



ANNUAL REPORT

JULY 2024 – JUNE 2025





EXECUTIVE SUMMARY

July 2024 – June 2025



Over the past year, I have focused on turning the Board's strategic priorities into tangible results for Central City businesses. We've worked closely with members, city partners, and stakeholders to make sure the CCBA is a practical and effective voice for the central city.

One of the most significant operational achievements has been the ongoing work of our CCBA Safety Team. Supported by Christchurch City Council funding, the team maintained a consistent, on-the-ground presence throughout the City Centre.

Their relationship-focused approach built through close collaboration with Police, the Council, City Mission and others, contributed to a 52% reduction in reported antisocial behaviour. This result reflects not only the effectiveness of the model, but the strength of our partnerships.

On the advocacy front, we've made sure members' concerns about things like unfair commercial competition, transport changes, and council policies were heard loud and clear. Through submissions, media, and direct engagement, including petitions and meetings, we helped shape key decisions that impact how the central city operates.

Member engagement has also stepped up significantly. We launched a new member website to make information and support easier to access. Our communications include 18 newsletters and 16 feature stories, which outperformed industry benchmarks for open and click rates, showing we're connecting well. Plus, our team and I made hundreds of visits to businesses, strengthening relationships and ensuring we understand and respond to real needs on the ground.

Membership growth is strong, too, with 40 new businesses signing up, bringing us to a total of 615 members. This reflects growing trust and recognition that there is value in being part of the CCBA.

Looking ahead, I'm confident that by continuing to deliver focused advocacy, effective safety initiatives, and member-centred services, we can keep building a safer, more vibrant, and commercially successful central city.

Paul Lonsdale

Manager, Central City Business Association



REPORT FROM THE CHAIR



Annabel Turley

Chair, Central City Business Association

2024-2027

OUR PRIORITIES

The central city has experienced significant growth since our 2021 Strategic Plan, prompting the board to initiate a strategy refresh. To help guide our direction, we surveyed our members for input on priority areas and sought feedback from key strategic partners, including Christchurch City Council and ChristchurchNZ.

Ratepayers and signed members were given early access to the Strategic Plan Refresh and were also made available to members attending the AGM where our board Chair Annabel Turley moved that the Strategic Plan Refresh formally adopted.

For the 2024 – 2027 period we set out our priorities as follows:

VISION

Christchurch Central is a welcoming vibrant City Centre where businesses thrive, our culture and story is shared, and growth is supported and celebrated

PURPOSE

To be an effective representative body for the Central City business community focused on strategy, advocacy, accessibility, marketing and safety.

▶ ADVOCACY

Advocate for members on Central City issues that are important to members, businesses and contributing ratepayers and engage constructively with partners on those issues.

▶ MARKETING & ENGAGEMENT

Engage with our members and key city partners and strategically market the Central City offering using available resources effectively and efficiently.

▶ THE PLACE TO BE

Contribute to a Central City that attracts businesses and new investment, and maintain a clean, safe city environment that people want to regularly visit and enjoy.

2024-2025

REFLECTING OUR STRATEGIC PRIORITIES

OUR 2024-25 WORK PLAN ACTION INCLUDED:

What we said we would do	Who	When	Why
Update governance structure by establishing committees	Board	Following AGM	To align Board structure and workload with CCBA strategic priorities

What We Did:

To ensure we achieved our goals, the board agreed to update the governance structure to align with the CCBA’s agreed priorities. As part of this, we established subcommittees for Advocacy, Marketing & Engagement, and Finance.

DELIVERING OUR 2024/25 ANNUAL WORK PLAN

PRIORITY ONE ADVOCACY

Advocate for members on Central City issues that are important to members, businesses and contributing ratepayers and engage constructively with partners on those issues.

ADVOCACY & ENGAGEMENT SUMMARY

Our Chair Annabel Turley regularly fronts the media on issues that concern our members, and we meet regularly with Christchurch City Council senior staff through our CCC Liaison Committee to discuss city issues. This year we undertook several important advocacy initiatives to ensure the voice of our members was heard on key local issues.

