

The Mount Business Association Inc

# ANNUAL REPORT

2020-2021



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# BOARD MEMBERS 20/21

## Chairperson

Kim Renshaw  
Beyond The Bin

## Treasurer

Rex Harding  
The Mount Accountants

Paora Stanley  
Ngāi Te Rangi

Tori Taylor  
Bad Company

Matthew Yardley  
Rice Rice Baby

Dion Dragicevich  
Mexicali Fresh

Scott Brundell  
Sprightly / New Zealand Honey Co.

Malika Ganley  
The General

# AGENDA AGM 2021

## ANNUAL GENERAL MEETING

To be held: Tuesday, September 28th, 2021. 7.30pm at Mount Community Hall, 345 Maunganui Road, Mount Maunganui 3116

## AGENDA:

1. Opening of meeting and agenda
2. Apologies
3. Confirmation of minutes of 2020 AGM
4. Chairperson's Report
5. Financial Statement
6. 2021-22 budget and Destination management plan
7. Increase in budget by more than 10% or \$10,000 - **special resolution required**
  - a. Annual operational budget
  - b. New website and member portal with CRM
8. Appointment of Auditor
9. Appointment of Officers (voting, if required)
10. Constitutional Review - **special resolution required**
11. General Business
  - a. Tauranga City Council deliberations on LTP submission



# CHAIRPERSON'S REPORT



In December 2020, I joined the board of the Mount Business Association and in February I became the Acting Chairperson, when Grant Aislabie resigned. Eight months later and I am still here and am extremely proud of what we have achieved in a very short space of time.

I'd like to thank the board for their continued support and belief in me and commitment to governance development for the organisation. There has been a significantly increased workload this year, and they've gone above and beyond to contribute.

In 2021 so far, we have:

- Automated many of our administrative processes and become "paperless".
- Commenced a member engagement programme, delivered three member events, sent fifteen member newsletters and many other face-to-face meetings and direct mail-drops.
- Facilitated a place-making strategy workshop which informed our Long Term Plan submission for Tauranga City Council.
- Streamlined our governance protocols and moved to online board software.
- Delivered seven public events (four live music, three cinema events).
- Met with our local Member of Parliament and Commissioners four times to advocate for our members.
- Undertaken a significant internal restructure to optimise outcomes for our members.
- Brought onboard a Destination Marketing Manager to build a strategic and targeted programme for the coming twelve months.

In August of 2021, Malika Ganley became co-Chair to assist with delivering governance outcomes. We are excited to work with the new elected board members to establish both operational and governance roles for the next twelve months.

I wish to thank outgoing board members Dion Dragicevich, Scott Brundell and particularly Rex Harding for his many years of service as Treasurer. I would also like to thank Mandy Gillgren who also served for many years on the board and more recently as Administrator for her long service to the Association.

Kind Regards,



# OBJECTIVES

Mount Business Association receives a targeted rate from Tauranga City Council to achieve the following objectives for our members:

1. To assist and guide the development and advancement of the commercial interests of business people and businesses in Mount Maunganui through a co-ordinated 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 economical, 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 amenity, 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 .

We will achieve these objectives in the 2021-22 Financial Year by delivering the activations, communications and promotions as set out in our Destination Marketing Plan.

We will also implement clear onboarding (and off-boarding) processes for members to ensure we can deliver our services for all eligible members.



# ACTIVITY REPORT 2019 / 2020

## MOUNT BUSINESS ASSOCIATION EVENTS: CONNECTING THE BUSINESS COMMUNITY

Between 1 July and 31 December 2020, a late-night Christmas shopping initiative was developed for hospitality and retail members to help drive retail sales in the lead up to Christmas, and to create a vibrant atmosphere down the Mainstreet. The promotion was run across the first 3 Friday evenings in December, with retailers asked to stay open until 7pm. In return retailers that stayed open went in the draw to win a \$2k voucher for them to give away to customer(s) in the denomination of their choosing. All hospitality members were offered \$500 if they booked a band/musician on these nights. Face to face communication of the promotion, along with an info flyer was handed to members.

There was very low interest from retailers to stay open late, due to the extra staff cost, for little benefit of sales. Only 2 stores stayed open late. No hospitality members took up the offer. A key message from retailers was they would prefer a daytime street market, rather than staying open late. This promotion was not a success.

From 1 January to 30 June 2021 a trial was undertaken to measure activations, communications and engagement to guide future decision-making.

Member engagement included emails, Mailchimp newsletters, calendar invitations, physical mail-drops, face-to-face communications, and member events. Our first member strategy session was held in March with 40 members in attendance. This strategy session led to the establishment of the trial events for May and June. Two other member events including our branded member event “Off the Clock,” were held with almost 60 participants.

Two Sunday Cinema events were held, one outdoor cinema in Te Papa o Ngā Manu Porotakataka with the Night Owl Cinema: *Six 60: Till the Lights Go Out*, and *Fifty: the movie* - which was postponed once due to weather and eventually delivered inside a member venue due to weather. Cinemas were attended by approximately 400 participants.

