

Manager's Report

An Extraordinary Destination

The Birkenhead Village Business Association and our ability to continue to provide leadership and confidence to our members and customers was challenged extraordinarily in 2024. We strove to achieve against a huge range of deliverables to enhance "customer experience" against the grimest business environment of the decade,

The extraordinary move of a engineered domestic recession by the Reserve Bank to bring down inflation, collided with higher cost of goods, and reduced customer spend has been a colossal struggle for small business.

Many in business circles have been saying if you are covering your costs in this environment thats the "new paradigm" for what " success" looks like.

And yet still some "extraordinary" things have happened as a result of our investment in perseverance and persistence to the end goal.

One of the most significant being the \$1.3 million investment in the lighting upgrade of the Village Streets. As I write this the first of our beautifully elegant 10M retro lights are being installed. Framing our view shafts, giving the Village a strong sense of place and purpose. While I have been an ardent and persistent advocate for the Upgrading of our historic and unique globe lights on behalf of you our stakeholders, I don't think even I anticipated what a positive placemaker the new 10 metres lights would be. Personally I am beyond delighted and supremely excited to see some Welcome to the Village Flags beckoning at the entrance to Birkenhead.

The Exec and I have completed a 5 year vision for the Village and coined it "Destination Birkenhead Village."

Attached is a full report against of our four strategic objectives:

1. Build a strong membership based that can act on a single voice on issues, opportunities and policy

2. Enhance the physical street environment

3. Improve Economic Vitality and provision of Services to the Centre

4. Market & promote the centre to investors, businesses, customers & Visitors

We are one of the smallest of the 50 Business Improvement Districts operating in Auckland city and constantly punch above our weight!

Key Highlights include

Strongest Additional Grants and funds year ever!

It seems extraordinary to me that in grim circumstances local businesses and organisations backed us with additional funds and grants to back our ideas some highlights which were;

- **Fifa World Cup**

Private individuals backing the dressing and celebration locally in our streets.

- **Santas Christmas Weekend**

Supported with 3 weeks notice that the Rotary parade would not proceed

- **Norfolk Pine Fairy lit for Christmas**

by 16 different businesses and people

Our agile format , experienced board leadership team, strength of our local relationships , combined with experienced and flexible event models enabled us to do the seemingly impossible and deliver "memorable event experiences" in windows of opportunity while we battled the weather with our events.

State of the Art Security System

Our Progressive and proactive CCTV Cameras village wide, with the connection to the Safety cities police grid "live" & the addition of Village number plate recognition cameras this year has

seen over 12 successfully resolved security situations from petty theft, shop lifting, theft, burglaries to lost children. The providing of historical footage to police is still an unresolved issue that will need to be sorted. WE have also completed the install of over 30 +cctv signs. My thanks to the leadership of Steve Simms & Pete Taylor experienced and vision focused board members who keep us stretching on the Security front!

Strategic infrastructure upgrade of our Unique & Quirky Brand Globe Lights

A \$1,3 million upgrade of placemaking through Lighting in the Village. Thank you to the Local Kaipatiki Board and Mel & Adrienne for this support of our Vision for the Village.

Social Media reach to customers extended out of the park

Our year to date increases in both Facebook reach Jan- Sept + 67% versus prior year and Instagram + 42%. We have also had 200% increase of communication to our direct mail database of customers around the events & unique Village Shopping & Village Experiences.

Vibrant Village attracts new businesses & new investment

There has been tremendous movement in businesses leaving, some of whom have been anchor destination like Dutch Delight, but we are heartened by the new green shoots of growth with new businesses seeking out the Village. Other businesses who are already here choosing to expand or relocate in the Village, and local landlords seeing the long term value and selecting further investment in the Village.

I am extremely grateful on your behalf for the talented Executive leadership team, whom despite increased (is that possible) demands on their time in their businesses in 2023, still found time to meet and share their experience and provide guidance 11 times during the year for the Village collective benefit. Special acknowledgements to the Chair, Jude Turner (cravehome), New Treasurer Adrienne Leslie

(The Hives) and Secretary Cheryl Posthouwer who in addition, helped me navigate the increased compliance policies from Auckland Council BID Policy 2023 and changes to the Incorporated Societies Act. Suzanne Harper, Tony Cradwick, Steve Simms, Domanique Tuck , Bruce Yarnton , Pete Taylor and Chris Ott all have provided extra support, specialist expertise and sponsorship for our events and marketing activities throughout the year. A huge thank you to all and I am thankful for those enduring relationships that I suspect also make their businesses so successful.

