

Karangahape Road Business Association Managers Report Annual General Meeting 2018

Highlights

- My second full year as KBA Manager has continued to be exciting and dynamic and I believe we have gained significant traction over this past year on achieving the outcomes of the KBA strategic plan.
- For this I would like to thank the members for their feedback, recommendations and suggestions, along with all the people who have helped KBA activate the street. You all have given us a clear indication of the important aspects you wish us to focus on as a business association. I can honestly say this business community is unique because businesses seem to want to take the community along with them when they develop a new business initiative.
- This year K' Road suddenly became the media's darling. The street featured in many media & magazine stories that highlighted everything from our restaurants, gentrification and new local businesses, to responses to homelessness and, of course, our street upgrades. The stand out star was K' Road's hospitality sector. The media never seemed to get tired of writing about you all! Well done.
- More K' Road organisations sought out opportunities to work with KBA. Along with offers to help came ideas and suggestions on how we can do things better. An example of this is the change in emphasis for First Thursdays. As requested by businesses, we dispensed with special themes and concentrated on celebrating K' Road. As a result, we started to get record numbers of businesses participating.
- Before I continue, I want to acknowledge the contribution William Maddison made to K' Road's social media marketing and communications. William left four months ago, and we have the pleasure to now work with Lauren Kumerich who has taken over from William.
- I also want to thank the people you may rarely see who work hard in the background; Gill Plume (Infrastructure & Systems upgrade), Greg Keating (Accounts), Kok Hong Wan (Data base upgrade) and Angela McCarthy (Writer). Ezra O Leary, our accountant deserves a special mention for his tireless dedication and patience. I'd also like to thank our crime prevention manager Teisina Tua and David Korewha who is our Impact Security contractor.

MARKETING & PROMOTIONS

Marketing and promotion of both the K' Road area and individual businesses is one of our key objectives. We try to cover all the sectors represented throughout K' Road in our planning and annual programme of work.

We do this via KBA events, destination marketing and collaboration with other large-scale events. In this regard, 'collaboration' has been the word for the past year.

Collaborative Projects

KBA works with a very diverse range of local businesses and landlords to achieve K' Road's objectives. I can't possibly name them all – but some are Lifewise, The Others Way Festival, The BIG HOOT [NZ Child Cancer Foundation], The Lightpath Festival [Bike Auckland], Methodist Church and

Mission, Central City Residents Advisory Board, YMCA, Miller's Coffee, Hallertau, Auckland Council, Lela Jacobs, Lost and Lead Astray, Mina, Tau, Courtney Pellow, Adrian Hailwood, New Zealand Fashion Week, other business associations, Bike Auckland, Auckland Transport, AT Cycling and Walking Team, Big Street Bikers, Pride Auckland Rainbow Auckland, Tesla, AUT University, Unitec and Whitecliffe. These and all the other businesses I haven't mentioned individually make huge contributions to the Business Association, the street and the community.

A special thanks goes to the Place Activation team of Auckland Council who have granted us impetus and money to initiate many projects. After some negotiations, the Place Activation team and Auckland Transport's street upgrade and cycle lane team, have really worked hard with the community to try to ease the transitions we are expecting. Our work is not over here yet. We also want to acknowledge Waitemata Local Board for their support of K' Road and their work in helping us bring our goals to life.

K' Road Business Connect series has been another successful collaboration. Through the series we introduce businesses to each other when we see synergies or partnership opportunities. The series also provides professional development and opportunities for businesses to meet and discuss new concepts and ideas.

Another example of collaboration is the group of businesses that KBA supported to show in NZ Fashion Week. Many worked collaboratively on events and activities, coordinated their shows and did a lot of cross mentoring.

Media

I mentioned the amount of media attention K' Road has received over the year. Some of it was confronting (a Herald article saying that K' Road didn't grasp the future of transport) but most of it has been fantastic stories about our members' businesses.

- *Design Sponge* featured Bestie Café Oct 2018
- *Paper Boy* interviewed Janet Lilo about the K Road overbridge
- *NZ Herald* featured Leo O Malley in its 20 Best Things in Auckland
- *Metro* magazine showcased 5 K Road eateries in its Auckland Top 50 restaurants with an awesome photo spread in May 2018
- *Viva* featured Jimmy D's 'Ode to K Road and published great reviews of many of our restaurants and fashion designers.

Events

Events are in our blood here at the KBA. Great events celebrate what makes K' Road special.

