

The Mount Business Association Inc

ANNUAL & FINANCIAL REPORT

YEAR ENDING 30 JUNE 2022



CONTENTS



CONTENTS	2
VISION	3
MISSION	4
OBJECTIVES	4
OUR PEOPLE	5
ANNUAL GENERAL MEETING AGENDA 2022	6
MINUTES	7
CHAIRPERSON'S REPORT	10
ACTIVITY REPORT 2021 - 2022	11
TREASURER'S REPORT	15
ANNUAL BUSINESS PLAN 2022 - 2023	16
FINANCIAL STATEMENTS	22
AUDITOR'S REPORT 2021 AND 2022	23
PROPOSED BUDGETS	34

VISION



Mount Maunganui Mainstreet; a unique and lively downtown that enriches the business community, embraces history, celebrates the arts, preserves our natural environment. A Mainstreet which promotes vibrancy, to instill a 'sense of place' in our community and a destination people want to visit.



MISSION

Mount Mainstreet to continue to grow and develop through our ongoing support of our local business members.

OBJECTIVES

The MBA is an Incorporated society and governed by a constitution, this includes what our objectives and activities are.

We will achieve these objectives in the 2022-23 Financial Year by delivering the activations, communications and promotions as set out in our Annual Plan.

1. To **assist and guide** the development and advancement of the **commercial interests** of businesspeople and businesses in Mount Maunganui through a **coordinated and structured communications, marketing and economic development programme**.
2. To **foster and promote generally the welfare of the business community** of Mount Maunganui, and, in particular, to **provide a forum for networking and collaboration of members**.
3. To enhance the safety and security of Mount Maunganui and to **attract and retain business** in an effort to **drive employment growth and economic, social, cultural and environmental wellbeing**.
4. To **capitalise on the unique assets and profile of Mount Maunganui** and to use that as a means of establishing an identity and positioning for the area.
5. To **make arrangements with and/or advocate to** the Government, local authorities and/or persons, corporations or associations for **the improvement of amenities, streetscapes, utilities, transport, services or other infrastructure, and for lighting, surfacing, security and cleaning in the business area of Mount Maunganui**.
6. For the purposes and objects stated in these Rules, to administer in conjunction with the Council, the Mount Maunganui Targeted Rate.
7. To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.



OUR PEOPLE



STAFF MEMBERS

OPERATIONS MANAGER

Malika Ganley

DESTINATION MARKETING MANAGER

Claudia West

SECRETARY

Amy Smith

BOARD MEMBERS

CHAIRPERSON

Kate Barry-Piceno

Mauao Legal Chambers (Prof Services)

TREASURER

Matthew Yardley

Rice Rice Baby (Hospitality)

Mark Lucero

The Pizza Library (Hospitality)

Kelly Kingston

SELF_ (Mount Skin & Body) (Services)

Anna Mellalieu

The Beauty HQ (Services)

Tim Plews

Paper Plane (Retail)

Mathew Saunders

Mount Surf Shop (Retail)

Paora Stanley

Ngāi Te Rangi (Landlord)

ANNUAL GENERAL MEETING AGENDA 2022



To be held: Wednesday, October 26, 2022. 5.15pm at
Mount Community Hall, 345 Maunganui Road,
Mount Maunganui 3116

AGENDA

1. Chairperson welcome
2. Apologies
3. Confirmation of minutes of AGM held on Tuesday, 28
September 2021 and SGM on Wednesday 26th January 2022
4. Chairperson's report
5. Manager's report
 - a. Move to accept the manager's report which includes the
Annual Plan and budget for 2022/23 financial year.
6. Annual Financial Report
 - a. Approval of Statement of Accounts and Audit
 - b. Move to approve the 2022-23 financial year draft
budget which includes a targeted rate amount \$188,556
which contains no increase from the previous year.
 - c. Move to approve the 2023-24 draft budget which
includes a targeted rate levy of \$188,556, which contains
no increase to this amount.
7. Election of 2022/23 committee members
 - a. Nominations close 5pm, Wednesday 19th October 2022.
8. Appointment of Auditor
9. Appointment of Officers (voting, if required)
10. Proposal: investigate expansion of the Mount Business
Association targeted rate area
11. Proposed long term budget
 - a. Move to approve the proposed long-term budget
12. General Business

MINUTES



2021 AGM

Tuesday 28th September 2021

Held at Mount Community Hall

Meeting Chaired by Kim Renshaw

PRESENT

Business Association Members

Kim Renshaw (Beyond the Bin), Christine Woodham (Shoe & Me), Dale Mallett (Health2000), Tim Plews & Krista Plews (Paper Plane), Matthew Yardley (Rice Rice Baby), Mark Lucero (Pizza Library), Jenny Ford (Woods Agency), Jo Veal (Tea153), Victoria Thomas (Pluto), Chelsea Bliss (Chelsea Nails), Dion Dragicevich (Mexicali Fresh), Haana Veal & Regina De Jong (Mount Backpackers), Scott Brundell (Sprightly), Kate Barry-Piceno (Mauao Legal Chambers), Matt Saunders (Mount Surf Shop), Lauren Pedersen (Rip Curl), Olivia Dowling, Samuel Martin (Hundred Line Clothing), Paora Stanley (Ngai Te Rangi)

Staff and guests

Malika Ganley (MBA Co-chair) Claudia West (MBA), Amy Smith (Secretary), Amy Board (Mount Farmers Market Manager), Richard Dey (William Buck Audit), Porina McLeod (Mauao Adventures Ltd)

1.1 WELCOME AND INTRODUCTION

Kim welcomed everyone to the meeting and thanked everyone for attending. The meeting was declared quorate

1.2 APOLOGIES

Apologies from Tori Taylor, Conan Dickie and Nico De Jong

Moved by Kim Renshaw

Seconded by Malika Ganley

Outcome: Approved

1.3 CONFIRMATION OF MINUTES FROM 2020 AGM

The minutes were accepted.

Kim signed the minutes.

No matters arose from the minutes.

That the minutes of the 14 December 2020 AGM be confirmed as a true and accurate record.

Moved by Matt Yardley

Seconded by Malika Ganley

Outcome: Approved

2.1 CHAIRPERSON'S REPORT

The Annual report was taken as read.

Kim gave an overview of the report.

Administration processes and systems have been updated, improved and automated. Seven public events were delivered.

A lot of work has been done on improving member engagement and education to make members more aware of who we are and what we deliver. This is a continued work in progress.

Chairperson's Report

Adopt the Chairperson's report.

Moved by Jo Veal

Seconded by Kate Barry-Piceno

Outcome: Approved

2.2 FINANCIAL STATEMENTS

The financial reports (as per the annual report) were taken as read.

Kim thanked Rex Harding for his work as Treasurer over the years. He is stepping down from the role at this AGM. The work is being transitioned to Kim and a new Treasurer will be appointed at the first board meeting. There was a delay in the 2019 financials being audited. The 2019 financials need to be approved by the association. The signed report will be attached to the statements. Richard Dey from William Buck Audit spoke. The farmer's market has been an ongoing challenging point in the 2019 and 2020 financial statements, mainly around the process of collecting cash. The auditors have provided recommendations in the past to improve the processes. The recommendations have been taken on board. There is one item still to reconcile for the 2020 financials before they can be signed off. The auditors are working with Rex on this. The draft 2021 financials are complete and ready to be audited. The 2020 and 2021 financial statements will be adopted at the next AGM. There was discussion around the cleaning contract. The cleaning contract is a historic agreement and it was suggested we revisit it. Cash in the bank is high. A lot of plans that were put in place in March 2020 were put on hold due to Covid.

