



KBA ANNUAL REPORT 2023

The Kaitaia Business Association has had an awesome year. The committee has remained stable and committed to attend monthly meetings and we have met the majority of our goals we committed to twelve months ago along with providing a Business Booster programme that we were fortunate to receive significant funding to help our businesses in Te Hiku become more resilient. Our plan was aligned to the strategic plan under the following headings:

1. Membership

The plan was to

- promote and follow up associate membership for 2023/24 to wider Kaitaia areas and surrounding towns.

Associate membership has always been difficult to build, however the pricing in the use of the digital sign did encourage a couple of businesses to join our association so that they could make use of the discounted rates.

2. Promotion & Marketing

Our goals included:

- 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.
- use of Digital Notice board
- Community Connector Paid Role for the Resilience Business Booster programme
- Work with FNDC to ensure the submitted (Oct 31st 2022) bylaw is approved and adopted around building frontages in CBD

Shine On Kaitaia have the Christmas parade scheduled for 2 December and after notifying the community they were struggling with support, this has come forth and its all go. Our co-ordinator assists with the set up of the photo booth and we contribute \$500 to be used where required.

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. They take place 3 times a month as they are cancelled on full council meeting days which happen to fall on the Thursday we have these calls.

The Digital Noticeboard has been running for two years now and is still under utilised but it's a great opportunity for any business wanting to use it for low cost advertising.

The Business Booster fund paid for our co-ordinator Ruth to plan, advertise, co-ordinate, set up and pack down each training. The feedback has been phenomenal. This has been one of the best programmes our KBA has run for our Te Hiku area and was only possible with the funding provided from TPK that we were fortunate to receive by being part of the Community Covid group as an important pou was resilience. We have provided courses and training to our people at little to no cost, with no travel or course fees required and have

provided refreshments too. We would like to continue this service so that our small businesses can attend health and safety courses by co-ordinating a number of businesses to contribute to the costs so that we can keep these courses going locally saving huge costs to businesses but at the same time upskilling our people and our businesses and bringing the experts to Te Hiku when required.

The bylaw hasn't made any traction despite following it up at the Mayors meeting. We have support from Kaikohe too and are keen to see this come to fruition in the next 12 months if possible.

3. Environment/Economic Development

The goals were:

- Campaign for SH1 to reopen
- Garden Beautification Programme
- Business Booster (Resilience funding) programme with range of courses at 10% of cost and offered locally
- Work on Kaitia's Civil Defence plan in conjunction with CD, elected members and businesses
- Develop a shop local campaign that engages with both businesses and customers
- Support THCB with business sponsorship to have a bus that takes students from local schools to Te Ahu centre museum and library board, Kauri Unearthed and perhaps the gumdigger tourist site at Paparore (or Dalmatian Alleyway if time doesn't allow)

When we put this goal to campaign for SH1 to reopen we were not convinced Waka Kotahi or government understood how vital this road was, however they have had a good communications plan and are keeping us all informed with progress. We still get the odd request for an interview for a comment from the media but it hasn't needed the big push we first anticipated.

Garden beautification is a commitment we are happy to work on with Wahine Wild. They were contracted with a 12 month maintenance period and are nearly at the end of this but we are happy to renew it to ensure our gardens are kept weeded and tidy as it's a first impression for our town for visitors.

As previously mentioned this is a huge success and we have touched 80 businesses with 220 attendees at 45 courses ranging from time management, first aid, working at heights, leadership, to mention just a few, offered by high quality presenters in our local area meaning that businesses only need to attend rather than have travel and accommodation time and costs added on top of course fees.

Sarah Boniface, our local Civil Defence officer was the guest speaker at our AGM in October and has met with our interim chair, Shirley Neho. This is an important piece of work to ensure our businesses are aware of the plan in place and work collaboratively and co-operatively to ensure we do better next time (referring to the Tsunami evacuation back in 2020). This is an ongoing project that KBA are still working on.

We have not met the goal to run a shop local campaign – the focus began to move towards safety. We really do need a passionate person to run this for Kaitia and we are yet to find one.

John Stewart, THCB representative who attends our monthly meeting shared this vision about the bus to bring students to our museum. Our KBA were totally behind his vision but we have not had an opportunity to follow it up in this financial year.

4. Support Business and Advocacy

The goals were:

- Promote services offered by Northland Inc.'s Regional Partnership Program
- Promote services shared through the weekly Mayor's meeting to rest of members
- Advertise and Promote the KBA Trainee/Apprenticeship Scholarship
- Advocate Community Issues and Concerns to Council and other businesses for the benefit of BID Members.
- Promote and host Northland Inc's. Growth Advisors once per month at the Kaitaia Digital Hub

These goals have all been met, thanks to our co-ordinator Ruth who is actively pushing all of these on our social media posts and our monthly newsletter.

At our October AGM, Joshua Kirby was elected as the new chair and has done a sterling job already in the short time of taking the reins. Joshua is the manager at Kaitaia Farmers and is also leading the safety and security sub committee who are investigating funding to have ambassadors roam our business district. We hope to have a trial up and running in December in time for the Christmas period.

I have remained on the committee as Immediate Past President so that we build a succession plan to ensure the KBA is in excellent hands. We are fortunate to have Stewart Russell from PKF Accountants to stay on as treasurer. One of our focus areas is to work with the FNDC around the new law changes to incorporated society act which allows us to not require audited accounts. Our treasurer, Stewart, has suggested the finance department of FNDC have access to our xero accounts and our committee has suggested if 2 or more businesses request an audit then we will request one as it is expensive and difficult to find an auditor, meaning we will need to request one from out of town. With only receiving \$50k p/a it is incredibly wasteful to spend \$5-7k of it on an external auditor.

Attached is our annual plan for the 2024/25 year ahead.



Andrea Panther
Ex-Chairperson (now Immediate Past Chair)
Kaitaia Business Association