

Kaitaia Town Centre Retail Strategy - bringing people, vibrancy and performance to the heart of our community

Objectives



Gain a greater share of spend & return to growth



Broaden relevance & attraction to build destination value



Contemporary experiences that reflect what people want from our Town



Strengthen our Town's role in community connection, enrichment & welfare

Key moves

EXPERIENCE

Ensure that residents & visitors love their time in our Town Centre



Support social enablers like spaces and events that attract people to us, regularly & habitually



Fresh & modern shopping & hospitality experiences that create pride & preference for our Town



Our Town Centre & businesses are locally reflective, unique, characterful, inclusive and welcoming

PLACE

Creating a vibrant, engaging & unique Town Centre environment



Improving the look, feel, activation & functionality of our Town Centre's buildings & streetspace



Creating amenities, accessibility & relevance that support the needs of our whanau, kura, & rangitahi



Performance and event spaces that readily enable activities that enliven our Town Centre

PERFORMANCE

Enabling & supporting a positive economic position for our Centre



Establishing a retail anchor in a strategic Town Centre site to attract consumers and radiate wider benefit



Curation of our retail & hospitality offer to address gaps & opportunities in the marketplace



Encouragement of mixed-use development in & around our Town Centre to strengthen audience

MARKET CENTRICITY

Listening & responding to our Town Centre's existing & potential customers



Aligning our Town Centre's offer & experience with consumer needs, expectations & aspirations



Creating a unified customer experience & market-centric culture across our Town Centre



Agile thinking & the ability to adapt our offer and experience relative to need & opportunity

Outcomes



Economic Opportunity
Growth in visitation, spending & goodwill



Aligned & Resilient
Meeting the needs and aspirations of our market



Representative
Unique, locally reflective, inclusive and enjoyable



Heart of Community
Destination of choice & pride for our people