

2025 Annual Report



Chair Report 2024 -25



The last 12 months has seen the Business Association focussed on advocacy as the opening of the Maungawhau CRL station approaches. After consistent attempts to get clarity from Auckland Council's Eke Panuku on the development around the stations it became obvious that the project was not getting the attention it deserved.

We secured a session with Mayor Wayne Brown which effectively “blew the whistle” on the inertia then enveloping the opportunity.

Our concerns we shared with the Mayor were:

- Lack of priority given to kick starting the development by the Council organisations. It is a key asset in the \$5 billion CRL project.
- Integration of development into the broader Uptown precinct so it is complimentary to the current community and businesses. Our work on a community vision details this.
- Wayfinding from the station to Uptown. Opportunity for Nikau Street to be a gateway to the commercial area to and from the station.
- “Activation” of the empty space (4 hectares) between the opening of station and development of vacant sites.

We are appreciative that the Mayor acted on our input. As a result a focussed group was established to review the entire approach on all the elements listed above. Uptown has had a number of sessions with the new Council leadership team associated with the development. Community engagement is now underway and plans are being finalised. This is going to be an ongoing process.

We also met with the Minister of Transport & Housing, Chris Bishop, to express our concerns and highlight the potential of the overall precinct.

While this work is not always visible, it is an important part of our activity as a business association, ensuring the best interests of Uptown are advocated for and heard.

I'd like to extend my heartfelt thanks to the Uptown team and committee members for their dedication, energy, and ongoing support of Uptown.

And finally, a special thank you to our businesses—many of whom are represented here tonight. We truly appreciate your involvement throughout the year and your continued contribution to making Uptown the vibrant and unique community we all love.

Emma Sparks October 2025



Precinct Leader's Report 2024 -25

Uptown businesses continued to battle into economic headwinds over the last 12 months. Across Auckland consumer spending declined by 2.2% year-on-year. Some precincts have reported more severe downturns, represented by a number of high-profile retail store closures.. Beyond retail, Uptown has a strong representation of businesses involved in architecture, building and infrastructure, and the slowdown has had a major impact on their profitability.

The next 12 months will finally bring the arrival of the City Rail Link station which will provide a catalyst dynamic for growth. As Emma has reported, the Business Association has spent a massive amount of time increasing the focus and energy levels around the opportunity.

The Uptown board are determined that development that takes place connects with, and contributes to, the existing neighbourhood.

We have presented concepts to the Waitematā Local Board for reimagining Nikau Street so it becomes the natural gateway when arriving/departing by train.

Funded by steady increases in budget by the members, taking us closer to other BID's expenditure, we have continued to grow our promotional activity.

Uptown Magazine

We welcome the 12th edition of the magazine and now distribute 32,000 copies around central Auckland. Over the past six years of its life to date Uptown magazine has featured hundreds of local businesses. It connects people to places and shines a light on the diverse nature of Uptown.

Our recent cover featuring Uptown resident Dick Frizzell was particularly popular.





