

Manager Report



“Focus on a few high impact things, have a seat at the table, voice ourselves loudly, and do things well.” -

Strategy Plan, 2022-2025

Last year we did a strategy planning exercise that encouraged us in a slightly new direction. Our focus this year has been to spend the bulk of our resources on one section of the Mainstreet, being the Rosebank Road end of town, to work off the buzz that is already there with the recent introductions of Browne St, Burnt Butter, Baby G, Urban Kurl, Indigo, Ol’ Mates, Haven and Big Village. We hoped to upgrade and enliven this stretch to create a “tipping point” for Avondale – that point where our endeavours to promote our town centre are surpassed by cool new businesses that do the job of enlivening our town centre of their own accord. Certainly, we are seeing increased interest in Avondale as it re-establishes itself as a viable and cool shopping/services/eating destination. Now Tokos Tacos has added to this exciting mix.

We are thrilled to have completed the AVONDALE midtown lights project to both connect the disparate sides of the town centre as well as create a source of destination, placement, and pride. It has made a massive visual impact, and we are grateful the community has embraced it so well.

As an organisation with few resources, we are intentionally adaptive. The tables over evidence shortfalls in our planning where we have taken the opportunity to receive funds for Avondale to utilize in ways we hadn’t anticipated. While we cannot mark 100% on each of the key performance indicators, we are 100% proud of our work this year.

Nevertheless, we acknowledge our member businesses, most of whom are doing it tough this year with the cost-of-living crisis and encourage you too to keep adapting and keep providing your valuable service to our local community.

Our endeavours are made possible by generous funders and a tight-knit community that allows us to collaborate on projects to create things no one of us could do on our own. Our Christmas Parade event is certainly the best example of this, but also our joint advocacy around the racecourse sales. Our thanks to everyone who has supported us in 2024 – Avondale community groups; our funders; Whau Ward Counsellor, Kerrin Leoni; Whau Local Board chair, Kay Thomas who attends all our board meetings; and, particularly, our board members who give so generously of their time.

Next year will bring us greater clarity as a suburb. The Te Hono project will be well underway; Council’s long-promised swimming pool will find its final destination, whether it in Avondale or elsewhere; the sale of the Avondale Racecourse will no doubt step along; and the Manawa Apartments will either fold or receive resource consent and get moving – we most certainly hope those who have the power to see this project to fruition make the best choice for Avondale.

As seems to be our constant, it is a time of change and challenges, but we charge on!

A handwritten signature in blue ink, appearing to read 'C. Crosse'.

Cynthia Crosse
Manager

Over...

1. Advocacy and Lobbying

Key Performance Indicators	%	HOW DID WE DO?
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Advocate and lobby for Avondale on core Council matters affecting the town centre at levels it hasn't acted on before being the voice of what Avondale wants including holding Eke Panuku to account on delivery of its High-Level Project Plan through Council and the Local Board.

100%

TE HONO

The ABA has established a strong relationship with Eke Panuku Developments meeting with a core group including its Priority Location Director each month or so. In this way, we have been able to ensure the needs of the town centre businesses are met during the Te Hono development, including communication, reducing traffic, safely moving The Spider, reinstating the playground, retention of trees, safety during the asbestos demolition, hoardings are placed and beautified, retention of parking access to 3 Guys.

100%

THE RACECOURSE

Earlier this year it became known that the Avondale Jockey Club had made a submission for its entire property to be rezoned to Terraced Housing & Apartments. The ABA has been a driving force behind disseminating information to the community. It held a public meeting attended by 140 locals to hear from Ross Clow and the planning team at Council about zone-change repercussions.

We have since attended multiple meetings, run by ILAD and Ross Clow, and funded a preliminary paper from Motu Design on a best-case scenario for the racecourse land. We wish to ensure the Avondale community has a voice at the table when it comes to determining what will happen with the land. From a business association point of view, this means:

1. Ensuring any wholesale development includes master-planning to enhance rather than hinder the suburb.
2. Maximising any opportunities that arise from the sale.

Actively promote Avondale to commercial property owners, agents and investors, seeking transformative change of the building stock.

100%

We encouraged Tokos Tacos to move into Avondale spending time showing the owners around and putting them in touch with building owners. Tokos Tacos opened on the corner of Crayford St this year and has proven to be a great addition to Avondale drawing shoppers from around Auckland with its high reputation. Askar Superette itself reports increased income since the taco store opened.

