



# **Kaitaia Business Association**

## **Annual Plan 2024 - 2025**

### **Membership**

1. Encourage membership growth and participation through KBA brand development, scheduled networking events, surveys and questionnaires, and inviting members to participate in steering groups.
2. Update Constitution.
3. Update our member contact list to identify and separate business owners from tenants.

### **Promotion & Marketing**

1. Increase advertising revenue through the Digital Sign.
2. Assist SHINE on Kaitaia with the annual Kaitaia Christmas Parade and Grotto.
3. Launch promotional and Christmas flags in the main street over the summer months.
4. Organise power to the old Warehouse Carpark Stage and help to facilitate community events that provide opportunities for local businesses.

### **Environment/Economic Development**

1. Continue to offer the Business Booster programme and advocate for further funding after 2024.
2. Continue to support the Kaitaia Garden beautification programme.
3. Support members to develop a workplace emergency and business continuity plan.
4. Develop a strategy on how to attract new business ventures to Commerce Street.

### **Support Business and Advocacy**

1. Promote services shared through the weekly Mayor's meetings and services offered by Northland Inc.'s Regional Partnership Program.
2. Promote the Trainee/Apprenticeship Scholarship programme.
3. Lobby Council on issues raised by members and advocate on their behalf.
4. Develop and launch a 6 month trial Kaitaia security patrol programme to help mitigate antisocial behaviour in and around the Kaitaia business district.
5. Continue to develop CCTV network.