

YEAR IN REVIEW 2025-2026

YEAR AT A GLANCE 2025/2026

- 34,000 attendees at Howick Village HOP (record attendance)
- 20,000 attendees at Christmas Fair
- 2.1 million Facebook views
- 120,000 social media engagements
- 10 Associate Members
- Three major large community events delivered
- Four networking events for our members
- New sponsorship secured
- Continued external funding secured
- Angel Wings mural commissioned
- New village lighting initiatives completed
- Record market performance
- Strong partnerships with over 20 community organisations

SUMMARY

The 2025/2026 year was one of growth, innovation and strong community engagement for the Howick Village Association. Through successful events, strategic partnerships, enhanced marketing initiatives and ongoing advocacy, we continued to strengthen Howick Village as a vibrant destination for business, visitors and the wider community.

Highlights included a record-breaking Howick Village HOP attendance of 34,000 people, continued growth across all social media platforms, successful delivery of our annual events programme, increased sponsorship support, and ongoing investment in village beautification and placemaking initiatives.

HOWICK LOCAL BOARD

HVA would like to acknowledge the engagement and support from Howick Local Board over the past twelve months. We received Grants from the Howick Local Board to assist us with grants for:

- Howick HOP
- BID Expansion
- Christmas Fair – traffic management
- CCTV
- Matariki Flag Installation

PARTNERSHIPS AND ADVOCACY

HVA continues to develop relationships which keep the Association in a strong position to work on behalf of businesses within the Village. HVA was able to successfully support and engage with a

number of projects/groups including East FM (Vinyl Sales). We are grateful to the Pigeon Mountain Garden Club who continue to look after our Central Terrace garden boxes, and Coastguard who assisted us with marshalling at the Howick HOP and labour for our Christmas Fair event.

We value our relationship with Rotary Howick. We assist where we can with supporting their Blankets 4 Kids initiative. We were able to provide them and coastguard with gazebos for their annual Fun Run. We were also pleased to assist the Pacifica Association and Howick Art Group with Gazebos for their own events.

We provide our premises for meetings for Friends of Mangemangeroa, East Auckland Tourism and Pest Free Howick, and RSA Howick for their Poppy Appeal. We coordinate the bookings of community groups to fundraise in the main street and also provide space, for their information stalls, at our Christmas Fair Event. During this past year our Office has also been utilized for art lessons by local artist Helene Henare. This provides us with a small incidental income stream and strengthens community connections.

We would like to acknowledge the support we have received from Bayley's Howick over the past 12 months. They hosted a networking session in conjunction with our AGM, accommodated Santa at our Xmas Fair, domiciled a water station at our Cultural Food Festival and have recently advised they will become a valued sponsor at our 2026 Howick HOP. At our requested they also hosted Howick RSA during their poppy appeal.

ECONOMIC DEVELOPMENT

Market

In August 2025 we farewelled Market Manager Rachel Johnson, who relocated to Melbourne, at this time we welcomed Rochelle Gundy to the role. The Saturday market continues to be the biggest attraction in the Village making Saturdays busy and vibrant for all. The market has a strong and loyal stallholder/vendor base and is supported by regular community shoppers. The market continues to achieve record performance, reflecting strong vendor demand and ongoing community support.

The Market performed exceptionally well, up 5% in income and 20% in profit. We continues to be a lot of interest in joining with waitlists in multiple categories. New stallholders have added a great variety and freshness to the market, as we continue to strive to provide quality arts and crafts, and compliment Village food with fresh offerings.

Sponsorship/Event Income

2025 was the final year of our 3 year agreement with Star Insure as naming rights sponsor for the Howick HOP. 2025 saw a record crowd of 34,000 people, and record sponsorship with MTF Howick Pakuranga and Motive Auto Restorers joining our sponsorship 'family'. At the time of writing this report sponsorship for our 2026 event is being finalized but we are pleased to announce that Bayleys Howick will become a Bronze sponsor, and the event will be known as the CRC Howick HOP for 2026 with CRC becoming our new naming rights Platinum sponsor.