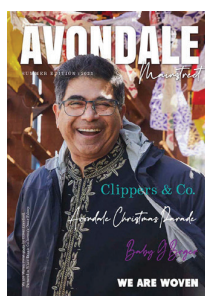
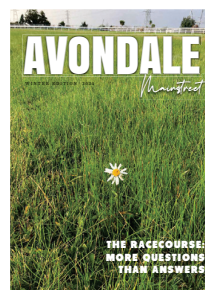
We have spent time trying to relocate the Salvation Army store, Crescendo and Pacific Foodmart to try to keep each of these important businesses in Avondale after the demolition of their buildings for the Te Hono project. At time of writing, it is undetermined how successful this has been.

We have assisted in trying to find a home here for the Show Me Shorts production house and for an expansion of Age Concern. And to find the right tenant for the commercial space at the bottom of the Kainga Ora buildings.



2. Vision, Brand and Identity

Key Performance Indicators	%	HOW DID WE DO?
Create a collective “vision” of what Avondale will be like in 10 years’ time. This vision will help to determine Avondale’s brand and identity and the association’s focus on delivering on that vision by curating it on the street.	0%	To be completed.
Create new branding incorporating our niche contemporary Pacifica and ethnic offerings and celebrating the growing media and creative sector in Avondale.	50%	Branding to be completed. The association has created a strong brand and promoted the town centre through publication of four quarterly magazines.
Storyboard and provide renderings of what that “look and feel” like.	0%	To be completed.



3. Safety and Security

Key Performance Indicators	%	HOW DID WE DO?
Continue to maintain the CCTV programme.	100%	<p>We maintain a series of CCTV cameras throughout the Mainstreet which includes regular maintenance and troubleshooting. The small cost of power to these cameras is paid by and reimbursed to various business owners.</p> <p>The ABA continues to monitor the cameras and I have had cause to check for 47 incidences of crime since the beginning of the financial year. Of these crimes, just 12 were reported to the police by victims. Of these, the police requested footage for nine of them, showing that, where police reports are made, there is a large proportion that are investigated.</p> <p>It is clear from these searches the ABA needs to introduce more cameras, as oft-times we don't have the footage or clarity of footage that we need.</p> <p>This year, funding from Kainga Ora has allowed us to place a new camera at the police station to cover the entrance of the Highbury Triangle apartments. We also installed cameras on the corner of Racecourse Parade to oversee the AVONDALE lights.</p> <p>We were able to capture damage to a verandahs by a rubbish truck on two occasions and seek redress through those companies.</p>
Continue to support Maori Wardens and CPNZ patrols.	100%	We have reached out to both of these organisations but both seem to be in a state of recess.

Key Performance Indicators	%	HOW DID WE DO?
Continue to improve night lighting.	100%	<p>BRIGHT NIGHT LIGHTS</p> <p>ABA owns and maintains much of the LED under-verandah lights in the town centre. This year it became clear a “bad batch” of LED lights had been installed last year and we have worked through replacing these under warranty. Additionally, ABA pays for the power to these lights, and the light controls need to be manually changed over for daylight saving at a cost to the ABA.</p> <p>As a safety factor, evidence shows that brights lights dissuade criminal behaviour; additionally, they beautify the town centre which is a CPTED factor that also helps reduce crime. Hence, we have continued to invest in increased lighting where we can, introducing.</p> <ol style="list-style-type: none"> 1. Faery lights for the side of the Ol’ Mates caravan. 2. New floodlights to the carpark next to Shen’s takeaway. 3. The Big Village block to our power grid. 4. Solar faery lights to the tree outside Daisy Hair 5. Brighter lights in the Green Jade alleyway.
Control the narrative around safety and security and work with other community organisations to keep the community informed.	100%	<p>Avondale Mainstreet maintains and posts to the Avondale Community Watch page on Facebook to assist in encouraging vigilance and discouraging petty theft.</p> <p>We held a Coffee with a Coppa event to give business owners and the public an opportunity to address safety concerns directly with the police.</p>
Assist in keeping Avondale clean and tidy and free of unwanted graffiti, etc.	100%	<ol style="list-style-type: none"> 1. We report graffiti, rubbish and breakages as we find them on Council’s website and the Send & Solve app. 2. We had a rubbish clean up in the carpark opposite Monster Kebabs that had accumulated a huge amount of rubbish. 3. We ran a progamme with Avondale Primary School to encourage being a Tidy Kiwi.