June 2019 Financial Statements

Adopt the June 2019 financial statements.

Moved by Kim Renshaw

Seconded by Tim Plews and Mark Lucero

The financials were signed by Kim Renshaw and Malika Ganley (Boulayoun) - Co-chairpersons

Outcome: Approved

MINUTES

28TH SEPTEMBER 2021



2.3 RESOLUTION: INCREASE IN BUDGET

As per the Constitution, a special resolution is needed because the targeted rate allocation increased by more than 10k year on year. Mount Mainstreet own the farmer's market. The managers of the market resigned and we are looking at ways to improve and grow it to become a big asset to members and the community. Members will be welcome to have a stall. Taking out the farmer's market, we are proposing to spend approx. \$60k on events and promotions. We want to spend differently on advertising and have a focus on social media and do targeted campaigns. Comments around built up funds. We propose to spend 91k of the built up funds on the following (the Board want to engage to spend the \$ in a way that will really benefit members.

- We need to find a way to reach people better. A new website and CRM will help achieve this and will be very beneficial to members.
- It was agreed that the website project should go ahead and would be helpful - particularly the back end for members. \$30k
- We propose to allocate 6k to member capability building? What areas of development do members want? How can the money be used to add value to members? Ideas include window dressing, upskilling, SEO, providing training, advertising, sprucing up the entrance to the Mount,

and improving the gardens.

The group agreed member capacity building was a good idea.

- We are investigating getting fibre and a free wifi zone in the Porotakataka area and spending 15k on furniture. This will be discussed with the board to determine parameters.
- We proposed to spend 20k on consulting/legal
- We proposed to spend 10k on bespoke signage for reuse for different events
- We proposed to spend 10k on a special event with flavours of plenty in April
- It was agreed to spend the \$91k. Before spending it, there needs to be an agreement on how to split the funds to mutually benefit members. The board will decide on this at the first board meeting and engage with members. The website build will progress to planning stage.

Increase in Budget Report

Accept the report for an increase in budget by more than 10% or \$10,000.

Moved by: Kim Renshaw

Seconded by Malika Ganley

Outcome: Approved

Increase in Budget for the Annual Operational Plan

Approve an increase in budget by more than 10% or \$10,000 for the annual operational plan.

Moved by Kate Barry-Piceno

Seconded by Matt Yardley

Outcome: Approved

Built-Up Funds of \$91k

Approve spending the \$91k of built-up funds, subject to agreeing how the funds are split.

Moved by Paora Stanley

Seconded by Mark Lucero

Outcome: Approved

2.4 ANNUAL OPERATIONAL BUDGET

Covered throughout the AGM and as per the annual report.

2.5 RESOLUTION: CONSTITUTIONAL REVIEW

Kim ran through the key changes to the Constitution, as circulated. There were no comments about the changes.

Constitutional Review

Receive the Constitutional review.

Moved by Kim Renshaw

Seconded by Malika Ganley

Outcome: Approved

Constitution

Accept the proposed amendments to the Constitution.

Moved by Malika Ganley

Seconded by Dale Mallett

Outcome: Approved

3.1 APPOINTMENT OF AUDITOR APPOINTMENT OF AUDITOR

Appoint William Buck Audit (NZ) Limited as the Mainstreet Auditor for the 2021/22 financial year.

Moved by Matt Yardley

Seconded by Mark Lucero

Outcome: Approved

Kim recommended we keep the same auditor to make it easy to achieve continuity since 2020 books were still with auditor.

3.2 APPOINTMENT OF OFFICERS

The new Board members are diverse. We will continue to work on this going forward and build into our new board charter. A Finance & Risk Committee and a Remuneration & HR Committee will be established within the Board.

MINUTES

28TH SEPTEMBER 2021



Election of Board Members for 2021/22

Elect the following people on to the 2021/22 Mount Business Association Board:

Tim Plews - Paper Plane
Matt Saunders - Mount Surf Shop
Chelsea Bliss - Chelsea Nails
Kelly Kingston - Mount Skin & Body
Matt Yardley - Rice Rice Baby
Mark Lucero - The Pizza Library
Kate Barry-Piceno - Barrister
Tori Taylor - Bad Company
Paora Stanley - Ngāi Te Rangi
Kim Renshaw - Beyond the Bin co-chairperson and
Malika Ganley co-chairperson

Moved by Kim Renshaw
Seconded by Christine Woodham
Outcome: Approved

4.1 RESOLUTION: BENEFICIAL OWNERS ON BANK ACCOUNT

Remove Rex Harding and Amanda Gillgren, and add Kim Renshaw, Malika Ganley and one other Board member (to be determined at the next Board meeting) as the

account signatories for the Westpac bank account.

Moved by Kim Renshaw
Seconded by Kate Barry-Piceno
Outcome: Approved

4.2 2021-22 BUDGET AND DESTINATION MANAGEMENT PLAN

The destination management plan will be discussed over a Zoom call due to our time restriction today.

Post first board sitting Claud to zoom with members to discuss mktg plan.

Due Date: 26 Oct 2021
Owner: Claudia West

4.3 TAURANGA CITY COUNCIL DELIBERATIONS ON LTP SUBMISSION

The Tauranga City Council decided to put \$250k into developing a spatial plan. They will have a consultation process with stakeholders in 2022 to decide what to do with the Mainstreet area. The outcome of this will create the spatial plan which will then be put into the long term plan.

It is important everyone gets involved in the consultation process.

5.1 ANY OTHER BUSINESS

Christmas decorations were not put up the last couple of years due to health and safety reasons of the wreaths. What do we want to see down Mainstreet at Christmas this year? It might make more sense financially to look after the decorations ourselves instead of contracting it out. Options and prices will be reviewed and put forward to the Board.

Kim thanked the Board for all their work and support.

Kim thanked Mandy for her work and support.

The date of the next AGM will be at a similar date next year.

6.1 CLOSE THE MEETING

Next meeting:

No date for the next meeting has been set.

Meeting Closed at 8.36pm

MINUTES



2022 SGM

Wednesday 26th January 2022

Held at The Pizza Library

Meeting Chaired by Kate Barry-Piceno

PRESENT

Business Association Members

Harry & Viv Hill (Landlord)

Kate Barry-Piceno (Mauao Legal Chambers) Harriet Linklater (Bad Company) Kelly Kingston (Mount Skin & Body) Tim Plews & Krista Plews (Paper Plane) Kim Renshaw (Beyond the Bin) Nick Potts, (Solera) Victoria (Pluto) Georgia Fulton, (M.W Design - in Bad Company) Nick (Easy Go Thai) Portia (In Bad Company)

Craig Batchelar (Mauao Legal Chambers) Mark Lucero (Pizza Library) Nisha Rani, Singh, Kera

Towers, Ella Mathes, Michelle Grindley (Pizza Library)

Staff and guests

Claudia West (MBA),

Malika Ganley (MBA)

Apologies

Dion, Mexicali Fresh

1.1 WELCOME

Kate welcomed everyone. The meeting was declared quorate

2.1 RESOLUTION TO APPROVE THE 30 JUNE 2020 FINANCIALS

Kate introduced the financials and provided a background as to why they were delayed. The draft was tabled at the 2021 AGM. They are now final and have been audited.