What we said we would do	Who	When	Why
Continue advocacy on behalf of central city businesses	Advocacy committee & Board	All year	To be a voice for members on important issues for central city businesses
What We did			
1. The Art Centre Food Truck Expansion Plan	We advocated to Council that rates funded Art Centre created unfair competition for city business ratepayers. We held direct engagement with the Council, Art Centre's Chief Executive, media outreach, plus a member-led petition. These actions were aimed to protect member interests but also strengthened our connection with those affected businesses.		
2. Te Kaha Roothing project and Lichfield access issue	Through direct discussions with contractors, collaboration with Business Canterbury, and ongoing monitoring, we raised awareness and helped maintain vital access for local businesses.		
3. Advocated to have pigeons classed as a pest	We engaged directly with Environment Canterbury (ECan), wrote to the Government's Chief Medical Officer, and liaised with the Waimakariri, Selwyn, and Hurunui districts to gain broader support. This issue remains active.		
What we said we would do	Who	When	Why
Liaison with Council, Police and social agencies	Advocacy committee & Board	All year	To be connected with key organisations within central city

What We did

SUBMISSIONS TO THE CHRISTCHURCH CITY COUNCIL

We also made key submissions to Christchurch City Council on policies affecting our sector. In response to the Licensed Alcohol Policy review, we met with Hospitality New Zealand and resolved through our Advocacy Committee to submit formal feedback. With the policy was still in its early development stages, it was critical that our views were incorporated early in the process.

Additionally, our Board submitted to the Council's Annual Plan, voicing strong concern about proposed rate rises and their potential impact on our members. As the plan was under development, we continued to engage to ensure that business perspectives are not overlooked.

INNER CITY COLABORATIVE WORKING GROUP

The CCBA helped establish the group early in 2019 to work on inner city safety initiatives. The Inner-City Collaborative Working Group, comprising the Central City Business Association (CCBA), Police, Council, City Mission, Corrections, Housing First, Central Library, and other agencies as required, met six times over the past year. The group's primary focus was addressing inner city anti-social behaviour and developing strategies to combat and manage ongoing street-level issues.

Through the work of this group, our manager and safety team have established a good working relationship with both the new Police beat section and City Mission helping resolve issues and improve safety perceptions of our city. This collaborative approach has enhanced our collective ability to respond proactively to challenges in the inner city and support a safer, more vibrant urban environment.

PRIORITY TWO

MARKETING & ENGAGEMENT

Engage with our members and key city partners and strategically market the Central City offering using available resources effectively and efficiently.

MARKETING & COMMUNICATIONS

This year, CCBA placed a strong emphasis on deepening member engagement and increasing awareness across the Central City business community. Our commitment to proactive communication, on-the-ground support, and storytelling has helped strengthen relationships and enhance visibility.

What we said we would do	Who	When	Why
Prepare marketing plan for the year including use of social media assets to highlight diversity of offer in the central city	Marketing committee & Board	Q1 & ongoing	To support members' efforts to bring customers and visitors to central city to shop, eat and enjoy central city offering
Communicate with members	Marketing committee & Board	Ongoing	To engage with members
Prepare Key Partnership Plan	Marketing committee & Board	Q3/Q4	To build relationships with key partners as new civic assets come on stream

What We did

CCBA MEMBER WEBSITE

We developed tools on our member website to provide CCBA Member Website access to:

- CCBA Annual Reports / Annual Plans
- CCBA Meeting Agendas / Minutes / Manager Reports
- CCBA Safety Team Statistics & CCBA Submissions

We also rebuilt our outwardly facing website to ensure it contained relevant and easy to access city information. The website is set to go live early in the new business year.

COMMUNICATION WITH MEMBERS

We had a strong year of engagement, connection, and growth across the central city business community, welcoming 40 new businesses into our network. Our regular communications kept members informed and involved, while storytelling initiatives—such as our "Our People" articles and member events, provided valuable opportunities to engage directly, highlight individual stories, and promote both member contributions and the city in a positive light.

The CCBA Member Newsletter open rates over the year have ranged between 51 – 67% depending on the topic. This trend is significantly higher with the average via Mailchimp statistics with the Business / Finance sector coming in at 43.26%. Retail at 37.5% and Restaurant/Hospitality at 43.69% highlighting good engagement with our information.

COMMERCIAL PARTNERSHIPS

The Marketing & Engagement committee's aim for commercial partnerships was to amplify the impact of the CCBA by delivering greater value to our stakeholders' activities through commercial win-win partnerships along with increasing our visibility.