Nikau St Concept

Nikau Street, Eden Terrace, Auckland 1021

Concept Design

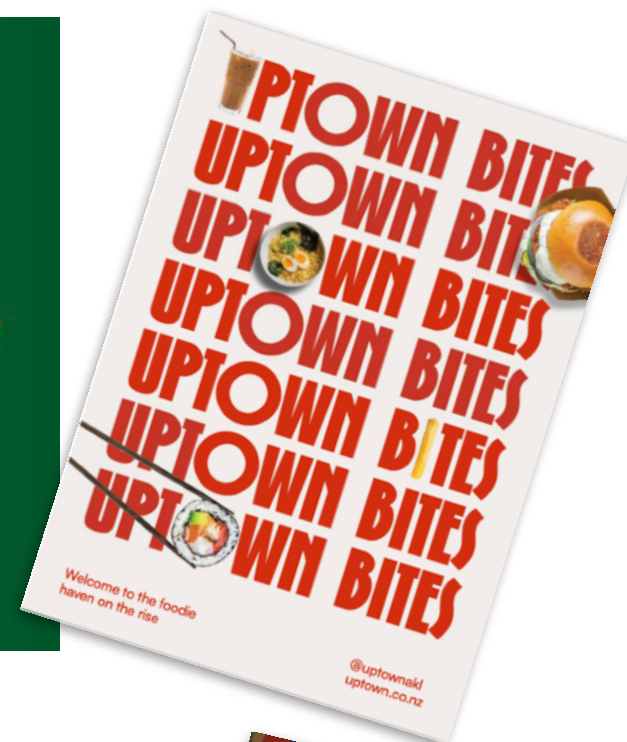
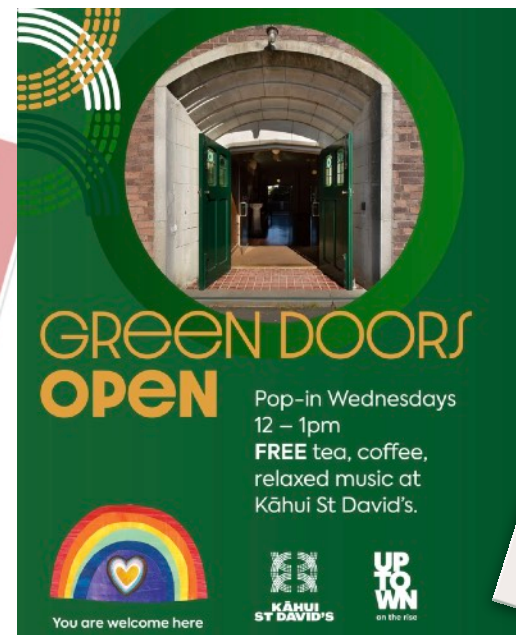
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date. 3/06/2025

**UP
TOWN**
on the rise

**PACIFIC
ENVIRONMENTS
ARCHITECTS**

P.O. BOX 8807 SYMONDS ST, AUCKLAND, NEW ZEALAND
TELEPHONE (09) 308-0070 EMAIL: info@penz.co.nz



Uptown Dining Guide

We've expanded our popular guide to include recipes and profiles of Uptown Hospo personalities. "Uptown Bites" is a great way to present all the delicious options available in the neighbourhood.

Events & Community Support

In October we closed Nikau Street to host the "Branch Out' Festival. Thanks to Link Alliance/City Rail Link who helped fund the event. In May we staged a number of Uptown "Local Voices" events to support New Zealand Music Month.

Uptown continues to support Kahui St David's, Auckland's newest centre for music. We have sponsored the ANZAC Eve event, "Green Doors Open" & PAPA woven wearable arts

Digital & Social Media

Uptown now has one of the best business association websites the country. Here you'll find every Uptown magazine story from the past 6 years, listings of member businesses and even more news about the neighbourhood. We continue to grow our instagram audience and engage with members through regular edm's.



Uptown Street Art

In January Sarah Hughes refreshed the Symonds Street Reservoir with “Magma 2”. We received a warm response to its arrival.

More utility boxes in the area have become adorned with our beautiful bird art.

