



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 we have created a Welcome Pack 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

We are a very active association with strong focus on business and community and are fortunate to have Jude Turner as our current chairman (ptaylor@barfoot.co.nz). Meetings are run the second Wednesdays of each month and new members are welcome to attend. Newsletters are sent out by email every six months to assist in business owners with notification of news, events, upcoming promotions, security, new businesses, BTCA contacts etc. My contact days are Monday to Friday and my mobile number is 021 397 014 and my email kae@birkenhead.net.nz

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. Once signed you are entitled to the following business support:

- Free initial introduction to the Village on the Village Facebook page @birkenheadvillagenz which includes 3 posts in the first year.
- \$300.00 free website listing on the Birkenhead Village website with a link to your businesses' website.
- Access to security contract in Birkenhead Village, call out to Matrix Security 597-1597. Password you must identify yourself as calling as part of the Birkenhead Town Centre Association.
- Inclusion in branded event promotions including fairy lights and destination events.
- I negotiate competitive advertising rates on your behalf in local newspapers and Auckland wide publications, such as the Auckland A-Z guide. The representatives of these companies will then approach you directly identifying the special rate I have negotiated.

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 2023/24

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 2024.

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 PO Box 34879 Birkenhead Auckland 0746
www.birkenhead.net.nz

Birkenhead Town Centre Association

Please complete the following about your business that will be included in the 2024 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