.

Behind the scenes, major advocacy projects like the use of council space and parking management remain a priority. We are working hard to ensure that any council decision considers our members' views.

Our events are set to go to the next level, as we've made connections with various third-party event organisers to ensure we can join in with the celebrations on our main street.

Promotions have also become a key focus with the official launch of our 'Summer Anytime' campaign and 'Local Mountie' initiative, both designed to help people reconnect with the Mount and what makes it special.

We've also been looking into 3rd party funding to increase our capability. Such funding is already being secured, with items like a Mainstreet video camera being critical to ensure we can tell our story better, and in a more cost effective way.

CONCLUSION

The 2024/25 year has been a period of change for Mount Mainstreet, with a new manager and a team of four contractors learning to work together to continue growing the Association's services for its members

We have achieved some great things, including increasing the number of initiatives and setting them up to be delivered seamlessly for years to come. A lot of work has also gone into advocacy and bringing the brand strategy to life.

I want to thank my team—Malika, Rae, and Casey—for their ability to come in as a completely new team and continue to deliver. A huge thank you also goes to our chair, Kate, for all of her volunteer work behind the scenes for our street. The same appreciation extends to our board, who are equally committed to our main street and give up their time to make this place better.

I'd also like to thank Kendyl from Tauranga City Council for her tireless work in managing the delicate relationship between the council and our main street, and finally, thank you to Community Constable Mark Saunders for his constant efforts to keep our street and members safe.

Here's to 2026 and beyond.



HARRIS WILLIAMS
BUSINESS IMPROVEMENT MANAGER

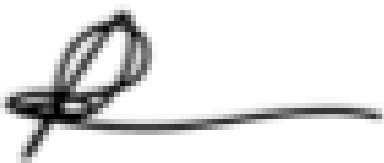
FINANCIAL REPORTS

Approval of Financial Report

The Mount Business Association Incorporated For the year ended 30 June 2025

The Board of Directors are pleased to present the approved financial report including the historical financial statements of The Mount Business Association Incorporated for year ended 30 June 2025.

APPROVED



Kate Barry-Piceno

Chairperson

Date



Jo Veale

Board Member

Date 06/10/2025



sarahdillon@absoluteauditing.com
PO Box 16475, Bethlehem, Tauranga 3147
Phone (027) 430 8707

3 October 2025

The Board
The Mount Business Association Incorporated
WOODS Agency
81 Maunganui Road
Tauranga, 3116

Attention: Harris Williams
Email: manager@mountmaunganui.org.nz

Dear Board,

The Mount Business Association Incorporated - Audit Management Letter

We have completed the Audit of your Financial Statements for the year ended 30 June 2025 and would like to thank Harris Williams for his assistance during the process.

The primary aim of our audit is to form an opinion as to whether your Financial Statements fairly reflect the results of your organisation's activities for the reporting period and its financial position at balance date. The Audit Report expresses this opinion.

In forming our audit opinion, we conducted detailed tests of selected transactions and reviewed the key controls in place to ensure the effective operation of your accounting systems and internal controls. To ensure you receive maximum benefit from our audit, we provide feedback from our evaluation of your systems and highlight areas of possible weakness or where we believe improvements can be made. This is the major purpose of this letter.

Required Communications

As required by the Auditing Standards we affirm that:

- We have had no disagreements with management during our audit, nor have we had any serious difficulties in dealing with management.
- We have not identified any instances of fraud involving senior management or any other frauds that have caused a material misstatement in the Financial Statements.
- We have not noted any significant risks or exposures that are required to be separately disclosed in the Financial Statements.

We reaffirm, we are independent of your organisation, and we have no relationship with your organisation that impairs our independence.

Points within the Audit Opinion

Audit Report Qualification – Non-Compliance with Reporting Standards

Currently, the Performance Report does not fully comply with the Public Benefit Entity Simply Format Reporting – Accrual (Not-For-Profit) Standards. The most significant deviation from

the standards are they miss two (2) key statements required by the Standards (the Statement of Service Performance and the Statement of Cashflow). The Board will address this in the 2025/2026 financial year, and the 30 June 2026 Performance Report will be fully compliant with the Reporting Standards.