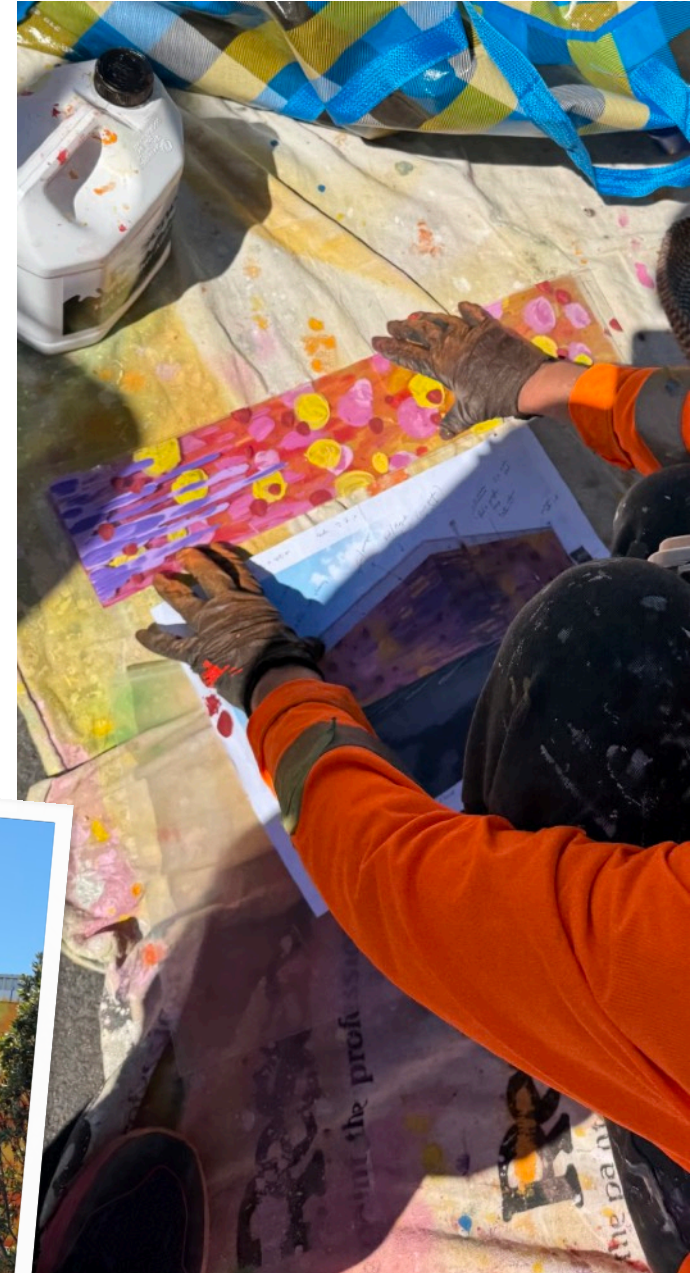
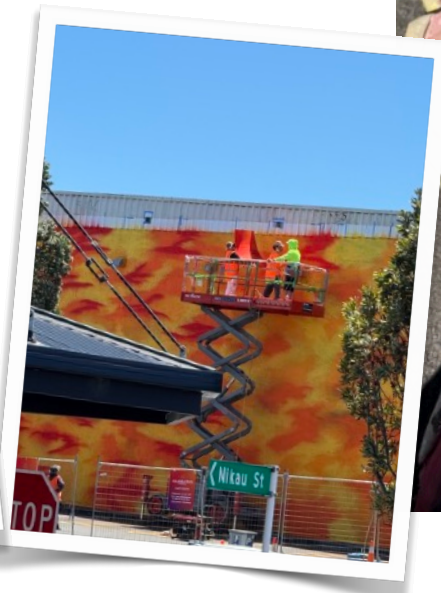
Many will be delighted to hear that we plan to implement more art in the precinct over the coming year.

Security

We continue to fund a security patrol in the area. Given the arrival of the CRL, this will change the dynamics in the area, and we'll be reviewing the level of service required.