Finally thanks to Emily Palmerwood our current part time support person, who is our only additional resource for a few hours a week and has been with us since her fairy days. Emily now studying at Uni and is an invaluable support to our many initiatives. A final word on the Landlords who also step in and support our street activities with generous pop up expansion opportunities in the Street, Stephen Wong, Thomas Doo, Gary Dobby and George Levick & Darren Brown.

2024 will see change, we ourselves generate, with a fresh 5 year and annual plan and new initiatives on the horizon. But for now I would like to take a moment to pause and appreciate what we have all achieved.

The Village Community spirit, is a bedrock of Birkenhead and has ensured we have weathered the storms to date better than most. I would like to acknowledge those many relationships we have with other groups that makes our Village so special; The Birkenhead Licensing Trust, Birkenhead Football United, Birkenhead Rotary, Birkenhead Primary School, Birkenhead Heritage Society, Birkenhead Returned Services Association, The Birkenhead Residents Association and Birkenhead Library. Our grateful thanks to all and as we celebrate our unique Birkenhead Borough Queens Carnival this Heritage Festival it heartens me to realise our community heart still beats strong!

Together, we are definitely stronger and able to achieve our Vision for a safe, secure, vibrant village that celebrates its heritage and location.

Nga mihi.



Kae Condon
Manager

Manager's Report: Advocacy



- **YOUR BIRKENHEAD TOWN CENTRE EXEC**
 - MEETINGS
 - ANNUAL GENERAL MEETING
- **BUSINESS IMPROVEMENT DISTRICT**
- **KAIPATIKI LOCAL BOARD**
- **CHILDREN'S PLAYGROUND UPDATE**

YOUR 2023/2024 BIRKENHEAD TOWN CENTRE EXEC

A huge thank you to your elected board for 2023/2024

Jude Turner - Crave Home (Chair)
Adrienne Leslie - The Hives Accounting (Treasurer)
Cheryl Posthouwer - Base Accounting (Co-opted secretary)
Bruce Yarnton - Yarntons
Pete Taylor - Barfoot & Thompson
Tony Cradwick - Highbury Eye Optometrist
Suzanne Harper - Auto Supershoppe
Steve Simms - BBC
Chris Ott - Ott Patisserie
Dominique Tuck - Kidz Stuff Online

This team of talented business owners/entrepreneurs and managers give their valuable time voluntarily on a monthly basis, to help drive the local economy for everyone in the Village. Please make sure you thank them, the last 18 months have been tougher than most and they have been actively working in their businesses as well as volunteering their time for the local economic development on your behalf.

Our current local board liaison is shared between two local members with an 18 month term, Between Melanie Kendrick and Adrian Tyler, thank you to them for their contributions to date.

MEETINGS

You are welcome to sit in on Exec meetings. They are held every month and the second Wednesday of the Month 4-6pm in the atrium at the Good Home.

If you wish to address the meeting, just drop us a note a couple of weeks prior and we can get your item on the agenda. kae@birkenhead.net.nz

NOMINATIONS TO STAND FOR THE EXECUTIVE BOARD

If you would like to contribute by becoming a member of the executive, please [fill out this form](#) and contact Kae for more information, 7 days before the meeting. The nomination procedure is per our constitution and we would need to receive your nomination, in order to be nominated you must be an owner of a business or a landlord of a tenancy. For more details contact Kae at least 7 days before the AGM kae@birkenhead.net.nz 021 397 014

ANNUAL GENERAL MEETING

Wednesday 25th of September at The Good Home, 5:30 for 6pm start. A reminder, you are invited.
Please RSVP to Kae at kae@birkenhead.net.nz

MANAGERS REPORT 2024

BUSINESS IMPROVEMENT DISTRICT

Auckland Council policy offices have been working through business improvement policy from Auckland Council's perspective, and the Birkenhead Town Centre Business Improvement District has advocated on behalf of members for the most positive outcomes. The most significant being securing a three year secured planning window with the BID target rate.