This year we have focused more on supporting events, rather than completely running them ourselves.

Art Week is held each October and the K' Road contribution to this event is impressive. In 2017 eight galleries and four studio spaces on K' Road participated. The late-night gallery openings attracted large crowds and included bike and guided tours that introduced new visitors to the strip

Electric Night event on 12 October 2017. On Thursday night of Art Week, KBA galleries opened late to encourage the public to come into this edgy art district. A series of free guided tours were organised to help visitors access the exciting array of works on display.

Heritage Week 2017 saw KBA exploring the history of K' Road's most iconic features and paying homage to the origins of Auckland's most colourful area. It went off with a bang as people embraced the off piste tours including Ghosts of the Gully, Touring the Taboos, Poly Road; The Story of Karangahape Road and Viva Las Vegas.

Fashion Week 2017 – An array of fashion designers from K' Road strutted their stuff at Fashion Week 2017, including Laila Jacobs, Adrian Hailwood, Jimmy D, Nick Von K, Courtney Pellow, Courtney Perham, Lost and Lead Astray's Sarah-Jane Duff. Thank you to all involved. And those of you who have just been involved with Fashion Week 2018, I can tell you that planning of 2019 has already begun!

Auckland Pride Festival

This has been a fantastic opportunity for K' Road businesses to demonstrate their support, bring activity to the street and invite the rainbow community to celebrate the festival. Some businesses had their busiest night ever after the Pride Parade and - as the home of the Rainbow Communities - K' Road full of rainbows and more than ready.

K' Road music venue option

'B Street' and 'The Others Way' are collaborative relationships KBA have that showcase the role of K' Road as a music venue. KBA sponsorship of these events enabled the organisers to greatly extend their potential. These events brought more than \$5,000 people into K' Road.

The Myers Park Medley

Now in its third year, the annual Myers Park Medley includes lots of entertainment for kids, who can enjoy the award-winning playground and new splash pad. Entertainment galore, celebrity guests, clowns and a few surprises. Set in February for an event brought to you by Waitemata Local Board in partnership with KBA et al. This was a smoke-free, alcohol-free and zero-waste event especially for families, but with something for everyone.

Light Path Festival

The Lightpath Festival was a free, family-friendly evening celebrating the iconic addition to our city and the joy of people-friendly streets. People came and experienced the city by night, with entertainers, music, art, food, and bike fun along the Lightpath/Te Ara i Whiti, Canada St and K Rd. Festival-goers are encouraged to explore on foot and by wheels.

First Thursdays

The KBA signature event is focused around the identity of K Road but was originally designed to activate the street along the lines of indie arts festivals.

First Thursdays has proven the test of time and continues to go from strength to strength, attracting more and more people into the street. The two themes across the 2017 year were

- Night at the Circus December 2017
- Celebration of K Road July 2018

And just to remind you, the theme for First Thursday on 6 December will continue to focus on the identity and celebration of K' Road itself.

Promotion

The KBA promotes the area through a variety of approaches, the most cost effective being social media. We are moving away from paper advertising for events and rely on social media more than ever before. This has shown a marked increase in REACH - the number of people viewing each post - as well as following for our events.

Our 2018 figures below

Our 'reach' for KBA posts over 2017, including First Thursdays, was over 80,000. Going forward we are focusing on the individual reach of each of our posts. This new focus aims to avoid saturation and highlight the most interesting and important issues and events.

	30 June 2018 result	30 June 2017 result	Change from 2017
KBA Facebook	4436 followers	4034 followers	increase
'First Thursday' Facebook	6696 followers	6676 followers	Increase
Instagram	1542 followers	1090 followers	Increase

The opening rate overall for the KBA newsletters in the 2018 year is 40.5% which is an increase from the 2017 year [37%].

KBA printed collateral produced this year includes flyers and brochures for:

- K' Road Area Art Galleries
- Karangahape Road Tattoo Studios
- K' Road Street Art
- K' Road Queer Venues
- A Walk Along the Ridge

BUSINESS DEVELOPMENT

There are several projects under way as recommended in the strategic plan. We outline these below.

