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# **24TH ANNUAL REPORT** **& FINANCIAL REPORT** YEAR ENDING 30TH JUNE 2015

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# GENERAL INFORMATION

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**The Pukekohe Business Association represents the commercial businesses of Pukekohe.**

<b>Physical Address</b>	217 King Street, Pukekohe
<b>Postal Address</b>	PO Box 1240, Pukekohe 2340
<b>Telephone</b>	09 910 0137
<b>Website</b>	<a href="http://www.pukekohe.org.nz">www.pukekohe.org.nz</a>
<b>Email</b>	<a href="mailto:info@pukekohe.org.nz">info@pukekohe.org.nz</a>
<b>GST</b>	10-675-294
<b>Legal Status</b>	Incorporated Society 511878



# VISION

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## In 2024, Pukekohe is a prosperous and lively town

a great place to live, work, shop, play, and conduct business. Along with growth in its population, it has deliberately retained a distinctive country feel. It is recognized as the business, commercial, and community hub of Franklin. People are drawn to it.



# PURPOSE

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**The purpose of the PBA BID is to contribute to attainment of this vision for Pukekohe through:**

- **Promoting Pukekohe as an excellent place to do business, across all sectors.**
- **Promoting the advantages of establishing businesses in Pukekohe, and guiding interested parties to sources of information and advice.**
- **Advocating to Auckland Council specific policies, plans, and asset developments that are in the best interests of business in Pukekohe.**
- **Providing Pukekohe businesses with opportunities for networking and sharing knowledge.**
- **Encouraging businesses to build and enhance particular skills.**

**PBA will accomplish this through:**

- **Communication with businesses and stakeholders.**
- **Promotion of Pukekohe as an excellent place to shop, receive services, and conduct business.**
- **Providing access to relevant data and information.**



# OBJECTIVES

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The PBA is an Incorporated Society, and as such has a Constitution that states what our Objectives and Activities are. These are copied directly from the Constitution:

1. To assist and guide the development and advancement of the commercial interests of business people and businesses in Pukekohe 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 Pukekohe and, in particular, to provide a forum for networking and collaboration of members.
3. To enhance the safety and security of Pukekohe 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 Pukekohe 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 Pukekohe.
6. To administer in conjunction with the Council, the Business Improvement District Funding Grant.
7. To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.



# COMMITTEE MEMBERS

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<b>Manager</b>		Kendyl Gibson	09 910 0137
<b>Marketing &amp; Events</b>		Erin Todd	09 910 0137
<b>Receptionist</b>		Kelly Taylor	09 910 0137
<b>President</b>		Margaret Holmes	Engine Room CA Ltd 09 238 5939
<b>Treasurer</b>		Donna Vincent	Workz4U 09 238 0750
<b>Committee</b>		Catherine Gould	Footloose 09 238 7161
		Claire Monaghan	Franklin County News 09 237 0400
		Anne Reyes	MJ Hair Design 09 238 6172
		Brenda Ford	Zoom Technologies 09 238 2966
		Doug McMiken	Carlielle Kitchens 09 238 5222
		Alan Cole	Franklin Local Board Member 021 923 719

# AGENDA 24TH ANNUAL GENERAL MEETING

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## **Pukekohe Business Association Incorporated**

### **Annual General Meeting Notice**

5.30pm for a 6pm Start, Tuesday 29th September, 2015

*BNZ Partner Centre, 10 Massey Ave, Pukekohe*

### **Agenda**

1. Welcome
2. Apologies
3. Minutes of 25th September 2014 Annual General Meeting
4. President's Report
5. Manager's Report
6. Treasurer's Report and Annual Accounts
7. Executive Committee:
  - A) Number of members
  - B) Election of members
8. Election of officers (Chairperson and Treasurer) for 2015:
  - A) Process for election of officers
  - B) (if necessary) election of officers
9. Process for election of officers for 2016
10. Appointment of Auditor
11. **Proposed budget for 2016**
12. **SPECIAL RESOLUTION: That the Pukekohe Business Association adopts and signs the Auckland Region Business Improvement District (BID) Policy (2011) Partnering Agreement**
13. General Business



# MINUTES 23RD AGM - 25 September 2014

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**Held at BNZ Partner Centre**

**Meeting Opened at 6.00pm**

**Meeting Chaired by Margaret Holmes**

## **Present**

Doug McMiken, Brenda Ford, Bill Cashmore, Catherine Gould, Margaret Holmes, Donna Vincent, Erin Todd, Kendyl Gibson, Nicky Hayhow, Claire Monaghan, Karen Harding, Geoff Smith, Andrew Hopping, Alan Cole, Lisa Holten.