The Auckland Council policy for BIDs is available through the following link:

<https://bid.aucklandcouncil.govt.nz/Documents/BID-policy.pdf>

The Auckland BID compliance documents under the new operating procedure were provided ahead of time for the 10th of March 2024 (the Governance Report and the Management Report).

A further compliance document was submitted in July 2024 for the Mayor's crime prevention funds.

KAIPATIKI LOCAL BOARD



We have proactively sought more opportunities to talk to the Local Board, in August 2022, March 2023, June 2023, November 2023, 20 March 2024 (spoke at a public forum about roading light upgrades).

The current Kaipatiki Local Board elected October 2022:

John Gillon

Danielle Grant JP

Paula Gillon

Melanie Kenrick

Adrian Tyler


Janet Tupou

Erica Hannam

Tim Spring

[Contact them here](#)

In the mayor's long term plan there was a suggestion for the local boards to be reduced from 21 to 15, and there was an impact for the Kaipatiki local board to be merged with Devonport-Takapuna

 *Local Board with Devonport-Takapuna holding the majority of seats. As we go to press in August, this has been postponed to be discussed to potentially be implemented for the 2028 local board election.*

CHILDREN'S PLAYGROUND UPDATE



The exciting first stage, first two thirds of the playground update was completed in March 2023 and a Bloqx 2 climbing frame for teenagers to climb on was added in February 2024.

Manager's Report: Enhancement of Infrastructure



INFRASTRUCTURE

- MAJOR RECONSTRUCTION AND REBRANDING OF Highbury MALL AND FINAL STAGE 2024
- PAVERS

ENHANCEMENT

- ADDITIONAL NEW ROADING LIGHTS (COMMENCEMENT OF STAGE ONE 2024)
 - STAGE 1 ENTRANCE BIRKENHEAD AVE

SECURITY AND SAFETY

- CCTV (STATE OF THE ART 60 CAMERA VILLAGE SECURITY SYSTEM)
 - 3 ADDITIONAL NEW CAMERAS ADDED: HINEMOA ST, RAWENE RD, MOKOIA RD, KAIMATAARA
 - 31 TOTAL VILLAGEWIDE
 - SAFER CITIES LIVE CONNECTION TO POLICE HEADQUARTERS
 - AN ADDITIONAL SET OF CAMERAS WITH NUMBER PLATE RECOGNITION SOFTWARE
- POLICE NEWS
- LIQUOR BAN

INFRASTRUCTURE

MAJOR RECONSTRUCTION AND REBRANDING OF Highbury Mall and Final Stage Tenants



Colliers Jardine are still hard at work, updating and rebranding Highbury Birkenhead.

The second stage of new tenants have arrived as below:

- Burger Geek
- Me Chef
- Maki Sushi
- McDonalds
- Rebuilt KFC
- City Forex
- Smart Mobile
- The Clean
- Comma Tea
- Awanui Labs

Colliers Jardine invested in new Christmas decorations last year to boost their beautiful new mall space and complement our street decorations and fairy lights that decorate our Village.



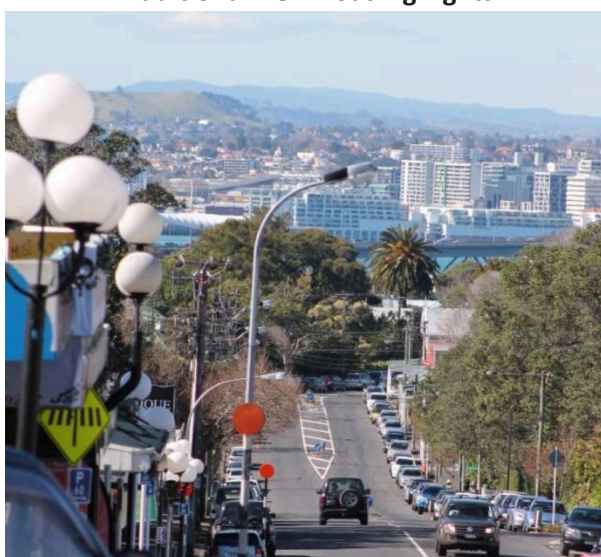
PAVERS



We have also advocated on your behalf to the Kaipatiki Local Board and Auckland Transport on the safety of several areas of the pavers around the Village. As a result of this advocacy, we now have a direct line to report any issue with maintenance directly to Auckland Transport. We now have a [safety card](#) with a QR code for you to directly report for your customers as a way of tracking the quantity of issues, please make sure to copy Kae in any emails that you send. kae@birkenhead.net.nz