Through these commercial partnerships we aim to create better outcomes for central Christchurch and its business community through positive collaborations, while potentially creating diversified revenue to support CCBA initiatives. Conversations with commercial partners are at the early stages and we are looking to drive this forward in the coming year.

KEY ACHEIVEMENTS

- **Comprehensive Member Outreach:**
Our manager visited all members to update the CCBA's comprehensive member database. This effort has enabled us to maintain accurate records and better understand member needs.
- **Membership Growth:**
We successfully signed 40 new members, reflecting the growing value businesses see in being part of the CCBA network.
- **Increased Business Engagement:**
Both the CCBA Safety Team and the CCBA Manager conducted regular visits to businesses throughout the year. These visits provided opportunities to offer direct support, gather feedback, and build stronger community ties.
- **Showcasing Our People:**
We featured 16 "Our People" member stories, highlighting the individuals behind the businesses and celebrating the diversity and innovation within our City Centre.
- **Ongoing Communication:**
We published 18 E-Member Newsletters, ensuring our members remained informed about initiatives, opportunities, and developments affecting the central city.



MEMBER EVENTS & PROMOTIONS

Over the year we ran a series of member events and promotions including:

1. **CCBA AGM**..... 10th September 2024
2. **Retail Crime – Unplugged**..... 25th November 2024
We invited members to meet Matt Tierney head of NZ Police Nation Retail Investigation Support Unit. Matts unit identify and facilitate the apprehension of the most prolific and harmful retail crime offenders nationwide.
3. **Christmas Trails**..... 6 – 24th December 2024
We launched the successful Christmas Trail on 6th December, featuring 32 participating businesses. we personally delivered letters and decals to all participating business, and the trails went live on the 6th of December 2024.
Social Media: 43,600 Views - 27,200 Reach - 32,613 Impressions
4. **Meet the Mayor**..... 22nd January 2025
5. **Retail Crime Forum**..... 11th June 2025
We invited Key Retailers, Police and other strategic partners to engage directly with the New Zealand Government's Ministerial Advisory Group for Retail Crime to an open discussion on challenges faced by both small and large businesses and the recent changes to legislation impacting the retail sector

SOCIAL CHANNELS

Our overall social channel results were down over the previous year due to a summer season campaign that we ran the previous year. This campaign was supported by funding from the Christchurch City Council BID Fund and was particularly effective.

However, our channels performed strongly throughout the year, with consistently good engagement rates, indicating that our content is valued amongst our audiences.

	Reach	Views
Facebook	376,345	930,534
Instagram	21,468	

PRIORITY THREE

PLACE TO BE

Contribute to a Central City that attracts businesses and new investment, and maintain a clean, safe city environment that people want to regularly visit and enjoy.

As part of our priority “The Place to Be,” we identified safety as a critical focus in our efforts to enhance the perception, safety, and overall experience of Central City. In collaboration with key stakeholders, we are committed to creating a safer, more welcoming environment for everyone who visits, works, or lives in the city.

Ensuring that both visitors and workers feel safe in the city is essential. To support this goal, we established and managed the CCBA Safety Team since August 2023 with funding support from the Christchurch City Council. The safety team has maintained a consistent presence in the service area, actively patrolling and addressing safety-related issues, working closely with the Police, City Council and the City Mission.

What we said we would do	Who	When	Why
Continue management of CCBA Safety Team	Advocacy committee & Board	All year	To continue to focus on central city safety and support members by having a safety presence within the central city
What We did			

MAINTENANCE & CLEANING

Over the past year, we have worked closely with Council contractors and advocated for uninterrupted access to local businesses during street repairs and infrastructure upgrades. A key focus was the redevelopment around the new stadium, particularly along Lichfield Street, where we actively engaged to ensure suitable access was maintained for the business community.

In addition to advocating for access, we continue to work with street cleaning contractors to uphold a high standard of cleanliness and urban maintenance in the central city. Our manager meets regularly with key Council cleaning and maintenance contractors to address and resolve emerging issues efficiently.

Through our advocacy, we successfully lobbied the Council to enhance its street cleaning efforts—resulting in increased cleaning frequency and more targeted scheduling during peak weekend periods.