New under-verandah lights and faery lights for the Shen’s Takeaway block



Key Performance Indicators	%	HOW DID WE DO?
Assist in evoking a sense of pride and encourage building owners and tenants to do the same.	100%	<p>We continue to run the Street Pride programme partnering with businesses to improve their facades. This year we have completed the following:</p> <ul style="list-style-type: none"> • Western vet verandah sign and lightbox upgrade. • A new verandah, window decal and swing sign for Pastry Chef. • A new verandah sign for Bargain King. • A new verandah sign for Avondale Family Doctor. • A building wash and roof paint for Kings Foodmart. • A building wash and new shop front window display at One Stop Pak <p>The ABA has directly funded other projects it deems necessary to uplift Avondale, being:</p> <ul style="list-style-type: none"> • Repaired tiling and a new awning at the fish shop. • Painting the new “no alcohol” signs at Avondale Memorial Park. • Repairing the concrete wall at Kings Foodmart, • Building seating outside Daisy Hair and replanting. • Painting AT seating at the roundabout. • Painting the verandah at Curry King either side of the current sign. <p>CPTED FUNDING</p> <p>Being awarded CPTED funding last year by both the government’s CPTED fund and Whau Local Board, we were able to install planters in the street. While yet to be painted, the are an attractive and practical new addition.</p>
Encourage community strengthening particularly with new residents calling Avondale “home”. Assist in welcoming, integrating and acclimatizing them to the Avondale Community.	100%	<p>Working with Kainga Ora and I Love Avondale, we have created Welcome Packs for the new residents at the Highbury Triangle apartments that opened this year. The aim of the packs is to welcome residents; introduce them to town centre shops and services; and help integrate them to their new community. Kainga Ora reports the packs have had good effect in helping new residents feel welcomed and supported.</p>
Help identify and encourage the right retail environment to cater for the significant increase of residents who will live on or near the Mainstreet – this involves ensuring everyday needs are met, convenience and food and beverage outlets offer a range of price points, and a nighttime offering.	100%	<p>As above and...</p> <p>MANAWA APARTMENTS</p> <p>Our chair has stayed in regular contact with Mark Todd during the arduous process of negotiating dispute issues with Council. We wrote to the mayor inviting him to visit Avondale but received no reply. We continue to monitor the situation and assist where we can as we believe this project will provide an ultramodern path forward for Avondale and, conversely, that a cancellation of this project would secure its mediocrity.</p>

A photograph taken at night showing a man and a woman on a sidewalk. The woman is holding a camera up to take a picture. In the background, a large sign with the word 'AVONDALE' is illuminated in red. The scene is lit by streetlights and the sign's glow. Trees and a road are also visible in the background.

AVONDALE

The new AVONDALE lights have become a place for people to stop and take pics, affirming Avondale as a destination.

4. Curate our Destination

Key Performance Indicators	%	HOW DID WE DO?
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Work with relevant stakeholders to ensure same, including Eke Panuku, Ockham Developments, Kainga Ora, The Trusts, our own building owners and potential tenants, potentially using funds to encourage new businesses – e.g. with fit out, subsidised rent, etc.

100%

NEW PUBLIC TOILETS

ABA has worked closely with Eke Panuku to encourage a second public toilet facility. This has become particularly urgent with the development of the Te Hono site which will see the existing public toilet decommissioned. Eke Panuku has now planned to install a public toilet and water fountain at the carpark at 59 Rosebank Road. This is due for completion in 2025 prior to demolition of the previous toilet.

KAINGA ORA

Kainga Ora kindly funded the ABA \$18,000 in recognition of the impact on Avondale of its thousands of new residents at the Highbury Triangle block. The funds are to be used for:

- A mural to celebrate older people in our communities.
- As mentioned, a new CCTV camera at the police station.
- Additional Welcome packs for the new tenants.



The 2023 Avondale Christmas Parade



5. Town Centre Enlivenment

Key Performance Indicators	%	HOW DID WE DO?
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Lobby, advocate for, and partner with Eke Panuku and the Local Board to 'enliven' the town centre.

100%

CHRISTMAS PARADE

As mentioned last year, Avondale as a community was funded by Auckland Transport to run four events on the street. The ABA was particularly engaged in collaborating on the Christmas Parade at the end of the year, which it also umbrella-funded. This was a large event for Avondale with over 3,000 people lining the main street. It was a wonderful day and a wonderful event for a brief time until an accident occurred whereby members of the public were injured by a parade entry. This essentially closed the event one hour into it. There were many learnings from this event, not least of all that events are extremely resource heavy, and it is unlikely this administration would participate in something of this scale again.



NIGHT MARKET

Eke Panuku Developments kindly funded us to run a collaborative series of six-night markets on Fridays at Haven Foundation and spilling into the Nordic Apartments space. This was a good introduction to the cost of running such events, and ultimately, we feel they are expensive and not "worth bang for buck."



