



Image courtesy of Marsden Peaks Mountain Bike Club



# Karori Business Association

Proposed Strategic Plan 2019 - 2021

## What's in it for you?

A Karori BID will be dedicated to making it easier, safer and more profitable to run a business in our local area.

If you are a commercial landlord this will help improve the performance of your assets over time.

And for our local residents, it will help ensure Karori is their place of choice for socialising and shopping into the future.

## Our Vision

Karori is a vibrant, entertaining and activated hub for the western suburbs. We support our local businesses to be prosperous.

Karori's unique natural environment is a drawcard for outdoor activity attracting people from across the region and beyond.

We are an inclusive place where generations and cultures mix seamlessly together.

## BID benefits:

-  A professional paid manager / coordinator to implement our plan and reduce the load on volunteers
-  Opportunity to build a strong Karori brand that will attract people into the suburb, generating business growth
-  A strong voice to advocate with local Government and other key agencies on matters of importance to the Karori community
-  Attracting more customers through coordinated marketing and promotional efforts for the whole business district
-  Networking opportunities with both business and community groups
-  Partnering with our local community to promote everything Karori has to offer and highlight its diversity

## Our Proposal

To establish a Karori Business Improvement District (BID) that builds on the success of the Marsden Village Association. A larger BID will deliver value for the commercial property and business owners across other parts of Karori just as it has over the years in Marsden Village.

This plan reflects the priorities a larger Karori BID will commit to once successfully established.





# Karori Business Association

## Proposed Strategic Plan 2019 - 2021

### Advocacy

A strong representative voice for the Karori community

#### Short Term

**1. Marsden Village Car Park** - Continue to look for solutions to the maintenance of MV car park managing any repairs required until another solution is developed

**2. Public space improvements** - Partner with WCC on ongoing town centre upgrade opportunities (linkage between Karori Community Centre, Events Centre)

**3. Rezoning** - Advocate for an increase in commercially zoned land in Karori Central through the District Plan review process

**4. St Johns** - Seek to understand and support the best outcome for Karori of the St John's corner site opportunity

**5. Ryman Healthcare** - Continue to strengthen the connection with Ryman Healthcare and their Karori site development plans

#### Medium Term

**1. Karori Mall** - Seek to understand and support Foodstuffs plans for the Karori Mall redevelopment to strengthen the connection with Ryman Healthcare and their Karori site development plans

**2. Accessibility** - Advocate for further traffic calming and parking solutions for Karori Central and Marsden Village

### Promotions

Lift awareness for Karori and its unique offer

#### Short Term

**1. Hanging baskets** - Ensure the upkeep of the Marsden Village hanging baskets

**2. Place brand development** - Engage a place brand expert to develop a shared brand identity for Karori and its unique villages including Standen St, Gipp St, Marsden Village, Karori Central and South Karori.

**3. Social media plan** - Develop a simple social media plan that uses existing channels and looks at new opportunities to ensure BID contribution to distributing information of relevance to the local community and beyond.

**4. Community contact database** - Develop opportunities to capture local community contact details in a community contact database to be used to communicate with and understand the needs of the broader Karori community.

#### Medium Term

**Welcome signage** - Secure necessary resources to introduce dynamic, modern, welcoming signage for Karori

**Destination marketing** - Leverage the Karori brand to drive destination marketing activities that leverage the unique local assets of Zealandia and Makara Peak

**Google adword campaign** - Explore opportunity for Google Adwords campaign

### Building the BID

Creating a strong, new, organisation

#### Short Term

**1. Strong executive** - Through the BID establishment process, run successful elections for a strong Executive Committee to oversee the new BID

**2. BID coordinator** - Once the Executive Committee is bedded in, look to appoint a suitable party as the coordinator of the new BID

**3. BID website** - Using the new Karori brand, establish a public facing Karori website

**4. Networking** - Introduce quarterly networking events for the Karori business community hosted by members

**5. Communications** - Publish a quarterly BID newsletter that keeps members up to date with relevant information

#### Medium Term

**1. Karori resilience plan** - Work with members, community partners and WCC to continue to build on a Karori resilience plan in case of an adverse event

**2. Safe and welcoming plan** - Work with members, community partners and WCC to develop a safe and welcoming plan for Karori

### Events

Leverage existing events and create new event opportunities

#### Short Term

**1. Existing events** - Support existing Karori events, including school events, the Karori Youth Awards, Karori Karnival and the Farmers Market, to help attract more visitation into Karori

**2. Support the Karori Events Centre** - to hold engaging events for visitors and locals

#### Medium Term

**Karori flagship event** - Identify an ambitious opportunity through new event creation or existing event development for a flagship Karori event

### Investment attraction

Attracting businesses and services our community want

#### Short Term

**1. Karori cinema opportunity** - Support the Karori Bridge Club in relocating from their current building to attract a boutique cinema invest, such as Lighthouse, to restore the building back to its original state as a cinema.

**2. Hospitality** - Work with commercial property owners, real estate agents and the Wellington hospitality sector to explore new hospitality offerings for Karori.

#### Medium Term

**1. Health hub development** - Work with the Karori Medical Centre and other parties to support the development of a Karori Health Hub as an anchor amenity for Karori.