- Identity Project – A joint venture project between The Place Activation team at Auckland Council and the KBA. Its objectives are to:
 1. Understand and articulate the cultural, social and creative heritage of K' Rd.
 2. Understand and articulate the diversity and complexity of the K' Rd social ecology.
 3. Capture information and develop knowledge around the culture and identity of K' Rd that can inform strategy.
- K Road Connect Business Series – This business series invites local people and other experts to tell their business stories and offers an opportunity for local businesses to network and learn of new ideas and skills. Speakers last year included:
 - July 2017 Speaker: DEF skate and streetwear [Chey Ataria] spoke about approaches to branding and marketing.
 - October 2017 Speaker: Easy Social Media Jef Kay social media expert with a focus on small/medium businesses

- February 2018: Auckland Chamber of Commerce Introduction to the BusinessPak, which included mentoring offer and funding for the Business Pac was provided by Auckland Council
- April/May: Building better Cities: The Future of Auckland – Exciting or Frightening?
- June/ July: Vancouver Transportation Planning Manager Dale Bracewell shared his experiences of working with those changes at the July 9 KBA Business Connect
- **Business Support– Ongoing** discussions with Auckland Council Place Activation Team about business support during infrastructure development. This relates to the Cycle Lane and Streetscape Enhancements project. We have appointed project facilitators who will be managing the street place activation.
- **Expansion boundary** – A draft map has been drawn up outlining the different areas which KBA could expand into. We will soon be discussing with council the benefits of the differing areas and their alignment with K’ Road. Hong Wang, who is responsible for the KBA database, is developing a database of businesses in the prospective areas.
- **Systems Upgrade-** This is an upgrade of the internal systems and procedures of the KBA and the recording of those procedures to enable the KBA to work as efficiently as possible. We aim to complete this over the 2019 calendar year.

MarketView

MarketView results for the year ending June 2018

- The amount spent in K Road has declined by 4.7% over the past year compared with the amount spent in the Auckland region [up 3.7%].
- K’ Road competitors, who we compare our results against, also have mixed results
 - CBD down 0.4%
 - Grey Lynn down 7.4%
 - Ponsonby up 2.4%

1. Annual Performance Summary



01 Jul 2017 to 30 Jun 2018

	Amount Spent			Number of Transactions		
	This Year	Last Year	Change	This Year	Last Year	Change
K Road						
Customers from New Zealand	\$143.04 mn	\$150.11 mn	▼ -4.7%	4.18 mn	4.17 mn	↔ 0.2%
International Visitors	\$22.74 mn	\$23.48 mn	▼ -3.1%	0.23 mn	0.22 mn	▲ 2.5%
TOTAL	\$165.78 mn	\$173.59 mn	▼ -4.5%	4.41 mn	4.40 mn	↔ 0.3%
% from New Zealand	86.3%	86.5%	↔ -0.2%	94.8%	94.9%	↔ -0.1%
Average Transaction Value	\$37.58	\$39.48	▼ -4.8%			
Key Competitors						
CBD	\$1,801.31 mn	\$1,794.74 mn	↔ 0.4%	42.39 mn	42.63 mn	▼ -0.6%
Grey Lynn	\$227.34 mn	\$245.60 mn	▼ -7.4%	4.98 mn	5.21 mn	▼ -4.4%
Ponsonby	\$293.40 mn	\$286.57 mn	▲ 2.4%	5.82 mn	5.89 mn	▼ -1.2%
All of Auckland Region	\$19.170 bn	\$18.493 bn	▲ 3.7%	399.33 mn	385.58 mn	▲ 3.6%

KBA asked MarketView to review these figures further as anecdotally, KBA had heard feedback about how member businesses felt they had been performing.

Their review identified KBA results had been distorted by the 'Other Store Types' category which includes accommodation providers and other service providers. This category had experienced reduced performance over the past year had disproportionately influenced our results due to a reduction in the performance of the accommodation sector and the closure of the K Road NZ Post shop.

MarketView has confirmed that if we removed the impact of 'Other Store Types', K Road spending would be up by 2.5% and transactions up 1.7%. This reassures us that we are performing well compared to our competitors.

New Members - We have created New Members Welcome Packs that are jam packed with all the information you need to operate your business in K' Road.

We welcomed the following new businesses to the K' Road family in the year ending June 2018. K' Road continues to be a popular place for new business start-ups and relocations.

- Think & Shift
- Lost & Led Astray
- Eat My Lunch
- Tart Bakery
- Monstera Kitchen
- The Goat Farm/ Corp
- Haka Hotel
- 25B Dance Club
- Rose Tinted Flowers
- Strange Haven
- Kiwi Tuk Tuk
- Stone Soup
- Tesla
- The Chai Lounge

ENVIRONMENTAL PLANNING

Light Pole Festival - December 2018

As part of the July 6 First Thursdays, the KBA launched Don't Dream It's Over - a significant neon light pole sculpture installation that was commissioned by KBA and funded by Auckland Council. Between 30 - 40 guests attended the official function with key note speakers Richard Northey from the Waitemata Local Board and Light pole artist Janet Lilo. Rev Mua Strickson Pua led the karakia and blessed the sculpture.

