



Economic (and other) interests line up

Panmure Town Centre Manager presented the highlights, opportunities and challenges facing its 18-year-old BID programme to the Maungakiekie-Tāmaki Local Board (MTLB) in early March. A requirement of our BID Policy 2016, the annual ‘alignment discussion’ is a great way for both parties to ensure their economic, and other, interests align.



Panmure’s team is L-R: Taniela Kaivelata, Chris Sutton, Dannielle Carter & Dolly Tanna (front).

MTLB granted the Panmure Business Association (PBA) \$15,000 this financial year, funding that was put to good use by Chris and her team.

PBA, which has operated a BID programme since 1991, ear-marked the money towards paying for Marketview consumer spending data and its Christmas event.

Chris says the PBA has added the local board’s logo to their CCTV signs throughout the town centre following a request from MTLB Chair Chris Makoare.

“Our relationship with (MTLB) is a strong, constructive one, with effort and goodwill from both partners.

“Nerissa Henry is the local board’s (non-voting) representative on (PBA’s) our board and regularly attends our monthly meetings. She is a great ally and conduit, keeping us up-to-speed on the (MTLB) business and council activities,” she says.

The MTLB and PBA share Auckland’s regeneration agency Panuku’s ambitious plans to ‘Unlock Panmure’.

The vision for Panmure is to create a vibrant town centre that is a great place to live, visit and do business. [SEE TOMORROW’S PANMURE VIDEO.](#)



You are invited to check out:

- [Unlock Panmure](#)
- [Maungakiekie-Tāmaki Local Board Plan 2017](#)
- Former MTLB Chair (now Cllr) [Josephine Bartley](#)
- PBA Chair [Alan Duncan](#)



MTLB helps fund this festive promotion.



Check out Tomorrow's Panmure [here](#)



The Tastes of Panmure event remains popular.

Chris Sutton says engagement with the business community, including regular communications and surveys, is essential throughout the placemaking programme.

“This will include supporting Panuku with its engagement around the future of the [iconic Panmure Roundabout sign](#).”

Working alongside MTLB, the PBA liaises closely with another of Auckland’s council-controlled organisations, Auckland Transport, to minimise the impact of the major [AMETI Eastern Busway](#) construction work, due to start this month (April 2019).

PBA’s events calendar has always been full, from the Panmure Basin Fun Day to the Tastes of Panmure and the Christmas Street Party.

“We are working with Panuku to explore options around a new promotion dubbed ‘Pamper Me in Panmure’ with the focus on the hair, body, lifestyle businesses,” she said.

“We jumped at the chance to support Theresa from the Panmure Hall and Adrienne from Panmure Library with their Community Services Expo in late March. Our contributions included assisting with event marketing and food vouchers as prizes for the Expo Activity Passport.”

The PBA and MTLB also work together in various other ways to support their community, the annual ANZAC Day parade, Diwali festival and even the monthly Cooking Club, being three examples.

The PBA is under financial pressure due to increased costs of supporting an aging CCTV system with around one-third of its current system installed in 2012.

“At our 2018 AGM, we asked our membership to support a 5%, or \$21,000 increase in our BID targeted rate.

“We received our businesses’ backing and have embarked on a range of security improvements.”

These include:

- Changing all under-veranda lights to LED over the next 2-3 years
- Funding Panmure Security Officer’s after-hours work
- Connecting the PBA CCTV network to the NZ Police’s Safer City Grid.



Security officer **Taniela Kaivelata**, pictured, monitors PBA’s 44 CCTV cameras and keep in contact with not only the Police but youth workers across the Tāmaki community. Crime rates have fallen dramatically since he started work in 2017.

