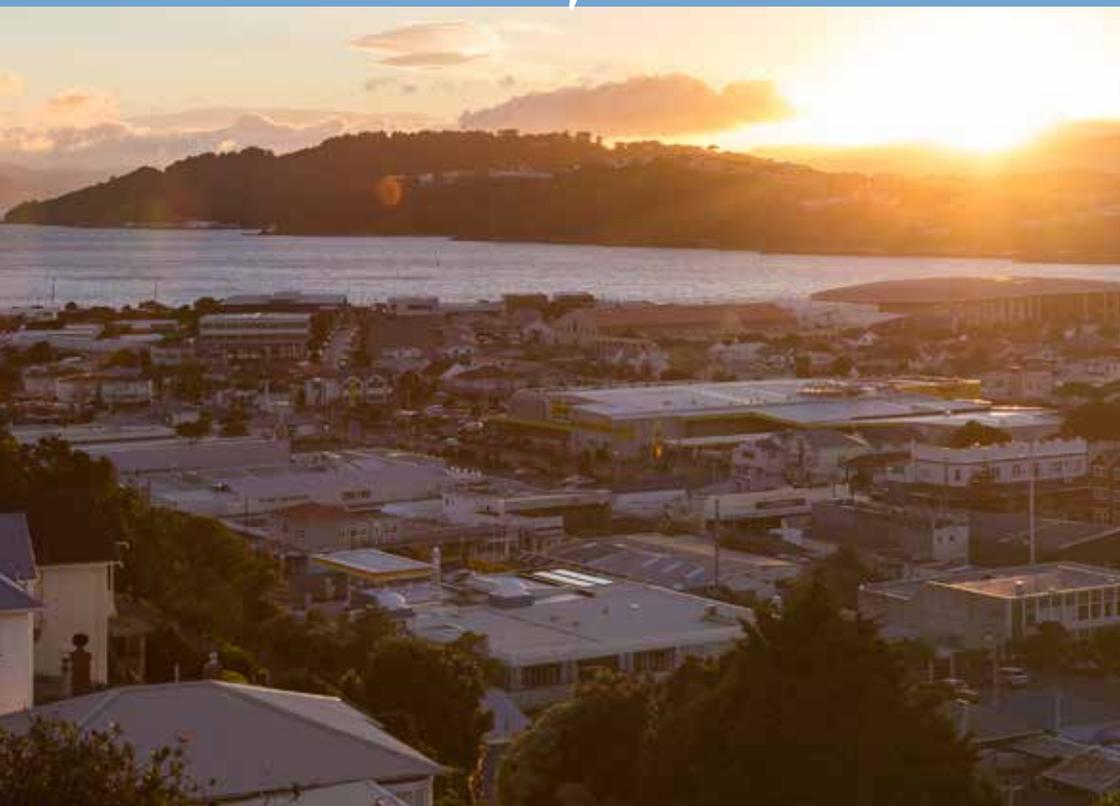


KILBIRNIE

Annual Report 2017



Message from the Chair

The Kilbirnie Business Network (KBN) started in June 2011 with the purpose of getting local businesses to know each other, work together and be strengthened.

Now we have the BID structure behind us and have real opportunities to develop Kilbirnie as a well known and respected business hub in Wellington. This starts with people being involved and sharing their passion for Kilbirnie. In this sense we thank Kelley Oliver and Robyn Matheson for their passion and contribution. We also acknowledge the vision and drive of John MacIntyre and offer condolences to his family and associates.

The work put in place this year has given us a good platform to move forward from. Having a fantastic brand and vision, establishing a flagship event with the Christmas parade and having a great management team in place. There are other challenges rapidly approaching with local cycleways and a new bus hub.

Longer term challenges include things like resilience of businesses, people and buildings and changing the planning rules to allow more intensive development in Kilbirnie. Of course there will be other things that together we can work on for the benefit of this wider business community of retailers, professionals and services.

Thanks to all those who have been part of the committee throughout the year and those others who have shown interest and helped. The KBN is more than just the nine or so committee members - it is all of us, business owners and property owners and we all have a contribution to make.