## **Agenda**

1. Welcome - the purpose of this AGM is to elect an executive committee, adopt an auditor and present the financial reports and budgets for the next financial year.  
Margaret also thanked BNZ for hosting the AGM and welcomed Councillor Bill Cashmore and Local Board Member Alan Cole.
2. Apologies - Heather Walden, Carol Murphy, Helen Clotworthy, John Clotworthy, Andy Baker, John Mills, Tina Wilcock, Jacqui Church, Anne Reyes, Diane Robinson
3. It was moved that the minutes of 25th September 2013 Annual General Meeting are adopted as a true and accurate record.  
Moved by Donna Vincent / seconded by Claire Monaghan - Passed
4. President's Report presented by Margaret Holmes and available in AGM Report
5. Manager's Report presented by Kendyl Gibson and available in AGM Report
6. Treasurers Report and Annual Accounts presented by Donna Vincent outlining the income and expenditure of the Association for the financial year ending 30 June 2014 and available in the AGM Report.

# MINUTES 23RD AGM - 25 September 2014

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A question was asked around membership drives and how we are seeking to gain new members. It was answered that the membership promotions we have run in the past did not work very well and the best way to engage new members is to get out there talking to businesses. We need to ensure we are speaking to the right person within the business and it is also a matter of developing relationships and trust. It is a goal of the Business Association to continue to increase our membership base.

Donna Vincent moved that the financial report be adopted  
/ seconded by Brenda Ford - Passed

7. Executive Committee:

A) Number of members - Rule 14 of the Constitution sets out matters relating to the committee. No less than 5 members and no more than 11 members which includes 1 local board member and 4 full members (the local board member cannot vote on committee members). There will also be a Manager.

Lisa Holten moved that we keep our committee to 8 members plus a non-elected local board member making the committee 9 voting members in total / seconded by Brenda Ford - Passed

B) Election of members - 8 members have been nominated in accordance with the constitution and they are deemed elected. These members are Margaret Holmes of The Engine Room, Brenda Ford of Zoom Technologies, Doug McMiken of Carlielle Kitchens, Catherine Gould of Footloose, Donna Vincent of Workz4U, Anne Reyes of MJ's Hair Design, Claire Monaghan of the Franklin County News and Jacqui Church of Great Goods. Our Local Board Representative will be announced after we deliver our report to the Local Board but it is likely to continue to be Sarah Higgins.

8. Election of officers (Chairperson and Treasurer) for 2014:

A) Process for election of officers -

Doug McMiken moved that the election of officers take place at the next committee meeting / seconded by Claire Monaghan - Passed

# MINUTES 23RD AGM - 25 September 2014

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9. Process for election of officers for 2015 – unanimous decision was made to continue to decide at the time of the AGM

Moved by Brenda Ford / seconded by Catherine Gould - Passed

10. Appointment of Auditor – auditor has to be out of the area to be impartial. Diane Robinson, Called to Account Ltd was suggested as she has been our auditor for the past three years and has experience in BID audits.

Moved by Doug McMiken / seconded by Brenda Ford - Passed

11. Proposed budget for 2015 – Donna Vincent presented the budget for 2015/2016. The Business Association is seeking an increase of 5% in the targeted rate and will continue to use money that has been accrued over the past three years to implement projects over the next two financial years.

It was noted that the Business Association is trying to keep increases to a minimum and we have not increased the BID rate in over two years.

Proposed Budget and 5% increase moved by Donna Vincent / seconded by Brenda Ford - Passed

12. General Business

Councillor Bill Cashmore spoke as our guest speaker. Bill started by congratulating the Business Association on their efforts and work they have achieved. He then updated AGM attendees on progress the Auckland Supercity is making.

Margaret thanked Bill for coming along and speaking.

Meeting closed 6.55pm

Minutes Signed as a true and complete record by the Chairperson:

.....  
Margaret Holmes

.....  
Date

# PRESIDENTS REPORT



It is always interesting to reflect on the past year – and how things have changed and how they haven't. For the Business Association it has been very much business as usual with our Annual Business Awards a highlight in the calendar. This year Kendyl and her team tried several new things – in particular the very successful fashion parade in support of Franklin St John, and the new Health & Safety initiative. This initiative runs along the same lines our popular marketing programme, with the Business Association partially subsidising a Health & Safety consultant to help members comply with the new legislation. We have also implemented a 12 month radio campaign, to bring business to the local area.