ENHANCEMENT

Additional New Rooding Lights



As part of the upgrade of lighting and enhancement of security to Australian and international standards, Birkenhead Village is going to receive [27 new rooding street lights](#) across the Village. This is a key development at a critical time, as it will exponentially improve our security through better lighting and all areas of the Village will be lit to the same standard mainstreet upgrade (roundabout update completed 2018).

STAGE 1 (September)

ENTRANCE BIRKENHEAD AVE

To enable the installation of nine new security rooding lights, one lane, Birkenhead Ave from Mokoia Road to Onewa Road will be closed for the first 2 weeks of September 2024 from 2-13 September. The second, single lane, Birkenhead Ave from Onewa Road to Mokoia Road will be closed for the

second 2 weeks of September 2024, from 16-27 September. There will be [temporary bus stops](#), and private off-road car parks will still be accessible with help from an on site TMS controller.

There are no anticipated power disruptions aside from to the street lights while they are being worked on, other power should not be impacted.

The first stage of the Birkenhead Village lighting upgrade will include 9 roading lights on Birkenhead Ave during stage 1, installed during the September school holidays to minimise disruption.

STAGE 2 (January 2025 TBC)

During the second stage, 9 new roading street lights will be installed on Mokoia Road, TBC during the summer school holidays, once again to minimise disruption.

STAGE 3 (January 2025 TBC)

In the final stage, stage three, Hinemoa Street will gain 6 roading street lights and Rawene Road will gain 3 new roading street lights. Once again, this is planned to take place during school holidays to minimise disruption.

SECURITY AND SAFETY

With the installation of our new CCTV cameras, the Birkenhead Town Centre Association (trading as the Birkenhead Village Association) has been working with police on more petty and major crimes. We were actively involved in assisting the police to catch the last set of perpetrators at Nuttalls Jewelers. We also successfully retrieved stolen signage we invested in on your behalf. In addition, we have been and continue to assist the police in a range of incidents from recent vandalising of fairy lights and a major graffiti barrage in May.

The BTCA executives have outlined the procedure to access the CCTV footage. Should you have an incident, you should first report your incident to the police and then request access to the vgrid system with the police.

In addition to CCTV, the improvement of 27 new roading lights in the Village will greatly impact our security through lighting and enhance our CCTV coverage.

CCTV

(State of the Art 60 camera village security system 60 cameras)



Opportunity to secure your own camera linked to our network

It is exciting to see the first businesses take us up on this offer at Life Pharmacy. If you are interested in securing a camera of your own, please contact Kae for a group price you can access and installation details kae@birkenhead.net.nz

SAFER CITIES LIVE CONNECTION TO POLICE HEADQUARTERS

We connected our CCTV cameras to the Safer Cities Network which allows the police to access these cameras live.

AN ADDITIONAL SET OF CAMERAS WITH NUMBER PLATE RECOGNITION SOFTWARE- 3 additional cameras village entrances

We also procured number plate recognition cameras. These alert the police to stolen vehicles of interest and stolen number plates entering or exiting the Village. Our thanks to Stuart Weir, Shane Prince, Marilyn Nicholls, Paula Gillon, Alexander Croft, and Liz Hurley on The Birkenhead Licensing trust for providing a grant to support these further cameras so quickly to help keep our community safe.

If you or a customer of yours is wanting to access the CCTV footage, the process is to contact the police to access it. Under CCTV policy, we cannot give access ourselves so please ensure you, or your customer contacts the police if you need access.

MALL CCTV

We are working with the mall operations team to coordinate our camera systems, the mall brings a further 25 active cameras and 7 number plate recognition cameras in the car park.

We have a further 3 of our own cameras that have been sponsored by our supplier, Crime Protection Services, to be deployed in 2023/2024.