Bruce Welsh – KBN Chair 2016/17



Executive Committee & BID Management



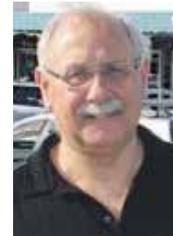
Bruce Welsh
Rimu Architects (Chair)



Anthony Dey
Brentwood Hotel



Dean Galt
Pak N Save



Geoff Kiddle
Unichem Kilbirnie



Tiff Logan
Real Dentistry



Robyn Mathieson
Robyn Mathieson



Gary Holmes
BID Manager



Joanne Morris
Wellington Sewing Centre



Steven Young
Property Owner



Susie Busby
Member Services and
Support (Jan - Aug 2017)



Susie Jones
Town Centre Co-ordinator
(commencing Sept 2017)



Hannah Stoddart
Communications and
Marketing

2016-17 Year in Review

Administration

The Kilbirnie Business Network (KBN) committee has met nine times in the past year to receive updated reports from the management team and plan future activities, as well as providing feedback on issues relating to the area, in particular the proposed Bus Hub and cycling network.

We have been well served by our BID Management team led by Gary Holmes, and ably supported initially by Susie Busby and now Susie Jones in the role of Town Centre Co-ordinator. We appointed SBA Accountants to look after our accounts and have regular interaction with departments at Wellington City Council (WCC).

The KBN was well represented at a recent Business Improvement District (BID) Summit hosted by WCC where we were able to meet with other BIDs in Wellington, learn how we can work together to improve our business areas and hear insights from Dr Julie Grail who was instrumental in setting up the BID programme in the United Kingdom.



Business Development

We were excited to launch our new website www.kilbirnie.org.nz which allows visitors to view the site across multiple devices and includes information about what is happening in the area, a business directory for all members and a calendar of events. This is supported by the Kilbirnie Shopping Centre Facebook page which links to other local businesses and acts as a portal for local social media activity.

We have held two networking opportunities for members over the past year. More than 30 people attended and listened to an entertaining and informative speech by Wellington City's new Mayor, Justin Lester, in May. Members took the chance to meet other business owners and share ideas around transport links and the future of Kilbirnie.

The other networking event was centred around the launch of our new brand and was attended by more than 40 business owners. All members have been provided with an information pack containing details of the new brand.

Four newsletters have been printed and distributed to both businesses and property owners to keep members up to date with what KBN is doing and these will continue over the coming year.

A key focus for the coming year is the development of a local shopping directory and map which will be circulated to the local residential community to further encourage local shopping.

Promotions and Events

The Kilbirnie Business Network engaged branding experts Onemata to assist us with developing a brand proposition for Kilbirnie (see next page for further details) and engaged local graphics company, Scooter Design, to bring that to life with visual images. We now look forward to showcasing the brand through various elements include the street pole banners that have been installed along Bay Rd.

Planning is continuing on our inaugural Santa Parade on 3 December which is set to be a huge draw card for the town centre. Being the only Santa Parade in Wellington, we are expecting the event to draw crowds of people to Kilbirnie town centre to relax with their families, peruse the shops and stalls and enjoy the parade. Bay Road will be closed from 6am – 12noon.

We have run two in-store promotions this year in conjunction with Mother's Day and Father's Day. The aim is to raise the profile and increase spending in Kilbirnie and to enter, shoppers must spend over \$10 and complete an entry form to be included in the prize draw. Prizes were sourced from local Kilbirnie businesses and we received more than 1200 entries from the two promotions and great feedback from participants.



Environment

We regularly report incidents of graffiti and damage to public assets to the appropriate agency. We have also engaged with Wellington City Council about the Local Host programme being run to tackle the issues behind begging in the city. Kilbirnie has been included in their remit and they have sent local hosts around to scope the area.

We are collating crime prevention strategies to help businesses form a united front on how to deal with social issues.