We continue to benefit from our collaboration with the Food Truck Collective for our Cultural Food Festival and Christmas Fair events. They provide valuable tables and seating near our stage area and we benefit from 10% commission from all Food Truck income which helps to offset some costs related to these events.

Grants

HVA continues to seek funding assistance from other areas to support our business and event planning. In 2025/2027 we were again fortunate to have funding approved from Ministry Of Ethnic Communities Development Fund/Department of Internal Affairs for our Cultural Food Festival. Support from the Howick Local Board for road closures for our HOP and Xmas Fair events is appreciated. In addition the RSA Howick assisted with the replacement of some tired Anzac Flags, and Lions Club of Howick covered the cost of 50% of our new Festive (Christmas) Flags.

Associate Membership

There has been continued interest from the wider community outside our BDI zone to join our Association. At balance date we have 10 Associate Members.

BID Expansion

Following careful consideration and consultation, the Committee resolved not to progress the BID Expansion initiative at this time. While we continue to see potential long-term benefits, current economic conditions and stakeholder feedback indicated that the timing was not optimal. This allows us to remain focused on delivering value within our existing BID area while keeping future opportunities under review

VILLAGE ENHANCEMENT & PLACEMAKING - STREETSCAPE

We maintain a close working relationship with the Beautification Trust for the fast and efficient removal of graffiti as it occurs in the Village. This year they repainted the retaining wall running beside the Rosscourt shops at the top of Fencible Drive. They also facilitated the repainting of the rubbish bins throughout the Village.

We are proactive regarding any dumping of rubbish, reporting it to Council. Prolific rubbish dumping has been an ongoing issue in the lower Central Terrace Carpark off Fencible Drive.

Deco Lights are contracted and we organise and pay for the maintenance of all our Fairy Lights, that light up the trees in town.

We are grateful to the Pigeon Mountain Gardening Club who maintain a couple of planter boxes adjacent to Central Terrace carpark.

Two surveys of our membership last year illustrated that “streetscape” should be a priority. Crawford Medical kindly sponsored the lighting of the tree outside Resthaven Funerals and recently The Howick Freemasons Charitable Trust have lit the large All Saints Puri Tree on the corner of Selwyn Rd and Cook St. This is a significant tree in our Village and it will be iconic for years to come.

During the year the Association commissioned local artist Olive Breach to create the Angel Wings mural, on the walkway between Caroline Eve and Crystal Nails. This adds a vibrant feature that contributes to the village's appeal and encourages visitor engagement.

We were grateful that during the year the 175 Plaque was replaced by Howick Freemasons Charitable Trust and Howick Rotary. This granite plaque will be the 3rd plaque to reside here since 2022. The Howick Village Association now has CCTV coverage over this site.

A beautiful new mosaic by artist Frith Jenkins was added to Fencible Walk commemorating Howick Pakuranga Chess.

As Howick Village continues to attract families and visitors, we see an opportunity to further enhance the village experience through the creation of a small play space within the town centre. Such a facility would encourage longer visits, support local businesses and provide a valuable amenity for families and caregivers.

MARKETING, PROMOTION & SOCIAL MEDIA

Our Social Media channels continued to achieve strong double digit growth, with views, engagement and followers demonstrating unprecedented growth.

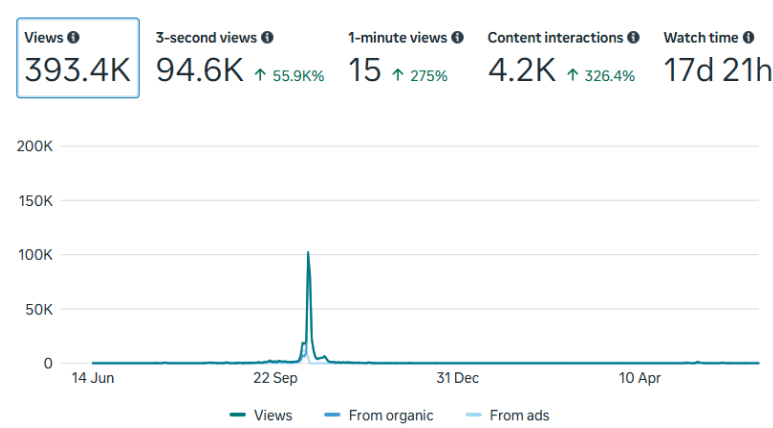
Village – Management focus has been on growing our Facebook profile over the past 12 months. At 30 June 2026 our main Facebook page had 9.6k followers (gaining 2k over the year) with over 2.1 million views in the past 12 months and engagement (reactions, clicks, comments and shares) of nearly 120k. We are pleased with the performance of this page, showing positive incremental growth on all KPIs as the year progressed. Our biggest audience is 35-44 age group (closely followed by 45-54), with 76% being women.