For May Music Month, Mount Business Association trialled live music in Te Papa o Ngā Manu Porotakataka each Friday called *Tunes at Noon*. Alice Sea, Mandy Meadows, Estère and Georgia Lines played free shows to a revolving lunch crowd of between 100-300 members of the public. The venue proved to be a fantastic location for live music and was well received by attendees, performers and members.





In May we held a placemaking session to drive the development of our Long Term Plan submission for Tauranga City Council. This was an extremely successful workshop, with tangible improvements noted, resulting in Tauranga City Council scheduling in development for the Mount Spatial Plan in the next financial year.

During this time, we have been investigating the tools we use to measure the success of our events and activations. Through people movement data coming in and out of the Mount and sales data. These are still ongoing projects which may require the support of Tauranga City Council to implement.

We have also taken over the iSite POD located in Te Papa o Ngā Manu Porotakataka, with a lease until December 2021. This is being used as an office and base to activate Te Papa o Ngā Manu Porotakataka with bean bags and games on fine days during school holidays.

New brand guidelines have been developed with a refresh of the old “Love the Mount” logo, a clear identity between Mount Business Association and Mount Mainstreet has been formed. With all public facing activity promoted as Mount Mainstreet, with all other organisational and member communication as Mount Business Association. The new branding will be rolled out in conjunction with our Destination Plan.



# DRAFT FINANCIAL STATEMENTS

## Profit and Loss

The Mount Business Association Incorporated  
For the year ended 30 June 2021

	2021	2020
<b>Trading Income</b>		
Cleaning Contract	52,626.52	57,884.22
Farmers Market	11,539.16	12,800.00
Interest Income	1,517.08	2,330.18
Other Revenue	-	3,833.00
Targeted Rate	180,643.32	179,572.00
<b>Total Trading Income</b>	<b>246,326.08</b>	<b>256,419.40</b>
<b>Cost of Sales</b>		
Christmas Decorations	-	2,143.48
Cleaning Contract Expenses	534.87	1,844.98
Events - Busking	-	14,799.06
Events - Christmas Festival	1,104.34	1,290.22
Events - Cinema	7,344.34	-
Events - Farmers Market	4,384.99	3,500.00
Events - May Music	21,714.47	-
Events - Member Events	3,256.87	2,164.21
Events - Winter Promotions	17,615.00	-
Events/Promotions - other	5,079.83	1,705.00
<b>Total Cost of Sales</b>	<b>61,034.71</b>	<b>27,446.95</b>
<b>Gross Profit</b>	<b>185,291.37</b>	<b>228,972.45</b>
<b>Operating Expenses</b>		
Advertising	66,647.91	72,841.06
Advertising - Social Media	1,660.22	3,478.24
Audit Fees	-	6,777.48
Bank Fees	201.38	151.29
Computer & Office Equipment Expenses	78.36	581.87
Consulting & Accounting	6,928.13	-
Contractor - non GST	500.00	-
Depreciation	-	4,651.00
General Expenses	2,077.59	-
Insurance	1,575.91	1,475.30
Legal expenses	7,143.48	-
Motor Vehicle Expenses	30.93	-
Office Expenses	341.64	169.57
Payroll Expenses	-	279.17
Printing & Stationery	1,894.06	1,628.68
Rent	11,614.50	11,627.93
Repairs and Maintenance	74.96	-
Salaries & Wages	35,778.19	38,468.19
Salaries & Wages - Cleaning	27,846.75	30,332.12





	2021	2020
Software & Subscriptions	2,628.72	697.17
Storage Containers	4,945.39	4,143.47
Telephone & Internet	879.43	1,301.66
<b>Total Operating Expenses</b>	<b>172,847.55</b>	<b>178,604.20</b>
<b>Net Profit</b>	<b>12,443.82</b>	<b>50,368.25</b>

## Balance Sheet

### The Mount Business Association Incorporated As at 30 June 2021

	30 JUN 2021	30 JUN 2020
<b>Assets</b>		
<b>Bank</b>		
97 Business Transaction Account	169.90	49.53
Bonus Saver	517.28	46,102.86
Business Transaction Account	232,531.90	3,642.94
Online Bonus Saver	654.90	36,631.05
Term Investment	-	78,557.18
<b>Total Bank</b>	<b>233,873.98</b>	<b>164,983.56</b>
<b>Current Assets</b>		
Accounts Receivable	47,100.23	107,910.52
Prepayments	-	16,474.93
<b>Total Current Assets</b>	<b>47,100.23</b>	<b>124,385.45</b>
<b>Fixed Assets</b>		
Less Accumulated Depreciation on Plant & Equipment	(92,417.50)	(85,215.00)
Plant & Equipment	132,153.20	118,970.20
<b>Total Fixed Assets</b>	<b>39,735.70</b>	<b>33,755.20</b>
<b>Total Assets</b>	<b>320,709.91</b>	<b>323,124.21</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts Payable	20,779.78	7,771.44
GST	(14,153.36)	9,322.49
Holiday Accrual	2,594.58	2,594.58
PAYE Payable	1,957.95	1,434.68
Rounding	0.69	-
Suspense	(5,948.31)	-
Term Investment	0.73	-
<b>Total Current Liabilities</b>	<b>5,232.06</b>	<b>21,123.19</b>
<b>Total Liabilities</b>	<b>5,232.06</b>	<b>21,123.19</b>
<b>Net Assets</b>	<b>315,477.85</b>	<b>302,001.02</b>
<b>Equity</b>		
Current Year Earnings	13,476.83	50,368.25
Member Funds- Opening Balance	251,632.77	251,632.77
Retained Earnings	50,368.25	-
<b>Total Equity</b>	<b>315,477.85</b>	<b>302,001.02</b>



