

KILBIRNIE

Annual Report 2018



Message from the Chair

It's been a busy year! Your committee of nine (8 elected and 1 co-opted) Kilbirnie business people has brought new energy and perspectives to the BID. With the able assistance of Manager Gary Holmes and Town Centre Co-ordinator, Susie Jones we've pushed ahead with numerous positive initiatives – the Santa Parade, after-work social events with speakers addressing Kilbirnie issues, two Kilbirnie-wide shopping promotions, the installation of branded signage, and bike racks, a survey of members to gauge interests and concerns, and preparations for murals at each end of the shopping area.

Of particular note is the involvement we've had, and will continue to have, with Wellington City Council (WCC) staff and councillors. We've advocated for BID members' interests on a number of WCC-led initiatives: the cycleway and its negative effects on car-parking; the storm-water improvements now being undertaken and future pump station work; the location and design of our branded signage; the possibility of extending a liquor ban to our BID area, and the need for appropriate responses to the broader social issues of homelessness and begging that are very visible in Kilbirnie. We also advocated for the BID's interests to the Greater Wellington Regional Council over the bus hub, scheduling and route changes that are provoking considerable discussion right now.

Our survey of members revealed that social issues and parking restrictions are the greatest concern. We are also concerned at the number of vacant commercial premises in our BID area. We welcome ideas on how to attract businesses to Kilbirnie that add quality and diversity to the range of available goods and services.

We are keeping members up to date with BID happenings through our regular newsletters and website posts. Your ideas on what we could or should be doing are always welcome so email, phone or talk to any of us at any time about matters relating to the business health of Kilbirnie.

Jo Morris – Kilbirnie Business Network Chair 2017/18



Executive Committee & BID Management



Jo Morris (Chair)
Wellington Sewing Centre



Anthony Dey
Brentwood Hotel



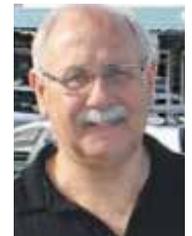
Dean Galt
Pak'n'Save



Sam Hughes
Habitat



Sandra Julian
Auaha Group



Geoff Kiddle
Unichem Kilbirnie



Tiff Logan
Real Dentistry



Ramona Rasch
Rasch Leong



Bruce Welsh
Rimu Architects



Steven Young
Property Owner



Gary Holmes
BID Manager



Susie Jones
Town Centre Co-ordinator



Hannah Stoddart
Communications and
Marketing

Dynamic

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KILBIRNIE

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Balanced

In 2017 we engaged branding specialists Onemata Ltd to assist us with creating a vision and brand / identity for Kilbirnie which we launched publicly in August last 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 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 environment
- drives the visual identity and interactive communications
- draws the support of organisations involved in the revitalisation of Kilbirnie.

2017-18 Year in Review

Administration

The Kilbirnie Business Network (KBN) Committee has met monthly to receive updated reports from the management team and plan future activities, as well as provide feedback on issues relating to the area, in particular the proposed changes to the Bus Hub and liquor ban. We have focussed this year on establishing a good working relationship with Wellington City (WCC) and Greater Wellington Regional Councils (GWRC) and representatives from both have attended a number of committee meetings to update the committee on things such as the begging situation, infrastructure work and maintenance, and the proposed liquor ban. This has provided us with the opportunity to ensure our views and concerns are heard and considered by these organisations. The Committee has appreciated the support over the past 12 months from its management team led by BID Manager Gary Holmes and Town Centre Co-ordinator Susie Jones.



Above: Networking After 5 with Ashley Church - CEO of Property Institute of NZ.

Business Development

KBN was pleased to showcase our new brand and logo through various elements including our website and Facebook page, and the street pole banners that have been installed along Bay Rd. We are awaiting final approval on our plans to install six gateway signs welcoming people to the Kilbirnie Shopping Village. Planning is also continuing on this year's Santa Parade following the success of our inaugural parade last year with thousands turning up to see the various colourful floats and participants in the parade. This year will see an extended programme of entertainment after the parade finishes.

We have run two in-store promotions this year with the aim to raise the profile and increase spending in Kilbirnie and our April promotion was particularly well supported by retailers and customers alike with the main prize being a \$2,500 Gold Coast holiday. It was a hugely popular promotion with a colossal 39% uptake! The Kilbirnie retailers handed out promotion cards at point of sale, engaging with the community and adding another level of positivity to the overall shopping experience in Kilbirnie.



Below: Networking After 5 with Paul Eagle - Labour MP for Rongotai.

Promotions and Events

We have continued to maintain our 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 our Facebook page which links to other local businesses and acts as a portal for local social media activity.



