Ellerslie Business Association Incorporated

Minutes of the Annual General Meeting

Held on Monday 19 October 2026
at Union Post, 124 Main Highway, Ellerslie

The Chairperson, Daniel Morris Seymour, opened the AGM at 5.26 pm.

1. Attendance and apologies

Members present: Christine Lemalu (Andrew Lemalu Law), Catherine Parlane (JA Parlane & S Chambers), Mirko Poetzscher (Genesis Advice), Jastin Raaj (Church Stores), Jigar Bhojala (Electrical & Computer Services), Vivien Shi (Ellerslie Dry Cleaners), Daniel Morris Seymour (Antony Philip), Murray Wells (JDW), Nick Liu (Four Square Ellerslie), Kenny Tao (Towers Law), Joanna Tao (Towers Law), Penny Rennell (Ellerslie Jewellers), John Rennell (Ellerslie Jewellers), Kerry McCullogh (Flowers of St Johns).
In attendance observers: Alistair Kirk (EBA), Kathryn Malan (EBA), Sarah Kirk, Glen McCabe (ERA), Priyanca Radhakrishnan (Labour MP), Scott Milne (OLB), Sarah Powrie (OLB), Will Matthews, Victoria Henderson, Dylan Rogers.
Apologies: Tara Robinson (Ellerslie Automotive), Proper Doner Kebab, Troy Churton (OLB), Rhys Mountfort, Afi Mailata (SPCA), Barbara Campbell, Amanda Lockyer (OLB), Desley Simpson (Auckland Councillor).

2. Confirmation of 2025 AGM minutes

Minutes of the previous AGM meeting held on 21 October 2025 as circulated were taken as read.

Resolution 1: That the Ellerslie Business Association receive and confirm the 2025 AGM Minutes of the Ellerslie Business Association Incorporated held on 21 October 2025.
Moved by: Daniel Morris-Seymour
The motion was carried

3. Conflict of interest register

The records entered in the Association's conflict of interest register since the last AGM were presented to the members.

4. Chairperson's report

Daniel Morris Seymour presented his Chairperson's report.

Resolution 2: That the Ellerslie Business Association receive the 2025-2026 Chairperson's Report
Moved by: Daniel Morris-Seymour
The motion was carried

5. Town Centre Manager's report

Alistair Kirk presented his Town Centre Manager's report.

Resolution 3: That the Ellerslie Business Association receive the 2025/2026 Town Centre Manager's Report
Moved by: Daniel Morris-Seymour
The motion was carried

6. Treasurer's report, financial statements and auditor's report

Murray Wells presented his Treasurer's report, the financial statements and the auditor's report. He reported a profit for the financial year, noting that some of that profit was due to grants where the associated expenditure was incurred in July, just after the end of the financial year.

Resolution 4: That the Ellerslie Business Association receive and approve the Treasurer's Report for the financial year 1 July 2025 to 30 June 2026.
Moved by: Murray Wells
The motion was carried

Resolution 5: That the Ellerslie Business Association receive and approve the annual financial statements and auditor's report for the financial year 1 July 2025 to 30 June 2026.
Moved by: Murray Wells
The motion was carried

7. 2027/2028 Budget

The 2027/2028 budget was available to view on the website prior to the AGM.

Resolution 6: That the Ellerslie Business Association approve the 2027/2028 financial year draft budget which includes a BID targeted rate grant amount of $218,407 including a 4.01% increase or $8420 to the BID targeted rate grant for 2026/2027 financial year. And that the Ellerslie Business Association ask the Orakei Local Board recommend to the Governing Body the amount of $218,407 be included in the Auckland Council draft 2027/2028 annual budget consultation process.
Moved by: Daniel Morris-Seymour
The motion was carried

8. Appointment of auditor

Resolution 7: That the Ellerslie Business Association appoint Lynch & Associates as Auditor for the Ellerslie Business Association for the 2026/2027 financial year.
Moved by: Daniel Morris-Seymour
The motion was carried

9. 2027/2028 Business plan

Alistair Kirk outlined the key points of the proposed business plan. It included three defining philosophies (soul, hospitality and discovery) and four key focuses (strong businesses, strong village; giving people reasons to choose Ellerslie; giving people reasons to return; building a strong and sustainable EBA).

Resolution 8: That Ellerslie Business Association approves the draft Business Plan for the 2027/2028 year, noting that the Executive Committee has authority under the Rules of the Association to make changes to the Business Plan as necessary through the period.
Moved by: Daniel Morris-Seymour
The motion was carried

10. Election of the Executive Committee

Nominated for election

Chair:	Daniel Morris Seymour
Secretary:	-
Treasurer:	Murray Wells

Executive committee members: Christine Lemalu, Rhys Mountfort, Catherine Parlane, Nick Liu

As per Rules 13.1 and 14.1-14.7 of the constitution, given that the number of nominations is more than 5 and less than 10, the persons nominated are deemed to be elected. This was announced by the Chair.