RAM RAIDS

As you will be aware, Birkenhead Village is not immune to the cycle of ram raids and smash n grabs that have occurred across Auckland in 2022/23.

Matrix continues to provide excellent additional support and their relationship has enhanced our ability to be flexible with their contract.

With the assistance of our CCTV cameras, after the last ram raid at Nuttalls the offenders were able to be apprehended within 24 hours. Please note if you observe unusual behaviour, where your store may be cased or scoped, let someone know and get as accurate descriptions of the suspicious people as possible. We believe this helped Nuttalls due to the quick action of multiple business owners.

Matrix continues to provide on the ground, additional support to the police and the business community as part of their contract.

POLICE NEWS

We are pleased to announce the Police constable for the Kaipatiki area is Shane Banebridge and they have two positions that they are currently recruiting for and hope to be able to advise appointments shortly. We are looking to establish a regular meeting schedule or touch base for 2024/5 when the police are able to commit resources.

SAFER PLATES EVENT



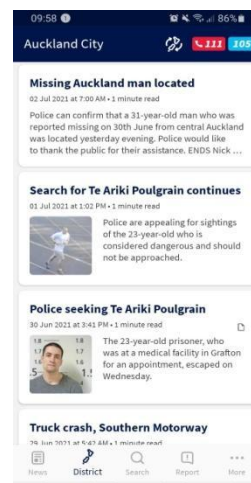
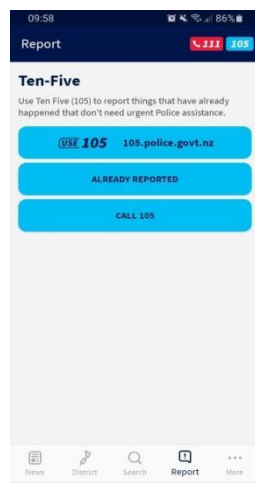
We held a safer plates community initiative event, partnering with the police and Neighbourhood Support on June 19th in Birkenhead Square. This was a free initiative where people could come and get the bolts on their number plates replaced to be more secure and safer against potential number plate thieves. Over 65 cars came in a three hour window.

ONLINE POLICE REPORTING 105

<https://www.police.govt.nz/105support>

We cannot overstate the importance of reporting ALL suspicious behaviour or incidences of crime that are not urgent or that have already passed to be reported to 105 so that they are recorded for the statistics of the area.

To help us help you, to make the Village secure, please make sure you report any crime, whether it is a graffiti, car incident or a shoplifting incident or other dubious act, to the police at the Police App, or the 105 number or online.



Reporting Page Relevant Crimes/Crashes

As you know for anonymous tip offs on suspicious activity you can call Crimestoppers on 0800 555111.



LIQUOR BAN VILLAGEWIDE 24/7 IN BIRKENHEAD

As you all know, we changed the by-law in 2022, and in order to make this effective we need your support to report any incidents of anti-social behaviour and drinking on the street. Recently we distributed our [new safety card, if you see something, say something](#), which gives you the tools to be able to report as requested by the police.

Please report to 111 or make any reports after the fact to the police 105 number or online <https://www.police.govt.nz/105support> or Crimestoppers 0800 555 111 <https://www.crimestoppers-nz.org/>.

Manager's Report: Economic Vitality



- **Additional Village Activations**
 - Increased Village Music Weekends
 - Mothers Day Focused Bigger Promotion
- **New Business Arrivals**
 - Sadly we lost three businesses from Mokoia Road (Nuttalls, She's Electric, Spero Shoes) and Jose's in the 2023/2024 year and these personalities behind these businesses will be sorely lost
 - We are excited to welcome some new businesses
- **Enhance Brand Experience with Village Beautification**
 - Globe Lights: Refurbish of unique art deco style street lighting
 - Beautified Fencing
 - Ugly to Art

INCREASED VILLAGE MUSIC WEEKENDS



We have learned from our popular music activations and have improved the quantity and quality throughout the year. Feedback from customers continues and ranges from the grateful to the exuberant. Birkenhead Village has increased its investment in music. With music weekends as part of our efforts to include multiple small activations. We have created a welcoming atmosphere for customers and will be looking to maintain this part of the Village experience in coming years.