CCBA SAFETY TEAM MANAGEMENT

A core function of the CCBA has been the management of our dedicated safety team. Working under the direction of our manager, the team responds swiftly to incidents and plays a vital role in de-escalating potential conflicts. Since the removal of the highly visible encampment on Colombo Street, the safety team now engages directly with the street community to ensure that rough sleepers are moved along respectfully and safely during the day. In addition to our patrols, the CCBA's extensive membership base has become an invaluable asset in monitoring and reporting issues in real time. With over a thousand sets of eyes across the city, our members contact the safety team daily to report concerning behaviour. This real-time communication allows for early intervention and resolution of issues before they escalate, contributing to a safer and more welcoming inner city for all.

The daily interaction between our members and the CCBA safety patrol has not only enhanced our ability to respond to issues promptly but has also significantly elevated the visibility and credibility of our organisation within the central city ecosystem. Our consistent presence and work on the street has also strengthened our relationship with the Police, with whom our manager and safety team engage regularly to support a coordinated and effective approach to managing street-level concerns.

CCBA SAFETY TEAM STATISTICS

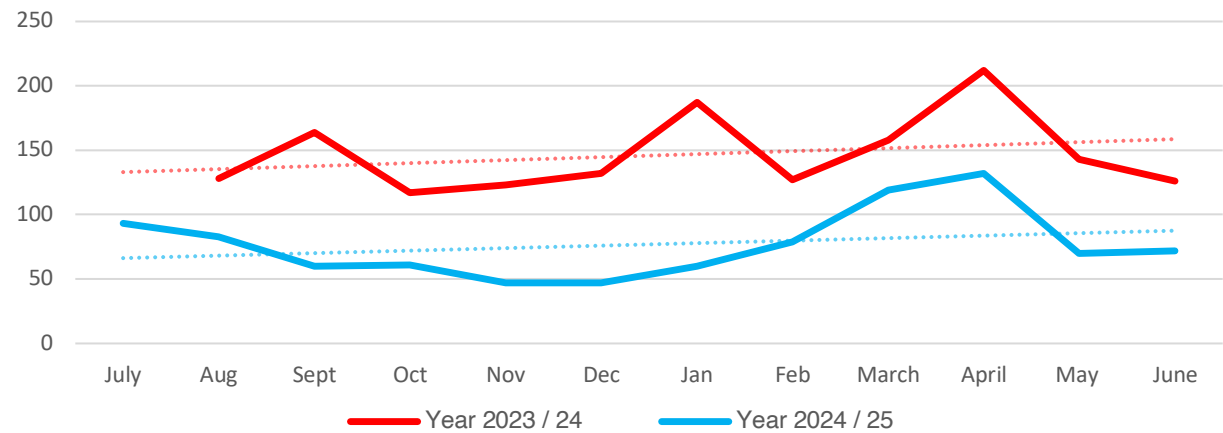
As of 31 June 2025, the CCBA Safety Team has responded to a total of 2,532 incidents and the graphs below provide a breakdown of the types of incidents recorded, along with year-on-year trendlines to illustrate patterns and progress. Over the two-year period we have seen a 43.8% drop in overall recorded issues.

CCBA SAFETY TEAM STATISTICS CONTINUED

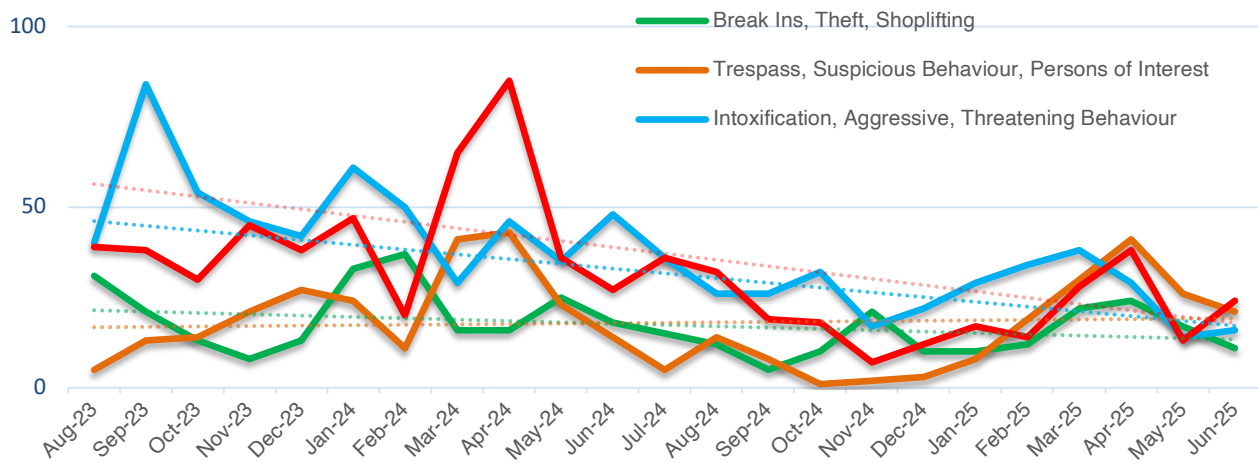
A deeper breakdown of the data reveals a significant reduction across all categories of street-based issues:

- 1. Break-ins, theft, and shoplifting..... ↓ 34.6%
- 2. Trespass, suspicious behaviour, and persons of interest... ↓ 26.7%
- 3. Intoxication, aggressive or threatening behaviour..... ↓ 47.3%
- 4. Begging and rough sleeping..... ↓ 52.8%

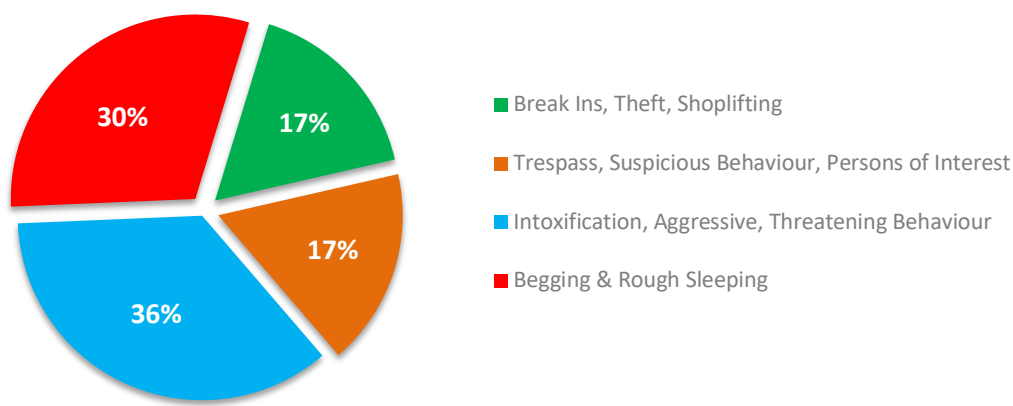
CCBA SAFETY TEAM RECORDED ISSUES



MONTHLY ISSUES BY TYPE



OVERALL ISSUES BY TYPE



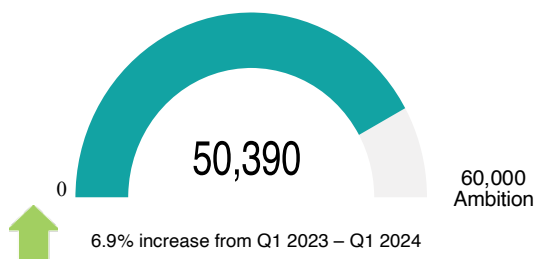


KEY CITY CENTRE PERFORMANCE METRICS

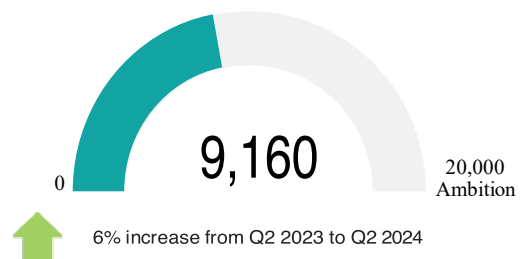
A crucial aspect of our work is to keep track of key City Centre metrics. Below the city metrics highlight the central city is performing well in terms of employment, residential growth, spend, and foot traffic data.

Strong growth in new residents now living in the Central City and we are ahead on all other targets and now commanding 20% of the city's overall retail spend along with a very strong commercial and retail sector.