The Village Instagram page had over 145k views, and 3.3k of content interactions and gained 300 follows. We will focus on growing our Instagram page in the coming year.

Market – Our Market Facebook page had over 600,000 views, and gained over 1.2k followers over the year, finishing the year with 5.3k followers. This was also very pleasing. Market Instagram had nearly 230k of views, 5k profile visits, with 2.7k followers

Howick Village HOP – our HOP Event has a Facebook page with 2.1k followers, gaining over 500 during the year, with 130 of these being on the event day itself. This page had nearly 400k views in the past year, with 102k being on 10 October.



Marketing Campaign

We commissioned Jane Moody from Bathurst Brown design to reinvigorate our branding and “There’s no place like Howick Village” concept. She was charged with giving us a campaign for both locals and external visitors to the Village. We have agreed on brand colours, fonts and formats for campaigns that are season and event related. Concepts like “For Evening Walks in Winter...There’s no place like Howick Village. For a Glimpse into the Past...There’s no place like Howick village, ...for your favourite clothes...for Valentines Day....

EVENTS & COMMUNITY ACTIVATION

Collectively, HVA events generated substantial visitor activity, increased footfall, strengthened community connection, and delivered measurable economic benefit to local businesses.

Recently we commissioned a Marketview report to substantiate the success of our events.



Executive Summary

Key findings from Howick events (Oct 2025 – Mar 2026) vs non-event comparison periods

+43.4% transaction uplift for Howick HOP vs the week before — strongest footfall driver

+28.3% spend uplift for Christmas Fair vs the week before — strongest revenue performer



Total Event Impact Summary — Before/Event/After

Combined event performance across Howick HOP, Christmas Fair and Cultural Food Festival.

Metric	Before	Event Day	After
Total Spend	\$750,340	\$846,527	\$796,313
Hospitality Spend	\$263,622	\$322,894	\$282,117
Other Spend	\$486,718	\$523,633	\$514,196
Total Transactions	19,287	24,854	20,437
Total Spend uplift vs before	—	+12.8%	+6.1%
Transaction uplift vs before	—	+28.9%	+6.0%
ATV	\$38.90	\$34.06	\$38.96
Hospitality share	35.1%	38.1%	35.4%
International trans share	2.6%	2.9%	2.5%

Key Insight: Combined event performance drove strong transaction growth (+28.9%) and spend uplift (+12.8%) on Event Days. Hospitality captured a greater share of spend (38.1% vs 35.1%), while lower ATV (\$34.06 vs \$38.90) indicates growth was driven by increased visitation.

Howick Village HOP 2025 – It was the final year of our contract with Star Insure as our naming rights sponsor for the Howick Village HOP. 2025 was the ‘best yet’ attracting a crowd of 34,000 people. It continues to gain traction each year. Thanks to our supporters – incl the Howick Local Board. We continue to collaborate with Coastguard, Petrolhead Magazine and The Pohutakawa Times. With the continued success we are pleased to advise that sponsorship continues to grow. Last year we added Motive Auto Restorers as a Sponsor. Car Registrations are a reflection of the success of the event, again having to cut off registrations due to capacity constraints. The attendance of Smokey and the Bandit a Kenworth Rig with Transam car painted by local artist Ron

van Dam was a drawcard that was well received and attracted crowds to the lower end of Picton St. The 11am 'Rev your engines' was again a highlight.