MOTHERS DAY



Our Mother's Day Perfect Pamper Promotion continues to be successful, and this year it was its most successful ever with our most entries we have ever had!

In addition to our Perfect Pamper promotion, we also had live music over the Mother's Day weekend for families to enjoy.

NEW BUSINESS ARRIVALS

Birkenhead Village is proud to announce the addition of new businesses in the Village. They are:

Sugar Works Post Production

Birkenhead Bakery and Lunch Bar
Good Day Skin Solutions
Priya's Hair and Beauty
Hair at Jardin
Jays Medi Spa
City Forex
Smart Mobile
Awanui Labs
Comma Tea
Provecho
Burger Geek
McDonald's
Me & Chef
Maki Sushi
The Clean
Huawei Massage

Rebuilt KFC

Some Businesses in the Village have had new ownership

Ala Turca
Birkenhead Liquor Spot
SBA
Chef Rasa Sayang
Astrolabe Gallery
Kebab Serai
Burrito House

ENHANCE BRAND EXPERIENCE WITH VILLAGE BEAUTIFICATION

BIRKENHEAD GLOBE STREET LIGHTS



BREAKING NEWS! UNIQUE ART DECO STYLE STREET LIGHTING GLOBE LIGHTS IN BIRKENHEAD ARE FINALLY TO BE REFURBISHED

It is with much anticipated excitement after 8 long years of work, the spade will be in the ground to finally refurbish our art deco globe lights. We have agreed with Auckland Transport on the condition that the stages are a maximum of three weeks each, and there are three stages total to minimise disruption. Additionally, we have agreed for the work to be done in school holiday periods to further minimise disruption. There will need to be some relocation of bus stops to accommodate, more information to come. Our thanks to the Kaipatiki Local Board and Auckland Transport for this major piece of news for the Birkenhead Village brand experience.

Here is a [map of the upgrade plan](#), including the planned upgrades to our roading lights.

STAGE 1 (September)

ENTRANCE BIRKENHEAD AVE

Our first stage will progress at our entrance on Birkenhead Avenue.

One lane, Birkenhead Ave from Mokoia Road to Onewa Road will be closed for the first 2 weeks of September 2024 from 2-13 September. The second, single lane, Birkenhead Ave from Onewa Road to Mokoia Road will be closed for the second 2 weeks of September 2024, from 16-27 September. There will be [temporary bus stops](#), and private off-road car parks will still be accessible with help from an on site TMS controller.

There are no anticipated power disruptions aside from to the street lights while they are being worked on, other power should not be impacted.

This stage will include the refurbishment of 12 globe lights along Birkenhead Avenue. We have agreed to the removal of the globe light on Birkenhead Ave outside Real Burger, with minor relocation of the globe light outside the old BNZ building.

STAGE 2 (January 2025 TBC)

We are refurbishing 16 globe lights on Mokoia Road in stage 2, relocating just one outside Bob the Barber slightly down the street.

STAGE 3 (January 2025 TBC)

We will be refurbishing 6 globe lights on Hinemoa Street, and 2 on Rawene Road.

On Hinemoa St we have agreed to the removal of the globe lights outside Arvika, Mulan, Generosity Coffee, and Elements. Additionally the two globe lights outside Birkenhead Library, and the globe light outside Lumino Dental will be minorly relocated and another globe light will be added at 235 Hinemoa St.

BEAUTIFIED FENCING

We have upgraded our fences and planters around the Village, repainting them in black to give them a refresh

UGLY TO ART



As part of the major transformation of Birkenhead Avenue's entrance, with new road lighting for security and refurbished globe lights, we also took the decision to upgrade the Zion Hill Church wall at the entrance to the Village, as part of our ugly to art scope of work. This project was a collaborative work with the Zion Hill Church and supported by the Birkenhead Town Centre and Kaipatiki Local Board. The major artist involved was the creator of our Big Hoot Owl, Claire Rye, alongside Holly Hock who helped complete the large work within the timeframe.

