



ANNUAL PLAN 2022-23

In line with the Strategic Plan, our goals for 2022/23 are:

Membership

- Promote the Associate Membership for 2022/23 to wider Kaitaia areas and surrounding towns which is \$250 for those living outside the map area.
- Apply to FNDC/THCB to look at our BID allocation as rates have gone up but our income has remained the same since we started.

Promotion and Marketing

- Promote the completed projects that are being carried out under the Te Hiku Open Spaces Revitalisation Project that all began with KBA & Councillor Foy.
- Promoting Kaitaia as a place for to invest in, with a thriving business community.
- Assist SHINE On Kaitaia with the Kaitaia Christmas Parade and Grotto
- Continue our attendance of the Weekly Mayor's Meetings, feeding back important information to our BID members.
- Manage the Digital Notice Board on behalf of FNDC to increase our annual income
- Promote a Shop Local campaign

Environment/Economic Development

- Ensure local contractors are awarded local FNDC work following on from the Kaupapa of social procurement attributes for the Te Hiku Open Spaces project work.
- Garden Beautification Programme to develop in partnership with a local provider training in horticulture
- Write an article on Te Hiku Business Community Successes to attract investors to Kaitaia and send to NBR, NZME etc
- Continue to support Safer Communities by funding \$500 per month to CCTV to assist monitoring of the camera system

Support Business and Advocacy

- Work on a Covid Response for Businesses to have on website
- Continue to work on the Civil Defence Plan for the CBD of Kaitaia
- Advertise and Promote the KBA Trainee/Apprenticeship Scholarship
- Advocate Community Issues and Concerns to Council and other businesses (i.e. Air New Zealand) for the benefit of BID Members.
- Promote and host Northland Inc's. Growth Advisors once per month at the Kaitaia Digital Hub.