Audit Findings

We would like to bring the following to your attention:

Accounts Payable and Prepayments

Invoices dated prior to year end for services / products relating to the 2026 financial year, were entered as a Payable and then also treated as Prepayments (although no payment had been made) effectively over stating both balances. Although, the two entries net each other off, best practice would be to remove the transaction via a contra account therefore only showing the actual payables owing at year end.

Contracts

Our Audit found the Contracts in place could do with enhancing. They did not always:

- Have current payment terms attached to them. Some of the Contracts have been in place for several years and understandably the rates have increased during this time, however we were unable to confirm the increase to any supporting documentation.
- Where the Contractors are not registered for GST, we recommend including a paragraph stating the Contractor is responsible for their own tax obligations.
- The Contract should ensure cancellation terms are detailed.

We recommend a complete review off all services, which have agreements/contracts in place be undertaken and ensure the contract key contractual terms. When contracts terms are amended/updated, this should be formally done in writing and signed by both parties. The contracts should then be retained in a central filing area so that in the event of staffing change the contracts are not lost.

Comparative Data

This year, it was difficult to ensure the completeness of Expenditure due to a significant change in the coding of transactions. We understand due to Expenditure going over budget, a decision was made to use retained earnings and as such expenses were coded to Built up Funds. By maintaining consistent coding of expenses, it is easier for Management to determine when something looks unusual. We recommend a full review of the General Ledger is conducted to ensure the codes are appropriate and expenditure can be adequately monitored.

Reporting Standards

As noted in the Audit Opinion, the Performance Report is not currently fully compliant with the Public Benefit Entity Simply Format Reporting – Accrual (Not-For-Profit) Standards. For the current year, the legislation did not require you to use this Standard to prepare the accounts, however once you re-register as an Incorporated Society there is no option. For more information in relation to these standards please refer to www.xrb.co.nz.

Bank Audit Confirmation

We are required as part of the Auditing Standards to obtain confirmations directly from your banks regarding closing bank balances, loans etc. Last year, with the Audit Financialisation process we provided you with a copy of a template for requesting the confirmation however we believe this was not completed. We have resent the request and would appreciate if you could action this as soon as possible to ensure we receive the confirmation for the next year's Audit. Please could you send us a copy of the signed request also, so in the event it does not arrive, we can follow it up?

Audit Fee

Our Audit Fee for the current year was \$4,200 plus GST. Our quote for the 2025/26 financial year will remain unchanged at \$4,200 plus GST.

Summary of Identified Adjustments and changes to the Financial Statements

We requested the following changes be made to the draft Performance Report:

- Increase Other Revenue and Voucher Expense \$1,710 as the standards do not allow netting of Income and Expenditure.
- Removal of the Pump Track from the Fixed Asset Schedule as it was sold during the year, including the treatment of the money receipted for the sale.
- Increase Provision for Doubtful Debts \$810 including GST to provide for long term outstanding receivables
- As noted above, we also corrected the overstatement of Accounts Payable and Prepayments.

We also requested minor formatting changes which were incorporated in the final signed Performance Statements.

Please find attached a copy of the signed Financial Statements and the signed Letter of Representation. We look forward to working with you again next year.

Yours faithfully,

Sarah Dillon
Absolute Auditing Ltd

Statement of Financial Performance

The Mount Business Association Incorporated For the year ended 30 June 2025

'How was it funded?' and 'What did it cost?'

	NOTES	2025	2024
Revenue			
Revenue from providing goods or services	1	199,413	202,381
Interest, dividends and other investment revenue	1	4,128	2,651
Other revenue	1	2,893	5,643
Total Revenue		206,435	210,675
Expenses			
Volunteer and employee related costs	2	75,776	96,577
Costs related to providing goods or services	2	170,978	111,549
Grants and donations made	2	187	361
Other expenses	2	24,621	29,106
Total Expenses		271,561	237,592
Surplus/(Deficit) for the Year		(65,127)	(26,917)

Statement of Financial Position

The Mount Business Association Incorporated

As at 30 June 2025

'What the entity owns?' and 'What the entity owes?'