Cross St Market

The Cross St Market launched in 2017. KBA is proud to be a supporter and advocate for this market. It continues to grow and attract new followers and customers. The market is sponsored by Auckland Council via the KBA.

The Karangahape Road Enhancement Project

Construction on the Karangahape Road enhancement project is due to commence in early 2019. KBA continues to advocate to ensure our members get the very best outcome from the project, pushing for information, input and resources. Thanks to the Development Response Team at Auckland Council for working with the KBA on funding and resources such as the BusinessPak. We also thank the locals that participated in the Streetscape Design Reference Group.

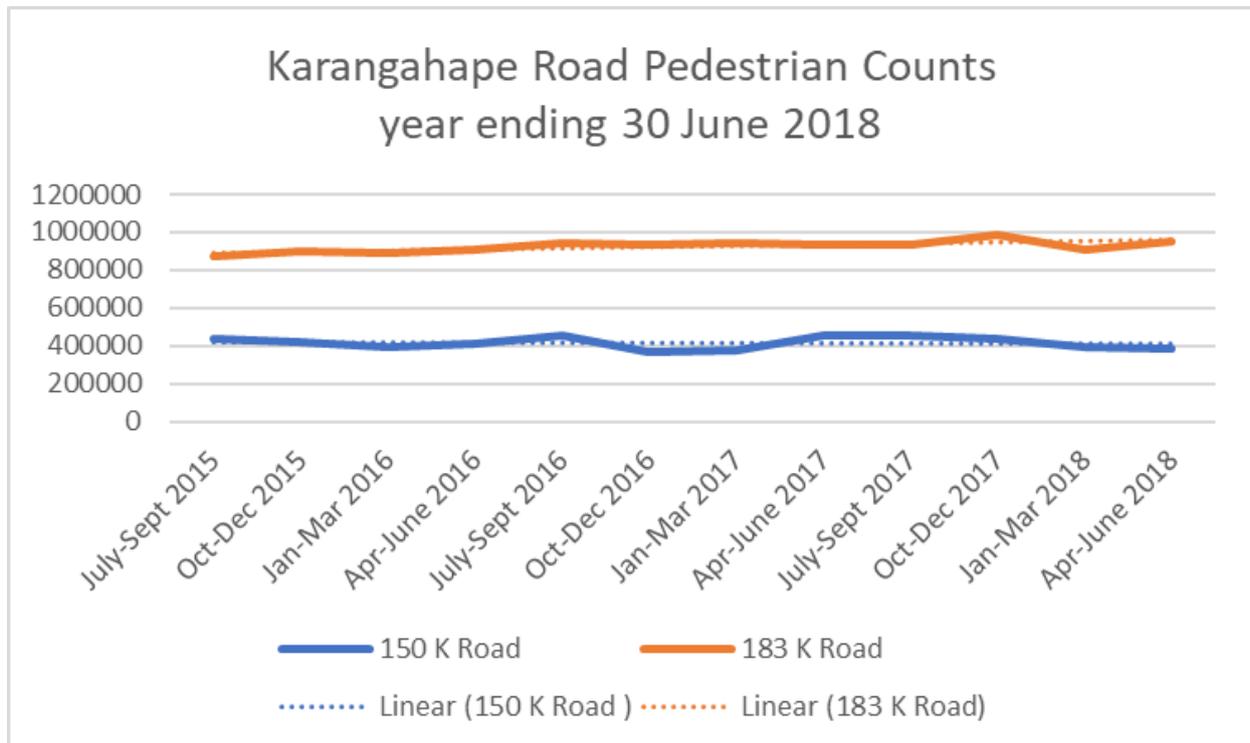
City Rail Link [CRL]

Behind the scenes, preparation for the K’ Road section of the City Rail Link has been happening. In February 2018, on behalf of members, the KBA presented a argued against a Notice of Requirement sought by CRL Limited and Auckland Council to change the previously granted resource consent conditions relating to the placement of vents and station access, near the Pitt Street intersection. Whilst we were unsuccessful in that instance, as the year progressed, the need for this additional development was dropped as conversation turned to the development of a secondary entrance to the Karangahape Station to be developed in Beresford Square.

