

# ANNUAL REPORT

## 2020



### CHAIR'S MESSAGE

It has been an eventful first year for the Karori Business Association (KBA) since we established the Association following a successful poll and merger with Marsden Village.

We have achieved a lot and I want to thank both our small committee of volunteers and our management team of BID Manager Gary Holmes and Town Centre Co-ordinator Jacqui Jago, without whom we would not have managed to achieve as much as we have. I wish to acknowledge in particular the recent retirement of Julie Johnson from the Committee after she and husband Brian sold their Unichem Pharmacy.

The KBA Committee has met eleven times in the past year, including online during the lockdown period. The meetings included updated reports from the management team and the review of upcoming

activities and events.

The launch of our new Karori brand, designed by local branding guru and resident Tim Christie, was a highlight for us this year, and we are delighted with the positive response from members and the public generally. The brand is now being rolled out and can be seen on our website, various collateral such as the new Business Directory and soon on pole banners to be put up throughout our business area.

Thank you everyone for your ongoing support this past year, especially during the Covid-19 challenges, and we look forward to another busy year ahead as detailed later in this annual report.

**Penny Murdoch** – Chairperson 2019/20



### 2019/20 COMMITTEE



**Penny Murdoch**  
(Chairperson)  
Penny Black Hairdressing



**Richele Mckenzie**  
Florence Boutique



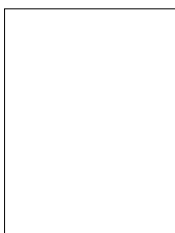
**Simon Mitchell**  
Powerhouse Juice  
and Espresso Bar



**Chirag Patel**  
Karori New World



**Heather Baldwin**  
Karori Community  
Centre



**John Singleton**  
Singleton Dental



**Julie Johnson**  
Unichem Pharmacy

### BID MANAGEMENT TEAM



**Gary Holmes**  
BID Manager



**Jacqui Jago**  
Town Centre Co-ordinator

# HIGHLIGHTS FOR 2019/20

- **Karori Brand** – Development of the brand imagery by local designer and place branding specialist Tim Christie was an important step taken by the KBA this year as it helps the local community to identify with Karori / Marsden Village businesses and provides a base for the BID to position itself going forward. Reaction from the business community and local residents has been overwhelmingly positive.
- **Website** – We launched our new website [www.karoribusiness.co.nz](http://www.karoribusiness.co.nz) which provides information about Karori including a comprehensive business directory, information about the Business Association, community news, and details about parking and events happening in the area. We have also established a Karori Business Association Facebook page as a portal to businesses and activity in the area
- **Business Directory** – An A6 sized full colour Karori Business Directory was printed and distributed to businesses and thousands of homes throughout Karori. The Directory features contact information about each KBA member and reinforces our push to encourage Karori residents to buy local.
- **Advocacy with Wellington City Council** – KBA has taken the lead on advocating for and providing feedback on a number of projects and initiatives this year including submitting on the Annual Plan, introduction of Slow Zones in the town centre and future plans for the St John's site.
- **Networking events** – We provided an opportunity for businesses and landlords to meet and network with our first networking evening in July. It was a great opportunity to enjoy a drink together, meet fellow business operators and catch up about the impact of Covid-19 in our community.
- **Newsletters** – We have produced quarterly newsletters which were distributed to all businesses and other key stakeholders. These printed newsletters are designed to keep members up to date with what is happening and provides us with an excellent opportunity to gain feedback as we hand deliver these.
- **Hanging baskets** – We have continued to maintain and refresh the colourful hanging baskets in Marsden Village and our thanks go to Barrie Keenan and team for replanting and keeping the baskets well watered.
- **The Covid-19 pandemic** - The resulting nationwide lockdowns proved to be a challenging time for members. KBA 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. We also conducted an online audit and have been working with businesses to assist them with moving to online ordering and sales.



## COMING UP IN 2020/21

- **Carols in Karori** - The Karori Business Association is excited to be hosting Nick Tansley's Pop up Carols this year at Ben Burn Park. This family friendly community event will be held Saturday 12 December, 4-6.30pm with Nick and his band singing popular Christmas carols from 4.30pm. Bring a picnic and your festive spirit.
- **Homewood Fair support** - We are also looking forward to getting involved with the Homewood Christmas Fair, held every year at the home of the British High Commissioner as a fundraiser for Save the Children. This very popular event will be held 28th of November from 11am-3pm at 50 Homewood Ave and entry is by a gold coin donation at the gate. KBA will be supporting the children's area so bring your families and some cash and enjoy a fun community day out.
- **Pole banners** - As part of the promotion of our new Karori brand, we are currently finalising plans to put up a Flag Trax system to enable us to display colour flags from street poles along Karori Road incorporating both Karori shopping centre and Marsden Village.
- **Mobile App** – We will investigate opportunities to develop a mobile app to encourage buy local with a rewards scheme for customers when they shop at Karori businesses.
- **2021 Calendar** – A 12 month A4 sized calendar for 2021 will be produced as a further way of promoting local businesses.
- **Ongoing work** by the Karori Business Association
  - Collaboration with community groups on events and other initiatives.
  - Continued advocacy to Wellington City Council as required
  - Marsden Village hanging baskets and carpark
  - Keeping members informed
  - Reporting environmental issues to Wellington Council and other agencies.

**Proposed expenditure:** \$80,000 for year 2020/21

**Budgeted Income:** BID Targeted Rate Income of \$60,000 for 2020/21 plus \$20,000 funds not spent in 2019/20