As you will see in the financial reports the board and staff of the Business Association take the responsibility of spending our members and ratepayers money very seriously. We have again carried some funding through to the current year. This cautious approach enables us to run projects that give our members value, and enables us to trial larger campaigns.

I would also like to acknowledge the support of the BNZ and Franklin County News for their continued sponsorship of the Business Awards.

We are continuing to see strong growth in the residential market and with it our market spend statistics continue to grow higher than the regional average. Annual spending in Pukekohe for the period ending 30 June 2015 was up 6.4% on the same period in 2014. Over this period \$440.56 million was spent in Pukekohe up from \$414.20 million in 2014. The average transaction value was down 1.6% at \$58.57 compared to \$59.55 whilst the number of transactions were up 8.1% to 7.52 million transactions over the past financial year. The Auckland average is around 5.7% for spending and 7.7% for number of transactions.

Sadly in recent months the property vacancies in the retail sector have grown with a number of empty shops, as businesses close at the end of their leases. In the meantime most of the vacant commercial and industrial buildings are now occupied which is good news. Kendyl touches on some ideas we have around these vacancies in her Managers report.

We continue to spend a significant amount of time advocating on behalf of business owners. In the past year the Business Association has made submissions on topics, including but not limited to:

- Street Dining Levies
- Signage bylaws
- Public transport
- Franklin Local Board Plan
- Parking





Most recently we have been advocating on security issues including extending the coverage and monitoring of CCTV, and town centre cleanliness.

We would like to acknowledge the work that the Franklin Local Board have undertaken on public transport and other issues and commend them on the completion of the next stage of the Town Centre upgrade in Stadium Drive.

The Business Association is heavily involved in Christmas initiatives including being a major sponsor of the Christmas Parade and supporting Jim Barry as Santa. Last year and again this year we are investing in new decorations to light up the town. Our Christmas Shoppers Shuttle has also continued to grow in patronage year on year.

Pukekohe is still one of the few town centres across the country that offers a free Wi-Fi service. With the Wi-Fi in place, the benefit to our members is for web surfers to find our member businesses and the continuing upgrades to our website and member listings is helping to facilitate this. Use of this service continues to grow each year.

Our office in King Street has is the first point of call for new and existing businesses and has also become a main point for visitors to the area. While ATEED no longer has a direct presence in the town centre, we work with them to support local business as much as possible. The installation of a digital information kiosk in the next few months, in the town square will also help to assist visitors to our area.

The initiatives undertaken each year would not come about without the hardwork and dedication of Kendyl, Erin and Kelly. I would like to acknowledge the support and commitment of the Board – they provide great support and ideas to Kendyl and her team. Looking ahead, the 2015/16 year will be interesting with local and international economies remaining turbulent. Residential development is likely to remain a significant driver of business in our local community.

I would like to acknowledge the contributions of our retiring board members this year, Catherine Gould, Brenda Ford and Claire Monaghan.



**Margaret Holmes**

*President*

Pukekohe Business Association

# MANAGERS REPORT



It has been 4 years since I began working for the Pukekohe Business Association and the time has really flown by. It is great to work with a variety of passionate people who want to see our local businesses thrive.

Throughout my time managing the association we have trialled many new promotions and initiatives and I am proud to say there have been very few that have not been successful. Of those few that have proven challenging, we have learnt valuable lessons and sought to improve our offerings.

We now have several initiatives which are annual fixtures on our calendar and continue to seek new initiatives to try.

We continue to apply our funding to quality initiatives that add value to our members and we operate in a financially astute manner enabling us to implement some major projects over the next year whilst not needing to increase our targeted rate.

This report outlines some of the initiatives the management team worked on over the past financial year and some exciting new initiatives coming up.

## **Advocacy**

We continue to advocate in the best interests of Business in Pukekohe. We lobby extensively on town cleanliness, public transport, bylaws, and issues that affect businesses such as general rates and water rates. Earlier this year we had a win with the Al Fresco Dining charges being deferred for several years in the Franklin district.

Each month we submit a report to Auckland Transport on issues relating to town cleanliness in the CBD which has resulted in improvements being made in cleaning of the area and better communication with the cleaning contractor.