Accept the 30 June 2020 Financials.

Moved by Mark Lucero

Seconded by Tim Plews

Outcome: Approved

3.1 OTHER BUSINESS

The trailer was provided to the Mount Business Association by the McKay Strathnaver Trust. This was offered to members to use but with no uptake. The trailer has become a storage issue so we are looking to pass it on to another community group (Omanu Surf Club).

Following this meeting, the Trust approved selling the trailer to Omanu Surf Club at book value.

Approve selling the trailer to Omanu Surf Club at book value of \$4,563.75.

Moved by Victoria, Pluto

Seconder: Kelly Kingston

Outcome: Approved

4.1 CLOSE THE MEETING

Next meeting: MBA Board Meeting - 15 Feb 2022, 4:30 pm

Meeting closed at 5.30pm



CHAIRPERSON'S REPORT



Taking this role on from Kim Renshaw last year has been a privilege. Being a business owner on the street for 10 years and a Mount local, I feel a great sense of connection to this role, a strong purpose, and a drive to continue the growth of the Association.

I'd like to thank the board for their support and dedication to the Association, especially given the trying year with staffing shortages and business owners being stretched in all directions. This year hasn't been an easy one for many, so well done on weathering the storm, summer is just around the corner.

I am proud of the work we have achieved in 2021-22, this includes:

- Building strong relationships with key stakeholders including Tourism Bay of Plenty and Tauranga City Council, with the arrival of Kendyl Sullivan (City Partnerships Specialist) to TCC, she is a pivotal contact.
- Continue to focus on member engagement, delivered three member networking events, one upskilling seminar, sent twenty member newsletters and many other face-to-face meetings and direct mail-drops.
- Continuing the internal structural improvements for the Association, streamlining, and developing processes.
- Delivered four public events, 7 micro activations, and sponsored the Jazz Festival to come to the Mount. As well as continue to delivery our weekly Sunday farmers market and grow this for our community.
- Received positive feedback from our six-monthly monitoring reports to the Commissioners, they have been very happy with the progress the Associations is doing to rebuild and refine our processes while staying aligned with our vision, mission and objectives.
- Started building our new website which will be a great marketing tool for all members.
- Developed our 2022/2023 Annual Plan and set KPI's which hold us accountable to TCC.

I wish to thank outgoing board members Matthew Yardley and Anna Mellalieu, as well as Kim Renshaw for all her hard work in revitalising the Association.

Looking forward, we are hoping for the best summer on record for all of our businesses. With the long-awaited return of travelers, seasonal workers and cruise ships, it's going to be a cracker! We are so lucky to live in paradise and be able to share this with the rest of the world again.

Kate Barry-Piceno

ACTIVITY REPORT 2021 / 2022



This activity report relates to the financial year July 2021 to June 2022. This will be my first full year in the role as Destination Marketing Manager. It was a year of ups and downs, with curve balls constantly being thrown in because of Covid level changes, we had to keep pivoting and moving the goal posts.

We didn't achieve everything we set out to do in our 2021-22 Destination Marketing Plan, which was somewhat ambitious being our first year and due to the unexpected hurdles of Covid. We are very proud of our work we did deliver on, along with several projects we'll see completed in 2022/23, including our new website. We continue to better our processes, build relationships and promote our business members.

This report will run through the strategies contained in our Destination Marketing Plan for 2021-2022. You can read about our new and upcoming projects in the 2022-2023 business plan which follows this report.

EVENTS & ACTIVATIONS

SUNDAY FARMERS MARKET

Management of the Sunday market was returned to the Association in September 2021, previously being managed by a stall holder for 4 years.

Outcomes included:

- Moving to online payment collection of stall holder fees, reducing cash collected and improving financial monitoring.
- Completed a rebrand for the market
- Has been a regular event for our local community, and to be able to run it during the different Covid levels was a great way to activate the street and bring community together.
- Growing stall numbers, which is an ongoing process.

JULY SCHOOL HOLIDAY EVENT

Ice Skate at the Mount, an installation which ran for 5 days, with 1255 people through the rink, in addition the parents, family watching.

Outcomes included:

- Positive engagement with business members in promotional activities and giveaways in the lead up to activation.

- Radio & social promotion through Mediaworks. 5.5k engagement across Mediaworks social media posts.
- Porotakataka came alive with activity during the week, with families and kids enjoying the space.
- Bean bags, table tennis and games were put out and used which created vibrancy.
- Feedback from businesses that it created a great vibe down the street.

SUNDAY CINEMA

Free outdoor movie series targeted to Families, Couples and The Girls. Aimed to bring people into the Mainstreet when it is typically quieter on Sunday evening, with the encouragement to get a takeaway meal.

We held two movie screenings, Lords of Dog Town (October 2021) and Girls Can't Surf Documentary (May 2022)

October's screening, held in Porotakataka, had low attendance due to covid restrictions and pre-ticketing required for attendance.

Outcomes included:

- Ability to collect a database from the October event.
- Our May screening, held on Mount Drury had a great turn out of approx. 300 people. The location worked well.

ACTIVITY REPORT CONTINUED

- Feedback from business members who do takeaway, said they saw a spike around the movie times.
- Pre movie shout out to new businesses on the street and spot prizes were given out at the May event, this gave content to who organises the movies.
- Positive feedback from attendees, asking when the next one is.
- They have provided a great tool in getting brand awareness out there for the Association / Mount Mainstreet.

CHRISTMAS ACTIVATIONS

- Working with TCC we installed permanent fairy lights into the Norfolk Pine on the Pacific Avenue round-a-bout.
- The Christmas wreaths were installed, looking a bit tired but they served their purpose.
- Offered Christmas wrapping over 5 days.
- Navigating the Covid event restrictions, we held a Christmas themed market as part of our regular Sunday market. With free Santa photos, a trail of musicians / choir down the street.

Outcomes included:

- Created a fun family atmosphere down the street.
- Cruise Deck music activation was a huge success with both cafes full of customers during the session.

MICRO ACTIVATIONS

With Covid having a big impact on gathering capacities, we focused on micro activations down the street, to bring vibrancy and enjoyment to our customers. These included, mini golf in Porotakataka, to music trails, free circus workshop, face painters, and Easter performers. These gave us the ability to activate different sections of the street.

MATARIKI EDUCATIONAL POSTER

We created two large educational posters which provided an overview of Matariki and the events happening at the Campground as part of Matariki Ki Mauao. These posters were supported by Te Puna I Rangiriri Trust. They were installed at two locations for three weeks.

TAURANGA JAZZ FESTIVAL

The Association sponsored the Tauranga Jazz Festival to come to the Mount. The date was pushed out to the Matariki public holiday, and proved a big success, drawing a large crowd throughout the day, which spilled into the restaurants and shops.