The Chair thanked the board for standing again. He spoke about his vision to get more businesses involved through providing ideas and input to guide the Executive Committee and strengthen the Association.

11. Assigning secretary duties

Resolution 9: That, given the absence of an elected Secretary, the Ellerslie Business Association assigns the Town Centre Manager and Support Administrator to perform the duties of the Secretary (without holding that office or any rights thereof).
Moved by: Daniel Morris-Seymour
The motion was carried

12. General business

Kerry McCullogh thanked Alistair for doing a great job so far.

Mirko Poetzscher thanked EBA for running the Fairy Festival as it created great visibility for businesses and benefits for everyone involved.

The Chair reiterated that members are welcome and encouraged to send any ideas and input through to the Executive Committee. He highlighted that currently there are few vacant premises in Ellerslie, which is a credit to everyone in the village. He encouraged everyone to keep talking and get involved, and he reminded them that Alistair Kirk (in his work as Town Centre Manager) and Christine Lemalu (in her role as Executive Committee Member) often walk around the village and are available for a chat.

Scott Milne confirmed that the Orakei Local Board considers the Fairy Festival to be good value and a good event for public money to be spent on. He reminded everyone that Sarah Powrie had previously been lobbying Auckland Transport to get a ticket barrier installed at the train station and, with the transport system upgrade now complete, traveller numbers will increase. He recommended that EBA lobby council again to get ticket barriers installed. He also highlighted the success of Dust Palace and encouraged EBA to connect with them on how to work together and help each other. The same collaboration would be beneficial with the Ellerslie Residents Association. The Orakei Local Board is aiming to encourage greater membership of local residents' associations and suggested that EBA could encourage people to join ERA.

The Chair thanked Sarah Powrie for all her support and everything she does for Ellerslie Village.

The meeting closed at 6.06 pm

Appendix 1: Conflict of Interest Register

Date of Disclosure	Name	Exec Com Role	Type of conflict	Actual, Potential or Perceived	Description of conflict of interest	Action approved by Executive Committee	End date of conflict of interest
12/08/2025	Dave Donoghue	Chairperson	Financial	Actual	Conflict between Ellerslie Business Centre (arcade) and Pastrami & Rye	Dave required to step down temporarily as Chairperson while issue with his business location is worked through. Interim Chairperson appointed: Dan Morris Seymour	21/10/2025 - new Chair elected at AGM
21/10/2025	Murray Wells	Treasurer	Financial	Actual	Director of company contracted to provide accounting services to EBA	No action required	Ongoing
21/10/2025	Christine Lemalu	Committee member	Financial	Actual	Business partner at Andrew Lemalu Law who currently act as Lawyers for the Ellerslie Business Association Inc.	No action required	Ongoing

Appendix 2: Chairperson's Report

A Year of Growth & Renewal

This has been a year of fresh energy and real progress for Ellerslie Village. Building on the resilience we showed last year, we have strengthened our team, lifted our profile online, and delivered a reimagined Fairy Festival & Pirate Party that brought fresh energy, creativity and thousands of visitors to the village.

While the wider economy continues to put pressure on businesses and household spending, the village remains a place people choose to visit, shop, dine and do business. That is a credit to our members and the community that supports them.

Our Team

This year we were delighted to welcome two new faces to the Town Centre Management team:

- **Alistair, Town Centre Manager:** Alistair has brought fresh ideas, energy and a strong focus on our members. He has quickly become a familiar face around the village.
- **Kathryn, Administrator:** Kathryn has strengthened the day-to-day running of the Association, keeping our administration, communications and governance on track.

Together they have given the Association a solid foundation to build on for the years ahead.

Delivering for Our Members

The Executive Board and Town Centre Management team have continued to work hard on behalf of our members, with a clear focus on raising the profile of the village and its businesses.