# AUDITOR'S REPORT 2019 & 20

2019

## THE MOUNT BUSINESS ASSOCIATION INCORPORATED

### Financial Statements

For the Year Ended 30 June 2019

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## THE MOUNT BUSINESS ASSOCIATION INCORPORATED

### Business Directory

For the Year Ended 30 June 2019

**Nature of Business:** Promotional & Advocacy Functions for the Mount Maunganui CBD

**Place of Business:** Mount Maunganui

**Auditor** William Buck Audit (NZ) Limited

**Bankers** Westpac Bank

**Board Members**

- Grant Aislabie (Chairperson)
- Mandy Gillgren (Secretary )
- Rex Harding (Treasurer)
- Paora Stanley – Ngai Te Rangi
- Tori Taylor
- Dion Dragicevich
- Craig Carter
- Scott Brundell
- Malika Gantey



## THE MOUNT BUSINESS ASSOCIATION INCORPORATED

### Statement of Financial Performance

For the Year Ended 30 June 2019

		2019 \$	2018 \$
<b><u>Income</u></b>			
Levy		171,019	162,877
Cleaning Contract		53,082	53,466
Farmers Market		16,820	13,680
Interest		1,166	2,355
Sponsorship		5,057	142
Porotakataka Opening		15,641	-
McKay Strathnaver		5,869	-
TOTAL INCOME		268,654	232,520
<b><u>Expenditure</u></b>			
Administrative	Page 6	82,332	96,687
Overheads	Page 6	27,707	29,797
Promotional Activities	Page 6	132,562	68,434
TOTAL EXPENDITURE		242,601	194,918
<b><u>Operating Surplus/ (Deficit)</u></b>		26,053	37,602
<b><u>Plus / (Less) Non Cash Items</u></b>			
Depreciation		(2,844)	(4,160)
		-	
<b><u>Net Profit / (Loss) to Members Funds</u></b>		23,209	33,442

### STATEMENT OF CHANGES IN EQUITY

For the Year Ended 30 June 2019

		2019 \$	2018 \$
<b><u>Members Funds</u></b>			
Opening Balance		228,427	194,985
Net Surplus / (Deficit) for the Year		23,209	33,442
	2		
TOTAL MEMBERS FUNDS	2	251,638	228,427

This Statement should be read in conjunction with the accompanying Notes to the Financial Statements.  
This Statement has been audited and should be read subject to the Auditor's Report on Pages 2 - 4.



## THE MOUNT BUSINESS ASSOCIATION INCORPORATED

### Schedule of Expenditure For the Year Ended 30 June 2019

	2019 \$	2018 \$
<b>Administrative</b>		
Wages/Salary/Honorarium	82,332	96,687
	<hr/> 82,332	<hr/> 96,687
<b>Overheads</b>		
Audit fee Legal	44	4,122
Accounting	-	2,010
Bank Fees & Interest	860	595
Cleaning Expenses	6,798	1,260
Computer Expenses	1,518	8,326
Insurance	1,212	1,212
Phone, Power & Rent	15,558	9,803
Photocopying, Postage & Stationery	1,717	2,469
	<hr/> 27,707	<hr/> 29,797
 <b>Promotional Activities</b>		
Advertising	68,290	48,525
Busking	6,346	5,224
Christmas Decorations	4,239	2,175
Christmas / Easter	6,688	783
Cruise Ship & Shopping Guide	3,966	2,918
Farmers Market	10,579	2,008
Member Events	9,651	3,408
Porotakataka Opening	15,641	-
Winter Promotions	7,162	3,393
	<hr/> 132,562	<hr/> 68,434
 <b>TOTAL EXPENDITURE</b>	 <hr/> 242,601	 <hr/> 194,918

This Statement should be read in conjunction with the accompanying Notes to the Financial Statements.  
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## THE MOUNT BUSINESS ASSOCIATION INCORPORATED

### Balance Sheet

As at 30 June 2019

	2019	2018
	\$	\$
TOTAL MEMBERS FUNDS	251,638	228,427
This is represented by:		
<b><u>Current Assets</u></b>		
Accounts Receivable	4,188	4,124
Prepayments	4,285	2,190
GST Receivable	11,070	1,271
Westpac Current Account	17,423	102,825
Westpac Debit Card	289	75
Petty Cash	-	355
	37,255	110,840
<b>Plus:</b>		
<b><u>Investments</u></b>		
Term Deposits	76,227	-
Westpac Bonus Saver	98,964	20,483
Westpac Online Saver	36,605	96,050
	211,796	116,533
<b>Plus:</b>		
<b><u>Fixed Assets (per Schedule)</u></b>	28,113	30,957
TOTAL ASSETS	277,164	258,330
<b>Less:</b>		
<b><u>Current Liabilities</u></b>		
Westpac Current Account		
Accounts Payable	22,085	28,239
GST Payable	-	-
Payroll Liabilities	846	1,664
Holiday Pay	2,595	-
	25,526	29,903
TOTAL LIABILITIES	25,526	29,903
MEMBERS NET ASSETS	251,638	228,427