We have also been involved in providing input and feedback on the changes to the bus hub in Kilbirnie and on the proposed cycle lanes to ensure that carparking is not lost. We have also provided feedback on the project currently underway by Wellington Water to reduce the flood risk to the western Kilbirnie storm water catchment, giving priority to the Kilbirnie CBD and Kilbirnie.

A key project for the coming year is to look at establishing gateway signage to the business district.



Dynamic -

KILBIRNIE

- Balanced

At the beginning of this year, we engaged branding specialists Onemata Ltd to assist us with creating a vision and brand / identity for Kilbirnie which we launched publicly in August this year.

Kilbirnie needs to be positioned in a way that is distinctive from other destinations and that captures its very heart and soul, being relevant for now and also setting the path for where we want to be in the future.

Our Vision:

- The desire to create a unique, strong vibrant community in a high density city fringe suburb.
- Profitable and successful businesses which are well supported by the significant local population.
- Redefined to fully reflect the opportunities of 21st century urban living.
- It is a place of exceptional lifestyle options and the location of choice for people to work, live and play.

Key Themes

- In order for Kilbirnie to thrive it needs to dramatically increase its foot traffic through having more people living and working in a close proximity.
- Kilbirnie has, in a Wellington context, the most incredible infrastructure for a balanced lifestyle and the best situation to provide medium density housing outside the CBD.
- There is a real opportunity for the Kilbirnie Business Network to advocate for a zoning change - 6/7 floors with mixed use, office/apartment and retail.
- It provides an excellent option for people wanting office and apartments in close proximity to a range of facilities and medium density housing could also provide the solution to some natural hazards as they offer vertical escape.
- It is exceptionally well placed at the heart of the growing eastern suburbs.
- There is an opportunity to work with Miramar and Wellington International Airport to have an eastern suburbs view and collective approach.
- There is no clear entertainment precinct within Kilbirnie but an increase in population would create the demand for one and Miramar is very close by.
- Kilbirnie lacks a clear and compelling sense of identity or a voice in Wellington.

Kilbirnie faces a number of opportunities:

- To leverage investment from the Wellington City Council in the area.
- To engage more businesses in helping enhance the perception of Kilbirnie.
- To increase the numbers of businesses wanting to invest/set up in the area.
- To increase visitor numbers and overall spend.
- To attract more people to want to live in the area, and visit.
- To create a place with heart and soul for locals to be proud of, and take greater pride of.

Developing a clear positioning and a consistent and voice that speaks to its unique and diverse attributes is key to helping unlock the potential of Kilbirnie

Value Proposition

Kilbirnie is Wellington's poster child for embracing modern medium density urban living.

Kilbirnie is renowned for dynamic progressive thinking, new development and progress and has real ambition to be a vibrant place which embraces change.

Kilbirnie is explicit about its desire to be a flagship city fringe suburb for new ways of living, working and playing. We actively own the notion of change in a powerful, positive way.

It's a place where we want people to aspire to live, work and play. It's the place our future generations will want to be a part of, a place that sets an international benchmark for achieving balanced living in a 21st century city fringe suburb.

Creating a sense of place:

Dynamic and Balanced becomes the soul of our place. You can sense it and see it.

As its greatest potential, Dynamic and Balanced will be something that:

- retailers (existing and desired new ones) buy into
- informs the architecture, landscape design and leverages the surrounding environments
- drives the, visual identity and communications
- draws the support of organisations involved in the revitalisation of Kilbirnie.

2017-18 Business Plan

Administration			
Action	Timeframe	Budget	KPI
KBN Committee Meetings; Review progress against Strategic and Business plans ; Annual audit and reporting	Monthly except January	\$4,000	Progress against Business Plan and budgets reviewed. Annual report to members via AGM.
Member information packs delivered to all businesses; Database updated and checked.	On-going	Included in admin budget	Members receive information pack; details added to website & database.
Engage a BID Manager & Town Centre Co-ordinator to implement the programme formulated by the Committee.	On-going	\$30,000	Monthly reports to Committee and measured against these KPIs.
To provide an annual review of KBN's activities at AGM and provide an opportunity for feedback from members.	Nov 2017 Nov 2018	Included in admin budget	Progress against Business Plan and budgets reviewed. Annual report to members via AGM.
Relationship building with key stakeholders such as WCC.	On-going	Included in admin budget	Positive relationships built and maintained. Yearly presentations to WCC.
Opportunity for up-skilling of Committee Members.	As required	\$1,000	Committee receive training to enable good governance.