## **Health and Safety Subsidy**

Many of you will be aware that there are changes coming regarding Health and Safety legislation. We want to help our businesses to start thinking about their obligations relating to health and safety and are offering a subsidy to businesses wishing to engage a health and safety company to either; audit their business, develop a health and safety plan, update an existing health and safety plan or develop a Site Specific Safety Plan.

## **Shop Local Voucher Booklet**

This year our Shop Local Voucher Booklet promotion ran for its 3rd year from the 1st of April until the 31st of May. More than 14,000 booklets were delivered in and around Pukekohe utilising the postie network which meant the booklets were delivered with the mail rather than the junk mail.

We had a 40% increase in redemptions in 2015 compared to 2014. We received 4 times as many vouchers redeemed compared to the first booklet we produced in 2013 just 2 years ago. One business had over 450 vouchers redeemed with many businesses also redeeming more than 50!

Although there were a few businesses that had no redemptions, this number was down by 30% on 2014 and some of these businesses fed back that they still felt it was worthwhile for



them as the advertising reach was positive. This reach was shown through the diverse nature of voucher redemptions with redeemers coming from Auckland Central, the Coromandel and even one from Masterton!

Constructive feedback from participating businesses as well as customers has helped us formulate some improvements to the booklet for next year's promotion. Improvements include;

- Providing booklets to all participating businesses to distribute to customers
- Providing posters to all participating businesses to highlight they are part of the promotion
- Establishing an electronic version of the booklet so people can use their smartphone instead of carrying the book
- Increasing marketing and awareness of the promotion, including radio advertising
- Continuing to utilise the postie network
- Encouraging participating businesses to offer simple deals that will encourage customer redemptions

This promotion continues to grow and become more successful for the participating businesses and we look forward to next years improved booklet.

### **Photography Competition**

The photo competition in 2015 resulted in huge numbers being driven to our website. We had over 60 entries this year and once the photos are uploaded, the Business Association is able to use the photos for any future promotions and marketing. We have already used several pictures.

This continues to be a strong promotion that results in visibility of the Business Association and a great range of photos to be used in future.



### **Christmas Spend to Win Promotion**

In December 2014 we ran a shop to win promotion. The idea was to entice more people to shop local. The idea was simple, shop at 10 different local businesses, fill in a form and go in the draw to win \$1000.

Although the initiative was received favourably by those who took part, the initiative did not result in a large quantity of entries. It was decided to utilise this budget elsewhere to ensure we are delivering quality to our members and the 'My Perfect Day' promotion was a new trial in place of this.



### **My Perfect Day**

This year we trialled a new promotion 'My Perfect Day'. To enter the competition people simply filled out a form on our website outlining how they would spend their perfect day in Pukekohe and they were in with a chance to win it, up to the value of \$3000.

## MANAGERS REPORT - CONTINUED

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This promotion gave great exposure not only to the businesses involved but also for the town with the production of a highlights video which currently features on the homepage of our website.

### Business Awards

The Business Awards held on August 1st 2015 was extremely successful. This event is becoming the premier event of the year for Pukekohe Businesses. Feedback has been overwhelmingly positive and the businesses all had mystery shopping reports provided to them from Customer Care.

We are pleased to have the continuing support of our sponsors, BNZ and Franklin County News.



### Wi-Fi Stats

We are still one of the few town centres across both Auckland and the rest of New Zealand to offer a free Wi-Fi service to the public. Wi-Fi usage in King Street averages 2500 people per month logging on to the network whilst the Zone has 350 people per month. King Street has seen an increase of around 700 users each month on average whilst the Zone has had a decline of around 100 people a month due to the availability of other free networks in that vicinity.

### Website Stats

Our website continues to perform well with search engine optimisation, we are ranked number one when people search Business Advice Pukekohe and Pukekohe Business Association. When people search Pukekohe we rank second after Wikipedia. We will be looking into a potential upgrade of our website over the coming year and seek to enhance the visitor experience to keep people coming back.

Most businesses with a listing on our website now have a short blurb about the business to make the listing more attractive to customers. This is particularly useful for businesses that don't have their own website as it allows them to be found online. On average, our top ten visited pages each month include several of these business listings.

Between July 2014 and June 2015 we had 37,749 unique visitors which averages out to more than 3100 unique visits a month. Unique visits do not include repeat visits. This is an increase of 60% on the previous period.