Key Projects & Governance

- **Social Media & Digital Reach:** A highlight of the year has been bringing Zania Guy on board to manage our social media. It has been fantastic to see a shift towards business-focused content that showcases our members, their products and their people.
- **Organisational Improvement:** This year saw the development of a new Ellerslie Village website with increased functionality and flexibility. Along with the development of updated brand guidelines, we have taken steps towards a more engaging online presence.
- **Infrastructure Support:** We continued to work alongside Auckland Council and contractors throughout major infrastructure projects affecting the village, including the Ellerslie Town Centre Stormwater Renewal Project. Maintaining communication with businesses and ensuring their concerns were heard remained a priority as works progressed.
- **Security & Village Amenity:** Additional CCTV cameras have been added to the town centre to improve visibility while additional decorative lighting has been added to Robert Street

Advocacy & Engagement

- **Security & Safety:** We remain closely connected to the local police through our Coffee with a Cop meet ups and as needed. Auckland Council has also played a significant role in ensuring the town centre is safe, secure and welcoming.
- **Village Voice:** We continue to add our views to regional planning and as we look forward to Auckland's ongoing transformation we continue to advocate for investment for our town centre that supports intensification while retaining our village character
- **Active Advocacy:** Continued to engage with Auckland Council, Auckland Transport, the Ōrākei Local Board, community groups and developers on village-wide issues. This included

advocating on transport, infrastructure, town centre amenity, safety and future development issues to help ensure local business perspectives were represented.

Events & Promotions

Our events calendar continued to drive foot traffic and community spirit throughout the year.

- **Major Event Success:** Our annual Fairy Festival & Pirate Party returned with a whole new concept. 2026 was supported by the creative talent of Victor's Cabaret providing the most incredible entertainment, bringing magic and wonder to the families and visitors. This year's event attracted an estimated 10,000 visitors
- **Event Partners:** We couldn't have done it without our events company, Innov8 Events, whose expertise brought the new concept to life.
- **Local Activities:** In addition to our major events programme, the village hosted regular markets, Coffee with a Cop sessions, seasonal promotions, colouring competitions and a range of family-friendly activities designed to keep the village active and connected throughout the year.
- **Marketing & Loyalty:** Throughout the year we took opportunities to implement local tactical ideas to drive traffic, spend and engagement. These included Spend & Win promotions, colouring competitions, seasonal campaigns, business features and an increased focus on digital storytelling through social media and our website.

Looking Ahead

We have some exciting projects currently in the works that will elevate the village and bring even more foot traffic to Ellerslie. We have also begun work on a new Business Plan that will help guide the Association's priorities in the years ahead. Built around the themes of **Soul, Hospitality and Discovery**, the plan will focus on supporting local businesses, attracting visitors and strengthening Ellerslie's unique village identity. We look forward to sharing more with members in the coming months.

Gratitude

None of this success would be possible without collective effort:

- Thank you to our Executive Board members for generously giving their time and expertise.
- A special thank you to Alistair and Kathryn for settling in so quickly and making such a positive start.
- Thank you to Zania for lifting our social media presence, to Innovate Events, and to Victor's Cabaret for making this year's festival unforgettable.
- We sincerely thank the Ōrākei Local Board for their ongoing support and partnership. Their investment has helped make possible many of the projects, events and initiatives delivered throughout the year, and we greatly value the positive working relationship we continue to enjoy.
- Finally, thank you to our members and the wider Ellerslie community for continuing to support the village.

Dan Morris-Seymour
Chairperson
Ellerslie Business Association Incorporated

Appendix 3: Town Centre Manager's Report

A Year of Transition and Progress

The 2025/26 financial year has been a year of transition for the Ellerslie Business Association.

Having joined the EBA midway through the financial year, much of my focus was on listening, learning and building relationships with businesses, property owners, stakeholders and community partners. At the same time, the Association continued delivering on the commitments already made to members and maintaining momentum across a broad programme of work. This included business advocacy, destination marketing, stakeholder engagement, events and activations, town centre management initiatives, and ongoing improvements to the systems, tools and processes that support the organisation behind the scenes.

As I settled into the role, I spent time meeting the people, businesses and organisations that are at the heart of Ellerslie. One of the things that stood out most was the genuine care people have for the village and the pride they take in it. Despite the economic pressures many businesses continue to face, I was struck by the resilience, commitment and optimism shown by our business community. Those conversations left me with a deep appreciation for the people who invest their time, energy and passion into Ellerslie every day, and a sense of gratitude for the warm welcome I received from the community.

Throughout the year, the EBA continued to promote and advocate for Ellerslie and its businesses. This included working closely with Auckland Council, Auckland Transport, Police and other agencies on issues affecting the village, supporting local businesses through communications and promotion, and delivering activities designed to encourage visitation and strengthen community connection. Much of this work happens behind the scenes, but it plays an important role in ensuring local businesses have a voice and that Ellerslie is well represented in decisions affecting the town centre.

The Association also invested considerable effort in strengthening its own capability. This included improvements to systems, communications and digital platforms, helping create a more efficient organisation and providing better tools to support members.

