



Member Benefits 2025

Once you have claimed your membership and registered as a Birkenhead Town Centre member the following marketing and security support is available to you;

Marketing

- **Free** 300 listing on the Village website with Photograph and copy to 20 words and links to your website or Facebook page.
- **Free** inclusion for street front businesses in the over 300,000 unique fairylight activations we have created a sparkling evening brand image. Village Wide Retail Fairy Light evening promotion & Christmas Decorations (Each decoration has a \$500 value so please take care of both the Fairy lights and the Swags and advise the Town Centre Manager immediately of any health & safety or maintenance issues- we have a joint responsibility for the health and safety of village customers, along with Council and AT who also manage the public assets.
- **Free** inclusion as appropriate in branded events and promotions
- **Free** inclusion in customer based direct marketing which happens 9 times per annum
- **Free** inclusion in social media campaigns (Facebook 8.4K followers, and Instagram 930 followers) as appropriate (Marketing of the Town Centre website is by the Manager who will offer members opportunities to participate around our Events in line with the themes of the four signature events we have created for the area during the last 5 years in addition to the retail and public celebrations;
- **Free** inclusion as appropriate in event promotions; Mid-Winter Event in June, Birkenhead Village Heritage Festival Event (Labour Weekend, Sat 25 Oct), and the Latin Chilli Festival (February-March.) Check out last year's Facebook posts to get the lowdown on these free events for the Village. Our Christmas Festival runs from November 1 and includes Christmas street decorations, Christmas music for the month of December, and a family Christmas event.
- **Free** inclusion as appropriate in branded to-consumer promotions; Perfect Pamper Month of May Mother's Day, and Santa's Secret Stash November-December promotion.

Security

- Access to the Matrix security contract signed on behalf of the Village - \$80 value for call outs. You simply call the number on the Security briefing pages **(09 579**

1567) and identify yourself as calling from Birkenhead Town Centre Association identifying our business and your name and contact details (please send Kae an email at kae@birkenhead.net.nz just to notify us for our stats that you have done this).

- Access to our security network through the police VIGRID System if required, 31 camera network covering Mokoia Rd, Birkenhead Ave, Hinemoa St, Rawene Rd, Enterprise St, Hammonds PI through the police and their Vigrid system (Safer Cities Network). Please call Kae for further instructions 021 397 014
- Please make sure you report any crime or petty issues to the police as we need to get any infringements on the police record to secure ongoing police support in the area. Report at 105.police.govt.nz or phone 105
- Crime stoppers is a good anonymous source to get issues recorded in the system simply call the number **(0800 555-111)**
- Please ensure any **live graffiti damage** is reported the police either on **(09 571 2800)** or if the graffiti has already occurred, you can report it at the 105 online reporting website 105.police.govt.nz
- If you need to **file a police report** for a crime, you can now do this over the phone, this is a new service in 2019 call **(09 477 5000)** or **download the new 105 police app**.
- Did you know you can now report crime and suspicious activity online? 105.police.govt.nz