COMMUNICATIONS, MARKETING & PROMOTIONS

NEW WEBSITE & WELCOME TO PARADISE CAMPAIGN

Our new website build is underway, with the completion due late 2022. We created four

videos targeting each of our audiences, these will be launched with the website to drive online traffic.

COVID MEMBER PROMOTION

During alert level 3 & 4 we created web pages which showed the businesses who were still open and how you could shop. From essential services in level 4, to “Level 3 Eats” and “Level 3 Retail” with ordering and delivery options.

Outcomes included:

- Members were grateful for this extra promotion.
- Businesses from outside our boundary asking to be included.
- Website traffic increase significantly during promotion of Level 3 Eats.



MOUNT MAINSTREET VOUCHERS

We reinstated our Mount Mainstreet gift vouchers which are used by MBA for promotions and giveaways.

REWARDS IN PARADISE PROGRAMME

In December we launched a loyalty programme across all our shop front members, as a spend and win system. This didn't work as well as we had hoped, a lot of

ACTIVITY REPORT CONTINUED

people were over scanning QR codes, and it was already a busy time of year and got lost in Christmas promotions. We will look to rework this in 2022-23.

SUMMER PROMOTIONS

Leading into summer, we did a call for advertising in UNO Magazine to promote hot spots. We got great engagement from members, who were really appreciative for the opportunity. A photographer was engaged to capture members offering, these images were provided to members for their use. This was in circulation from December to March.



SOCIAL MEDIA MARKETING

Social media is our dominant form of marketing, as it's measurable spend and we can interact directly with our audiences. We utilise both Facebook and Instagram to promote our events, promotions and members.

OPERATIONAL, COMPLIANCE & ADVOCACY:

HEALTH & SAFETY

The Association upgraded two AEDs. We purchased a 111 public lock box, which was installed on the Mount Community Hall for public access. The other AED is currently located in the POD (in Porotakataka), but we will find a more accessible location for this. I represented the MBA on an emergency management readiness working group. The main topic was around tsunamis. This information was then disseminated to members and the wider public through a TCC marketing campaign.

A full review of the H&S policy and procedure is still to take place.

TRANSPORTATION

Late 2021 we approached TCC for support in running a park n ride during peak summer season, funding wasn't granted for the initiative, however we will keep the conversation going and try again in 2022.

DATA

We have been advocating to Tauranga City Council for pedestrian counters to be installed, these are approved and waiting for installation.

We are also pushing to get access to the Market View sales data which Priority One owns. This is due Dec 2022.

PLACEMAKING

MURALS

This has been an ongoing project. One artwork has been completed on the wall facing Porotakataka, Shadelands Lane. More locations are in discussion.

TE PAPA O NGA MANU PORORTAKATAKA

Ongoing discussion with TCC have been had with regards to shade options, better CCTV and lighting in this area. No outcomes have been seen to date.

MEMBER FOCUS

Member engagement is an ongoing priority for the Association. This is done through: EDM's to members, 20 have been sent this year, with an average open rate of approx. 52%. We held three networking events, and one reusable packaging seminar targeted to hospitality businesses. We also took to the street to talk with businesses. We are looking forward to the website completion and going live, as this will be a cohesive tool to promote and engage with all our business members.

NEW MEMBER ONBOARDING PROCESS

This project is expected to be rolled out late 2022.

LANDLORD COMMUNICATIONS

This action point has been carried forward to 2022-23.

LOOKING AHEAD

Please view our annual business plan on the following pages for information on future projects.

We are looking forward to completing a strategic plan for the Association which will guide us through the next 3 to 5 years.

CONCLUSION

My thanks go to the Board for volunteering their time and ideas over the past year and the support and guidance they provide.

Also, a big thanks to Malika for her ongoing support and Kendyl Sullivan from Tauranga City Council. Kendyl provides overarching support to the Mainstreet's, this is a new role which has made a huge impact on the operation of the Association.

I am really looking forward to seeing several large projects completed in 2022, including our new website and welcome to paradise campaign.

CLAUDIA WEST

Destination marketing Manager



TREASURER'S REPORT



Kim Renshaw moved roles from Chairperson to Treasurer during the 2021-22 financial year. She then moved her business off the street, therefore having to resign from her role as Treasurer prior to the end of the financial year. With the Treasurer's role being covered by Claudia, while we find a replacement.

This year we have had our 2020-21 and 2021-22 financial accounts audited, which will bring us up to date with our accounts.

This Treasurer's Report relates to the financial year July 2021 to June 2022. The report will discuss the financial performance of the Association compared to the budget.

Part way through the 2020-21 year, we moved our accounting from Reckon to Xero. This has streamlined systems, and in future will make our end of year processes run more smoothly.

REVENUE

We received an additional \$3,043 this was not in the budget and came from the Ice Rink entry fee which was offset against event costs. Our market stall fee revenue was down 47% from the budget. This is due to covid and a lower number of stalls than expected, however stall revenue is up from 2021. We received income from the sale of the trailer, this was sold at book value.

EVENTS

We underspent by 20% on events. This was due to Covid restrictions halting a planned family friendly event.

ASSETS

We sold our trailer at book value.

We purchased permanent fairy lights and installed these in the Norfolk Pine on Pacific Ave round-a-bout.

The new website build is classified as a fixed asset.

MARKETING & PROMOTIONS

We underspent against our budget by 36%. The planned revamp of the visitor guide has been rolled over to 2022-23.

BUILT UP FUNDS

\$26k of the proposed \$71k spend of built-up funds has been spent on the new website build. The balance of the proposed built-up fund spend will be carried forward to 2022-23.

GENERAL EXPENSES

We finished the year with a deficit of \$4,187. This was due to unexpected expenses, through legal consultants and the early termination of our printer contract.

CLEANING CONTACT

The historical cleaning contract between Tauranga City Council and MBA, was taken back by TCC to manage. This finished up in December 2021. This will not show on our books going forward. This was a cost recovery function so will have no effect on the Association financially. We are still working with TCC to improve the services provided.

ANNUAL BUSINESS PLAN 2022 /2023



As part of our accountability to Tauranga City Council, the Association was required to submit three KPI's to work on for the 2022/2023 year.

Focus area:

KPI:

Measures:

Member Engagement

Increase member engagement and satisfaction with the Association

- Attendance at member events
 - Percentage of new attendee's vs those who have attended an event before
- Member EDM open rate
- Engagement with new website member portal
- New members to street inducted on the Association in a timely manner

Focus area:

KPI:

Measure:

Governance

Effectively govern our organisation in line with our constitution and ensure a balanced board.

- Full Board membership, covering all categories of business sectors
- Hold AGM with quorum
- Financials audited and submitted on time
- Development of Strategic Plan in consultation with members

Focus area:

KPI:

Measure:

Vibrancy

Create a vibrant and inviting environment down the street to drive an economic return.