There was a large increase in visits in April whilst the photography competition was online and in June whilst the Business Awards voting was held.



### Shoppers Shuttle

Last Christmas the bus operated from Monday 8th December up to and including Christmas Eve. The bus travelled 950km, at an average of 61km per day and used 127 litres of fuel. A total of 598 passenger journeys were provided over the 14 operating days. 144 in the first week, 292 in the second week and 162 in the last 2 days.





Several customers voluntarily added positive comments on the widely used local page 'Franklin Grapevine'. This reached over 1,500 in a couple of days – prompting others to like the comments.

The 'Shop Local' coffee card was well received. Many could not believe they got a free ride and a free drink too. Several passengers were either new residents in the area, or were visiting from other areas. Most of them said it was a lovely idea which they wished would be provided elsewhere – Pukekohe first again!

### Marketing Strategist

A major success over the past 1.5 years is our marketing strategist who is assisting businesses to develop a marketing strategy tailored for their particular business. The Business Association is heavily subsidising this initiative with a small fee of \$200 + GST payable by participating businesses.

Our marketing strategist has completed 17 marketing plans and has an additional 5 businesses she is currently working with. We have allocated a budget for an additional 15 businesses to take part in this initiative. This is an initiative that is directly benefitting the participating businesses and adding value to their business.

### Communications and Marketing Collateral



*Pukekohe, New Zealand*

Facebook – we now have 517 likes, an increase of 50% on last year. Through our likes we are able to reach a larger audience. Facebook has also been great for advertising events.

Loop - This publication is the official voice of the Association and informs our members of projects, celebrations, and activities of interest. The Loop is also available on our website.

Email – Our regular email provides a link to networking events and business development opportunities, information and news.

Print Media – Our column in the Franklin County News continues to receive positive feedback and encourages the community to engage with the association.

Landlords – We have received feedback that landlords like to be kept in the loop as to activities the Business Association is undertaking so we intend to continue this level of communication through annual mail updates.

Member packs – These packs add value to new businesses and include lots of information about the Business Association.

Pukekohe Postcards - We developed a postcard last year which has four pictures of photos taken in and around Pukekohe. These postcards are a perfect way to promote our area. Our initial order of 1000 postcards has been snapped up so we have recently had a new postcard made.



## MANAGERS REPORT - CONTINUED

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Radio Advertising – Earlier in 2015 we signed up for a year of radio advertising on The Breeze 93.4. We have had quite a few people comment on the advertising although its measurability is difficult.

### Christmas Lights and Decorations

The Business Association invested in new lights for the Christmas tree this year to ensure good coverage of lighting. We are also getting pricing for a new star for the top of the tree as well as additional hanging decorations.



### Where to Eat Guide

We printed 10,000 copies of our original Hospitality Guide for the V8s in 2013 and have updated the guide on an annual basis since then. These guides are sent out to mail boxes in the Franklin region as well as being available through local hoteliers and at local events. This guide highlights the multitude of eateries we have available in Pukekohe.

### Staff Training

The association is focussed on training our staff, board and members, we are continually updating the training plan.

We have two staff who are 1st Aid trained and the staff regularly attend courses to both up skill and reinvigorate. Earlier this year I attended a hui in Whanganui with 18 other managers in which we discussed resolution of issues and successful promotions that had been run.

### Coffee Cards

We implemented this initiative for Christmas 2013 to thank people for shopping local by giving them a free coffee. We received a fantastic response to this initiative so implemented it again last year through September's 'Random Act of Kindness' day and also handed out the cards at Christmas time. We have found that people really respond well to this initiative and it creates positivity and a feeling of good will so we also invested in more cards for 2015.

### Pukekohe Fashion Show

2014 saw the Pukekohe Business Association hold their inaugural Fashion Parade. Over 250 people attended this event. The aim of the Fashion parade was to showcase some of the wonderful fashion retailers we have, right here in Pukekohe whilst raising money for a local charity. Last year we had 10 fashion businesses who were supported by 2 footwear retailers, 2 hairdressers and 2 makeup businesses.

The 2014 fashion parade proved to be very popular. All of the participating fashion retailers reported an increase in sales after the event. One business even had a lady waiting at the door for them to open the morning after the event so she could purchase an item she had seen modelled at the show.





In 2014 Jackie O'Fee from Signature Style very kindly donated her time to be the MC for our event. She was a fantastic MC and ensured the night ran smoothly.

