BUSINESS WEST

MANAGER'S REPORT | 2025/26

1 JULY 2025 – 30 JUNE 2026

1. MANAGER'S INTRODUCTION

The 2025/26 year has continued to be a challenging period for many businesses. The economic environment has remained uncertain, with businesses across construction, manufacturing, retail and service sectors continuing to navigate increased costs, changing customer behaviour and the ongoing effects of a difficult economic cycle.

Against this background, Business West has continued to focus on what we are here to do — support our members, connect businesses, provide security, promote our precinct and advocate for the interests of business in our WEST.

Our events and networking programmes have continued to provide opportunities for businesses to meet, share information and hear directly from people influencing the economic and political environment. Security has remained a significant priority, with our patrol programme continuing throughout the year and our investment in CCTV progressing, although not without some frustrating delays.

2. MEMBERSHIP

Membership Administration & Onboarding

The Business Association continues to maintain a strong focus on membership administration, the re-signing of existing members and the onboarding of new members.

Our primary acquisition strategy continues to be targeted, door-to-door engagement with businesses throughout the BID area. New registrations follow the Association's established onboarding process, including verification of the business or property location, completion of the appropriate registration documentation and management approval to ensure compliance with BID requirements.

211	256
members at 30 June 2026	current members • October 2026

The 256 current membership figure is outside the reporting period and is included here as an indication of the continued growth going into the new financial year.

3. EVENTS

Business Breakfasts

Four Business Breakfasts were held during the 2025/26 year, providing members with access to high-profile economic and political speakers and useful perspectives on the environment in which local businesses are operating.



Nick Tuffley • July 2025



Hon Shane Jones • November 2025



Tony Alexander • March 2026



Brad Olsen • June 2026

JULY 2025 – NICK TUFFLEY Chief Economist, ASB	An insightful and entertaining assessment of interest rates and the New Zealand economy, simplifying complex issues and providing useful context for local businesses. *"If it's not fixed in '26, hopefully, it'll be heaven in '27!"*
NOVEMBER 2025 – HON SHANE JONES Minister for Regional Development & Resources	A hard-hitting, humorous and candid discussion on the issues facing New Zealand, regional development and the role of business in shaping the future. *"Drill Baby Drill" Exploration Pack - presented to Minister*
MARCH 2026 – TONY ALEXANDER Independent Economist	A frank and pragmatic assessment of the forces shaping New Zealand's economy, with the message that growth is coming — but businesses should not expect a boom.
JUNE 2026 – BRAD OLSEN Principal Economist, Infometrics	A challenge to stop waiting for a predictable "new normal" and instead build resilience and adaptability in an increasingly uncertain environment. *"We are expecting a little bit more momentum to show through."*

The Business Breakfast programme continued to provide a practical forum for local businesses to hear directly from people influencing economic and political thinking.

Business After 5 – BA5

8	715	11
events	**registrations**	**sponsors**

During the 2025/26 year, Business West delivered 8 Business After 5 events, attracting 715 registrations and supported by 11 sponsors.

The year proved challenging for businesses, and this was also reflected in our ability to secure suitable host companies. With BA5 events generally attracting 90 or more attendees, finding suitable venues became increasingly difficult. One event was lost after a host company changed its plans due to unforeseen circumstances.

Initial registrations were also slower for some events, requiring management follow-up. Registrations increased as the events approached and the BA5 programme was ultimately well attended and successful, with positive feedback from attendees and hosts.

ConnectHer

ConnectHer is Business West's Women in Business platform;

- *dedicated to connection, collaboration and championing women in business.*

During the year, ConnectHer delivered 7 events with 395 registrations.

ConnectHer – the numbers

August 2025 – ConnectHer After 5	55
September 2025 – ConnectHer After 5	55
November 2025 – ConnectHer Conference	60
February 2026 – ConnectHer After 5	64
April 2026 – ConnectHer After 5	73
May 2026 – Business Bootcamp	13
June 2026 – ConnectHer After 5	75
TOTAL	**395**

The growth in ConnectHer After 5 attendance was particularly encouraging, increasing from 55 registrations to 75 during the year. Paid workshops remain more challenging to sell; feedback indicates the content is wanted, but the current environment makes it difficult to commit both the ticket cost and the time required away from the business.

4. SECURITY & CRIME PREVENTION PROGRAMME

On 1 November 2021, Business West commenced Security Patrols in the Henderson Town Centre and surrounding CBD — initially five days a week, increasing to seven days a week from January 2022. The patrols are provided by our Business West Member and Partner, Matrix Security.

704 **security patrols completed**	**4 hrs** **daily foot patrol**	**7 days** **weekly mobile coverage**

The patrols provide a visible presence throughout the Henderson Town Centre and Pioneer Plaza areas. Officers undertake active foot patrols, liaise with business owners, assist with security concerns, report security issues, damage, rubbish and graffiti, issue trespass notices where appropriate and liaise with Police when required.

Nightly mobile patrols also continue seven days a week, providing additional coverage of the wider precinct.

Matrix Reporting – 2025/26

Public drinking	**97**	Police presence / intervention	**43**
Graffiti	**36**	Dumping	**22**
Disorder	**13**	Damage	**12**
Theft	**09**	Guard X / no Police presence noted	**10**

The Matrix reports recorded 242 coded observations/incidents during the period. These figures represent matters recorded in the patrol reports and should not be interpreted as 242 separate crimes.

CCTV Camera Programme

CCTV remains an important component of Business West's long-term security strategy.
Stage 1 of the CCTV project, together with the vGRID interface to NZ Police, was installed in September 2024.