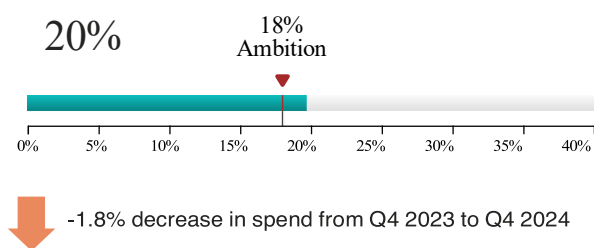
Employees that work in the Central City



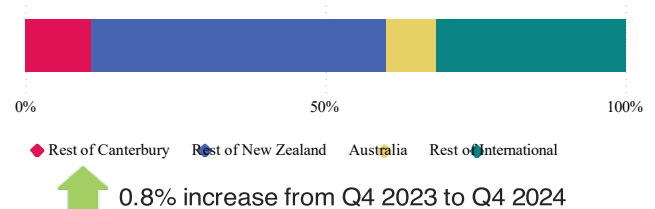
Residents that live in the Central City



Percentage of retail spend made in the Central City



Annual visitors spend in the Central City by origin



Data sources: [Christchurch City Council Progress Dashboard](#)

CBD VACANCY RATES

City	Prime CBD Retail Vacancy	Overall CBD Retail Vacancy
Christchurch	0% in prime street-front locations (Cashel Mall, High Street) as of mid-2024	Extremely low vacancy across prime retail precincts
Wellington	1.13% (prime CBD space), December 2024	8.5% overall in CBD retail precincts (e.g. Courtenay Place), December 2024
Auckland	9.9% strip retail vacancy in CBD at end 2024	1.9% for retail Centre's across Auckland region as of June 2024

Source: [CBRE](#) - [Inside Retail NZ](#) - [Colliers](#)

CBD Office Vacancy Rates Comparison

City	Overall Vacancy	Prime-Grade Vacancy
Christchurch	4.5% overall (Q4 2024)	2.9–3.2%
Wellington	13.4–14.3% by late 2024/early 2025	5.8–6.0%
Auckland	13.9–15.1% as of late 2024/early 2025	9.8–10.3%

- **Christchurch** leads the country with significantly lower office vacancy in both segments, a reflection of its sustained demand and limited new supply.
- **Wellington** shows moderate prime-grade vacancy but elevated secondary vacancy, contributing to a high overall figure.
- **Auckland** has the highest rates overall and in prime space, amid large recent completions and tenant relocation trends.

Source: [Colliers](#) – [CBRE](#) – [JLL](#)



