

Registration Letter

2026

Dear New Member,

Welcome to Birkenhead Village!

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.

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 signing up as a new arrival to Birkenhead Village and a new member of the Birkenhead Town Centre Association, we have provided this registration kit (letter and [membership form](#)) which provides useful information for businesses and landlords operating in this area. The signed [membership form](#) allows you, in addition to existing member benefits, to claim your membership and have a right to stand and vote at the AGM where the executive committee who make the governance decisions annually are elected to represent you.

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

Our website address is: www.birkenhead.net.nz

The current chair in 2026 is Steve Simms (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 quarter to assist business owners and landlords 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 (info@birkenhead.net.nz).

Your benefits are covered by a special targeted rate, paid on your rates bill, however **to ensure your eligibility to stand for the executive and vote at the AGM please complete [the attached membership form](#)** and return the details to me (info@birkenhead.net.nz) prior to the AGM which is generally held in the last quarter of the year in October.

Benefits from your special targeted rate:

- **Free** business initial introduction to the Village on the Village customer Facebook page @birkenheadvillagenz (9.4k+ followers) which includes 3 posts in the first year. (Opportunity to be included in annual social media campaign with complimentary themed posts once you've submitted your proposed material to us for moderation for our page)
- **Free** business initial introduction to the Village on the Village customer Instagram page @birkenheadvillage (1.1k+followers) which includes 3 posts in the first year. (Opportunity to be included in annual social media campaign with complimentary themed posts once you've submitted your proposed material to us for moderation for our page)
- **Free** business \$300 value free website listing on the Birkenhead Village website with a link to

your businesses' website. You will need to be checking the listing for currency in terms of your trading conditions (in the new website format you will be able to provide this information through a form) www.birkenhead.net.nz

- **Free** access to security contract in Birkenhead Village, in one of two ways. Either a free call out of \$80 value 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 Vigrid system (Safer Cities Network). For non-urgent potential incidents that our cameras may be able to assist you with, we can provide on application 24 hr access for you to be able to view the camera that relates to your business/tenancy
- Business 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 to all of those who are new. Please do not hesitate to contact me directly Monday to Friday should you have any enquiries about the Birkenhead Business community.

If you are receiving this and know you are already a member, we need you to update this form with your signature for our records as part of the new requirements under the Incorporated Societies Act 2022.

Kind regards,
Town Centre Manager
info@birkenhead.net.nz