	NOTES	30 JUN 2025	30 JUN 2024
Assets			
Current Assets			
Cash and short-term deposits	3	116,552	144,391
Debtors and prepayments	3	7,669	7,513
Investments	3	54,636	51,541
Total Current Assets		178,858	203,445
Non-Current Assets			
Property, Plant and Equipment	5	3,352	31,747
Total Non-Current Assets		3,352	31,747
Total Assets		182,209	235,193
Liabilities			
Current Liabilities			
Creditors and accrued expenses	4	28,491	16,347
Total Current Liabilities		28,491	16,347
Total Liabilities		28,491	16,347
Total Assets less Total Liabilities (Net Assets)		153,719	218,846
Accumulated Funds			
Capital contributed by owners or members	6	251,633	251,633
Accumulated surpluses (or deficits)	6	(97,914)	(32,787)
Total Accumulated Funds		153,719	218,846

Notes to the Performance Report

The Mount Business Association Incorporated For the year ended 30 June 2025

	2025	2024
1. Analysis of Revenue		
Revenue from providing goods or services		
Targeted Rate	197,978	188,550
Urban Market stallholder fees	1,435	13,831
Total Revenue from providing goods or services	199,413	202,381
Interest, dividends and other investment revenue		
Interest Income	4,128	2,651
Total Interest, dividends and other investment revenue	4,128	2,651
Other revenue		
Depreciation Recovered	154	-
Other Revenue	2,739	5,643
Total Other revenue	2,893	5,643
	2025	2024

2. Analysis of Expenses

Volunteer and employee related costs		
Consulting	217	2,210
Contractor - Board Secretary	3,192	-
Contractor - Destination Marketing Manager	58,288	69,438
Contractor - Governance/Operations	9,904	9,899
Events - Urban market site manager	1,400	10,380
Salaries & Wages	2,775	4,650
Total Volunteer and employee related costs	75,776	96,577
Costs related to providing goods or services		
Advertising - Brand	3,772	6,724
Advertising - Content & Design	1,027	-
Advertising - Events & Activations	1,393	2,515
Advertising - generic	-	240
Advertising - Winter Campaign	499	3,424
Built Up Funds - Brand Work	9,266	-
Built Up Funds - Christmas Decorations	23,926	10,425
Built Up Funds - Christmas Festival	-	811
Built Up Funds - Advocacy Projects	4,477	21
Built Up Funds - H&S/Street Safety	15,707	-
Built Up Funds - Placemaking Projects	24,016	-
Built up Funds: Policy Review (H&S, HR)	-	875
Built up funds: Website	-	2,170
Contractor - Social Media	17,414	14,454
Design Collateral	2,273	3,089
Entertainment	43	15

	2025	2024
Events - Cinema	4,000	3,500
Events - Family event	43	-
Events - Jazz Festival	10,000	10,000
Events - Member Events	4,698	5,606
Events - Member Events: Xmas/Midwinter	1,604	-
Events - Micro-Activations	8,985	7,120
Events - Music	344	-
Events - School Holiday Activations	8,864	14,203
Events - Urban Market Musicians	-	1,527
Events - Urban Market Site Rental	1,037	4,583
Events/Promotions - Other	900	2,804
Events - Winter School Holidays	6,662	-
Health and Safety	9,167	8,911
IT Support & Webhosting	2,184	175
Loss on Sale/Disposal of Fixed Assets	2,247	-
Meeting Catering	110	-
Non Deductible Expenses	-	427
Office Expenses	30	2,116
Outdoor Games Replacement/Procurement	1,170	-
Printing & Stationery	230	234
Software & Subscriptions	3,144	5,321
Staff & Board Training	35	260
Vouchers	1,711	-
Total Costs related to providing goods or services	170,978	111,549
Grants and donations made		
Donations	187	361
Total Grants and donations made	187	361
Other expenses		
Accounting	4,390	3,215
Audit Fees	4,200	9,502
Bad Debt Expense	704	-
Bank Fees	206	259
Depreciation	3,259	8,503
Entertainment - Non Deductible	49	17
Freight & Courier	64	-
General Expenses	91	-
Insurance	1,979	1,201
Interest Expense	81	61
IRD Penalties	1,139	-
Rent (Desk Rental)	5,216	2,390
Repairs and Maintenance	-	411
Storage Containers	3,242	3,349
Telephone & Internet	-	198
Total Other expenses	24,621	29,106