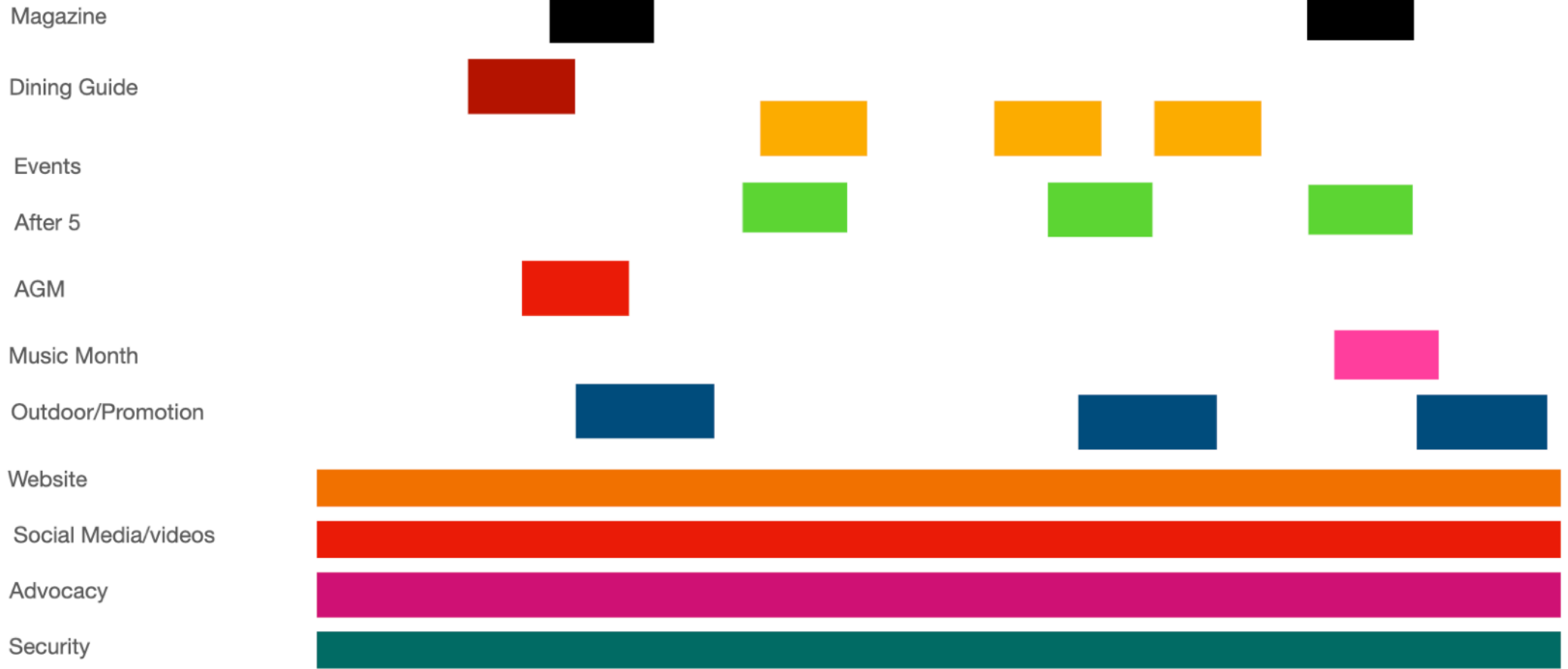
We also fund the monitoring and reporting of public graffiti in the precinct.

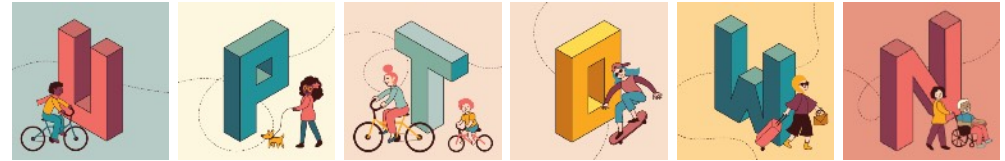
Brent Kennedy October 2025



Uptown Activity Plan 2025 - 2026

July Aug Sept Oct Nov Dec Jan Feb Mar April May Jun





State of Play

- Finally the Maungawhau Station opening is drawing near.
- The Uptown Business Association has been very active advocating for the precinct & the intergration of the station into the broader area.
- We have continued building on our promotional programme and preparing for the fresh attention Uptown will get in the next 12 months. We have retained \$121k in savings to apply to activity leading up to the station launch.
- For the 2026/27 year the Executive Committee has recommended a budget increase of 9%. This continues to draws us closer to other BID budget levels, but still places Uptown with one of the lower BID rates in Auckland.