BUSINESS AWARDS

The business awards were presented at last year's AGM and continue to be an affordable way to draw attention to and to celebrate our local businesses. This year votes have doubled showing the increase in support for this event.

ANZAC DAY

The ABA once again installed our corflute Poppies throughout the towncentre as well as a series of pavement decals – a small but visually impactful message.

Continue with beautification works and greening of public spaces to bring colour, lights and plants/flower boxes/baskets.

THE SPIDER We have taken down and stored the Spider, which we intend to renovate and restore to Avondale. This will be dependent on fundraising to cover costs, which are estimated to be circa \$50,000.

BIKE PORTS We encouraged the installation of bike ports outside The Hollywood through our conversations with Whau Local Board and Auckland Transport. Additionally, Whau Local Board provided funding for us to install three new Tilley bike ports.

BOOK FRIDGE

ABA introduced a Book Fridge to the main street - a simple placemaking tool with the positive message of encouraging literacy.



Key Performance Indicators	%	HOW DID WE DO?
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Encourage a variety of places of interest where various members of the community can meet, play and “hang out”.	0%	No particular focus was placed on this; however, the new planter/seating make a small step in this direction. Additionally, Eke Panuku plans to introduce a seated area for next to Kings Foodmart once it puts up the hoardings for demolition.
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Ensure wayfinding and directions are made clearer to let people know what is on offer and where.	0%	The Principal Urban Designer for Kainga Ora, George Weeks, created a map for Avondale showing significant weaknesses in our wayfinding throughout the town centre. We will endeavour to address this in the coming year.
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Leverage the creative sector to install more public art.	100%	We are pleased to have seen the completion of the two-year Midtown Lights project this year. The A.V.O.N.D.A.L.E lights and the backlights along the cops of trees at the bottom of Avondale Primary School create a massive impact for passersby at night both connecting the disparate sides of the town centre and creating a source of destination, placement and pride. So far, the project has been embraced well by the community with many people stopping to take their photo with it; just as we had hoped. The project was made possible by funding from The Trusts Community Fund and Ockham Developments.
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The latest iteration of the Tatau a Maui design

- The lights are controlled by us via an online application, Blynk so that we can adjust for colours and brightness.
- The ABA has a contract with the Ministry of Education whereby it will reimburse the school for power costs.
- The lights will be maintained by Deco Lights.
- We have begun to depreciate these assets so that funds are retained to maintain or replace them in future.
- The lights are insured for theft, and we installed a CCTV light opposite for additional security.

TATAU A MAUI

We continue to work with Unitec’s Dept of Architecture to bring a Maui sculpture to the carpark at 59 Rosebank Road. We sought and received permission for placement from Auckland Transport. The ball is now with Unitec to complete this project as part of its student curriculum.

Investigate feasibility of a unique destination playground to bring families from home and afar into the town centre.	50%	We introduced the idea of an iconic playground for Avondale with Eke Panuku. While the idea has been floated for the Avondale Reserve area, there are currently several variables at play in this area including the Te Hono build, the Manawa development, a possible new swimming pool for Avondale, and the racecourse sale. Not least of all, playgrounds are very expensive and funds need to be acquired. We will continue to push.
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Work with other community organisations to integrate and make new residents welcome, through events and other activities.	100%	Working with Kainga Ora and I Love Avondale, we have created Welcome Packs for the new residents at the Highbury Triangle apartments blocks that opened this last year. The aim of the packs is to welcome residents and introduce them to town centre shops and services and to help integrate them to their new community. Kainga Ora report the packs have had good effect in helping new residents feel welcomed and supported.
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Key Improvements



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



BEFORE



AFTER



AFTER



BEFORE



AFTER



BEFORE



AFTER

We thank all those businesses that invested in making their shop fronts look better - for the greater good of our entire business community.



BEFORE



BEFORE



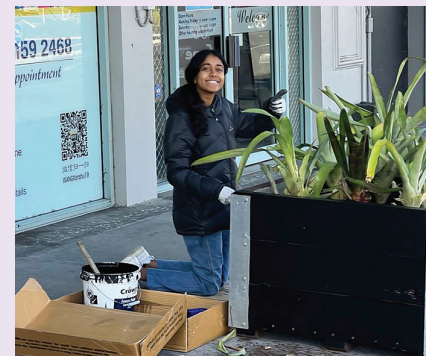
AFTER



BEFORE



AFTER



AFTER



BEFORE



AFTER

CPTED Funding allowed us to upgrade and get new planters for the street. The ABA funded its own clean up projects on your behalf.



BEFORE



AFTER