This Statement should be read in conjunction with the accompanying Notes to the Financial Statements.  
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## THE MOUNT BUSINESS ASSOCIATION INCORPORATED

### Notes to the Financial Statements For the Year Ended 30 June 2019

#### 1. Statement of Accounting Policies

##### Reporting Entity

The Mount Business Association Incorporated is incorporated under the Incorporated Societies Act 1908. These special purposes financial statements of The Mount Business Association Incorporated have been prepared as required by the Incorporated Societies Act 1908 and the Club's Constitution and rules and in accordance with the specific accounting policies set out below as approved by the executive.

##### Measurement Base

The measurement base adopted is historical cost.

Accrual accounting is used to recognise expenses and revenues when they occur.

##### Specific Accounting Policies

The following specific accounting policies which materially affect the measurement of the financial

- a) Fixed assets are stated at cost less Accumulated Depreciation.
- b) Depreciation has been calculated to allocate the cost of assets over their estimated useful lives. Rates applied are recorded in the Fixed Asset report.
- c) The financial statements have been prepared on a GST exclusive basis, apart from accounts receivable + accounts payable which are inclusive of GST.
- d) The incorporation are exempt from Income Tax under Section CW40(1) of the Income Tax Act 2007.

##### Changes in Accounting Policies

There have been no changes in accounting policies.

**This Statement has been audited and should be read subject to the Auditor's Report on Pages 2 - 4.**



## THE MOUNT BUSINESS ASSOCIATION INCORPORATED

**Notes to the Financial Statements**  
For the Year Ended 30 June 2019

(continued)

**2. Fixed Assets**

	2019	2018
<u>Plant &amp; Equipment</u>		
Cost	108,855	108,855
Accumulated Depreciation	80,742	77,898
Book Value	28,113	30,957

**3 Contingent Liabilities**

There were no known contingent liabilities at balance date.

**4 Commitments**Capital Commitments

There were no commitments to capital purchases at balance date.

Operating Lease Commitments

There was no operating lease commitment at balance date.

Rent has been paid in advance which is included in prepayments.

**5 Subsequent Events**

There were no significant events subsequent to balance date.

This Statement has been audited and should be read subject to the Auditor's Report on Pages 2 - 4.



## THE MOUNT BUSINESS ASSOCIATION INCORPORATED

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### Schedule of Fixed Assets and Depreciation

For the year Ended 30 June 2019

	Book Value 1/7/2018	Asset Costs				Balance 1/7/2018	Disposals	Accumulated Depreciation				Balance 30/06/19	Book Value 30/06/19
		Balance 1/7/2018	Additions	Disposals	Balance 30/06/19			Period	Depn Rate	Depn Type	Depn For Year		
<b>Plant &amp; Equipment</b>													
Brava Sweeper Excellent (Cleanin	1,091	6,399	-	-	6,399	5,308	-	12 Mths	25.0%	dv	273	5,581	818
Corflute Signs	7	50	-	-	50	43	-	12 Mths	9.5%	dv	1	44	6
Office Desk & Chairs	12	300	-	-	300	288	-	12 Mths	15.0%	dv	2	290	10
Signboards	55	400	-	-	400	345	-	12 Mths	9.5%	dv	5	350	50
Amplifier / Mixer	-	1,063	-	-	1,063	1,063	-	12 Mths	39.6%	dv	-	1,063	-
Copier/Printer Sharp AR-M256	10	700	-	-	700	690	-	12 Mths	48.0%	dv	5	695	5
Facsimile	-	-	-	-	-	-	-	12 Mths	39.6%	dv	-	-	-
Christmas Flags	-	-	-	-	-	-	-	12 Mths	39.6%	dv	-	-	-
Petrol Blower Vac	20	346	-	-	346	326	-	12 Mths	18.0%	dv	4	330	16
Gazebo (8)	78	1,083	-	-	1,083	1,005	-	12 Mths	18.0%	dv	14	1,019	64
Shade Sail	335	3,745	-	-	3,745	3,410	-	12 Mths	18.0%	dv	60	3,470	275
Wheelchair	1	667	-	-	667	666	-	12 Mths	39.0%	dv	-	666	1
Signboard	658	2,324	-	-	2,324	1,666	-	12 Mths	9.5%	dv	63	1,729	595
Statue	22,752	30,000	-	-	30,000	7,248	-	12 Mths	2.0%	sl	474	7,722	22,278
Noticeboard	73	575	-	-	575	502	-	12 Mths	15.6%	dv	11	513	62
Canopies	1,087	4,004	-	-	4,004	2,917	-	12 Mths	12.0%	dv	130	3,047	957
Computer	-	-	-	-	-	-	-	12 Mths	36.0%	dv	-	-	-
Xmas Decorations	2,975	10,606	-	-	10,606	7,631	-	12 Mths	39.6%	dv	1,178	8,809	1,797
Xmas Decorations	11	964	-	-	964	953	-	12 Mths	39.6%	dv	4	957	7
Xmas Decorations	692	27,167	-	-	27,167	26,475	-	12 Mths	39.6%	dv	274	26,749	418
Xmas Decorations	722	15,917	-	-	15,917	15,195	-	12 Mths	39.6%	dv	286	15,481	436
Sweeper	-	-	-	-	-	-	-	12 Mths	39.6%	dv	-	-	-
Mt Office Building	-	-	-	-	-	-	-	12 Mths	0.0%	dv	-	-	-
Computer - HP Envy 23-C023A	59	2,077	-	-	2,077	2,018	-	12 Mths	50.0%	dv	30	2,048	29
New Billboard in iport 4188300.0%	319	468	-	-	468	149	-	12 Mths	9.5%	dv	30	179	289
	30,957	108,855	-	-	108,855	77,898	-				2,844	80,742	28,113
<b>TOTAL</b>	30,957	108,855	-	-	108,855	77,898	-				2,844	80,742	28,113
Straight Line adjustment											-		
Depreciation charge per Profit & Loss											2,844		

