

Executive Committee Candidate Profile



Member Entity Name:	Roma Blooms Limited (Roma Blooms Florist)
Member Entity Address:	62D Victoria Street West, Auckland Central
Candidate Name:	Shobhana Ranchhodji
Candidate Role within Member Entity:	Owner (Director)

Candidate Biography

(maximum 50 words)

As the owner of Roma Blooms, I survived ten years of minimal foot traffic due to Auckland's CRL construction. Leading public campaigns with HOTC, I became a vocal advocate securing visibility and financial support for affected retailers. Today, I continue to champion small business resilience.

Candidate Statement

(maximum 200 words)

As the owner of Roma Blooms, I survived ten years of minimal foot traffic due to the central Auckland CRL construction. This intense firsthand experience is why I am seeking election to the Executive Committee. Having navigated one of the most challenging disruptions in our city's history, I am deeply committed to ensuring our business community not only recovers but thrives. I bring a unique perspective shaped by resilience, direct advocacy, and collaboration. As a vocal advocate who led public campaigns alongside Heart of the City (HOTC), I successfully fought to secure visibility and financial relief for affected small retailers. This background gives me a deep, practical understanding of the systemic challenges facing central Auckland businesses and the executive experience required to influence key stakeholders. If elected, I will actively contribute to HOTC's objectives by championing small business resilience, driving initiatives that restore vibrant foot traffic, and ensuring the diverse voices of our retailers are directly represented in strategic decisions. I am eager to channel my energy and proven dedication into shaping a prosperous, accessible, and world-class future for the Heart of the City.