- Number of events and activations held
- Estimated number of attendees at each event / activation
- Spending trends across sectors in the Mount region (data to be provided by Priority One)
- Engagement through online marketing and promotions



OPERATIONS, COMPLIANCE & ADVOCACY

STRATEGIC PLAN (3-5 YEARS)

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Currently MBA does not have a long-term strategic plan Develop strategic plan with consultation from members Consultation through a planning workshop and survey Engage external facilitator to support this process 	<ul style="list-style-type: none"> Strategic plan developed and implemented in July 2023

ADVOCACY

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Continue to advocate in the interests of businesses on our Mainstreet Continue to submit feedback on behalf of businesses Advocate for services down the Mainstreet to be up to a high standard in terms of pavements, cleaning, gardens, transportation 	<ul style="list-style-type: none"> Advocate on changes in bylaws and other proposal by Council Continue to feedback issues relating to our Mainstreet cleanliness

HEALTH & SAFETY

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Ensure compliance with Health & Safety legislation Engage consultant to review health and safety to ensure compliance Street safety; investigate what options are available which ensure our members and public are safe. Develop a business continuity plan and risk register 	<ul style="list-style-type: none"> Health and safety policy up to date Health and safety reviewed with board regularly Safety options reviewed; decision made. Plan and register developed

DISSEMINATION OF INFORMATION

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Continue to send out mass emails with information important to our members Attend community / Council meetings that are relevant to objectives of MBA Key information about MBA to be accessible on website for public to view 	<ul style="list-style-type: none"> Number of meetings attended, where knowledge is gained Responses to mass email and open rate Encourage people to 'like' our Facebook and Instagram page and disseminate information through social media (if appropriate) Increase number of website visits

PLACEMAKING

MOUNT MAINSTREET ENTRANCE

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Revitalise the look and feel of the Mount Mainstreet entrance on Maunganui Road (Cnr Tawa St & Maunganui Road) 	<ul style="list-style-type: none"> Project completed

SHADE IN TE PAPA O NGĀ MANU POROTAKATAKA

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Advocate for shade to be installed park Work with TCC Parks team to use of park 	<ul style="list-style-type: none"> Shade installed

MURAL(S)

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Advocate and facilitate with TCC for new artwork to be installed down the Mainstreet 	<ul style="list-style-type: none"> New murals completed on public facing wall

STREET FLAGS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Work with TCC to get the flag poles on the streetlights fixed so these can be used for event promotions 	<ul style="list-style-type: none"> Street flag poles fixed

NETWORKING EVENTS & WORKSHOPS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Provide opportunities for business to network and learn • Advise businesses of opportunities to network or learn • Host bi-monthly informal member networking events "Off the Clock" 6 x per calendar year • Deliver 4 x member upskilling events 	<ul style="list-style-type: none"> • Events held • Number of attendees • Member feedback • Number of networking opportunities promoted

LANDLORD COMMUNICATIONS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Review and update landlord database 	<ul style="list-style-type: none"> • All landlords contact details received • Contact made with all landlords

ENGAGEMENT

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Continue to increase member engagement • Promote the advantages of engagement with MBA • Share achievements of MBA • Utilise Committee members as advocates for their industry 	<ul style="list-style-type: none"> • Continue to visit members and provide welcome pack to new members / owners • Keep database up to date • Give regular updates via members communications

ACCESS TO SALES DATA

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Gain access to monthly sales data through TCC / Priority One / TBOP Key information about MBA to be accessible on website for public to view 	<ul style="list-style-type: none"> • Monthly sales data reports received and shared with members and disseminate information through social media (if appropriate) • Increase number of website visits

ONBOARDING PACK FOR NEW MEMBERS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Create a 'Welcome' pack for new members, which provides an 	<ul style="list-style-type: none"> • Welcome pack created and distributed.

overview of the Association and how we can support their business.

- Hand delivered to all new members in a timely manner
- Members sign up form to capture their details

- Member sign up form created and completed by new members.

COMMUNICATIONS, MARKETING & PROMOTIONS

COMMUNICATIONS AND ADVERTISING STRATEGY

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Develop annual communication and advertising strategy for consistency in delivering information to members and the public • Promote Mount Business Association to our members • Interact with the public to increase awareness of local business capabilities, events and promotions that are available • Market Mount Maunganui as a destination to visit • Update member listings • MBA information and plans available for members to view 	<ul style="list-style-type: none"> • Communication strategy planned and implemented • Advertising strategy planned and implemented • Member engagement increases • Member database up to date • Annual business plan available for members to view • New strategic plan available on website to view

"WELCOME TO PARADISE" CAMPAIGN

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Roll out digital campaign using promotional videos created • Drive traffic to website from campaign • Promote Mount Maunganui as a destination to visit 	<ul style="list-style-type: none"> • Promotion developed and delivered • Number of click through traffic to website from campaign •

WEBSITE

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Promote new website and drive public interaction Load all members businesses on to site Share member promotions, event and sales Investigate google ad-words and SEO marketing for website 	<ul style="list-style-type: none"> Increased visits to site 100% of members businesses loaded on to website Number of members utilising the promotions function of website Decision made on ad-words and SEO marketing

BUILD PUBLIC EDM DATABASE

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Increase customer email database to receive a monthly EDM Send monthly EDM 	<ul style="list-style-type: none"> Number of emails in database EDM open rate

VISITOR GUIDE (REVAMP)

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Refresh the visitors guide and take it online – make this available to download online from website or QR codes down the Mainstreet 	<ul style="list-style-type: none"> Visitor guide completed and available to download online Number of click throughs

SOCIAL MEDIA MARKETING

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Identify opportunities for promotion of the Mount Mainstreet and surrounding areas Investigate using social media influencers to encourage people to try local businesses Share member content 	<ul style="list-style-type: none"> Increasing number of followers Engagement on posts

MEMBER COMMUNICATIONS PLAN

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Send out regular EDM to member database via Mailchip Visit members face to face at their business 	<ul style="list-style-type: none"> EDM sent at least once a month Open rate of EDM Feedback from members

FACEBOOK & INSTAGRAM GIVEAWAYS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Continue to develop and maintain social media promotions Look at opportunities to engage followers and keep them interested using new and different promotions Share member promotions 	<ul style="list-style-type: none"> Number of promotions run Number of participants involved Number of members participating Number of 'likes' on Facebook and 'follows' on Instagram and general engagement.

REWARDS IN PARADISE PROGRAMME

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Roll out monthly digital rewards programme Each month release new set of rewards to claim Encourage people to try new businesses down the Mainstreet 	<ul style="list-style-type: none"> Programme launched On-going increase in programme users Number of members participating in programme

OUTDOOR DIGITAL INFORMATION KIOSK

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Investigate cost of an outdoor information kiosk to help with way finding, especially with cruise ship season approaching. 	<ul style="list-style-type: none"> Supplier found and quote received Decision made on kiosk

PROMOTIONAL VIDEOS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Video utilised as a tool in our advertising campaigns to put a focus on our local business, what is available in Mount Maunganui, promotions and events. 	<ul style="list-style-type: none"> Number of videos developed Number of views from each video Feedback from businesses

MEMBER ON-BOARDING PACK

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Create a new member on boarding pack which outlines who MBA is, what we do and how we can support their business. 	<ul style="list-style-type: none"> Pack created and distributed to all members New members receive their pack in a timely manner



MOUNT MAINSTREET URBAN MARKET

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Facilitate the running of our Sunday market Encourage people into the Mainstreet and to stay longer Create a vibrant environment for our community Drive engagement via social media Encourage association members to host a pop-up stall at market 	<ul style="list-style-type: none"> Event held every Sunday (except Christmas Day, or unless rained off) Number of stalls attending Number of member stalls Feedback received from attendees, stall holders and surrounding businesses Number of people estimated to have visited & social media followers.