This Statement has been audited and should be read subject to the Auditor's Report on Pages 2 - 4.



# 2020

## MOUNT BUSINESS ASSOCIATION INCORPORATED

### Financial Statements

For the Year Ended 30 June 2020

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## MOUNT BUSINESS ASSOCIATION INCORPORATED

### Business Directory

For the Year Ended 30 June 2020

**Nature of Business:** Promotional & Advocacy Functions for the Mount Maunganui CBD

**Place of Business:** Mount Maunganui

**Auditor** William Buck Audit (NZ) Limited

**Bankers** Westpac Bank

**Board Members**

- Grant Aislabie (Chairperson)
- Mandy Gillgren (Secretary )
- Rex Harding (Treasurer)
- Paora Stanley – Ngai Te Rangi
- Tori Taylor
- Dion Dragicevich
- Craig Carter
- Scott Brundell
- Malika Gantey



DRAFT

**MOUNT BUSINESS ASSOCIATION INCORPORATED**

**Statement of Financial Performance  
For the Year Ended 30 June 2020**

	2020 \$	2019 \$
<b><u>Income</u></b>		
Levy	179,572	171,019
Cleaning Contract	57,884	53,082
Farmers Market	12,800	16,820
Interest	2,331	1,166
Sponsorship	-	5,057
Porotakataka Opening	-	15,641
McKay Strathnaver	3,833	5,869
<b>TOTAL INCOME</b>	<b>256,420</b>	<b>268,654</b>
<b><u>Expenditure</u></b>		
Administrative	68,800	82,332
Overheads	30,690	27,707
Promotional Activities	101,919	132,562
<b>TOTAL EXPENDITURE</b>	<b>201,409</b>	<b>242,601</b>
<b><u>Operating Surplus/ (Deficit)</u></b>	<b>55,011</b>	<b>26,053</b>
<b><u>Plus / (Less) Non Cash Items</u></b>		
Depreciation	(4,651)	(2,844)
		-
<b><u>Net Profit / (Loss) to Members Funds</u></b>	<b>50,360</b>	<b>23,209</b>

**STATEMENT OF CHANGES IN EQUITY**

**For the Year Ended 30 June 2020**

	2020 \$	2019 \$
<b><u>Members Funds</u></b>		
Opening Balance	251,638	228,427
Net Surplus / (Deficit) for the Year	50,360	23,209
	2	
<b>TOTAL MEMBERS FUNDS</b>	<b>301,998</b>	<b>251,638</b>

This Statement should be read in conjunction with the accompanying Notes to the Financial Statements.  
This Statement will be audited and should be read subject to the separate Auditor's report .





DRAFT

**MOUNT BUSINESS ASSOCIATION INCORPORATED**

**Schedule of Expenditure**  
**For the Year Ended 30 June 2020**

	<b>2020</b>	<b>2019</b>
	<b>\$</b>	<b>\$</b>
<b>Administrative</b>		
Wages/Salary/Honorarium	68,800	82,332
	<hr/>	<hr/>
	68,800	82,332
<b>Overheads</b>		
Audit fee Legal	6,777	44
Accounting	-	-
Bank Fees & Interest	151	860
Cleaning Expenses	1,845	6,798
Computer Expenses	1,214	1,518
Insurance	1,475	1,212
Phone, Power & Rent	17,073	15,558
Photocopying, Postage & Stationery	2,155	1,717
	<hr/>	<hr/>
	30,690	27,707
 <b>Promotional Activities</b>		
Advertising	76,319	68,290
Busking	18,667	6,346
Christmas Decorations	2,143	4,239
Christmas / Easter	1,290	6,688
Cruise Ship & Shopping Guide	-	3,966
Farmers Market	3,500	10,579
Member Events	-	9,651
Porotakataka Opening	-	15,641
Winter Promotions	-	7,162
	<hr/>	<hr/>
	101,919	132,562
 <b>TOTAL EXPENDITURE</b>	 <hr/>	 <hr/>
	201,409	242,601

This Statement should be read in conjunction with the accompanying Notes to the Financial Statements.  
This Statement will be audited and should be read subject to the separate Auditor's report .