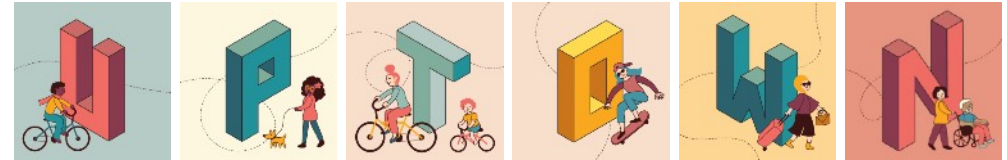
Thinking Ahead 2026/27 Business Plan



2026 - 2027 Plan

Operations

\$177,528

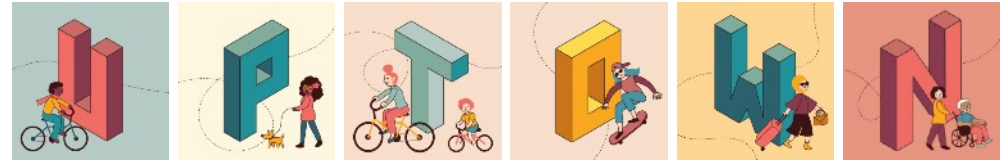


Action	Timeframe	Budget	KPI
Uptown Business Association Operations/Office (includes office rent, running expenses and IT)	Ongoing	\$37,252	Efficiently run within budget.
Annual General Meeting	October	Included in Bus. Development budget	AGM held, Annual report adopted, new committee elected
Accountancy/Audit	Monthly/Annual Report to AGM	\$11,641	All Financial reporting met as required by BID policy
Training/Professional development	As required	\$3,492	BID information/networking
Personnel Component/BID Management Fee	Ongoing	\$116,412	Successful implementation of Uptown Business Plan
Office expenses - printing, supplies, postage	Ongoing	\$8,731	Held within budget

2026 - 2027 Plan

Environment/Security

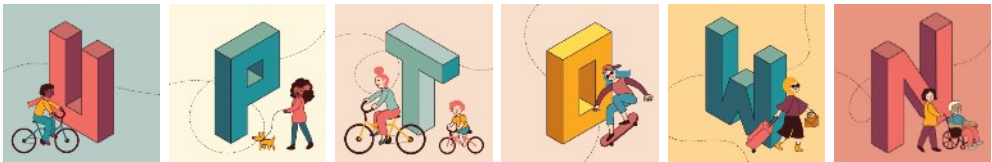
\$63,305



Action	Timeframe	Budget	KPI
Engage supplier to provide a security presence in the Uptown area seven nights per week.	Nightly & days a week 9pm - 6am	\$48,000	Weekly reports received and follow-up actions taken. Positive feedback from members.
Keep the area clean, safe and attractive by engaging an Ambassador to report incidents of graffiti & asset maintenance to Council and other agencies.	Weekly	\$9,895	Issues identified, reported and then followed-up. Weekly reports.
Signage Maintainance	As required	\$2,910	Cleaning and maintenance
Placemaking - Street Art	As required	\$2,500	Repairs

2026 - 2027 Plan

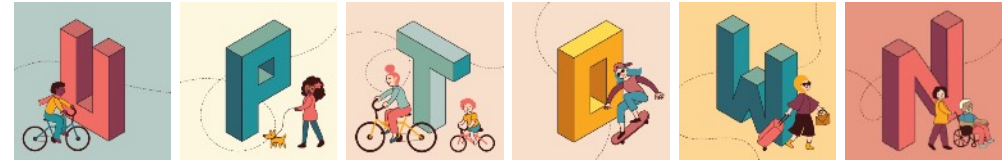
Marketing & Promotions \$612,391



Action	Timeframe	Budget	KPI
Social media promotion and video stories	Monthly	\$16,298	Engagement - likes, shares, increased traffic
Database Management/updates	Twice a year	\$4,074	Increased reach, decreased bounce-backs
Website development, hosting, updates	Monthly	\$8,149	Efficient running of the website
Member Communications	Monthly/Annual	\$4,074	EDM costs/Annual Mailing and AGM material