Promotions and Events			
Action	Timeframe	Budget	KPI
Run regular, subsidised advertising spreads in local media to promote the shopping centre and its businesses.	Monthly	\$8,000	Number of Kilbirnie businesses participating.
Establish and support a Christmas Parade and associated activities that promote Kilbirnie and attract visitors.	December 2017	\$20,000	Number of visitors to the event; increased spending in local businesses via anecdotal feedback.
Run regular in-store promotions to encourage local residents to Buy Local.	Father's Day, Christmas, Valentine's Day, Mother's Day	\$2,000	Number of businesses participating; number of entrants.
Business Development			
Action	Timeframe	Budget	KPI
Develop and maintain website and establish a Kilbirnie Facebook page as a portal to businesses and activity in the area.	On-going	\$2,000	Number of visits to the Kilbirnie website and number of likes on Facebook page.
Produce an Annual Survey to all businesses to gauge business tempo, communication plus capture key performance markers.	February	Included in existing budgets.	Awareness of BID increases as evidenced by business surveys, anecdotal evidence and businesses participating.
To host and provide opportunities for businesses and landlords to meet and network.	Quarterly	\$5,000	Minimum of four networking sessions held before end of financial year.
Produce a regular newsletter distributed to all stakeholders including \$ spend from Marketview reports.	Quarterly Quarterly / Annual	\$1,000 \$2,000	Quarterly newsletters printed & delivered; Monthly email updates; Marketview stats reported.

Produce a business directory and map to promote local businesses.	March	\$10,000	Directory produced and distributed.
Explore the implementation of a free WIFI network in Kilbirnie.	By June 2018	\$5,000	Wifi network established; number of users.
Environment			
Action	Timeframe	Budget	KPI
Research and develop a Heritage Trail as a tourist attraction for Kilbirnie in conjunction with key partners. Instigate painting a series of attractive murals on key Kilbirnie shop walls and alleyways.	Late 2017	\$10,000	Heritage trail developed Murals completed on walls; feedback from members of the public and businesses.
Beggar support project		\$5,000	
Establish gateway signage.	Late 2017	\$10,000	Gateway signs installed.
Work with WCC and external contractors to keep Kilbirnie Graffiti free.	On-going	Included in existing budgets	Graffiti removed on a daily basis.
Advocate and ensure maintenance / replacement is undertaken by WCC on street amenities.	On-going	Included in existing budgets	Public assets kept clean and tidy.



Kilbirnie Business Network 2017/18 Budget	
Operating Expenses	
ADMINISTRATION / OPERATING	
BID Management Fee	30,000
Accountancy / audit	4,000
Training	1,000
PROMOTIONS / EVENTS	
Advertising	8,000
Christmas Parade	20,000
Buy Local in-store promotions	2,000
BUSINESS DEVELOPMENT	
Website / Social Media	2,000
Business Directory / Map	10,000
Newsletters	1,000
Marketview Reports	2,000
Networking events	5,000
Free Wifi	5,000
ENVIRONMENT	
Environmental Projects	10,000
Beggars Project	5,000
Signage	10,000
TOTAL EXPENSES	\$115,000
Income	
BID Targeted rate	80,000
Surplus funds 2016/17	35,000
TOTAL INCOME	\$115,000





Contact Us:

WWW.KILBIRNIE.ORG.NZ

Please feel free to contact us at any time, with any questions or queries, we are here to help.

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GARY HOLMES
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NETWORKING

ADVOCACY

ECONOMIC DEVELOPMENT

INFRASTRUCTURE

TRANSPORT