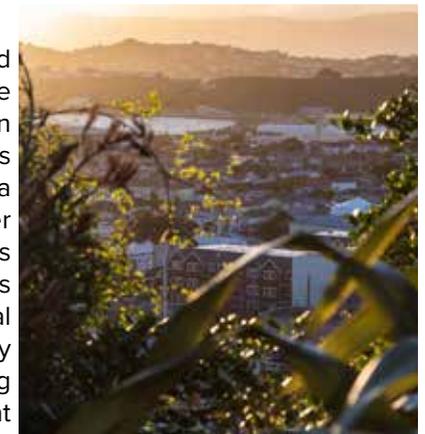
Santa Parade, 2017

The Kilbirnie Business Network was fortunate to have two high profile speakers at our After 5 networking sessions this past year. Property Institute CEO, Ashley Church, gave an insightful presentation on 'Getting the Most out of Mixed Use Developments' and shared his thoughts on how Kilbirnie could embrace mixed use development in the future, and we were delighted to welcome local MP Paul Eagle to share with us his insights into life as a parliamentarian.

We recently ran a cluster advert in the Dominion Post "Out and About" page and have developed a series of further promotions in the Cook Strait News to help promote the many and varied businesses we have in the BID.

Environment

We regularly report incidents of graffiti and damage to public assets to the appropriate agency. The KBN Committee is working in partnership with WCC to see what support is available for the various issues the business area is facing. The WCC has increased the number of visits from their Outreach team and has undertaken to continue to work with us on this issue which is having a negative impact on local businesses and the public perception of safety in Kilbirnie. The Police have also been patrolling Kilbirnie more often and it is expected that the multi-agency approach will help everyone involved and will lead to rectifying the issues.



The GWRC is currently finalising the relocation of bus stops on Rongotai Rd to a new location on Evans Bay Parade. The Kilbirnie Business Network has been involved in discussions to ensure the best possible outcomes from the relocation including bus shelters, a possible covered walkway to the shopping centre and the installation of artwork featuring sporting figures etched on the shelters.

2018-19 Business Plan

Administration			
Action	Timeframe	Budget	KPI
KBN Committee Meetings; Review progress against Strategic and Business Plans; Annual Audit and reporting.	Monthly except January	\$2,000 \$5,000	Progress against Business Plan and budgets reviewed. Annual report to members via AGM.
Member information packs delivered to all businesses; Database updated and checked quarterly.	On-going	Included in admin budget	Members receive information pack (including new businesses); 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 activities at AGM and provide an opportunity for feedback from members.	October 2018	Included in admin budget	Progress against Business Plan and Budget 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.



Promotions and Events			
Action	Timeframe	Budget	KPI
Run regular, themed, subsidised advertising spreads in local media to promote the shopping centre and its businesses.	Quarterly	\$8,000	Number of KBN businesses participating.
Establish and support a Christmas Parade and associated activities that increase KBN profile.	December 2018	\$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 increase spending.	Father's Day, Christmas, Valentine's Day, Mother's Day.	\$6,000	Number of businesses participating; number of entrants.
Business Development			
Action	Timeframe	Budget	KPI
Continue to maintain KBN website and Facebook page to promote businesses and activity in the area.	On-going	\$2,000	Number of visits to the KBN website and number of likes on Facebook Page.
Provide an annual survey to all businesses to get feedback on KBN activities and capture key performance markers.	October	Included in existing budgets	Feedback provided and percentage of businesses participating.
Produce a regular newsletter distributed to all stakeholders.	Quarterly	\$2,000	Minimum of four newsletters produced.
Consider introducing a KBN Business Excellence competition including public voting.	Early 2019	\$5,000	Competition held; awards ceremony held to recognise participants; public feedback.
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.

Environment			
Action	Timeframe	Budget	KPI
Establish a network of 3-4 CCTV cameras along Bay Rd as a means of crime detection.	Late 2018	\$10,000	CCTV cameras installed.
Complete establishment of gateway signage at key entry points to the centre.	August 2018	\$15,000	Gateway signs installed.
Continue with implementation of a series of attractive murals on key KBN shop walls and alleyways.	2018 / 2019	\$10,000	Murals completed on walls; feedback from members of the public and businesses.
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 2018/19 Budget	
Operating Expenses	
ADMINISTRATION / OPERATING	
BID Management Fee	30,000
Accountancy / audit	5,000
Committee expenses	2,000
PROMOTIONS / EVENTS	
Advertising	8,000
Christmas Parade	20,000
Shopper Promotions	6,000
BUSINESS DEVELOPMENT	
Website / Social Media	2,000
Newsletters	2,000
Business Excellence Competition	5,000
Networking events	5,000
Miscellaneous projects	10,000
ENVIRONMENT	
CCTV Cameras	10,000
Signage	15,000
Murals	10,000
TOTAL EXPENSES	\$130,000
Income	
BID Targeted rate	80,000
Council BID grant for signage	10,000
Funds brought forward from 2017/18	40,000
TOTAL INCOME	\$130,000





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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NETWORKING

ADVOCACY

ECONOMIC DEVELOPMENT

INFRASTRUCTURE

TRANSPORT