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## MOUNT BUSINESS ASSOCIATION INCORPORATED

### Balance Sheet

As at 30 June 2020

	2020	2019
	\$	\$
TOTAL MEMBERS FUNDS	301,998	251,638
This is represented by:		
<b><u>Current Assets</u></b>		
Accounts Receivable	107,909	4,188
Prepayments	16,474	4,285
GST Receivable		11,070
Westpac Current Account	3,642	17,423
Westpac Debit Card	50	289
Petty Cash	-	-
	128,075	37,255
<b>Plus:</b>		
<b><u>Investments</u></b>		
Term Deposits	78,557	76,227
Westpac Bonus Saver	46,103	98,964
Westpac Online Saver	36,631	36,605
	161,291	211,796
<b>Plus:</b>		
<b><u>Fixed Assets (per Schedule)</u></b>	33,755	28,113
TOTAL ASSETS	323,121	277,164
<b>Less:</b>		
<b><u>Current Liabilities</u></b>		
Westpac Current Account	-	-
Accounts Payable	7,771	22,085
GST Payable	9,322	-
Payroll Liabilities	1,435	846
Holiday Pay	2,594	2,595
	21,122	25,526
TOTAL LIABILITIES	21,122	25,526
MEMBERS NET ASSETS	301,998	251,638

This Statement should be read in conjunction with the accompanying Notes to the Financial Statements.  
This Statement will be audited and should be read subject to the separate Auditor's report .



## MOUNT BUSINESS ASSOCIATION INCORPORATED

### Notes to the Financial Statements For the Year Ended 30 June 2020

#### 1. Statement of Accounting Policies

##### Reporting Entity

Mount Business Association Incorporated is incorporated under the Incorporated Societies Act 1908. These special purposes financial statements of Mount Mainstreet have been prepared as required by the Incorporated Societies Act 1908 and the Club's Constitution and rules and in accordance with the specific accounting policies set out below as approved by the executive.

##### Measurement Base

The measurement base adopted is historical cost.

Accrual accounting is used to recognise expenses and revenues when they occur.

##### Specific Accounting Policies

The following specific accounting policies which materially affect the measurement of the financial

- a) Fixed assets are stated at cost less Accumulated Depreciation.
- b) Depreciation has been calculated to allocate the cost of assets over their estimated useful lives. Rates applied are recorded in the Fixed Asset report.
- c) The financial statements have been prepared on a GST exclusive basis, apart from accounts receivable + accounts payable which are inclusive of GST.
- d) The incorporation are exempt from Income Tax under Section CW40(1) of the Income Tax Act 2007.

##### Changes in Accounting Policies

There have been no changes in accounting policies.



## MOUNT BUSINESS ASSOCIATION INCORPORATED

**Notes to the Financial Statements**  
**For the Year Ended 30 June 2020**
*(continued)***2. Fixed Assets**

	2019	2018
<u>Plant &amp; Equipment</u>		
Cost	108,855	108,855
Accumulated Depreciation	80,742	77,898
Book Value	<u>28,113</u>	<u>30,957</u>

**3 Contingent Liabilities**

There were no known contingent liabilities at balance date.

**4 Commitments**Capital Commitments

There were no commitments to capital purchases at balance date.

Operating Lease Commitments

There was no operating lease commitment at balance date.

Rent has been paid in advance which is included in prepayments.

**5 Subsequent Events**

There were no significant events subsequent to balance date.



# MOUNT BUSINESS ASSOCIATION INCORPORATED

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## Schedule of Fixed Assets and Depreciation For the Year Ended 30 June 2020

	Book Value	Asset Costs				Accumulated Depreciation							Book Value
		Balance	Additions	Disposals	Balance	Balance	Disposals	Period	Depn	Depn	Depn	Balance	
	1/07/19	1/07/19			29/06/20	1/07/19			Rate	Type	For Year	29/06/20	29/06/20
Plant & Equipment													
Brava Sweeper Excellent (Cleaning Equipment)	818	6,399	-	-	6,399	5,581	-	12 Mths	25.0%	dv	205	5,786	613
Corflute Signs	6	50	-	-	50	44	-	12 Mths	9.5%	dv	1	45	5
Office Desk & Chairs	10	300	-	-	300	290	-	12 Mths	15.0%	dv	2	292	8
Signboards	50	400	-	-	400	350	-	12 Mths	9.5%	dv	5	355	45
Amplifier / Mixer	-	1,063	-	-	1,063	1,063	-	12 Mths	39.6%	dv	-	1,063	-
Copier/Printer Sharp AR-M256	5	700	-	-	700	695	-	12 Mths	48.0%	dv	2	697	3
Petrol Blower Vac	16	346	-	-	346	330	-	12 Mths	18.0%	dv	3	333	13
Gazebo (8)	64	1,083	-	-	1,083	1,019	-	12 Mths	18.0%	dv	12	1,031	52
Shade Sail	275	3,745	-	-	3,745	3,470	-	12 Mths	18.0%	dv	50	3,520	225
Wheelchair	1	667	-	-	667	666	-	12 Mths	39.0%	dv	-	666	1
Signboard	595	2,324	-	-	2,324	1,729	-	12 Mths	9.5%	dv	57	1,786	538
Statue	22,278	30,000	-	-	30,000	7,722	-	12 Mths	2.0%	sl	474	8,196	21,804
Noticeboard	62	575	-	-	575	513	-	12 Mths	15.6%	dv	10	523	52
Canopies	957	4,004	-	-	4,004	3,047	-	12 Mths	12.0%	dv	115	3,162	842
Xmas Decorations	1,797	10,606	-	-	10,606	8,809	-	12 Mths	39.6%	dv	712	9,521	1,085
Xmas Decorations	7	964	-	-	964	957	-	12 Mths	39.6%	dv	3	960	4
Xmas Decorations	418	27,167	-	-	27,167	26,749	-	12 Mths	39.6%	dv	166	26,915	252
Xmas Decorations	436	15,917	-	-	15,917	15,481	-	12 Mths	39.6%	dv	173	15,654	263
Computer - HP Envy 23-C023A	29	2,077	-	-	2,077	2,048	-	12 Mths	50.0%	dv	15	2,063	14
Strathnaver Trailer					10,582	-	-	12 Mths	25.0%	dv	2,646	2,646	7,936
TOTAL	27,824	108,387	10,582	-	118,969	80,563	-				4,651	85,214	33,755
		108,387											
									Straight Line adjustment		-		
									Depreciation charge per Profit & Loss		4,651		

