



# KILBIRNIE

— 2021 —

**ANNUAL REPORT**



# Chair's Message

It's been a busy 12 months for the Kilbirnie Business Network. The highlight was our success in the ballot to include Rongotai and Lyall Bay businesses in our Business Improvement District (BID). Work is underway to develop a new name and brand for the expanded district and to upgrade our website ([www.kilbirnie.org.nz](http://www.kilbirnie.org.nz)) to reflect the changes.

Who'd have thought we'd be back in lockdown and levels 3 and 2 during the past two months? These are difficult times and they've caused another couple of local businesses to close. However, as was the case last year, I've been encouraged by our members' response to the challenges. Many have altered their business practices to operate under lockdown restrictions and increase their ability to trade online.

The KBN Committee met eleven times during the year. At every meeting, we receive updated reports from the management team and review upcoming activities and events. Among our more

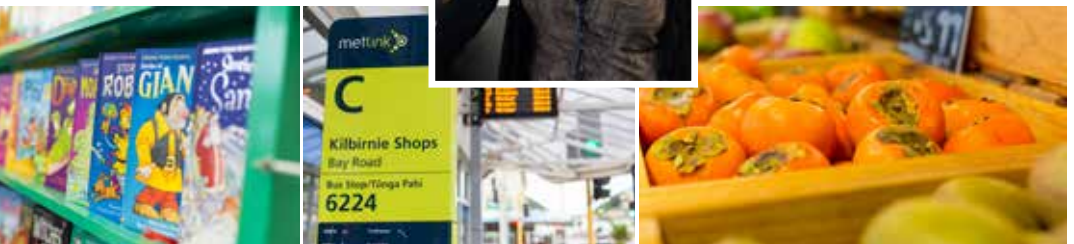
visible activities are the annual Santa parade, more murals and outdoor artwork, and business development seminars for members. We've also made our voices heard on issues such as the proposed Cobham Drive pedestrian crossing.

I want to thank our executive committee of volunteers and our management team, BID Manager Gary Holmes and Admin & Marketing Co-ordinator Susie Jones, who implement our work programme and maintain positive relationships with members and other stakeholders. On that note, I extend a warm welcome to Martin Craig, who has joined the team with a focus on engaging face-to-face with our increased membership.

Thankyou everyone for your support this past year, especially during the ongoing Covid-19 challenges. We look forward to another busy year, as is detailed in this report.

*Jo Morris*

Chairperson 2020/21



# 2020/21 Committee



**Jo Morris** (*Chairperson*) – Wellington Sewing Centre

**Anthony Dey** – Brentwood Hotel

**Ramona Rasch** – Ramona.Rasch@Law

**Steve Farrell** – Ray White

**Bruce Welsh** – Rimu Architects

**Sean Woods** – Property owner

**Dean Galt** – Kilbirnie Pak N Save

**Steven Young** – Property Owner

**Binay Jagat** - Liquor Centre

We also want to acknowledge Alex Terris and Jane Fahy who were co-opted onto the Committee in May to help provide input from the perspective of business operators from the Lyall Bay / Rongotai expansion area.

## BID Management Team



**Gary Holmes** –  
BID Manager



**Susie Jones** –  
Admin & Marketing  
Co-ordinator



**Martin Craig**  
– Member  
Engagement



# Highlights for 2020/21

- **Covid-19** - Once again, the Covid-19 pandemic, with the resulting nationwide lockdown, proved to be a challenging time for our members. KBN provided support through regular emails to members ensuring they had the most up to date information relating to trading requirements under various levels, how to access wage subsidies and other government support and ensuring that all businesses were displaying QR Code posters and meeting the new reporting and record keeping requirements.
- **Santa Parade** - Our fourth annual Christmas parade was held at the beginning of December last year with thousands turning up to see the various colourful floats and participants in the parade. A popular addition was a post-parade market day in Kilbirnie Plaza.
- **BID Expansion** – We worked with Wellington City Council and business engagement firm Business Lab to expand our BID boundary to include businesses in the wider Rongotai and Lyall Bay areas. We had a good response with 30% of the eligible voters voting (minimum required is 25%) and, of those, 72% returned votes in favour of the BID (minimum required is 50%).
- **Business Directory** – An A6 sized full colour Kilbirnie Business Directory was printed and distributed to businesses and thousands of homes throughout the Eastern Suburbs. The Directory features contact information about each KBN member and reinforced our push to encourage local residents to buy local.
- **Environmental issues** – We have continued to report environmental issues such as graffiti and other damage to property to Wellington City Council and other agencies for appropriate action. We have also arranged for the installation of additional rubbish bins around the main shopping area.
- **Business Booster events** – we launched our Business booster sessions with business coach Chris Whelan and we will continue to provide networking opportunities and seminars on topics of interest to our members over the coming year.
- **Social Media** - We have continued to maintain our website [www.kilbirnie.org.nz](http://www.kilbirnie.org.nz) and our Kilbirnie Shopping Centre Facebook page which links to other local businesses and acts as a portal for local social media activity.






## Contact

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 /kilbirnieshoppingcentre

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