SCHOOL HOLIDAY EVENTS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Provide a school holiday event during October 22 and April 23 school holiday period Create a fun, interactive and vibrant environment for a wide range of ages. Encourage people into the Mainstreet and to stay longer Promote Mount Maunganui as a destination to visit 	<ul style="list-style-type: none"> Events held Number of people estimated to have visited and participated Feedback received from attendees and surrounding businesses

OUTDOOR CINEMAS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Provide 3 x outdoor cinemas for the year, including one for Aims Games social programme Create a fun and vibrant environment down our Mainstreet Encourage people into the Mainstreet and to stay longer Encourage people to dine at our takeaway restaurants 	<ul style="list-style-type: none"> Events held Number of people estimated to have attended Feedback received from attendees and surrounding businesses

CHRISTMAS FESTIVAL

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Provide a one-day free event during the December 22 holiday period Create a fun, interactive and vibrant environment for a wide range of ages. Promote Mount Maunganui as a destination to visit Encourage people to do their Christmas shopping down Mount Mainstreet by providing a festival and fun family atmosphere 	<ul style="list-style-type: none"> Event Held Number of people estimated to have visited and participated Feedback received from attendees and surrounding businesses

BEACH AND STREET CLEAN UP

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Run 3 x beach and street clean ups throughout the year Audit litter found Encourage locals and business owners to participate and look after our environment Make the Mount beautiful 	<ul style="list-style-type: none"> Event Held Number of people estimated to have visited and participated Feedback received from attendees and surrounding businesses

MICRO ACTIVATIONS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> Deliver 6 x micros activations during the year Eg. Live music, face painting Create a fun and vibrant environment for a wide range of ages. Encourage people into the Mainstreet and to stay longer 	<ul style="list-style-type: none"> Events held Feedback from surrounding businesses and public

PARTNERSHIPS

LOCAL IWI

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Build relationship with local Iwi/Hapu • Work together to ensure Māori culture is respected and represented in our Mainstreet 	<ul style="list-style-type: none"> • Consultation / collaboration / support on projects, events or activations

MOUNT COMMUNITY HALL

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Support Mount Community Hall and provide guidance where possible • Hold a seat on Hall committee 	<ul style="list-style-type: none"> • Number of committee meetings attended.

PARTNERSHIPS WITH EXISTING SERVICE PROVIDERS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Develop and grow relationships with existing service providers; Little Big Events, V8 Tikes, Mauao Adventures to cross promote 	<ul style="list-style-type: none"> • Number of cross promotions/ collaborations executed

PARTNERSHIPS WITH KEY STAKEHOLDERS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Develop and grow relationships with key stakeholders; Tourism Bay of Plenty, Priority One, Chamber of Commerce 	<ul style="list-style-type: none"> • Consultation / collaboration / support on projects, events or activations

TAURANGA CITY COUNCIL

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Mount Spatial Plan; advocacy and support • Feedback and advocacy on public amenities eg Coronation park, Porotakataka, public facilities (toilets, rubbish bins, and street furniture) 	<ul style="list-style-type: none"> • Consultation / collaboration / advocacy / support on projects or initiatives.

SPONSORSHIPS

TAURANGA JAZZ FESTIVAL

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Sponsor Tauranga Jazz Festival to come to the Mount Mainstreet • Promote Mount Maunganui as a destination to visit • Encourage people into the Mainstreet and to stay longer • Create a vibrant environment for a wide range of ages 	<ul style="list-style-type: none"> • Event held • Number of people attending event • Feedback from attendees and businesses

EVENT / COMMUNITY SPONSORSHIP

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Assist with local events and community project that align with the objectives 	<ul style="list-style-type: none"> • Number of events supported

CHRISTMAS

CHRISTMAS EXPENSES & DECORATIONS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Continue to install, maintain and insure Christmas decorations 	<ul style="list-style-type: none"> • Christmas wreaths installed

TREE LIGHTS

ACTIONS	SUCCESS CRITERIA
<ul style="list-style-type: none"> • Continue to maintain fairy lights in Norfolk Pine tree 	<ul style="list-style-type: none"> • Tree lights in working order and turned on for key events.

FINANCIAL STATEMENTS



MOUNT BUSINESS ASSOCIATION INC.

FINANCIAL STATEMENTS

YEAR END 30TH JUNE 2020

YEAR END 30TH JUNE 2021

TABLE OF CONTENTS

- Audit Report
- Statement of Financial Performance
- Statement of Financial Position
- Notes to the Financial Statements
- Proposed Budgets

AUDITOR'S REPORT | 2022



The Mount Business Association Incorporated Independent auditor's report to the Members

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of The Mount Business Association Incorporated, which comprise the statement of financial position as at 30 June 2022, and the statement of financial performance and statement of changes in equity for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the accompanying special purpose financial statements of the Society are prepared, in all material respects, in accordance with the accounting policies outlined in "Basis of Preparation" in the financial statements.

Basis for Qualified Opinion

Urban Market income is a significant source of income for the entity and is disclosed in the Statement of Financial Performance amounting to \$12,399. The entity has determined that it is impractical to establish controls over the collection of Urban Market income prior to the income being recorded in the entity's financial records. Accordingly, the evidence available to us regarding revenue from this source was limited to amounts already recorded in the entity's financial records, and our audit procedures with respect to Urban Market income were restricted to this amount. We are therefore unable to express an opinion as to whether the Urban Market income recognised by the entity is complete.

We conducted our audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Society in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards)* (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board and the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)* (IESBA Code), and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, the Society.

Information Other than the Financial Statements and Auditor's Report Thereon

The Board Members are responsible for the other information. The other information comprises the entity information and the depreciation schedule but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Emphasis of Matter – Basis of Accounting

We draw attention to the policy "Basis of Preparation" in the financial statements, which describes the basis of accounting. The financial statements have been prepared based on the PBE SFR-A (NFP) standard to enable the Society to report to its members, but do not comply with all aspects of that standard. Our opinion is not modified in respect of this matter.

Responsibilities of the Board Members

The Board Members are responsible on behalf of the entity for the preparation of financial statements in accordance with the accounting policies disclosed in the "Basis of Preparation" in the financial statements, and for such internal control as the Board Members determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. The Board Members are also responsible for the selection of accounting policies that are appropriate for the entity.

In preparing the financial statements, the Board Members are responsible for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board Members either intend to liquidate the Society or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (NZ), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the The Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board Members.
- Conclude on the appropriateness of the use of the going concern basis of accounting by the Board Members and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the The Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the The Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events.

We communicate with the Board Members regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The engagement director on the audit resulting in this independent auditor's report is Richard Dey.

