

R E M U E R A

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Remuera Business Association

Annual Report

2024 - 2025

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October 2024

HIGHLIGHTS OF 2024-2025

Streetscape & Beautification

The RBA/Landlord/Tenant-funded fascia project is now 98% complete, transforming Remuera into a world-class streetscape. Tenants, landlords, and locals have all responded positively to the results.

Fairy light fringes (30cm) have been installed at key corners, including Sotheby's to Enamoured Books, Jem's Corner, Gabriella's, the Remuera Mall corner, and the Armadale corner. These have created a warm, visually appealing atmosphere for both visitors and locals.

The RBA also continues to maintain the planters along Remuera Road. The olive trees, planted in November 2021, are now well established. These upgrades significantly enhance the visual appeal of the area, helping to attract both shoppers and new businesses.

Security

Our security investment continues to deliver strong results. Over the past year, an ANPR camera was installed on the New World building, facing Clonbern Road. This has proven to be a game-changer for New World, with many incidents successfully captured. We are grateful to the Ōrākei Local Board and Auckland Council Grants scheme for their support in funding this initiative.

Overall crime levels remain very low, largely due to the security infrastructure in place. The RBA is extremely pleased with the positive outcomes. Plans remain to install additional cameras along Victoria Avenue, pending further grant approvals.

Carparking

Auckland Transport has extended the time limit to two hours in the Clonbern carpark to help prevent employees and tenants from occupying prime customer spaces. Despite repeated requests, some individuals continue to disregard our requests.

With Auckland Transport recently increasing parking charges, we hope this will further deter repeat offenders and ensure greater availability for customers.

Promotions – Christmas Activities

Last year Sotheby's and Botanical Creations collaborated to create a beautiful Christmas Grotto inside the Sotheby's boardroom. While overall foot traffic was slightly lower than usual, the Santa and Elves walking through the village and welcoming families into the grotto proved a highlight, with many locals capturing cherished Christmas photos.

Additionally, the RBA LED Christmas tree was installed at 1050 precinct, serving as a colourful and eye-catching seasonal feature.

The Remuera Big Spend

The RBA ran the Big Spend campaign in both November 2024 and August 2025, once again achieving excellent participation. With \$1,000 in weekly prizes, the promotion proved highly popular, with eight lucky locals each winning the chance to spend more in Remuera.

Easter Egg Hunt

This event was a hit with younger locals, who solved riddles to uncover chocolates hidden in Remuera retailers. The grand prize was a hamper of chocolates, and one very fortunate family received over \$2,000 in local vouchers. More than 400 entries were received, making it one of our most successful Easter events to date.

Halloween

Halloween continues to grow as a major community event, attracting between 5,000–6,000 locals to our streets. This year, 60 retailers participated in the "Trick or Treat" trail, with many decorating their shops and

dressing up for the occasion. The event's success lies in providing a safe, family-friendly environment for young locals to enjoy.

The New Faces of Remuera

We were delighted to welcome a number of new businesses to Remuera this year, including M M Linens, Tokoya Barbers, O-Studio, Bayley's Real Estate, DB Boutique, Roti Bros, Resonate Hearing, Unichem Pharmacy, The Sound Store, The Garden Spot, and Pie & Pinot.

With this influx of new retailers, only two long-term vacancies remain in the area — a clear sign of Remuera's continued vitality. The RBA has been working closely with landlords and agents to further progress towards full occupancy.

Progress on Business Plan 2024/2025

Remuera Spend

It is pleasing to report that most businesses have performed well over the past year, despite challenges such as adverse weather, economic headwinds, and periods of increased overseas travel by locals. We remain optimistic that conditions will continue to improve.

Dogs of Remuera

The RBA has also catered to our four-legged friends by providing branded dog bowls and waste bag dispensers, helping to keep the streets cleaner and more enjoyable for everyone.

Remuera Online

Facebook and Instagram continue to be powerful tools for promoting Remuera. Our Facebook following has grown steadily and now sits at 3,200, while Instagram has increased to 1,704 followers. Instagram remains the strongest platform, with many of our retailers engaging daily.

This year we also launched TikTok, which has seen excellent uptake and strong interaction. The RBA will continue to post actively across all platforms to strengthen visibility and engagement.

We make it a priority to share member posts on our channels, helping generate new followers and providing greater reach for local businesses. Retailers we engage with regularly express their gratitude for this support. Increasingly, businesses are reaching out directly to us to have their promotions featured on RBA social media.

While not all businesses currently use social media as a marketing tool, our efforts continue to highlight its value as a way to connect with the community and promote local enterprise.

Economic Development

It has been very encouraging to see the Remuera community rally in support of local businesses. We hope this momentum continues as we work to ensure the physical environment remains attractive and appealing to residents.

At present, there are only two long-term retail vacancies in the area, and it is anticipated they will be tenanted by early 2026. However, more work is needed to encourage landlords to invest further in their properties.

The past year has seen significant construction activity in Remuera. The Bayley's site successfully opened in January 2025, while the Remuera Medical Hub at 333 Remuera Road was completed in December 2024.

Looking ahead, Barfoot & Thompson will commence construction on the corner of Clonbern Road, with demolition scheduled for November 2025. Work will also begin at 328 Remuera Road in January 2026, followed

by Airlie Court in March 2026. The coming years will bring extensive development activity, and while this will mean temporary disruption, it also signals positive growth and long-term revitalisation for the area.

Conclusions

The RBA has made strong progress in delivering projects outlined in the 2024/2025 Business Plan. However, car parking remains a key challenge to our growth.

Promotions throughout the year have brought vibrancy to the area, keeping the Remuera community engaged and reinforcing the shopping precinct as an attractive, clean, and welcoming place to visit.

Looking ahead, the RBA will continue to work closely with landlords, leasing agents, and commercial sales agents to attract a strong mix of passionate and innovative businesses. Encouragingly, positive momentum has already been achieved with new landlords and tenants joining our community.

As shopping habits continue to shift online, it is vital that Remuera businesses embrace digital channels while ensuring that bricks-and-mortar experiences remain social and engaging. Remuera is increasingly positioning itself as a collaborative community of businesses with a shared purpose, and as a destination that local residents are proud to support. Ongoing beautification of the precinct will be critical to our success, particularly as neighbouring areas struggle with high vacancy rates.

Over the coming year, our focus—beyond landlord engagement—will be on further enhancing the streetscape to ensure Remuera is a pleasant and visually appealing destination. We will continue to deliver short-term marketing activations, such as online promotions to grow our social media following, alongside longer-term brand initiatives that build awareness and demonstrate our commitment to the community.

We will also continue to explore solutions to car parking challenges and maintain ongoing investment in upgrading security measures.

We would like to extend our sincere thanks to DA Fenn (Chairperson) and the RBA Board, including Sarah Powrie and the Ōrākei Local Board, for their ongoing support and dedication to Remuera.

Our gratitude also goes to Jonathan Sissons from Sotheby's for generously hosting this AGM in these wonderful premises.

Finally, we wish to thank all of you for your attendance and continued support this evening.