OUR MEMBERSHIP AND GOVERNANCE

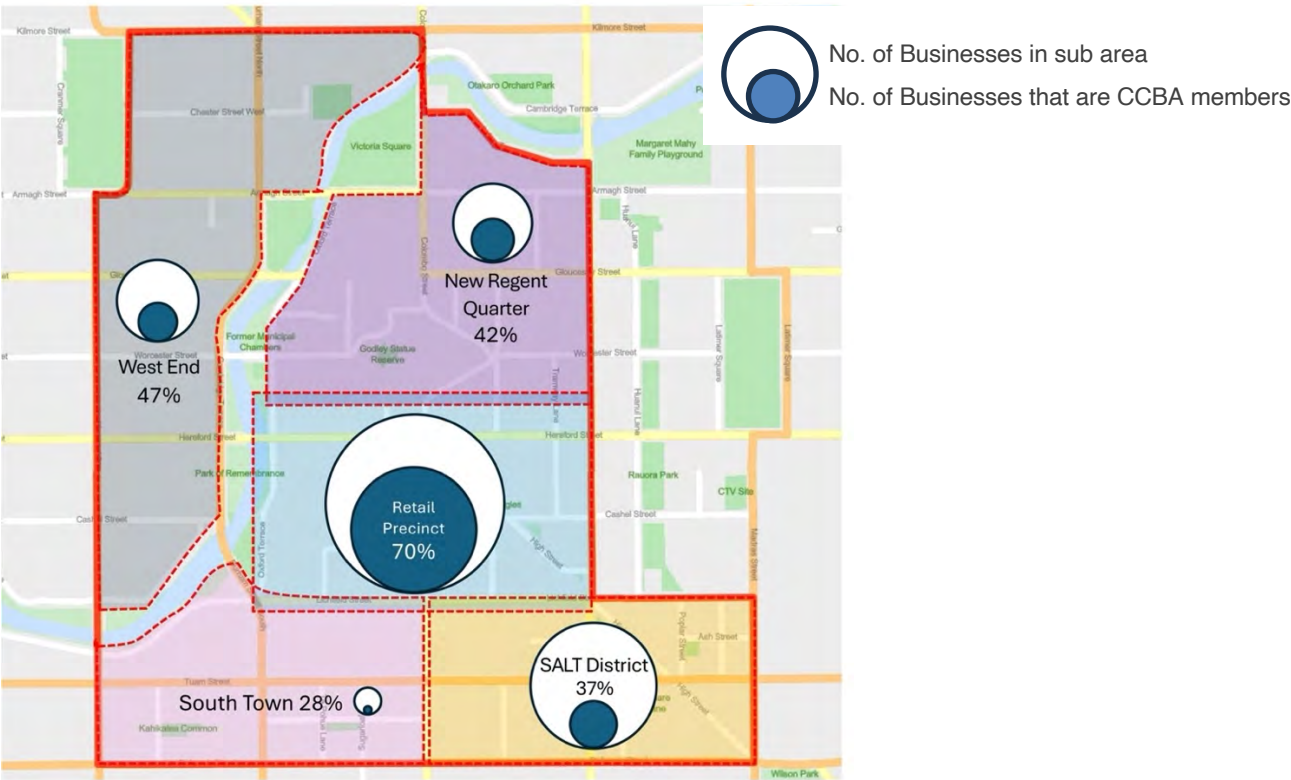
CCBA MEMBERSHIP

In 2024 / 25, the total number of rateable properties within our service area contributing to the CCBA targeted rate was \$485.06 per property.

Service Area Business Information	2024	2025
Total Businesses	1126	1137
Total Signed Members	592	615
New Signed Members	21	40
Members Closed	1	20

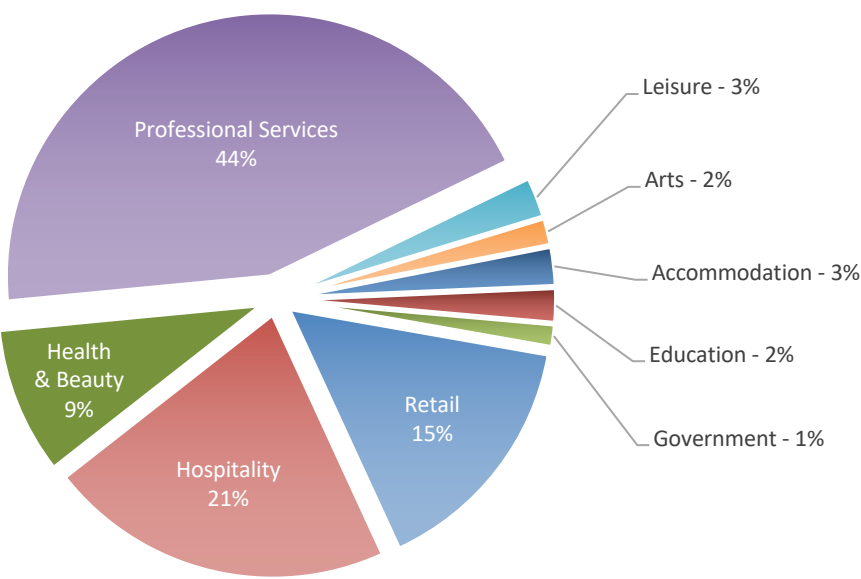
Members - Geography		Total Members	Total Businesses	Members %
1	Retail Precinct	267	381	70.08%
2	West End	82	174	47.13%
3	New Regent Quarter	77	183	41.76%
5	South Town	16	57	28.07%
6	Salt District	99	269	36.80%
7	Property Owners	40	40	
8	Associate Members - Outside Service Area	34	34	
TOTAL MEMBERS		615	1136	54.14%