2026 - 2027 Plan

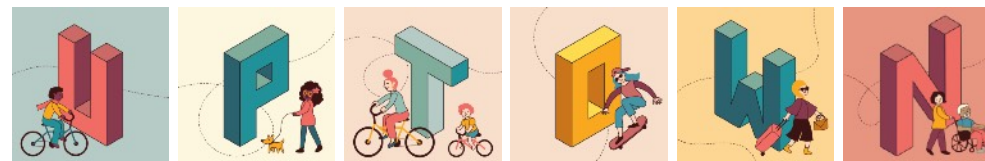
Marketing & Promotions



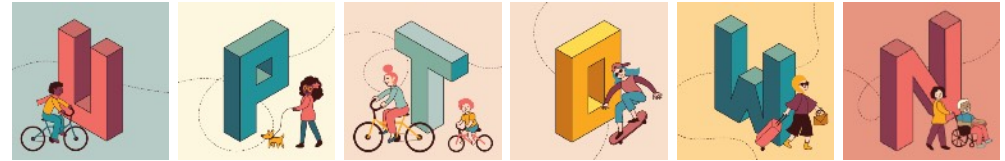
Action	Timeframe	Budget	KPI
Uptown Community Magazine	Twice a year	\$116,412	Effective distribution, Awareness, Positive member feedback
Marketing/Support Staff	Ongoing	\$150,000	Implementation of Annual Plan
Uptown Advertising/promotion	Ongoing	\$211,523	Participation from the membership. Increased awareness, more activity in Uptown
Community Event Support/CRL Leverage	3 events	\$46,565	Participation from the businesses, public attendance
Uptown Dining Guide	September	\$55,296	Participation from businesses, positive feedback from review.

2026 - 2027 Plan

Insight & Communication **\$63,521**



Action	Timeframe	Budget	KPI
Strategic Information/input	Monthly	\$3,492	Delivery of relevant, actionable information
Networking events and initiatives	4 times a year	\$17,462	AGM held, Annual report adopted, new committee elected
Committee & AGM costs	Monthly/Annual	\$7,567	10 meetings a year + AGM
Advocacy	Monthly	\$35,000	Active engagement in local/central government decision making



