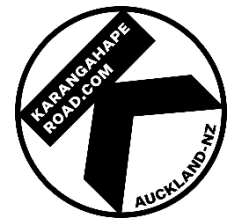


Karangahape Road Business Association

Manager's Report

1 July 2024 to 30 June 2025



Kia ora koutou,

I'm Jamey and it is my pleasure to serve all of you all as the General Manager of the Karangahape Road Business Association.

I want to thank the outgoing board members; our Treasurer Luke Walker and our Local Board representatives Richard Northey and Allan Matson for their support. Thank you for your contributions to our community and we look forward to continuing to work with you. Particular congratulations to you Richard on your retirement ending a lifetime of public service on your own terms. You are the only man I've ever met who has his own CIA file and that's a badge of honour!

We are truly blessed with the creativity, passion and connection in this community, people willing to put up their hands and muck in, alongside their fellow board members. It's a privilege to work with such a switched-on group of people. And it's encouraging to see that blessing set to continue with a record number of members [15] having taken the trouble to complete your nominations and volunteer to serve our community as board members for the year to come.

Tonight is also an opportunity for us to approve and adopt our new Strategic Plan for the Association: we've already made significant changes to align ourselves to its recommendations, including the configuration of the KBA team to include a separate events specialist, and the creation of the very successful FAM Saturday morning activations.

TRADING CONDITIONS

The extremely difficult trading conditions of last year have continued with total turnover down 9.6% for the financial year.

We are seeing green shoots currently with many new businesses coming to the area, but for those already here it's been a matter of weathering another year of disruption and a poor economy. Hopefully this is about to come to an end with the Railway due to open next year.

Because our street thrives at night, our advocacy has concentrated on working towards ensuring the railway timetable serves the night time economy well, and we're encouraged by AT's promise that the trains will run til 1am on Friday and Saturday nights.

DESTINATION MARKETING & EVENTS

Events continued to be the main plank of our strategy to showcase and during the year we celebrated 6 First Thursdays alongside our successful second Halloween event and Matariki Celebrations. Halloween was particularly successful seeing 53% increase in pedestrians and turnover increase by 12%.

Our Destination Marketing campaign this year was **KARANGAHAPE*RETURNS*** the world's first ever loyalty programme for a Road. The Motion Sickness campaign and pop up shop where receipts from the road could be used to secure one off treasures and bespoke cultural artifacts celebrating our community was hugely successful.

SOCIAL

Newsletters went out 58 times during the year and subscribers were steady on 3,277.

Social media following also grew over the course of the year

Instagram following of 8,764 increased 47% to 12,951

Facebook following of 8,299 increased 16% to 9,640

This increase is driven by Event and Destination Marketing, with Karangahape*Returns*, Halloween and Matariki programme releases seeing the most engagement.

ADVOCACY & SAFETY

Advocacy for better resourcing and policies to reduce rough sleeping is a work in process, but we've won some small improvements from government in terms of extra emergency housing. Because a vibrant city is a safer city, we've also advocated for and are encouraged by Council's decision to focus City Centre Targeted Rate spending in the coming years on improving vibrancy with increased activation and visitor attraction, a shift away from the previous focus on funding city reconstruction projects.

We'll also continue to meet with our Mayor, Local MP, Council and Local Board members and relevant Government Ministers to advocate for better responses to support community and small businesses in the face of economic conditions.

We met weekly with Police, the City Mission housing and outreach teams and Lifewise to proactively co-ordinate the solving of problems on a proactive, case by case, quick response basis. We also met with all levels of Police.

We continued 7 day-a-week security patrols. This alongside sustained improvement by Police in resourcing the city has made a huge difference to the street in the face of huge pressure from a huge increase in the numbers of people sleeping rough. The ADS team are about to enter their fifth year on Karangahape and Antonio, Hemi and the team are to be congratulated for their sustained professionalism and positive impact.

At the last AGM members voted to increase the targeted rate that funds the Association by 3.5%, to enable us to sustain 7 days of security patrols on an ongoing basis and keep pace with inflation. This year a smaller 3.0% increase is proposed to sustain our work.

I welcome your questions on this or any other issues.

Cheers,

Jamey Holloway
General Manager

Karangahape Road Business Association 2024/2025