	2025	2024
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3. Analysis of Assets

Cash and short-term deposits		
97 Business Transaction Account	595	879
Bonus Saver	76,843	49,455
Business Transaction Account	37,680	92,967
Online Bonus Saver	714	700
Prepaid Card	721	390
Total Cash and short-term deposits	116,552	144,391
Debtors and prepayments		
GST	7,061	5,601
Accounts Receivable	40	480
Prepayments	568	1,432
Total Debtors and prepayments	7,669	7,513
Investments		
Term Investment	54,636	51,541
Total Investments	54,636	51,541

	2025	2024
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4. Analysis of Liabilities

Creditors and accrued expenses		
Accounts Payable	24,291	12,116
Accrued Expenses	4,200	4,000
PAYE Payable	-	231
Total Creditors and accrued expenses	28,491	16,347

	2025	2024
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5. Property, Plant and Equipment

Plant and Equipment		
Opening Balance	26,780	30,316
Plant and machinery owned	(45,001)	-
Accumulated depreciation - plant and machinery owned	19,089	(3,535)
Total Plant and Equipment	868	26,780
Website		
Opening Balance	4,967	9,934
Accumulated depreciation - fixed assets owned	(2,484)	(4,967)
Total Website	2,484	4,967
Total Property, Plant and Equipment	3,352	31,747

	2025	2024
6. Accumulated Funds		
Accumulated surpluses or (deficits)		
Opening Balance	218,846	245,762
Current year earnings	(65,127)	(26,917)
Total Accumulated surpluses or (deficits)	153,719	218,846
Total Accumulated Funds	153,719	218,846

7. Commitments

Capital Commitments

There are no commitments as at 30 June 2025 (Last year - nil).

Operating Lease Commitment

There was no operating lease commitment at balance date.
Rent has been paid in advance which is included in prepayments.

8. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2025 Last year - nil).

9. Related Party Transactions

The following payments were made to businesses who are on the board of The Mount Business Association Limited. All payments were made as arms length transactions with market value paid for the items.

	2025	2024
Related Party Transactions		
The Pizza Library - Food for AGM	-	70
Hide Thirst and Hunger - Bar Tab for Member Event	1,063	-

10. Events After the Balance Date

There were no events that have occurred after the balance date that would have a material impact on the Performance Report (Last year - nil).

11. Ability to Continue Operating

The entity will continue to operate for the foreseeable future.

12. Provision for Audit Fees

In the preparation of this Performance Report, a provision for the audit fee to be charged in respect of the Performance Report has been made. This is effective from the 2024 year, as a result the 2024 fee reflects two years' audit fees being the fee paid for the prior year audit and the 2024 fee owing.

	2025	2024
13. Audit Fee		
William Buck	-	5,502
Absolute Auditing Ltd	4,200	4,000
Total Audit Fee	4,200	9,502

Depreciation Schedule

The Mount Business Association Incorporated For the year ended 30 June 2025

NAME	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE	PRIVATE USE AMOUNT
Plant & Equipment							
Amplifier / Mixer	1,063	-	-	-	-	-	-
Computer - HP Envy 23-C023A	2,077	1	-	-	-	-	-
Decor Light	5,190	1,432	-	-	573	859	-
Inv-4551 - skate pump track	15,000	5,933	-	5,933	-	-	-
Office Desk & Chairs	300	4	-	-	1	4	-
Petrol Blower Vac	346	6	-	-	1	5	-
Statue	30,000	19,404	-	19,204	200	-	-
Total Plant & Equipment	53,976	26,780	-	25,137	775	868	-
Website - Asset							
Website	4,348	996	-	-	498	498	-
Website	4,300	717	-	-	358	358	-
Website	4,300	761	-	-	381	381	-
Website	5,375	840	-	-	420	420	-
Website	3,225	638	-	-	319	319	-
Website	1,000	208	-	-	104	104	-
Website	4,300	806	-	-	403	403	-
Total Website - Asset	26,848	4,967	-	-	2,484	2,484	-
Total	80,824	31,747	-	25,137	3,259	3,352	-

END