Where the 26/27 budget increase will be allocated

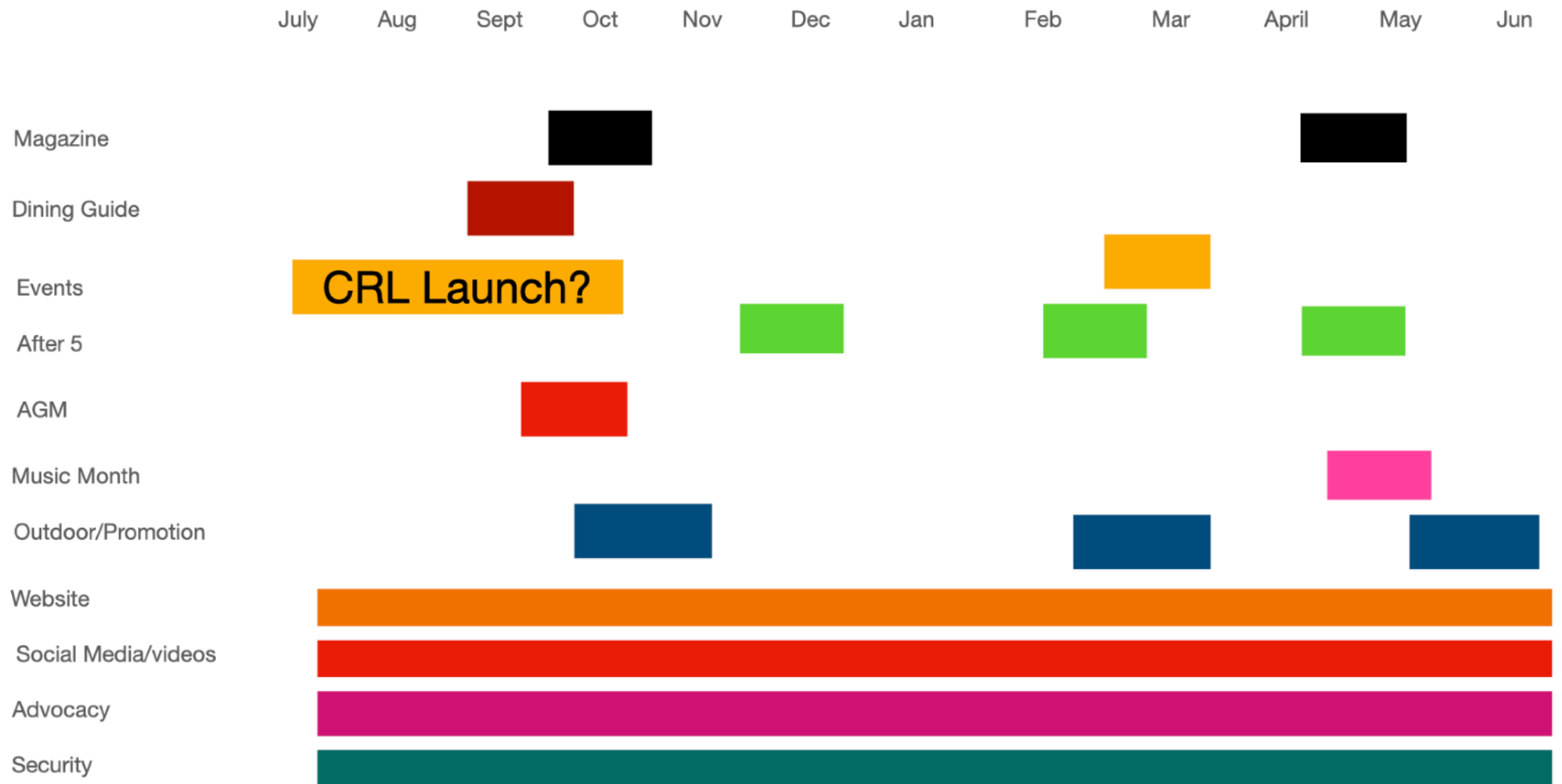
9% budget increase (\$75,695) to allow for changing needs

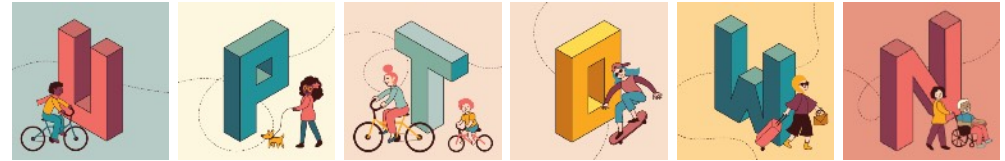
- Key points being:**
- \$22k YOY *decrease* in Street Art (as we will investing significantly in 25/26)
 - \$32k YOY *decrease* in allocation for Stakeholder engagement contractors (offset by increased staff capacity to resource)

Total of \$54k in reductions on the allocations above, and 9% (\$75,695) increase allows for:

- \$67k *increase* in Uptown staffing resource
- \$18k *increase* in Security Services
- 9% average across other budget cost centres

Uptown Activity Plan 2026 - 2027





Key points

- Over the last 5 years we have scaled up the Association to align with the needs of the precinct.
- Advocacy focus is on Auckland Council organisations to ensure we maximise the station opening - Wayfinding, urban realm, activations, communication and promotion.
- Promotion - Magazine, Social Media, Dining Guide and soon Station area activation.
- Continue to look for new ways to enhance Uptown and the health of businesses.