Progress on Stage 2 has continued to be affected by Auckland Transport requirements and its Encroachment Policy. Business West and its contractors have continued to work with Auckland Transport, but these requirements have created ongoing delays to the planned expansion of the network.

This remains frustrating for the Association, particularly given that the purpose of the CCTV project is to improve safety for businesses, their staff, customers and the wider Henderson community.

Following lobbying from Police and consideration by the Board, Business West has confirmed that the security patrol programme will continue into 2027.

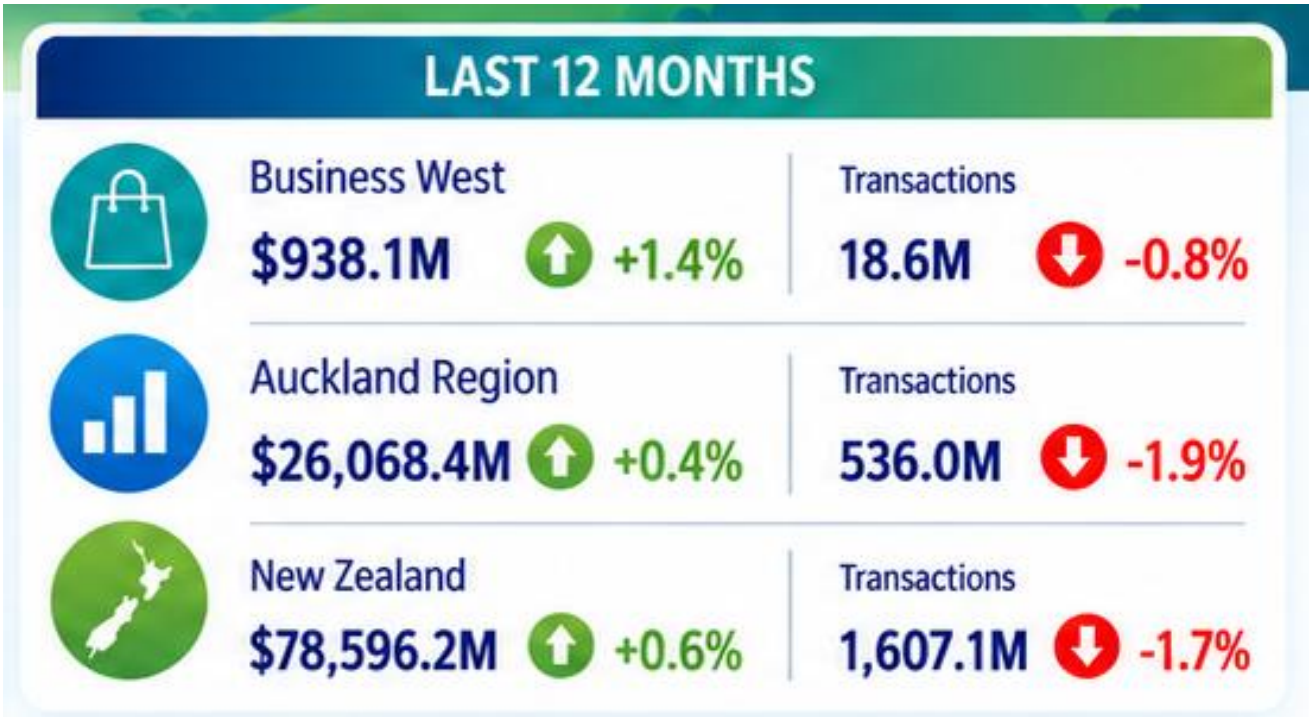
5. MARKETING & PROMOTION

Online Platform – Member Portal

The Business West website and Member Portal continue to provide an important communication and information platform for our membership, supporting engagement and access to Business West information and services.

Retail Analytics – Year to 30 June 2026

Business West recorded $938.1 million in precinct spend, an increase of 1.4% over the previous 12 months. This outperformed both the Auckland Region (+0.4%) and New Zealand (+0.6%). Transaction volumes were 18.6 million, down 0.8%, compared with decreases of 1.9% across Auckland and 1.7% nationally.



The figures provide an encouraging indication of continued activity within the Business West precinct despite the challenging economic environment.

Christmas Tree

The Business West Christmas Tree continues to be an important part of our promotion of the Henderson precinct during the festive season. We again thank The Quality Hotel Lincoln Green for allowing us to erect the iconic Christmas Tree at their Good Home car park. The tree continues to create interest and provide a positive and highly visible feature for businesses, customers and the wider community.

6. LOOKING AHEAD

Business West enters the new financial year with continued focus on membership, security, business connections, promotion and advocacy.

The economic environment remains challenging, but our members continue to show resilience and adaptability. Security will remain a priority, with the patrol programme continuing into 2027 and the Association continuing to pursue the completion of the CCTV network.

Our events programme will continue to provide opportunities for businesses to connect, network and hear from people who can provide insight into the issues affecting our business community.

YOUR MANAGEMENT TEAM

I take this opportunity to thank the management team for their dedicated efforts throughout the year. Much of the work undertaken by Business West happens behind the scenes — supporting members, organising events, managing administration, promoting the precinct, dealing with security issues and advocating on behalf of business.



TO CLOSE

I also take this opportunity to sincerely thank our loyal and dedicated business after 5 Sponsors; their continued support of our networking initiatives which enables us to bring these events to our business community and create opportunities to connect, share ideas, and build relationships.

The Business West Governance and Management teams will continue…
"To promote and support our members, advocate for and further business interests in our WEST."

Garry Bates | Association / BID Manager