This Statement should be read in conjunction with the accompanying Notes to the Financial Statements.  
This Statement will be audited and should be read subject to the separate Auditor's report .



# MINUTES 2020 AGM

**The Mount Maunganui Mainstreet Annual General meeting was held Monday 14th December 2020 at Zeytin Café 4.00pm**

**1. Attendees**

Grant Aislabie  
Amanda Gillgren  
Rex Harding  
Matthew Yardley  
Keith Livingstone  
Dion Dragicevich

**2. Apologies**

Tori Taylor

**3. Minutes of AGM held Monday 16th December 2019**

Recommendation “That the minutes be confirmed as a true and accurate record”

Moved: Rex Harding                      Seconded:      Grant Aislabie

**4. Matters Arising from the Minutes**

Nil

**5. Financial Statements**

The financial statements for the year ended 30 June 2020 were distributed. Subject to the Audit, the accounts were accepted.

Recommendation “That the financial statements for the year ending 30 June 2020 be adopted”

Moved                      Matthew Yardley                      Seconded                      Dion Dragicevich





**6. Election of Mainstreet Board Members for 2020/21**

- Grant Aislabie – CG Law
- Mandy Gillgren – Zeytin Café
- Paora Stanley – Ngai Te Rangi CEO
- Rex Harding – the mount accountants
- Matthew Yardley – Rice Rice Baby
- Dion Dragicevich– Mexicali Fresh
- Scott Brundell - Sprightly
- Tori Taylor – Bad Company
- Keith Livingstone
- Kim Renshaw

Recommendation “The above mentioned be declared elected to the board for 2020/21

Moved                  Matthew Yardley                  Seconded                  Rex Harding

**7. Appointment of Auditor 2020/21**

Recommendation “That the board will appoint William Buck as Mainstreet Auditor for 2020/21 year”

Moved                  Amanda Gillgren                  Seconded                  Rex Harding

**8. General Business**

There being no further business the meeting was declared closed at 4.20pm.



# FUTURE PLAN

## 2021 – 22 Destination Marketing Plan Executive Summary

The Mount Business Association Incorporated is allocated a targeted rate from Tauranga City Council annually. This rate is paid by the Association's members in their annual rates and is used in part to promote the main street of Mount Maunganui, to drive revenue back to its members.

The Destination Marketing Plan outlines how this targeted rate will be spent for the remainder of 2021/22 financial year, ending 30 June 2022 on marketing, activations, and member engagement. This plan will be executed by the Destination Manager, with the guidance of the Chair(s) and approval of the Board.

Mount Business Association is currently in a rebuilding phase. Since May 2021 events and promotions have been rolled out to test the appetite from the public and our members.

These activations have proved there is demand from the public for events to be held down the Mainstreet, especially those that are family focused. We will run several of our own events as well as leverage off other events being organised in our area, that align with our plan and will benefit our members.

Engagement with members needs to be a major area of focus for the coming year. Rebuilding trust with old members, while making new members aware of the Associations role in supporting their business, with the overarching aim of creating a connected community of Mount Mainstreet Businesses. This will be done through regular member catch ups, in person and on zoom, as well as face to face meetings with the Destination Manager.

"Welcome to Paradise", a marketing campaign to drive a hyper local approach to promoting Mount Maunganui and it's Mainstreet to our identified target audiences, The Family, The Couple, The Active Retiree, The Girls. The aim of this campaign is to grow brand awareness and promote the Mount as the go to destination to live, work, play, shop and eat.