Many of our sponsors who donated special offerings to the goody bags reported that their offerings were snapped up by attendees who were both pleased and excited to receive additional offerings than just those being offered by showcasing businesses. The sponsoring businesses were all very happy with the level of coverage they received from the event and we believe many of our 2014 sponsoring businesses will be interested in sponsoring the 2015 event.

Franklin St John was our named charity and proceeds from the event were donated to them. This resulted in \$5000 being donated to Franklin St John which will assist them with the rebuild and earthquake strengthening of their current premises.

In 2014 tickets for the show were \$30, this included a glass of bubbles on arrival and canapés. Tickets for the 2015 show are the same price and proceeds will once again be going to Franklin St John. The Fashion Show for 2015 will be held on Saturday the 10th of October.

### Looking to the Year Ahead

#### Christmas Scavenger Hunt

This Christmas we are bringing back the scavenger hunt promotion! With thanks to Carters and Paul Smith Furniture and Design for their sponsorship we will have 40 wooden Christmas Trees made. These trees will be 120cm high and given to local schools to decorate before being given to participating scavenger hunt businesses to display.

Each tree will have a number which scavengers will have to find and complete the form to go into the draw to win prize vouchers just in time for Christmas! We are already on the lookout for 40 participating businesses. There will be a cost of \$25 + GST to take part which will make up the prize money that is awarded.



#### Vacant Stores

We are lucky in Pukekohe to have a low vacancy rate in comparison to other town centres however there are a few empty shops in Pukekohe at the moment and we are seeking to address this in several ways. Firstly, we are looking at having 3D images created which are put on the windows of vacant stores to give an impression of how the stores would look tenanted. This has worked successfully in the UK with many vacant stores being rented 60% faster than stores without the images.

We will also work alongside landlords and rental agents to discuss how we can bring new businesses into Pukekohe with the potential of trialling pop-up stores.

# MANAGERS REPORT - CONTINUED

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## Information Kiosk

The Pukekohe Business Association will be providing a digital information kiosk which will be situated in the town square. This digital kiosk will provide information like maps, timetables, events and business directories.

We are currently going through all the permitting processes required to install the kiosk which has taken substantially longer to get through than anticipated however we expect to receive the kiosk within the next two months.



## Safety and Security

We are going to undertake a safety and security review of the Pukekohe CBD to see what initiatives we can implement to reduce offences. We also meet with the Police on a monthly basis to discuss crime across Pukekohe.

## Website Videos

The Business Association has allocated funding to update our website videos and also produce new videos showcasing some of the events and promotions we run.

## Conclusion

The team at 217 King Street welcome feedback and ideas from our members so please do not hesitate to contact us with any queries, concerns or compliments!

I would also like to welcome our new team member Morgan, who is covering Erin's position whilst Erin enjoys her maternity leave.

Finally, my thanks once again go to the Committee for volunteering their time and ideas over the past year and the support they provide my team and I. To those members not standing for re-election I wish you all the best in your future endeavours. And of course welcome to our new and returning members, I look forward to another progressive year.



**Kendyl Gibson**

*Manager*

Pukekohe Business Association

# FINANCIAL STATEMENTS

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**Pukekohe Business Association, Inc.**

## **Financial Statements**

Year Ended 30 June 2015

## **Table of Contents**

- Audit Report
- Statement of Comprehensive Income
- Statement of Movements in Equity
- Statement of Financial Position
- Statement of Accounting Policies
- Notes to the Financial Statements

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## INDEPENDENT AUDITOR'S REPORT

### To the Members of Pukekohe Business Association Incorporated

We have audited the attached **30 June 2015** financial statements of **Pukekohe Business Association Incorporated**, which comprise the following pages

Statement of Accounting Policies and Notes

Statement of Comprehensive Income

Statement of Movements In Equity

Statement of Financial Position

#### *Committee's Responsibility for the Financial Statements*

The Committee are responsible for the preparation of financial statements in accordance with generally accepted accounting practice in New Zealand and that give a true and fair view to the matters to which they relate, and for such internal control as the Committee determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### *Auditor's Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing (New Zealand). Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amount and disclosures in the financial statement. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of financial statements that give a true and fair view 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting polices used and the reasonableness of accounting estimates as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence that we have obtained is sufficient and appropriate to provide a basis for our unqualified audit opinion on the financial position and financial performance.

