



KBA ANNUAL REPORT 2021

The Kaitaia Business Association has had a positive year. The committee has remained stable and committed to attend monthly meetings so we have easily achieved a quorum and met the majority of our goals we committed to twelve months ago. Our plan was aligned to the strategic plan under the following headings:

1. Membership

The plan was to

- promote associate membership for 21/22
- survey current members on their use and value of the weekly email updates and social media advertising
- adjust CCTV security camera budget to include \$500 per month for monitoring and reduce the maintenance budget to \$6k to ensure we are still spending \$12k on business security.

Promoting associate membership has not been a focus as we navigated yet another year of Covid Delta with our energy being spent on sharing information to our business community through the lockdowns and confusion as government rolled out changing laws, mandates and traffic lights.

Surveying members on their use and value of the weekly email updates was limited as those who don't use it, don't respond. However, the previous editor of the Northland Age, Peter Jackson, spoke highly of the impact we have had over the last 2 years with our higher profile and regular communications going out to the BID.

The CCTV budget was adjusted after receiving the BID funds so that from 1 June 2021 Safer Communities receive \$500 per month to contribute to funding a person to monitor the camera system. We were also successful in applying to THCB to assist us in funding the \$6k maintenance requirement that benefits not only our business community, but the wider community as a whole including schools, hospital and assisting police to prevent crime. The THCB agreed to commit to two years so this will be allocated next year and then once the new board is elected, KBA will need to reapply.

2. Promotion & Marketing

Our goals included:

- Te Hiku Open Spaces Revitalisation Project
- Assist with the Kaitaia Christmas Parade and Grotto
- Attend weekly Mayoral meetings to continue feeding back valuable information to our members
- Source, fund and erect a Digital Notice Board in Kaitaia's main street.

The Revitalisation Projects are rolling out and as they are in progress or completion, the KBA promote on their facebook page as well as highlight them in regular email newsletters. Some of these have featured in the FNDC Weekender publication too and we have fantastic support from the Northland Age, who allow a fortnightly column called "Te Hiku Talks".

Unfortunately, due to the Covid levels and rules, the Kaitaia Christmas Parade has been cancelled along with all parades throughout the country.

The weekly Mayoral meetings prove a valuable source of shared information from a business perspective in the FNDC region and this is a forum that the Mayor and elected members plus some staff appreciate the feedback and issues we pass on from our BID members.

The Digital Noticeboard has been ordered and is due to arrive in Kaitaia end of January 2021. We have a draft MOU that is in the process of being signed off by FNDC and KBA as KBA will take the lead in managing the project. Any profit made will allow not for profit organisations, clubs and schools within our region to advertise at no cost on this prominent billboard. The budget we allowed will get us started up with power, wifi and initial KBA adverts to encourage local businesses to do the same.

3. Environment/Economic Development

The goals were:

- Ensure local contractors are awarded the project work for the Te Hiku Open Spaces Revitalisation Project
- Provide interesting spaces for people to meet together to share meals and enjoy live entertainment in the town square and market square.
- Garden beautification programme in collaboration with the Eco Centre

Where possible local contractors are awarded project work with a preference for Maori owned businesses. We are at 72% of all work kept local. The remainder is out of our hands as we required specialist park equipment and hyper umbrellas made which had to come from out of our area.

The town square has been delayed as Far North Holdings Limited are still in negotiation with Foodstuffs about this property but we hope to have a positive outcome in the 2022 year so will keep this goal for next year. The market square has had delays but we have tidied up the East Lane and car parking spaces close to businesses, covered the walls of the neglected old Warehouse building with local art and have recently put 3 tables to assist with the Saturday market vendors who supply food and beverages to the community.

Garden beautification has not been achieved in this past year. Although we had offers of a collaboration with Eco Centre, changes in voluntary staff has made this more difficult. The committee are keen to keep this goal and aim to achieve it in the 2022 year.

4. Support Business and Advocacy

5. The goals were:

- Promote services offered by Northland Inc's Regional Partnership Program
- Keep businesses informed of the outcomes of the Tai Tokerau Economic Action Plan Group
- Revised Student Scholarship to benefit local BID member business who employs a student and needs assistance with start-up tools, equipment or training.

Our co-ordinator, Tia Hohaia, has done a sterling job of advertising and promoting Northland Inc and other assistance that is shared with us via the regular BID emails and facebook page. The facebook page is often shared on Kaitaia Happenings which has a large following.

Tia manages the Kaitaia Digital Hub which crosses over nicely with her being in the know of what courses are being offered and many of our businesses took up the free xero training and Office 365 courses. Word of mouth got around and there is more demand to pick these up for 2022.

The student scholarship was revised and we only had one applicant; the Beauty Room Kaitaia who used the funds to purchase an additional bed for her apprentice to train and carry out treatments. The apprentice has nearly completed her one year training which has added qualifications as well as given on the job training rather than going away for a course. The uptake on this new scholarship has been slow but we will be promoting it and now have it on our revised website page.

In addition to these goals we have also:

- Lobbied Air NZ to continue flights from Wellington – Kerikeri return as this opens up a larger population to visit the Far North for leisure, while allowing the Northlanders to get to meetings in Wellington within a day avoiding the need to travel and stay extra nights.
- We made the Beautiful Towns finalist (although the event has been postponed to February next year) so we are unsure of the outcome at the time of writing this report.
- Returned all KBA expenses back to our local economy eg insurance
- Made a start on a Civil Defence Plan for the CBD after the chaos seen with the tsunami evacuation back in March.
- The new welcome sign for the North end of Kaitaia has been redesigned and is in the process of being priced. The Te Hiku Revitalisation project is funding this as part of the streetscaping component for Kaitaia.
- The town clock has mixed support but is currently being priced to return it to its original site on the corner of Redan Rd and Commerce Street.

One of the issues the executive committee has raised is that our BID income has remained the same since inception of \$50,000. Rates have increased, buildings have gone up in the BID area so we feel its timely to request a review of what we receive to align with the increased income the FNDC are receiving.

Attached is our annual plan for the 2022 year ahead.



Andrea Panther
Chairperson
Kaitaia Business Association