



## Registration Kit 2025

Dear New Member,

### Welcome to Birkenhead Village!

We are the Birkenhead Town Centre Association, trading as The Birkenhead Village Association. We are an Independent Incorporated Society and operate under Incorporated Society Rules. We are currently operating as the business improvement district in conjunction with Auckland Council and have a set of operating policies created by them that we adhere to.

To assist you in settling in as a member of the Birkenhead Town Centre Association, we have provided this registration kit which provides useful information for businesses operating in this area.

Please note specifically the security and [rubbish](#) arrangements.

The key objectives of Birkenhead Town Centre Association (est. in 2008) are to:

1. Market and promote the centre's assets to customers, visitors, new businesses and potential investors.
2. Improve the economic vitality and provision of services of the Centre.
3. Enhance the physical environment in the Town Centre
4. Build a strong membership association that can act as a single voice on issues, opportunities and policy.

Our website address is: [www.birkenhead.net.nz](http://www.birkenhead.net.nz) (currently being refreshed in 2025)

With Jude's resignation in early 2025, Steve Simms has been appointed as the current board chair ([steve@bbc.kiwi](mailto:steve@bbc.kiwi)).

We are a very active association with a strong focus on business and community. Meetings are run the second Wednesday of each month and new members are welcome to attend at 5pm after the working meeting. Newsletters are sent out by email every six months to assist business owners with notification of news, events, upcoming promotions, security, new businesses, BTCA contacts etc. To get these, please ensure you have provided your current email address ([kae@birkenhead.net.nz](mailto:kae@birkenhead.net.nz)). My contact days are Monday to Friday and my mobile number is 021 397 014.

Your membership is covered by a special targeted rate, paid on your rates bill, however to ensure your eligibility to vote at the AGM please complete the attached membership form sheet and return the details to me ([kae@birkenhead.net.nz](mailto:kae@birkenhead.net.nz)). Once signed you are entitled to the following business support:

- **Free** initial introduction to the Village on the Village customer Facebook page @birkenheadvillagenz (8.4K+ followers) which includes 3 posts in the first year. (Opportunity to be included in annual social media campaign with complimentary themed posts)
- **Free** initial introduction to the Village on the Village customer Instagram page @birkenheadvillage (900+ followers) which includes 3 posts in the first year. (Opportunity to be included in annual social media campaign with complimentary themed posts)
- **Free** \$300.00 free website listing on the Birkenhead Village website with a link to your businesses' website. [www.birkenhead.net.nz](http://www.birkenhead.net.nz)
- **Free** access to security contract in Birkenhead Village, in one of two ways. Either a call out to Matrix Security call centre 597-1597. Or call the North Shore supervisor Tevita direct 022 462 8878. Password you must identify yourself as calling as part of the Birkenhead Town Centre Association.



- Access to our security network through the police if required, 31 camera network covering Mokoia Rd, Birkenhead Ave, Hinemoa St, Rawene Rd, Enterprise St, Hammonds Pl through the police and their Vigrd system (Safer Cities Network)
- Inclusion in two branded event promotions and four destination community events per annum (as appropriate), including fairy lights and destination events.
- Invitations to our 2025/6 upcoming networking member events

Once again, a warm welcome and please do not hesitate to contact me directly Monday to Thursday should you have any enquiries about the Birkenhead Business community.

Kind regards, Kae Condon  
Town Centre Manager  
Mobile 021 397 014  
kae@birkenhead.net.nz



## Membership Detail 2025/6

Birkenhead Town Centre Association is a registered incorporated society. The Association is governed by a constitution\* in partnership with Auckland City Council under the Councils BID Guideline document (2017).

**As the Association is funded by a target rate which is levied on all commercial properties located within the boundary of Birkenhead Town Centre map\*. All these properties and their tenants (Business) are eligible members of The Birkenhead Town Centre Association Inc.**

To enable members to be recorded with the secretary of the association it is necessary for the enclosed form to be completed by each member (either the property owner or tenant/business prior to the Annual General meeting in August/September 2025. Please complete the following membership details.

Company name: NB each member who is not an individual shall nominate an individual contact to act on its behalf in all matters relating to the association and shall notify the secretary of that representatives details.	
Trading as:	
Physical address:	
Postal address:	
Phone:	
Business email address:	
Email address for BTCA correspondence, i.e. newsletters, promotions, security etc:	
Website address:	
Contact person & mobile number:	
Business hours:	
Type of business:	

Date/Signature of Member

---

email [kae@birkenhead.net.nz](mailto:kae@birkenhead.net.nz) PO Box 34879 Birkenhead Auckland 0746  
[www.birkenhead.net.nz](http://www.birkenhead.net.nz)

Please complete the following about your business that will be included in the 2025/6 edition of the Birkenhead Village guide.

Business Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook \_\_\_\_\_

Instagram \_\_\_\_\_

Please provide twenty words that describe your business.

---

---

---

---

---

---

---

---

Thank you for your time, in addition to the short paragraph you have provided about your business we will have a photograph of you and your business. Please let us know what time and date you will be available to have this photo take.

Date for photo: \_\_\_\_\_

Time for photo: \_\_\_\_\_

Kind regards,  
Kae Condon