Other than in our capacity as auditor we have no relationship with, or interest in, **Pukekohe Business Association Incorporated**.

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*Opinion*

In our opinion the financial statements

- comply with generally accepted accounting practice in New Zealand for this special purpose report;
- Give a true and fair view of the financial position of **Pukekohe Business Association Incorporated** as at **30 June 2015** and of its financial performance for the year then ended.

**Report on other legal and regulatory requirements**

We have obtained all the information and explanations that we have required.

In our opinion proper accounting records have been kept by **Pukekohe Business Association Incorporated** as far as appears from our examination of those records.

Dated this day 2 September 2015

***Called to Account Limited 2 September 2015*** 

Diane Robinson CA, BTheol, Director Called to Account Limited  
Auckland

**PUKEKOHE BUSINESS ASSOCIATION  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30 JUNE 2015**

	NOTE	2015 \$	2014 \$
<b>INCOME</b>			
Advertising Income		200	775
Business Awards Tickets		9,120	7,861
Canvas and Viva Adverts		-	3,327
Grant - Auckland Council		383,000	381,614
Where to Eat Guide		1,320	1,320
Interest Income		9,121	9,641
Marketing Strategy Income		2,000	800
Membership Income		2,040	1,080
Office Expense Shared - ATEED		96	3,984
Rent Received - ATEED		-	10,500
Repayment of Money		-	13,238
Sponsorship Postcards		34	-
Voucher Booklet		8,000	7,840
Sundry Income		87	313
<b>Total income</b>		<b>415,018</b>	<b>442,293</b>
<b>EXPENDITURE</b>			
ACC Cover		465	505
Accounting		2,400	1,800
AGM Expenses		1,770	1,269
Audit Fees		1,700	2,050
Bank Fees		233	91
Customer Satisfaction		44	22
Depreciation		11,574	13,759
Depreciaton - Loss on Disposal		-	404
General Expenses		130	113
Health and Safety		1,130	-
Information Kiosk		870	-
Landlord Forum		-	664
Legal Expenses		2,704	556
Recruitment		-	740
Shop Local Coffee Promotion		1,877	1,452
Sponsor		435	4,348
Staff and Board Training		824	303
Strategic Planning		-	3,843
Subscriptions		179	218
WiFi		5,818	6,590
Christmas Expenses	4	39,317	44,875
Events	5	71,957	62,598
Marketing Collateral Initiatives	6	82,888	78,655
Property Expenses	7	37,016	36,874
Staff Expenses	8	138,453	119,312
<b>Total Expenses</b>		<b>401,784</b>	<b>381,041</b>
<b>NET SURPLUS (DEFICIT)</b>		<b>13,234</b>	<b>61,252</b>

Please read in conjunction with the accompanying notes to the financial statements and audit report.



**STATEMENT OF MOVEMENTS IN EQUITY  
FOR THE YEAR ENDED 30 JUNE 2015**

	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
<b>BALANCE AT 1 JULY</b>	359,687	298,435
<b>Comprehensive income</b>		
Surplus/(deficit) for the year	13,234	61,252
Prior Year Tax Adjustment		
<b>Total comprehensive income</b>	<u>13,234</u>	<u>61,252</u>
Capital contribution		
<b>BALANCE AT 30 JUNE</b>	<u><u>372,921</u></u>	<u><u>359,687</u></u>

Please read in conjunction with the accompanying notes to the financial statements and audit report.

**PUKEKOHE BUSINESS ASSOCIATION  
STATEMENT OF FINANCIAL POSITION  
FOR THE YEAR ENDED 30 JUNE 2015**

	NOTE	2015 \$	2014 \$
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	9	264,351	339,353
GST	10	4,824	4,959
Debtors and other receivables	10	701	3,145
Term investments	11	112,164	-
Payments in advance	10	15,731	13,221
		<u>397,771</u>	<u>360,678</u>
<b>NON CURRENT ASSETS</b>			
Fixed Asset per Schedule	12	16,221	27,795
		<u>16,221</u>	<u>27,795</u>
<b>TOTAL ASSETS</b>		<u>413,992</u>	<u>388,473</u>
<b>CURRENT LIABILITIES</b>			
Creditor and other payables	13	34,677	23,239
Income in Advance	13	6,394	5,547
Accrued Salaries & Wages	14	-	-
<b>Total current liabilities</b>		<u>41,071</u>	<u>28,786</u>
<b>NET ASSETS</b>		<u>372,921</u>	<u>359,687</u>
<b>EQUITY</b>			
Opening Balance		359,687	298,435
Prior Year Tax Adjustment		-	-
Current Year Surplus/(Deficit)		13,234	61,252
		<u>372,921</u>	<u>359,687</u>

Signed by:

Chairperson

  
\_\_\_\_\_

Treasurer

  
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The accompanying notes form an integral part of these financial statements and audit report.

