

Karangahape Road Business Association

Manager's Report

1 July 2025 to 30 June 2026



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 Cleve Cameron and Melanie Roger for your contributions to our community and I look forward to continuing to work with you. Thank you also to Gene Jouavel who stepped aside earlier this year when he relocated his business out of the neighbourhood. We are truly blessed with creativity and passion in this community, people willing to put up their hands and muck in alongside their fellow businesses for the common good. It's a privilege to work for such a switched-on group of people and I'm excited to see the mix of experience and new faces who've been nominated and elected to take on this mahi over the year to come.

Tonight is an opportunity for us to reflect on the year that's been and to approve the budgets and plans for the coming year: it has been a busy year with a number of changes to what we do and how we do it, including within the KBA team, and with the railway finally running there will be plenty more change and opportunity to work with over the year to come.

TRADING CONDITIONS

During the year Karangahape icon businesses like Flying Out Records, Verona Café and briefly Neck of the Woods closed their doors as the sixth year of difficult trading conditions bit hard like a the final jump scare at the end of horror film. Extremely difficult trading conditions continued with total turnover down 5.6% for the financial year to June 2026 in our neighbourhood.

While the economy remained difficult in the face of the cost of living crisis, after only a month of operation it is clear that the CRL reconnecting Karangahape to the rest of Auckland has and will continue to transform things for the better. Over the past thirty days, daily foot traffic on Karangahape has been consistently up an average of 30% on what we've seen over the past five or six years, with many businesses breaking daily records, and then breaking them again. Congratulations to those who, long before my time here, advocated so strongly and successfully for the Rail project to include the Te Karanga a Hape station.

DESTINATION MARKETING & EVENTS

Events continued to be the main plank of our strategy to showcase and during the year we celebrated ten FAMs alongside our hugely successful fourth Halloween Freakout event and Matariki Celebrations. Halloween was hugely successful seeing 77% increase in pedestrians and turnover increase by 14%. Matariki was also a huge success with the road closure and the biggest crowds we've yet seen on Karangahape Road 92% increase in foot traffic with turnover up 33% and the whole street alive.

Our Destination Marketing campaign during the year we're looking at 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. In November our next Destination Marketing campaign will take place, it's under wraps at the moment but will hopefully be equally successful.

SOCIAL

Newsletters went out 46 times during the year and subscribers were up 6% on 3,500.

Social media following also grew over the course of the year

Instagram following of 12,951 increased 20% to 15,500

Facebook following of 9,640 increased 2% to 9,877

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

ADVOCACY & SAFETY

Advocacy for better resourcing and policies to reduce rough sleeping continues. Because a vibrant city is a safer city, we've encouraged to see Council focusing its City Centre Targeted Rate spending on improving vibrancy with increased events, activation and visitor attraction. Having made infrastructure improvements at huge cost, it would be foolish to under invest in the comparatively inexpensive programmes that keep Auckland (and Karangahape) front of mind as an attractive and lively place to work in, live in, and visit.

We met weekly with Police, the City Mission, Lifewise and Kickback teams to co-ordinate and solve problems on a proactive, case by case, quick response basis. We also met with all levels of Police from Superintendent and Area Command to our local community constables and sergeants. We have continued to meet with all levels of Council and Central Government to advocate for the things this business community needs, and whichever government gets formed we will continue to advocate for the things this business community needs to be able to thrive and prosper in the years to come.

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 sustained numbers of people sleeping rough. The ADS team are about to enter their sixth year on Karangahape and Antonio, Hemi and the team are to be congratulated for their positive impact in this community they love.

At the last AGM members voted to increase the targeted rate that funds the Association by 3.0%. This year a 4.1% increase is proposed, pegged to the level of inflation to sustain our work.

I welcome your questions on this or any other issues.

Cheers,

Jamey Holloway
General Manager

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