Restriction on Distribution and Use

This report is made solely to the Society's Members, as a body. Our audit work has been undertaken so that we might state to the Society's Members those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Society and the Society's Members, as a body, for our audit work, for this report or for the opinions we have formed. Our opinion is not modified in respect of this matter



William Buck Audit (NZ) Limited

Tauranga
26 October 2022

AUDITOR'S REPORT | 2021



The Mount Business Association Incorporated

Independent auditor's report to the Members

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of The Mount Business Association Incorporated, which comprise the statement of financial position as at 30 June 2021, and the statement of financial performance and statement of changes in equity for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matters described in the Basis for Qualified Opinion paragraph, the accompanying special purpose financial statements of the Society are prepared, in all material respects, in accordance with the accounting policies outlined in "Basis of Preparation" in the financial statements.

Basis for Qualified Opinion

Urban Market income is a significant source of income for the entity and is disclosed in the Statement of Financial Performance amounting to \$11,539. The entity has determined that it is impractical to establish controls over the collection of Urban Market income prior to the income being recorded in the entity's financial records. Accordingly, the evidence available to us regarding revenue from this source was limited to amounts already recorded in the entity's financial records, and our audit procedures with respect to Urban Market income were restricted to this amount. We are therefore unable to express an opinion as to whether the Urban Market income recognised by the entity is complete.

Rent was a significant expense for the entity and is disclosed in the Statement of Financial Performance amounting to \$11,615. We were unable to obtain sufficient appropriate audit evidence regarding this balance. Consequently, we were unable to determine whether any adjustments to this amount was necessary.

We conducted our audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Society in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards)* (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board and the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)* (IESBA Code), and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

As part of an audit in accordance with ISAs (NZ), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the The Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board Members.
- Conclude on the appropriateness of the use of the going concern basis of accounting by the Board Members and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the The Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the The Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events.

We communicate with the Board Members regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The engagement director on the audit resulting in this independent auditor's report is Richard Dey.

Restriction on Distribution and Use

This report is made solely to the Society's Members, as a body. Our audit work has been undertaken so that we might state to the Society's Members those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Society and the Society's Members, as a body, for our audit work, for this report or for the opinions we have formed. Our opinion is not modified in respect of this matter



William Buck Audit (NZ) Limited
Tauranga
26 October 2022

Other than in our capacity as auditor we have no relationship with, or interests in, the Society.

Information Other than the Financial Statements and Auditor's Report Thereon

The Board Members are responsible for the other information. The other information comprises the entity information and the depreciation schedule but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Emphasis of Matter – Basis of Accounting

We draw attention to the policy "Basis of Preparation" in the financial statements, which describes the basis of accounting. The financial statements have been prepared based on the PBE SFR-A (NFP) standard to enable the Society to report to its members, but do not comply with all aspects of that standard. Our opinion is not modified in respect of this matter.

Responsibilities of the Board Members

The Board Members are responsible on behalf of the entity for the preparation of financial statements in accordance with the accounting policies disclosed in the "Basis of Preparation" in the financial statements, and for such internal control as the Board Members determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. The Board Members are also responsible for the selection of accounting policies that are appropriate for the entity.

In preparing the financial statements, the Board Members are responsible for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board Members either intend to liquidate the Society or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

STATEMENT OF FINANCIAL PERFORMANCE

The Mount Business Association Incorporated For the year ended 30 June 2022

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

	NOTES	2022	2021
Revenue			
Revenue from providing goods or services	1	224,501	249,011
Interest, dividends and other investment revenue	1	15	1,517
Other revenue	1	5,752	-
Total Revenue		230,267	250,528
Expenses			
Volunteer and employee related costs	2	17,153	65,369
Costs related to providing goods or service	2	196,438	164,667
Other expenses	2	20,864	21,637
Total Expenses		234,454	251,672
Surplus/(Deficit) for the Year		(4,187)	(1,144)

STATEMENT OF FINANCIAL POSITION

The Mount Business Association Incorporated As at 30 June 2022

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

	NOTES	30 JUN 2022	30 JUN 2021
Assets			
Current Assets			
Bank accounts and cash			
97 Business Transaction Account		1,071	170
Business Transaction Account		217,322	232,532
Bonus Saver		12,712	517
Online Bonus Saver		664	655
Total Bank accounts and cash		231,769	233,874
Debtors and prepayments			
Trade receivables			
Accounts Receivable	3	1,146	47,100
Goods and services tax		6,093	11,005
Total Trade receivables		7,239	58,105
Total Debtors and prepayments		7,239	58,105
Total Current Assets		239,009	291,979
Non-Current Assets			
Property, Plant and Equipment	5	60,411	42,672
Total Non-Current Assets		60,411	42,672
Total Assets		299,419	334,650
Liabilities			
Current Liabilities			
Creditors and accrued expenses			
Trade payables	4	2,464	31,851
Trade and other payables	4	-	1,362
PAYE	4	285	580
Total Creditors and accrued expenses		2,749	33,794
Total Current Liabilities		2,749	33,794
Total Liabilities		2,749	33,794
Total Assets less Total Liabilities (Net Assets)		296,670	300,857
Accumulated Funds			
Accumulated Funds	6	296,670	300,857
Total Accumulated Funds		296,670	300,857

NOTES TO THE FINANCIAL STATEMENTS

The Mount Business Association Incorporated For the year ended 30 June 2022

	2022	2021
1. Analysis of Revenue		
Revenue from providing goods or services		
Cleaning Contract	20,509	56,828
Events/Funding	3,043	-
Farmers Market stallholder fees	12,399	11,539
Targeted Rate	188,550	180,643
Total Revenue from providing goods or services	224,501	249,011
Interest, dividends and other investment revenue		
Interest Income	15	1,517
Total Interest, dividends and other investment revenue	15	1,517
Other revenue		
Other Revenue	5,752	-
Total Other revenue	5,752	-
	2022	2021
2. Analysis of Expenses		
Volunteer and employee related costs		
Contractor - non GST	450	500
KiwiSaver Employer Contributions	526	-
Salaries & Wages	2,486	34,929
Salaries & Wages - Cleaning	13,691	29,940
Total Volunteer and employee related costs	17,153	65,369
Costs related to providing goods or services		
Accounting	1,292	1,200
Advertising - generic	4,457	64,741
Advertising/Marketing Targeted campaign	5,590	-
Bank Fees	228	201
Christmas Decorations	9,443	-
Cleaning/event expenses	358	580
Computer & Office Equipment Expenses	2,314	78
Consulting	3,103	7,911
Contractor - Destination Marketing Manager	58,659	5,415
Contractor - governance/operations	25,671	-
Entertainment	1,577	-
Events - Christmas Festival	4,726	1,104
Events - Cinema	9,223	7,344
Events - Farmers Market - Marketing	2,574	-
Events - Farmers Market Musicians	1,662	-
Events - Farmers market site manager	6,470	-
Events - Farmers Market Site Rental	3,826	4,385

