



Birkenhead Village Association

STRATEGIC PLAN

2024-2029



INTRODUCTION

Where we are today

Birkenhead Village is in a strong position currently as a destination that still retains our “Village Vibe,” a living town ambience and a collection of unique personalities. As we move towards our future direction, we find ourselves being propelled by the power of individual private investment, building to our unique views and at height, which brings an opportunity for us to create an eclectic individual mix of “old” meets “new” that is more challenging to implement, with a diverse mix of organic development by individual interests.

Where we wish to go

We need to retain those aspects of the Village charm that make us a personal, unique safe haven. Our history has been as a historic Village with a sugar town “art deco” past and inner city rainforest access which has given us our point of difference. Our future will be in successfully transitioning through a series of private development initiatives, while retaining our special community brand and “Village Vibe” into a new “Urban Village” future.

Jude Turner
Chair of BVA

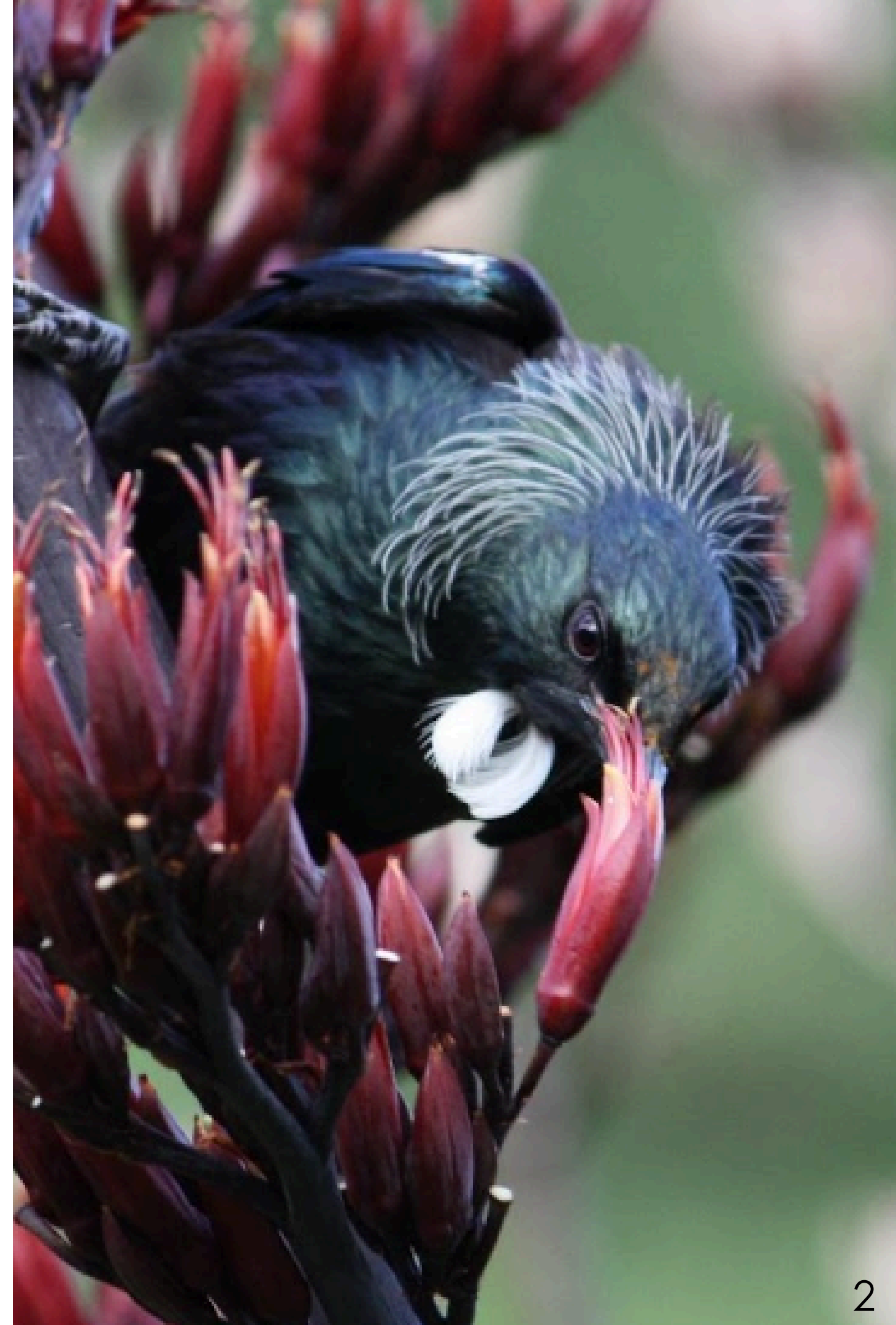
Kae Condon
Destination Manager



01

STRATEGY DETERMINATION

High level review of the
process we have followed



We have followed a logical thought process involving many participants

01
Desktop Research

Desktop research of key strategies s adopted by other BIDs, and internal surveys and reports and materials relating to Birkenhead Village.