Last year was our final year of our 3 year naming rights agreement with Star Insure. We are please to let everyone know that 2026 platinum and naming rights sponsor is CRC. They are joined by new sponsors, Bayley's Howick, along with our existing sponsors, Matassa Properties, Motive Auto Restorers, Star Insure and Mother's Polishes.

The HOP delivers, to the Village, a very strong footfall uplift of +43%, dramatically shifting spending towards our hospitality businesses.

Christmas 2025

We moved our annual Christmas Fair to early December, in the hope of finer weather. We had the most successful event in recent years attracting 20,000 people into the Village. This annual celebration is a festive night with markets, shopping and entertainment. Our Christmas Fair event is our strongest overall economic driver. It delivered the highest spend uplift of +28%, not only bringing increased hospitality spend but resulted in higher value purchases alongside volume growth. This event drew retail activations and spend.

We instigated Howick Christmas themed windows being painted by Ron van Dam.

We invested in new festive flags, put up our large Knitted Xmas Tree in Resonates window, installed our Santa and Reindeer display painted by local artist Olive Breach, on the roof of the Bosun's Bar, and introduced new festive bollard covers, which tie in to our flags.

These many streetscape enhancements strengthened our village identity and enhancing visitor experience and village 'vibe' over the Christmas period.

We held a "Festive Catch Up" for our members in our office in early December; a casual get together, and opportunity to network pre Xmas, this provided an opportunity to update and members about our activities and role within the Village.

Cultural Food Festival – March 2026

Our fourth Cultural Food Festival, was a beautiful day, with great entertainment. Our collaboration with the Food Truck Collective works well for us; giving us a great range of food vendors, and enabling us to utilise benches and seats near the main stage area. There were many wonderful cultural dance acts including Asian entertainment, bagpipers, pacifica and Indian entertainment. The Great Goblet race remains a highlight. We are grateful to the Ministry of Ethnic Development (Department of Internal Affairs) for their continued funding of the stage and sound, at this event. The cultural Food Festival drove a modest transaction growth of +7%, and uniquely attracted 4.2% international visitor transaction share.

Anzac Day 2026

Howick holds a rich ANZAC history—honouring the bravery, sacrifice, and spirit of those who served. We put a lot of effort into commemorating Anzac Day in the Village. We again created a powerful and poignant tribute in Fencible Walk — a display of poppies and crosses to honour Howick's ANZAC heritage. The Howick Village Association had new flags flying, thanks to RSA Howick, poppies brightening the Village, soldier 'silhouettes', and a 'big poppy' in the Village Square commemorating our war heroes and new bollard covers, funded by our Association.

Member Training Networking Event – April 2026

We invited our membership to a marketing strategy and tactics upskilling event taken by "The Classroom" held in the Uxbridge Theatre on 21 April. This was well received. An engaging evening that was enjoyed by everyone, lots of practical takeaways and practical advice.

Mid Winter Celebration – June 2026

After the success of our last year's inaugural 'Mid Winter Celebration' – a networking/training event, designed to acknowledge and celebrate business success, was well received. Our guest

speakers were from Spice HR, and emcee being Glen from MTF, are members. It was well attended and will be an annual event for us.

Upcoming Events - 2026/2027

- Howick Village HOP – Saturday 10 October 2026
- Howick Village Association AGM – Wednesday 21 October 2026
- Howick Village Christmas Fair – Friday 4 December 2026
- Howick Village Christmas Eve Markets – Thursday 24 December 2026
- Cultural Food Festival – Saturday 28 February 2027
- Workshop/Training Session – March 2026
- Mid Winter Celebration – June 2027

CHANGES IN THE VILLAGE

A vibrant village is one that continues to evolve, and over the past year Howick Village has seen a number of exciting business developments, new arrivals, business expansions and ownership transitions.

We were pleased to welcome several new businesses to the Village, including X Collective, an art studio by local artist Wendy Hannah, The Grooming Shop, Pastarita Italian Restaurant, Pure Oral Health, Eastern Refuge Society, and Wyld, adding further diversity and appeal to our business mix.

