

# Chairperson's Annual Report 2024/2025: Resilience and Results

## A Year of Strength & Transition

Despite a globally challenging year, marked by continued cost pressure and lower consumer spending, Ellerslie Village has shown remarkable resilience. We've maintained an almost full occupancy rate at a time when many other town centres are struggling, reflecting the enduring appeal and strength of our location.

The latter half of the year saw a leadership transition. Thank you to Dave for four years of fantastic service and enthusiasm; he stepped down in August 2025. I was happy to step in as your Interim Chair.

## Our Vibrant Village & Business Mix

We've seen some turnover, but the village remains vibrant and diverse. With a strong hospitality (Hospo) scene and convenient services (from hair & beauty to legal), the village has plenty of parking options and is well located to public transport & the motorway.

## Delivering for Our Members

The Executive Board and Town Centre Management team have worked tirelessly, going above and beyond regular activities to secure the village's future.

### Key Projects & Governance

- **Essential Updates:** Completed the **Incorporated Societies re-registration**, adopted the resulting constitution update, and finalized BID Policy updates.
- **Infrastructure Support:** Provided support during the proposed major **Stormwater Renewal** project which is still ongoing.
- **Security & Cost Saving:** Refurbished and upgraded the **Norfolk Pine lights** (including a new colour change controller) and achieved **cost reduction with the removal of hire plants**.
- **Organisational Improvement** - work continued on enhanced stakeholder communication and brand rollout, in addition to creation of required documentation for the Incorporated Societies re-registration (including updates to the EBA Constitution). Planning also started for necessary website updates for next year.

### Advocacy & Engagement

- **Security & Safety:** Provided Village security support and CCTV footage to NZ Police; hosted Quarterly Coffee with a Cop events.
- **Village Voice:** Made submissions on behalf of Ellerslie on retail crime and the Auckland Council Long Term Plan.
- **Active Advocacy:** Engaged in numerous discussions with Auckland Council and Auckland Transport on village-wide issues (e.g., Pedestrian crossing feedback, improvement of services), managed the Arcade issue mediation, and maintained strong relations with businesses, community groups, and developers.

## Events & Promotions

Our enhanced calendar delivered fantastic results, driving foot traffic and community spirit:

- **Major Event Success:** The 2025 Fairy Festival & Pirate Party (new enhanced format) successfully attracted over 6,000 people on September 14th, despite bad weather! More to come on the future of this event in early 2026
- **Local Activities:** Hosted diverse small events, including a Dust Palace performance and a Lego display event.
- **Marketing & Loyalty:** Ran popular promotions like the Christmas Spend & Win and Colouring Competitions, and continued publishing our consumer-facing Quarterly Ellerslie Village News.
- **Digital Reach:** Provided social media promotion for individual businesses and the village (e.g. burger and Christmas themes).

## 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 the TCM team for their incredible effort and navigating a complex year.
- We sincerely thank the Orakei Local Board for their ongoing support, particularly the additional funds that ensured the 2025 Fairy Festival's success and enhanced lighting and security in our village.

Daniel Morris-Seymour

*Interim Chair*

Ellerslie Business Association Incorporated