	2022	2021
Events - Farmers Market waste	3,004	-
Events - Member Events	1,363	4,996
Events - micro-activations	7,871	-
Events - Music	10,924	21,714
Events - school holiday activations	7,769	12,200
Events/Promotions - other	2,917	5,080
General Expenses	336	1,094
Health and Safety	1,762	-
Insurance	2,205	1,576
Loss on sale/disposal of fixed assets	-	1,763
Motor Vehicle Expenses	-	31
Non Deductible Expenses	791	896
Office Expenses	272	293
Printing & Stationery	448	1,894
Rent	8,021	11,615
Repairs and Maintenance	635	75
Software & Subscriptions	1,700	2,654
Storage Containers	4,806	4,945
Telephone & Internet	438	879
Total Costs related to providing goods or services	196,438	164,667

Other expenses

Advertising - Social Media	2,691	1,660
Audit Fees	-	8,402
Depreciation	14,299	4,320
Interest Expense	5	110
Legal expenses	3,869	7,143
Total Other expenses	20,864	21,637

	2022	2021
--	------	------

3. Analysis of Assets

Debtors and prepayments

Accounts Receivable	1,146	47,100
Total Debtors and prepayments	1,146	47,100

	2022	2021
--	------	------

4. Analysis of Liabilities

Creditors and accrued expenses

Accounts Payable	2,464	31,851
GST	(6,093)	(11,005)
Holiday Accrual	-	1,362
Paye Payable	285	580
Total Creditors and accrued expenses	(3,343)	22,789

	2022	2021
5. Property, Plant and Equipment		
Plant and Equipment		
Plant and Equipment owned	125,612	120,422
Accumulated depreciation - plant and equipment owned	(85,070)	(77,750)
Total Plant and Equipment	40,542	42,672
Website - asset		
Website - asset	26,848	-
Accumulated depreciation - Website - asset	(6,979)	-
Total Website - asset	19,869	-
Total Property, Plant and Equipment	60,411	42,672
	2022	2021

6. Accumulated Funds

Accumulated Funds		
Opening Balance	300,857	302,001
Accumulated surpluses or (deficits)	(4,187)	(1,144)
Total Accumulated Funds	296,670	300,857
Total Accumulated Funds	296,670	300,857

7. Commitments

Capital Commitments

There are no commitments as at 30 June 2022 (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 2022 (Last year - nil).

	2022	2021
9. Related Parties		
Mandy Gillgren-Manager salary and board member	2,486	34,929
Rent payments were made to Mandy Gilgren - Manager	-	10,050

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).


PROPOSED BUDGET | Annual Targeted Rate



MOUNT BUSINESS ASSOCIATION	2022/2023	2023/2024
INCOME		
Farmers Market stallholder fees	\$19,560.00	\$19,560.00
Targeted Rate	\$188,556.00	\$188,556.00
TOTAL INCOME	\$208,116.00	\$208,116.00

EXPENDITURE		
Events		
Christmas Decorations	\$5,500.00	\$5,500.00
Outdoor Cinemas	\$9,000.00	\$3,500.00
Farmers Market Musicians	\$5,100.00	\$5,100.00
Farmers market site manager	\$10,200.00	\$10,200.00
Farmers Market Site Rental	\$4,440.00	\$4,440.00
Jazz Festival Sponsorship	\$10,000.00	\$10,000.00
Member Events	\$1,272.00	\$2,800.00
Micro-activations	\$10,000.00	\$10,400.00
School holiday activations	\$15,000.00	\$15,000.00
Communications, Marketing, Promotions		
Social media advertising, promotion, and giveaways	\$8,500.00	\$10,000.00
Visitor guide	\$2,100.00	-
Targeted campaigns, advertising, and promotions	\$6,000.00	\$10,000.00
Personnel Costs		
Contractors (Operations, Marketing, Social Media)	\$80,400.00	\$80,400.00
Consulting (Treasurer & Secretary)	\$5,496.00	\$8,827.00
Salaries & Wages (casual staff)	\$1,200.00	\$1,200.00
KiwiSaver Employer Contributions (casual staff)	\$120.00	\$120.00
Office Expenses		
Accounting	\$3,600.00	\$3,600.00
Audit Fees	\$9,200.00	\$6,000.00
Bank Fees	\$240.00	\$240.00
Insurance	\$2,508.00	\$2,550.00
Software & Subscriptions	\$1,680.00	\$1,680.00
Telephone & Internet	\$180.00	\$200.00
General Office Expenses	\$600.00	\$600.00
Printing & Stationery	\$600.00	\$600.00
Property Expenses		
Rent (POD)	\$6,780.00	\$6,780.00
Storage Containers (x3)	\$6,300.00	\$6,300.00
Repairs and Maintenance	\$2,040.00	\$2,040.00
TOTAL EXPENDITURE	\$208,056.00	\$208,077.00

PROPOSED BUDGET | Built Up Funds



MOUNT BUSINESS ASSOCIATION	2022/2023	2023/2024
Carry forward funds as at 30 June	\$231,769.00	\$148,069.00
TOTAL INCOME	\$231,769.00	\$148,069.00
EXPENDITURE		
Members		
Member upskilling	* \$6,000.00	\$6,000.00
Operational		
Strategic Plan	\$7,000.00	
Health & Safety: Street Safety	\$15,000.00	\$15,000.00
H&S policy and procedures review	\$600.00	
HR policy and procedures review	\$600.00	
Placemaking		
Furniture	*\$15,000.00	-
Signage	*\$10,000.00	-
Litter reduction: Street clean up initiative	\$3,000.00	\$3,000.00
Communication, Marketing, Promotions & Events		
Website (rolled over balance, propose to use for job listing page)	* \$2,500.00	-
Flavours of Plenty (propose to allocate to event/advertising spend)	*\$10,000.00	-
Christmas Decorations (wreath revamp or new items)	\$4,500.00	
Events: Christmas Festival (One day street festival - no street closures)	\$4,000.00	
Advertising & promotions	\$5,500.00	\$10,000.00
TOTAL EXPENDITURE	\$83,700.00	\$34,000.00
Carry forward funds	\$148,069.00	\$114,069.00

*This spend was approved at 2021 AGM, but not spent in the 2021 financial year. Carrying these spends over to 2022 financial year.

PROPOSED BUDGET | THREE YEARS AHEAD



Tauranga City Council has brought forward their planning stages for the next Long-Term Plan and have requested the Association to submit our projected targeted rate increases for the next three (planning) years.

The Association is proposing an annual increase of 5% year on year to our annual targeted rate.

The annual targeted rate will still need to be approved at the Annual General Meeting. This is just an indication to Tauranga City Council to set the expected rates in the Long-Term Plan.

2023/24

No rate increases proposed, maintain targeted rate of \$188,556.00

2024/25

Increase of 5% to the targeted rate of \$188,556.00

EG: A 5% increase would be a total of \$9,427.80 with a new targeted rate of \$197,983.80

2025/26

Increase of 5% to the targeted rate of \$197,983.80

EG: A 5% increase would be a total of \$9,899.19 with a new targeted rate of \$207,882.99

2026/27

Increase of 5% to the targeted rate of \$207,882.99

EG: A 5% increase would be a total of \$10,394.15 with a new targeted rate of \$218,277.14

At 5%, this works out to be approximately \$35 to \$65 additional per year per member (based on the size of their lease)

Arohatia a Mauao

Love the Mount



www.mountmaunganui.org.nz

Info@mountmaunganui.org.nz