Despite challenging economic conditions, it has been encouraging to see continued confidence in Ellerslie. Business occupancy remains strong, new businesses have chosen to invest in the village, and many existing businesses continue to adapt and evolve in response to changing market conditions. This resilience reflects both the quality of the businesses operating here and the ongoing appeal of Ellerslie as a destination.

Before looking ahead, I would like to acknowledge and thank Sarah Pluck and Emma Rodel for their contribution to the EBA and the wider Ellerslie business community. Much of the work outlined in this report was undertaken before my arrival and reflects the time, energy and commitment they invested in supporting local businesses, delivering events, building partnerships and advocating for the village. Their efforts are evident throughout the year's achievements and left the Association in a strong position, enabling us to focus on delivery, planning, growth and the opportunities ahead.

The second half of the year also gave us the chance to step back and think more deliberately about where Ellerslie goes next. Across many conversations with businesses, stakeholders and the wider community, several consistent themes emerged. People want to see local businesses thrive. They

want more reasons for people to choose Ellerslie and more reasons for them to return. They value the character of the village and want to see that character strengthened rather than diluted.

Those conversations have informed the development of the Association's new Business Plan and will continue to guide our work in the years ahead. The Business Plan reflects three emerging themes: Soul, Hospitality and Discovery. Together, these themes reflect our focus on helping businesses thrive, creating reasons for people to choose Ellerslie, and ensuring there are always reasons for them to return.

As we begin implementing this work, I am delighted to welcome Kathryn Malan to the EBA. Kathryn joined the Association in August as our Support Administrator and has already hit the ground running. Her appointment adds valuable capability to the organisation and will help us deliver on the priorities identified in our Business Plan.

I am grateful to the EBA Board for the confidence they have shown since I joined the organisation. As volunteers, Board members contribute considerable time, experience and expertise in support of Ellerslie's businesses and long-term success. Throughout a period of organisational change, they have remained focused on the needs of members and the wellbeing of the Association. Their commitment to Ellerslie is evident, and I value the opportunity to work alongside them.

I would also like to acknowledge the ongoing support of the Ōrākei Local Board, one of the EBA's most important and steadfast partners. Through their investment, advocacy and encouragement, they help make possible many of the projects, events and initiatives delivered throughout the year. Their support extends beyond funding alone, and we greatly value the positive and constructive relationship that continues to benefit both Ellerslie businesses and the wider community.

Finally thank you to our businesses, Board members, volunteers, partners and supporters for the role each of you plays in making Ellerslie the village it is today. The passion, creativity and commitment that people bring to this community never cease to impress me. I look forward to working with you all as we deliver on our plans for the year ahead and create more opportunities for our members to shine.

Alistair Kirk
Town Centre Manager
Ellerslie Business Association

Appendix 4: Treasurer's Report

Treasurer's Report to the Ellerslie Business Association AGM

Monday 19th October 2026

I report that the Ellerslie Business Association achieved a profit for the year ended 30th June 2026 of $17,168 compared with the budgeted loss of $4,860. This compares with a loss for the 2025 year of $8,778.

The Association's Equity has increased from $52,397 on 30 June 2025 to $69,566 on 30 June 2026. The EBA Board considers that it is prudent to maintain positive Equity as part of a planned risk management process.

The main budget overruns were:

$6,149 Fairy Festival costs due to grant applications being only partially successful.

$4,531 Loss on write off of ceramics.

Significant savings achieved against budget were:

$4,500 Grant money not spent until after year end.

$2,519 Depreciation

$5,031 Ellerslie Village News

$4,510 Hire Plants ceased

$1,844 Insurance

$1,854 Rent due to moving the office to Christ Church in Ladies Mile, Ellerslie.

$7,431 Salaries due to 3 months vacancy of support person.

$2,906 Security

$3,562 Storage

$2,556 Website

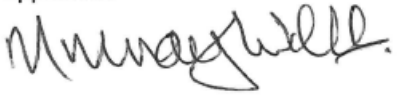
I am pleased to report a profit of $17,168 following two years of losses. $4,500 of this profit is due to grant funds not being spent until after 30 June 2026.

I confirm that the Annual Report includes accounting policies, operating procedures and the audit report.

I also confirm that information on conflicts of interest/register of interest for the Ellerslie Business Association Incorporated is available for members and will be presented at the 2026 AGM, and all subsequent Executive Board meetings. The accountancy services $6,996 are provided by JDW Chartered Accountants Limited, for which Murray Wells, Treasurer, works as a consultant.

The legal fees $776 are provided by Andrew Lemalu Law for which Christine Lemalu, Board member, works as an employee.

I move that the audited Financial Statements for the year ended 30th June 2026 be approved.



Murray Wells, Treasurer

Ellerslie Business Association Incorporated