## 2021 -22 Destination Marketing Plan – Activation Calendar

MOUNT BUSINESS ASSOCIATION						
KEY	Own activation	School Holiday	Leverage event	Public Holiday	Lock Down	
Day	July 2021	AUG 2021	SEPT 2021	OCT 2021	NOV 2021	DEC 2021
Mon					1	
Tue					2	
Wed			1		3	1 Xmas Window Display
Thur	1		2		4	2
Fri	2		3	1	5	3
Sat	3		4	2	6	4
Sun	4	1	5	3	7	5
Mon	5	2	6	4	8	6
Tue	6	3	7	5	9	7
Wed	7	4	8	6	10	8
Thur	8	5	9	7	11	9
Fri	9	6	10	8	12	10
Sat	10	7	11	9	13	11
Sun	11	8	12	10	14	12
Mon	12	9	13	11	15	13
Tue	13	10	14	12	16	14
Wed	14	11	15	13	17	15
Thur	15	12	16	14	18	16
Fri	16	13	17	15	19	17
Sat	17	14	18	16	20	18
Sun	18	15	19	17	21	19
Mon	19	16	20	18	22	20
Tue	20	17	21	19	23	21
Wed	21	18	22	20	24	22
Thur	22	19	23	21	25	23
Fri	23	20	24	22	26	24
Sat	24	21	25	23	27	25
Sun	25	22	26	24	28	26
Mon	26	23	27	25	29	27
Tue	27	24	28	26	30	28
Wed	28	25	29	27		29
Thur	29	26	30	28		30
Fri	30	27		29		31
Sat	31	28		30		
Sun		29		31		
Mon		30				
Tue		31				
Wed						

# 2021/22 FY ACTIVATION CALENDAR

Day	JAN 2022	FEB 2022	MARCH 2022	APRIL 2022	MAY 2022	JUNE 2022
Mon						
Tue		1	1			
Wed		2	2			1
Thur		3	3			2
Fri		4	4			3
Sat	1	5	5	2		4
Sun	2	6	6	3	1	5
Mon	3	7	7	4	2	6
Tue	4	8	8	5	3	7
Wed	5	9	9	6	4	8
Thur	6	10	10	7	5	9
Fri	7	11	11	8	6	10
Sat	8	12	12	9	7	11
Sun	9	13	13	10	8	12
Mon	10	14	14	11	9	13
Tue	11	15	15	12	10	14
Wed	12	16	16	13	11	15
Thur	13	17	17	14	12	16
Fri	14	18	18	15	13	17
Sat	15	19	19	16	14	18
Sun	16	20	20	17	15	19
Mon	17	21	21	18	16	20
Tue	18	22	22	19	17	21
Wed	19	23	23	20	18	22
Thur	20	24	24	21	19	23
Fri	21	25	25	22	20	24
Sat	22	26	26	23	21	25
Sun	23	27	27	24	22	26
Mon	24	28	28	25	23	27
Tue	25		29	26	24	28
Wed	26		30	27	25	29
Thur	27		31	28	26	30
Fri	28			29	27	
Sat	29			30	28	
Sun	30				29	
Mon	31				30	
Tue					31	
Wed						

**Overall Budget**  
**The Mount Business Association Incorporated**  
**July 2021 to June 2022**

<b>Account</b>	<b>Total</b>
<b>Income</b>	
Cleaning Contract (201)	\$20,245.00
Events/Funding (204)	\$0.00
Farmers Market stallholder fees (202)	\$26,004.00
Targeted Rate (200)	\$188,500.00
<b>Total Income</b>	<b>\$234,749.00</b>
<b>Less Cost of Sales</b>	
Events - Christmas Festival (326)	\$4,000.00
Events - Cinema (323)	\$12,000.00
Events - Family event (324)	\$10,000.00
Events - Farmers Market Musicians (341)	\$5,196.00
Events - Farmers market site manager (343)	\$10,392.00
Events - Farmers Market Site Rental (340)	\$5,196.00
Events - Farmers Market waste (342)	\$5,196.00
Events - Member Events (321)	\$3,996.00
Events - Music (322)	\$10,000.00
Events - Porotakataka activation (329)	\$10,000.00
Events - Winter Promotions (327)	\$12,500.00
Events/Promotions - other (328)	\$996.00
<b>Total Cost of Sales</b>	<b>\$89,472.00</b>
<b>Gross Profit</b>	<b>\$145,277.00</b>
<b>Less Operating Expenses</b>	
Advertising - Social Media (401)	\$7,500.00
Advertising/Marketing - Visitor guide (402)	\$2,500.00
Advertising/Marketing Targeted campaign (403)	\$9,996.00
Audit Fees (413)	\$4,000.00
Contractor - Ops/delivery/gov (414)	\$73,600.00
Salaries & Wages - Cleaning (477.1)	\$13,800.00
Storage Containers (486)	\$4,200.00
<b>Total Operating Expenses</b>	<b>\$115,596.00</b>
<b>Less Overheads</b>	
Accounting (411)	\$1,980.00
Advertising - generic (400)	\$0.00
Bank Fees (404)	\$180.00
General Expenses (429)	\$7,000.00
Insurance (433)	\$5,004.00
Office Expenses (453)	\$1,680.00
Printing & Stationery (461)	\$1,800.00
Rent (469)	\$7,800.00
Software & Subscriptions (485)	\$2,916.00
Telephone & Internet (489)	\$1,200.00
<b>Total Overheads</b>	<b>\$29,560.00</b>
<b>Total Expenses</b>	<b>\$145,156.00</b>
<b>Net Profit</b>	<b>\$121.00</b>



Arohatia a Mauao

# Love the Mount



[www.mountmaunganui.org.nz](http://www.mountmaunganui.org.nz)