

KAITAIA BUSINESS ASSOCIATION AGM 2022

CHAIRPERSON'S REPORT

What a year! We've come out the other side of covid and with the momentum of the Te Hiku Revitalisation project running alongside us, we have achieved a lot in the last 12 months. I'd like to take this opportunity to thank the committee for the 2021/22 year; for showing up to the monthly meetings, replying to emails and assisting with networking events. Special mention to Angela Phillips our Vice President and Shirley Neho who have met outside of monthly meetings to assist in a variety of admin and subcommittee roles that I have really appreciated. Once again our excellent treasurer, Stewart Russell, has done a sterling job and with changes to the law we are going to be holding a special meeting early next year to review the constitution. One example is that we no longer are required to have audited accounts as we are way under the threshold of \$2m in turnover, however we will have a clause that if the THCB or more than 2 businesses request one in writing then we will be required to. I'd also like to acknowledge John Stewart who has done a lot of work around the digital sign, putting together quotes and proposals like the façade work and keeping us up to date with THCB outcomes. During the year we had a change of co-ordinator as Tia was headhunted by THIDT and was replaced by Sarah Rameka who has done a great job. I love her social media posts that keep everyone updated and are relevant with what is going on around us whether it is Maori Language week or the Queen's passing.

THE YEAR AT A GLANCE...

CCTV issues are always at the core of our monthly meetings and sometimes seems slow to rectify but it's a slow moving beast and we are making progress. We have approved a new solar powered aerial to be installed up at Bellingham Quarries which will make a difference. We have recently had an independent audit done on the entire system so will be seeking quotes for the gaps/upgrades. For those who are new our CCTV system has been running for 12 years and as you can imagine technology has changed a lot. We are part of a region wide initiative where we will be fortunate to be able to apply for significant funding to fill in the gaps including the number plate recognition cameras that ping nationwide when stolen vehicles are picked up, and the upgrade will be paid for through the Proceeds of Crimes Fund next year. A competing security firm is making an impact on our local businesses and schools taking 25% of the market so far so we really need to promote contributing to the monitoring as those who do use Total Security have a portion of their fee go towards monitoring. We have lost 18 businesses this year which equates to 18 hours a month less in monitoring.

The **Digital Sign** was installed in January this year and it has been a busy part of the co-ordinators role to keep on top of queries, uploads and invoicing. As the revitalisation project funded the cost of the sign we are able to offer incredibly cheap advertising and those using it are still in the honeymoon period where they are getting huge exposure for very little investment as the number of advertisers so far is still low. We are now on the look out for a part time sales person keen to promote this sign on a commission basis so spread the word.

Networking events held this year have been a great success with good attendance – one of the big ones was when we were alerted to affordable housing going into the old pakn'save site. This in turn led to an agreement to get a strategic plan underway for Kaitaia. Interestingly enough Kerikeri and Kaikohe are now requesting the same for their towns but don't have the funding. The Te Hiku project funded stage one and our THCB have funded the balance.

Northland Inc have monthly days in here at the Digital Hub and continue to bring other people here to help our businesses. We now need businesses to engage with the service that we've worked hard to secure over the last few years.

Town garden beautification was one goal we didn't achieve last year but am pleased to announce it was done a few months ago and we are now hoping to negotiate with FNDC to share the costs in having Wahine Wild to maintain the gardens rather than Recreational Services who just spray and mow and don't have gardeners employed.

Tidying up **facades** on the buildings has been quoted and accepted but Maisey Builders has still not started this work yet. Sheryl from Northland Planning is working on a **bylaw submission** to FNDC that Kaikohe Business Association wants to support as well.

Speaking of other business associations, a group of us took up the invite to go to Kaikohe's Business Association meeting but foul weather just before the gorge shut postponed this so we had a special meeting a few weeks later, visiting the innovation park and talk with a few committee members. We shared ideas on lobbying Air NZ and looking at buildings in the main street.

For the last 3 years more wreaths and renewing the town flags has been on the annual plan and finally we have designs to confirm and order in time for this year. McKenzie Welding have just replaced all the flag holders missing off new lampposts and Top Energy have been contacted to book in the installation at the beginning of November.

I attended **Mayor John Carter's farewell function** last month on behalf of KBA and was honoured to be asked to speak. This was an opportunity to acknowledge John's career in serving his community, the region and country. Thanks to John we have continued the weekly Mayor meetings where all the towns share issues and concerns. The underlying positive benefits include networking and supporting each other for the first time rather than be competing and feeling like we are treated as the poor cousins. Mayor Carter also supported our group lobbying FNDC to manage the Te Hiku Revitalisation project which has proven to be a successful model and this project has won 3 awards and is up for 2 more; 1 being international and the main theme for all the awards are around community engagement.

KBA has been interviewed regularly on all types of **media** too - stuff, Northland Age, Northern Advocate, Breakfast Show, More FM Radio, Te Hiku Media – seeking our views of how covid has impacted us, the changes rolled out over the last 2 years, the Mangamuka road closure, speed reviews and so on. We were also invited to a Waka Kotahi workshop to design a brief to take to government for funding and I am very fortunate that my boss allows me to attend these during work hours.

October is when our scholarships close and we already have a couple of great applications but there is still time! We changed tact from supporting a university student after free fees was introduced and now support a business in the BID area that is employing a young person who may need assistance with anything to get started like basic tools, some training or PPE equipment.

THE YEAR AHEAD...

Work to be done includes sorting out Kaitia's **Civil Defence plan** for our CBD – we mentioned last year we had made a start after the chaos with the tsunami evacuation back in March 2020, however we only had one meeting and haven't revisited it again. More work is required to promote the trade scholarship & a shop local campaign.

The other big project is about a **resilience training package** we want to offer our businesses next year. We are holding significant funding from the Te Hiku Covid Response group that was granted to help businesses become more resilient before the next big thing to hit us. We have a sub committee of busy people who are meeting next week to plan what this will look like. The Kaupapa of this funding it to invest in people so it's a hand up not a hand out.

Hopefully the incoming mayor will continue the **weekly meetings** to build on the 2 years progress we have made to get Northland Inc up here, working together and supporting each other and keeping up with all the amazing services on offer for businesses that we hear about regularly... and then of course we are fighting for better infrastructure particularly in our roads.

So I'd like to end by thanking you all for continuing to support us and attending the events we host. We rely on word of mouth so please encourage other business owners to read our emails, follow our social media posts and encourage people to continue to come to town and support local business.

We look forward to a positive 2022/23 year ahead for us all.