



# KBA ANNUAL REPORT 2022

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
- 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.

Promoting associate membership will continue as a goal as it has not gained any momentum. Several times the digital sign advertising got businesses enquiring and once they were sent out the info and the fee of \$250 we have yet to have any actually follow through and sign up.

Several phone calls and meetings were held about the BID allocation. With the flow on effect of COVID combined with the fact that Kerikeri and Kaikohe have been unable to get the votes to have their own BID, advice was given that we are unique and if we took it out to a vote we would likely lose the BID altogether, let alone extend it. It is now off the table as seems in the “too hard” basket.

## 2. Promotion & Marketing

Our goals included:

- 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

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”.

The promotion goal was not specifically achieved by the KBA committee, however we are all very aware that our population has grown since COVID with more city folk making the move north to work from home. It has been encouraging to see more businesses open up in Te Hiku.

It was awesome to have the Christmas parade and grotto back up for 2022 after 2 years of covid cancellations. We had a budget of \$300 but with 2 years cancellation, we were able to contribute \$800 to Shine on for the event.

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 new Mayor was happy to continue these meetings on that Mayor Carter started and is going well.

The Digital Noticeboard has been running since February. It is busy and has created an additional role for the co-ordinator. WE are on the look out for a sales person willing to promote this for commission as it is not being used to its potential. The FNDC is a classic example of not using the sign when it could have regular signage when rates are due or a consultation is out or dog regos are due.

The Shop Local campaign has not been successful for this year – a change in co-ordinator who holds another job has made it challenging to get the extra goals completed this year.

### **3. Environment/Economic Development**

The goals were:

- 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

Where possible KBA are using all local contractors to carry out any work required with preference given to those in the BID area.

Garden beautification has been achieved this year with Wahine Wild who are a new Maori owned business. They have upgraded and tidied up all our gardens. As the roundabout at Pak'n Save was in a dire state, we also contracted them to tidy this up with a 12 month maintenance period as Recreational Services are just not doing it and the town looked shocking. Some members are not happy we are using KBA funds to do this when it is seen as a FNDC responsibility but the gardens have looked shocking in our town for many years so we have made the commitment to do it.

A previous member had offered to write an article about Kaitaia as a thriving business community but with his departure, no other committee member offered to fill this space and it was not achieved.

KBA have an automatic payment of \$500 paid towards the monitoring of CCTV every month and are grateful the THCB came to the party to assist with the two year agreement for \$6k as it assists the entire community, not just paying BID members.

#### 4. Support Business and Advocacy

The goals were:

- 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.

A change in co-ordinator through the year means we don't have a plan on the website so this goal was not achieved. The chair is still on a community covid response team that will be stood up again when required.

Civil Defence is a goal for the coming year as only one meeting was attended last year. Chair, Andrea Panther attended another one recently with key stakeholders from the community and the plan is to meet regularly.

The student scholarship had two worthy applicants; so both were awarded \$1,000 each. Tahlia Foster from Far North Vet and Harrison from Laser Electrical will be using the scholarships to fund their apprenticeship requirements. Both companies attended the last networking evening to support their apprentice's in winning the award.

The weekly Mayors forum is an effective way to advocate community issues and concerns and we also visited Kaikohe Business Association this year to collaborate. Organisations who attend the Mayor's weekly meetings attended KBA meetings such as ACC and MSD and offered wider services to the businesses to take advantage of.

In addition to our goals we also engaged Maisey Builders to tidy up **facades** on the buildings and paint some of the very poor buildings that bring the town down. The painting has been completed in 2 areas which has made a big difference but we are still waiting for the facades to be done.

Sheryl from Northland Planning is working on a **bylaw submission** which insists landlords with street frontage must maintain their buildings to an acceptable clean and tidy standard to FNDC that Kaikohe Business Association wants to support as well.

As part of the community covid response KBA are holding funds to assist businesses to be more resilient and this programme will kick off in 2023.

Attached is our annual plan for the 2023/24 year ahead.



Andrea Panther  
Chairperson  
Kaitaia Business Association