Manager's Report: Market and Promote



- **Upcoming Events**
 - **Heritage Art Deco Spring Fling Carnival - October 26th**
 - **Christmas - Santa's Christmas Celebration - December 7th**
 - **Latin Fiesta - March 1st 2025**
 - **Medieval Times Renaissance Fair: moved to biannual event 2025**
- **Social Media**
 - [Instagram](#)
 - [Facebook](#)
 - [Website](#)
 - **Email Direct Campaigns**

OCTOBER 26th 2024
ART DECO SPRING FLING CARNIVAL

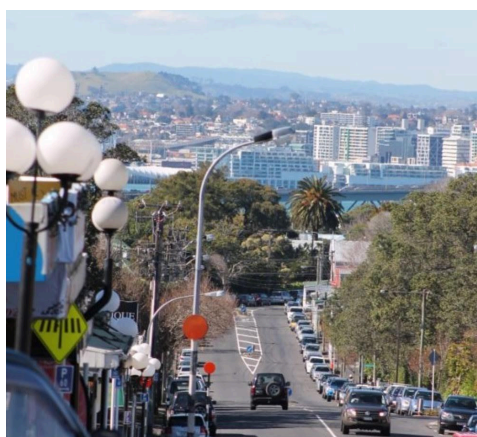
NEW

New Initiative: Art Deco Spring Fling Carnival

This year we will be celebrating Birkenhead Villages Unique heritage 1920-1950s with an Art Deco Spring Fling Carnival this year! With the major refurbishment of our art deco street lighting finally starting and completed stage 1 in Birkenhead Ave we saw this as an opportunity to celebrate our art deco birth from Highbury Corner. For those of you who don't know we have three buildings; Frederick Morris Block (Blitza Block), Obourn Building, the Highbury Building (Yarntons block), which were all built in the 1920s at the beginning of the art deco period!

The 1927 war memorial at Nell Fisher was also built incorporating its key globe light component The memorial won an architectural award in 1927 for its unique sculptural elements and beauty and still stands proud in Nell Fisher Reserve today in its original location at the heart of Birkenhead Village.

As we go to press: we are working on a Spring Fling Carnival special event for Businesses that engage with our theme. An evening of entertainment based around a "speakeasy theme of the period" which should be fun for all and entry will be dress up of the period. More details to come..but tentatively earmark your diaries for Friday 18th October if you are keen.



Christmas - Santa's Christmas Celebration Saturday December 7th

Last year was our first year in a long time (excluding covid) without our Rotary Santa Parade and we hosted our first ever Santa's Christmas Celebration. The report for this weekend is linked in the frontend of this business update, and this year we plan to make our Santa's Christmas Celebration even better!

We are working with the Kaipatiki Facilities Trust to expand this event, more to come!

**MARCH 1ST 2025
DAY OF THE CHILI FESTIVAL LATIN FIESTA**



We already have a date for our Latin Fiesta for 2025! More on this to come closer to the date.

**BIANNUAL EVENT IN 2025
MEDIEVAL TIMES RENAISSANCE FAIR**



We made the choice to change our Medieval Times Renaissance Fair to a Biannual event, so if you were wondering what happened to it earlier this year, you can look forward to it happening in 2025!

Watch this space as we wait to see if we have been successful in achieving funding.

COMMUNICATIONS

Our engagement with our target audiences has been sharpened with an increased focus direct to our customer database more frequently during the year. We also support our engagement with our audiences with our digital platforms on facebook and instagram.

Instagram

Our Instagram page has 835 followers and we are looking to increase this audience. The underlying audience for this is mainly generation z & millennials of whom are more active on this platform than Facebook. These new emerging audiences are an important additional and growing customer base.

Facebook

We now have over 8,000 followers on our facebook page [birkenheadvillagenz](https://www.facebook.com/birkenheadvillagenz) www.facebook.com/birkenheadvillagenz please follow us and share with your broader networks to help us promote the Village and our Events as a Destination.

We have increased our focus to our Facebook audiences, utilising our successful communication of Village themes for each month consistent audience benchmarks of 30,000 every month with 1/3 engaging with our posts (liking, commenting and sharing) and 8k total page follows. In the past year, we have had 1.9 million impressions across our Facebook posts, up 9% from the previous year.

Currently as we go to press, in the last 90 days from the 28 May-28 August our Facebook reach has been 122,000 and our engagement 34,000.