We have been advised that a final decision about this will not be made until April 2019.

Pedestrian numbers along K’ Road

Pedestrian numbers are up along K’ Road for the year ending June 2018, according to the data from the two cameras located on both sides of the road near St Kevin’s Arcade. Pedestrian movements were up 20,000 between June 2018 compared with June 2017.



	<i>150 K Road</i>	<i>183 K Road</i>
<i>July-Sept 2015</i>	<i>440092</i>	<i>869509</i>
<i>Oct-Dec 2015</i>	<i>420671</i>	<i>903150</i>
<i>Jan-Mar 2016</i>	<i>395423</i>	<i>890549</i>

<i>Apr-June 2016</i>	<i>410637</i>	<i>903802</i>
<i>July-Sept 2016</i>	<i>457218</i>	<i>946738</i>
<i>Oct-Dec 2016</i>	<i>369554</i>	<i>937323</i>
<i>Jan-Mar 2017</i>	<i>375237</i>	<i>939551</i>
<i>Apr-June 2017</i>	<i>453788</i>	<i>938141</i>
<i>July-Sept 2017</i>	<i>455224</i>	<i>937987</i>
<i>Oct-Dec 2017</i>	<i>440403</i>	<i>988924</i>
<i>Jan-Mar 2018</i>	<i>394629</i>	<i>907983</i>
<i>Apr-June 2018</i>	<i>386421</i>	<i>948831</i>

Security/ Crime Prevention

Thank you to Teisina Tua, our daytime security guard, who I am sure many of you know very well. Teisina plays a valuable role in helping keep K' Road clean and safe. Night security is covered by David Korewha. We thank both men for their diligence in their roles.

Over the past year we have been evolving from a pure security focus to the wider focus of Crime Prevention. One of the crime prevention initiatives we have set up is StoreWatch, which enables retail stores to keep in touch and let each other know what's going on. Some of you have already put your hands up to be involved in StoreWatch initiative – we'd encourage you all to do so.

GOVERNANCE AND ADMINISTRATION

During the 2017/2018 financial year the Executive Committee met 11 times. Agendas and Minutes of every meeting are available to KBA members. To get a copy, simply contact me or one of the team.

We were very successful over the past year with attracting funding into the business association. As well as getting the funding we traditionally get for events and promotions, we have also been the recipient of funding this year from Auckland Council towards mitigating the impact of significant infrastructure projects such as the cycle lane and streetscape enhancements project.

\$5,000	Art Week Place activation
\$5,000	Fashion Week Place activation
\$6,000	Auckland Council - Cross Street Market
\$750	Auckland Council – Place mitigation
\$2,300	Auckland Council – Place mitigation
\$10,000	Auckland Council – Art Week ok
\$10,000	Auckland Council – summer programme
\$40,000	Auckland City Centre Advisory Board – Destination Marketing
\$5,000	Te Puni Kokiri [Matari]
\$15,000	Auckland Council- Identity Project
\$99,050	Total

Our focus this year has been on presenting a united front for business and community especially regarding our stance on streetscape projects.

We have already mentioned how supportive Waitemata Local Board has been – we thank you for the work you have done in representing the interests of KBA members.

And Finally

During the year we also said farewell to a staff member who contributed hugely to the development of our social media, coms and online presence; William Maddison. William has gone to work at the United Nations, a very normal expectation for people who work in the environment of K' Road!! We were very lucky to find Lauren Kumerich who has taken on the role with vigour and enthusiasm.

Thank you for the guidance from the Auckland Council Place Activation Team, Barbara Holloway and her team and Waitemata Local Board and of course the people of K Road.

We have been very fortunate to have a dedicated and hard-working committee to represent KBA businesses professionally, and with dedication, helping to ensure that we maximise our resources as well as support and promote KBA businesses.

Meet the KBA Team.



Michael Richardson
Precinct Manager



Lauren Kumerich
Social media, marketing and communications



Teisina Tua,
Crime prevention



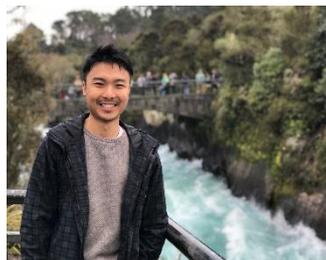
Gill Plume
**Infrastructure &
systems upgrade**



Greg Keating
Accounts



David Korewha
Impact Security contractor



Kok Hong Wang,
Data base upgrade