**PUKEKOHE BUSINESS ASSOCIATION  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2015**

**NOTE 1 STATEMENT OF ACCOUNTING POLICIES**

**REPORTING ENTITY**

Pukekohe Business Association is an incorporated society registered under the Incorporated Societies Act 1908 and is domiciled in New Zealand. The Financial Statements are not prepared for external users and are accordingly described as special purpose reports.

**BASIS OF PREPARATION**

**Measurement Base**

The measurement base adopted is that of historic cost, unless otherwise indicated. The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position on an historical cost basis have been used, with the exception of certain items for which specific accounting policies have been identified. Accrual accounting is used to recognise expenses and revenues when they occur.

**Income Recognition**

Business Improvement District Grants Income is recognised at the time of receipt. The final income may be adjusted post balance date depending on the collections received by the Council from Ratepayers.

**Specific Accounting Policies**

The following specific accounting policies which materially affect the measurement of earnings and financial position have been applied.

**Accounts Receivable**

Accounts Receivable are stated at their estimated net realisable value.

**Fixed Assets**

Fixed Assets are stated at cost less accumulated depreciation. Depreciation has been calculated using the rates approved by the Commissioner of Inland Revenue. Assets purchased with an expected useful life of less than 3 years have been expensed in the year of purchase.

**Goods & Services Tax**

The business is registered for Goods & Services Tax and all items on the Statement of Financial Performance are shown exclusive of Goods & Services Tax. Accounts Receivable and Payable are shown in the Statement of Financial Position at their GST inclusive amount.

**Vouchers**

An estimate of outstanding vouchers and prizes issued at 30 June 2015 but not yet redeemed has been made and included in liabilities.

**Taxation**

The Association is exempt from income tax by virtue of Section CW40 of the Income Tax Act 2007.

**PUKEKOHE BUSINESS ASSOCIATION  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2015**

**Best in Business Awards**

All income and expense incurred in relation to the Best in Business Awards dinner held in August 2015 has been deferred till the next income year. This is consistent with the policy used in the 2014 financial year.

**Fashion Show**

All income and expenses related to the October 2015 Fashion Parade have been deferred till the next income year. This is consistent with the policy used in the 2014 financial year.

**Changes in Accounting Policies**

There have been no changes in accounting policies. All policies have been applied on a basis consistent with those used in previous years.

**NOTE 2**

**Capital Commitments**

At balance date capital commitments were \$40,000 (30 June 2014 \$11,575).

**NOTE 3**

**Contingent Liabilities**

A dispute claim was received by the Association prior to balance date.

Please read these notes in conjunction with the audit report.

# PROPOSED BUDGET 2016/17

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<b>Income</b>	<b>2016</b>	<b>2017</b>
Auckland Council BID Funding	\$402,150	\$402,150
Accrued Money Brought Forward	\$284,000	\$123,550
	-\$123,550	
<b>Total Income</b>	<b>\$562,600</b>	<b>\$525,700</b>
<b>Expenditure</b>		
<b>Staff Wages &amp; Expenses</b>	\$166,000	\$166,500
Including Mileage, Meeting Expenses and Committee Expenses		
<b>Marketing</b>		
Including The Loop, Website, Promotions and Collateral	\$130,500	\$132,000
<b>Digital Information Kiosk</b>	\$50,000	\$5,000
<b>Events</b>		
Including Seminars, Best in Business, Fashion Parade	\$89,000	\$89,500
<b>Property Expenses</b>	\$51,600	\$51,600
<b>Christmas</b>		
Including Decorations, Parade Donation and Installation	\$45,500	\$45,500
<b>Security &amp; Graffiti Management</b>	\$5,000	\$5,000
<b>Wi-Fi Hotspots</b>	\$6,000	\$6,000
<b>Staff &amp; Board Training</b>	\$2,000	\$2,000
<b>Administration Costs</b>	\$17,000	\$16,600
	<b>\$562,600</b>	<b>\$519,700</b>







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