As a recent example Our Fathers Day social campaign ran from 13th August to September 9 and reached 58464 people, interestingly 54984 was from organic reach and 6929 from our posts as ads. Our goal for each major event per quarter is to reach an audience of 80,000 and have been consistently achieving and surpassing that goal. We have a programme of social activity for each month on both instagram and facebook so dont forget to let us know what your business is doing so we can include it in our Birkenhead Village Destination Socials and help us grow the Village for you all.

New business arrivals

We have a new business policy to help assist new arrivals of 3 posts per arrival to help establish new businesses in the Village. In addition to this, businesses are offered the opportunity to be part of our annual promotions throughout the year in further posts related to the current events and promotions. This offers greater brand awareness in the village in addition to businesses' individual social strategies.

Our current aim for Facebook is to keep our customers engaged by sharing relevant and current information to them. To increase our reach we periodically post on local community pages which have a larger audience and allow locals to discover our Facebook page and events that they may have otherwise not known about.

Website

We are excited to finally get to the overhaul of our Birkenhead Village Website. In the last 10 years it has served us well as a Brand umbrella for our destination and we are excited to see what opportunities we can create with a refreshed and updated format. It has been a key marketing tool

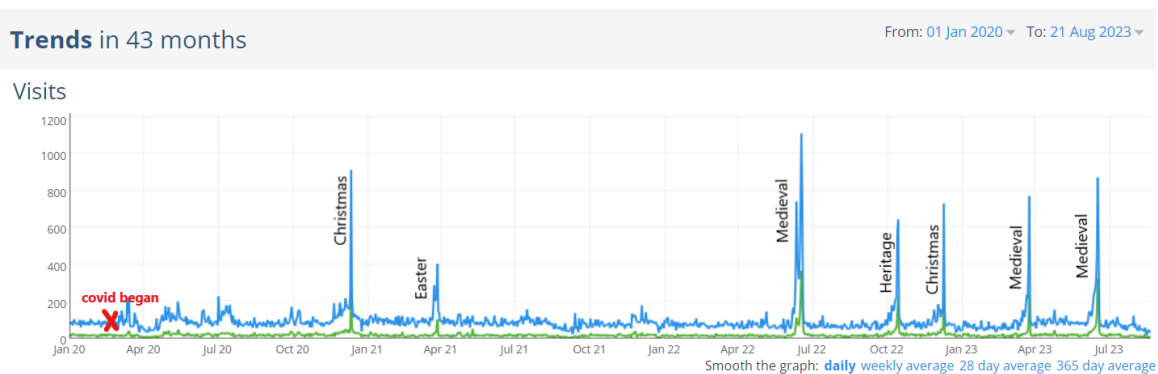
throughout all our macro environmental impacts of the last 5 years. It is now looking dated and needs a major aesthetic overhaul (while retaining its functionality which is essentially managed by the town centre manager) to continue to promote Birkenhead Village the village with a view as a destination.

A snapshot of some of the key stats.

We have had over 385,000 visitors to the website from 380,889 unique views since its was first established in January of 2013.

In the last month we have had 2038 visits from 2024 unique visitors, 414 who have been to the website before. Interestingly The makeup of those visitors have been from NZ 1618, Us 193, Australia 59, Canada 51 and United Kingdom 30 . No chinese visitors this month and we strongly suspect this breakdown of overseas visitors mirrors our current tourist patterns. We feel that we will there is an opportunity to improve our reach to tourists with the new format.

This is a key project to complete this year.



Direct Email Campaigns

On Mail Chimp, we have a customer database of 5,000+ unique customers who receive email campaigns related to current events.

Throughout catastrophic events over the last 3 years (pandemic, extreme weather events: floods & cyclones), we have increased our communications directly to our customers. On average we are engaging them once a month around relevant themes. In the past we direct mailed our customers 4 times a year. This is a 200% increase. We send information directly to this customer base around topical events and key times of the year for our businesses Valentines Day, Easter, Mothers Day , Fathers Day and Christmas. These audiences seem relatively well engaged as we are averaging a 36% open rate. Our Events are even stronger with a 46% open rate. Not surprisingly we when send our annual updates to our businesses and landlords the engagement is great with a 51% open rate on average.