The year also saw significant investment from existing and incoming business owners. Basalt changed ownership and reopened as The Earl, while Taste Explosion Café was refreshed and relaunched as The Usual. Ocula brought together Howick Village Optometrists and Thompson Optometrists in new purpose-built premises at 90 Picton Street, representing a significant investment in the Village.

Several businesses expanded or relocated within the precinct. Crawford Medical opened Crawford Wellness at 2 Picton Street, Charity Boutique moved into larger premises on Central Terrace, NZ Skin Health relocated into the BID area from The Terraces, and Brendan Morgan of Kent Morgan Jewellery established new premises at 126C Picton Street.

Other notable investments included a significant refurbishment of Paper Plus, new ownership at Marbled, and the rebranding of Intuit as The Caretakers.

We also acknowledge the retirement of several long-standing business owners, including Meg from Lily Whyte and Frith Jenkins from Howick Village Optometrists. Their contributions to the Village over many years have been greatly appreciated.

As with any town centre, some businesses closed or relocated during the year. We thank The Cosmetic Clinic, Grand Indian, Tech Square and The Phone Mason for their contribution to Howick Village.

Overall, the level of investment, refurbishment, expansion and business activity seen throughout the year reflects continued confidence in Howick Village as a place to do business.

CONNECTING WITH OUR COMMUNITY

We continue emailing our local Community and Business Chimes newsletters, outlining the happenings, events and changes in Howick Village. The Community Chimes is offered in hard copy from outside HVA office and at 15 member sites throughout the Village.

STRATEGIC PLAN

We continued to focus on 4 Pillars of our 2022-2027 Strategic Plan which remain relevant:

- Collaboration & Communication
- Finances & Income Streams
- Destination with a Point of Difference
- Sustainability/Inclusion

As the period covered by the strategic plan comes to a close, we will commence work on our new strategic plan early 2027. The consultative sessions to construct our existing plan were supported by the Local Board and we are hopeful that the new plan will also be supported in a similar way.

ABOUT US - STAFF & COMMITTEE ACKNOWLEDGEMENTS

The Howick Village Association is first and foremost, a stand-alone incorporated society and not-for-profit organisation. It is the vehicle through which Auckland Council implements the BID (Business Improvement District) programme in East Auckland. The BID presence provides us with the targeted rates funds to implement economic development activities in Howick Village.

HVA is a small organisation with limited funding, we have three part time contractors supported by Marion (Admin/Events) and Ella (Social Media) and a volunteer committee. We hold events and have professionally executed all the functions – marketing, event management, social media, and financial management – with very limited resources compared to much larger organisations and well-resourced private centres.

Part Time Contracted staff:

Katie Treneman	Village Manager
Jane Newbury	Events Manager
Rochelle Gundy	Market Manager
Marion Skelton	Admin Assistant
Ella Morrison	Social Media Administrator

Executive committee:

Sam Dalzell – Chairperson	Paul Brobbel – Deputy Chair (retired May 26)
Gerald Patterson - Treasurer	Ziahad Mohammed - Secretary
Carmen Holmes	Barry O'Shaughnessy
Paul Spiller	Nick Thompson
Roneel Prasad	Jake Harrison
Adele White	Howick Local Board representative – non-voting

The HVA executive committee members act in a voluntary capacity and HVA management would like to acknowledge and thank our committee for their valuable and positive ideas, strategies and support. Our Committee meets monthly (except January) on the 2nd Tuesday of the month, early in

the morning, so as not to disrupt business trading, with meetings usually completed within 1 – 1 ½ hrs.

The past year has demonstrated the strength of collaboration within Howick Village. Through the combined efforts of our businesses, volunteers, sponsors, community partners, staff and committee members, we have continued to enhance the vitality, attractiveness and economic performance of the village. As we look ahead to 2026/2027, we remain committed to supporting our business community, creating memorable experiences for visitors and ensuring Howick Village remains one of Auckland's most distinctive, vibrant and successful town centres.

Katie Treneman
Village Manager

July 2026