CCBA MEMBER BUSINESSES PROPORTIONATE TO ALL BUSINESSES IN THE CITY NEIGHBOURHOODS



DIVERSITY OF OUR MEMBERSHIP

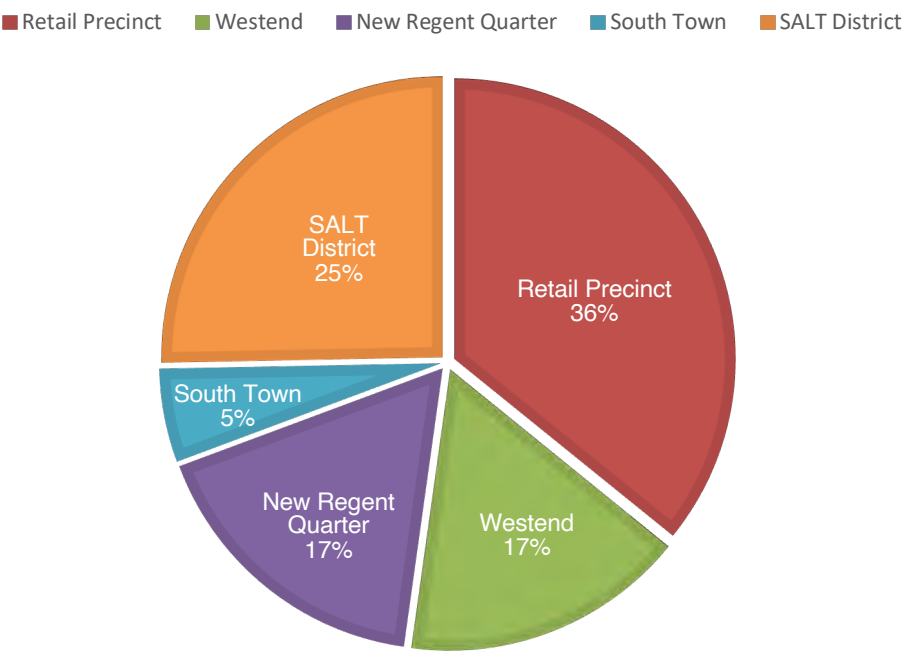
CCBA SERVICE AREA BUSINESSES - WHO WE ARE BY THE NUMBERS



BUSINESS DISTRIBUTION

An analysis of the data and business distribution highlights that the SALT District has a notably high concentration of businesses. However, this is skewed by the presence of several curated workspaces that offer smaller office tenancies, enabling a higher density of businesses to operate within a single building. Of the 269 businesses recorded in the district, more than 90 professional service-based businesses are located within just five of these curated workspace environments.

CCBA SERVICE AREA - BUSINESS DISTRIBUTION



CCBA GOVERNANCE



ANNABEL TURLEY
CCBA Chair

Business Owner
Cashel Pharmacy
Forte Health Pharmacy
First Elected: 2018
Up for Re-Election: 2026



SHAUN STOCKMAN
CCBA Treasurer

Property Owner
Stockman Group
First Elected: 2010
Up for Re-Election: 2025



NICKI CARTER
CCBA Secretary

Property Representative
Carter Group
First Elected: 2018
Up for Re-Election: 2025



ANTONY GOUGH
Executive Member

Property Owner
The Terrace
First Elected: 2007
Up for Re-Election: 2025



KERRIE BLOOMFIELD
Executive Member

CHC Properties & Property Manager
ANZ Centre / Hereford Carpark
First Elected: 2018
Up for Re-Election: 2025



SARAH PRIDDLE
Executive Member

Executive Finance Manager
Forsyth Barr
First Elected: 2021
Up for Re-Election: 2025



PETE GLASSON
Executive Member

Managing Partner
Antony & Mates
First Elected: 2022
Up for Re-Election: 2026



ANDREW PLIMMER
Executive Member

Business Owner
Colony Stores
First Elected: 2023
Up for Re-Election: 2025



JOSIE BAKER
Executive Member

Business Owner – Cascade
Craft Embassy / Soul Quarter
First Elected: 2024
Up for Re-Election: 2026



SHAFEEQ ISMAIL
Executive Member

Business Owner – Story
& Odeon Restaurants
First Elected: 2024
Up for Re-Election: 2026



JOHN MEEKER
Executive Member

Non-Voting Board Member
Christchurch City Council
Appointed: 2019



JONATHAN BALLANTYNE
Executive Member

Non-Voting Board Member
Ballantynes
Appointed: 2025

This year, the Board agreed to strengthen our governance structure to better support the organisation into the future and better align board structure and workload with our strategic priorities.

As part of this initiative, three sub-committees were established: **Advocacy**, **Marketing & Engagement**, and **Finance**. Each committee developed a work plan outlining its key responsibilities, to align with the annual business plan.

▶ **ADVOCACY COMMITTEE**

Chair & Spokesperson: Annabel Turley
Antony Gough & Josie Baler

▶ **MARKETING & ENGAGEMENT COMMITTEE**

Chair: Pete Glasson
Andrew Plimmer, Kerrie Bloomfield & Shafeeq Ismail

▶ **FINANCE COMMITTEE**

Chair: Shaun Stockman
Nicki Carter & Sarah Priddle