Surveyed our members and key executives across future opportunities, strengths and weaknesses



02
Board Workshop

Board workshop pulling together key strategic themes of the executive, consideration of the council's 2050 plan and local Kaipatiki Community Board direction.

Board assesment of current state, SWOT, key developments and potential imagining of the future state



03
Strategy Formulation and Feedback

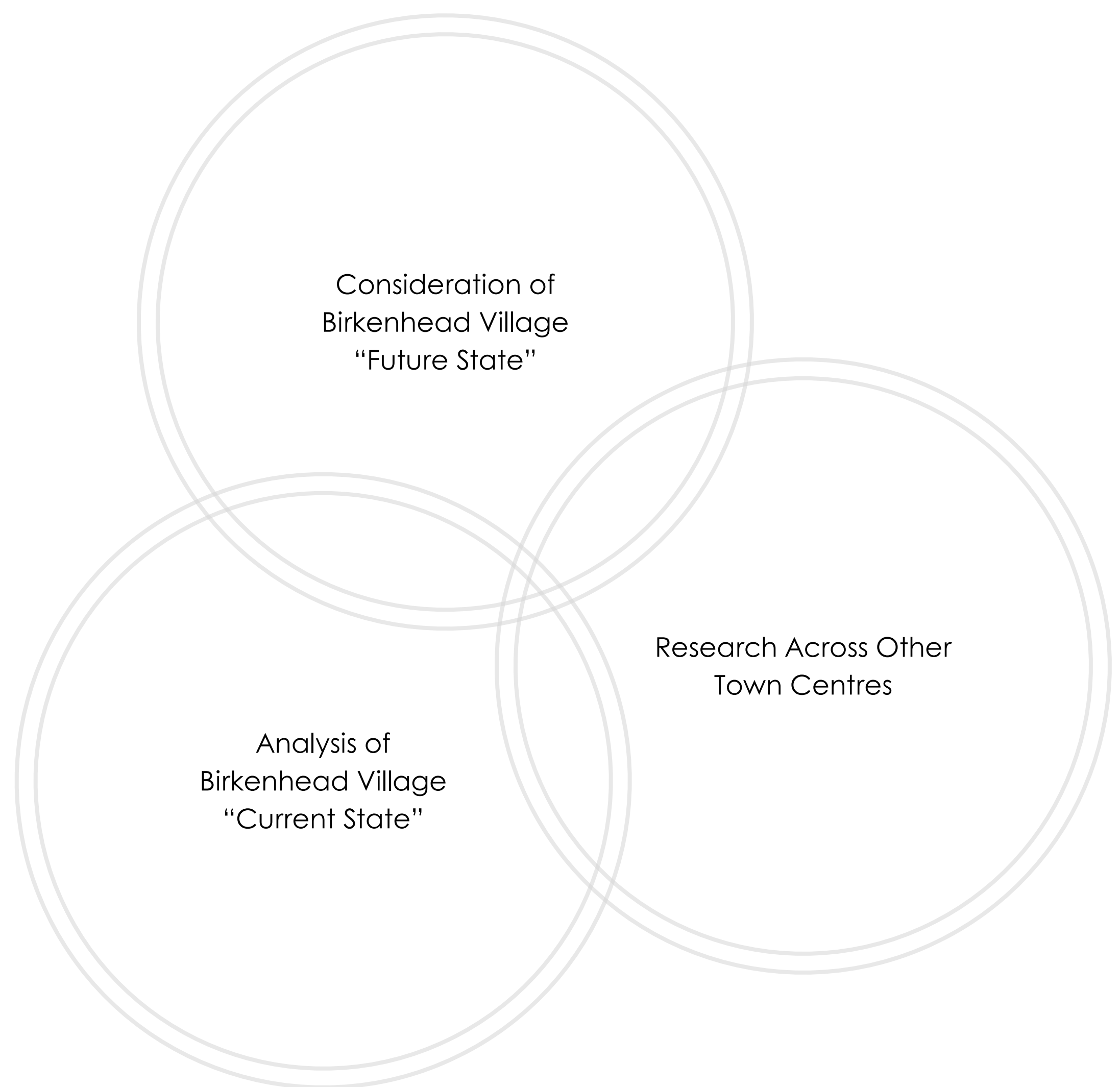
Key strategic themes developed updated or refined based on Birkenhead Executive's feedback given for final endorsement by the board.

Core strategic plan formulated and presented to BTCA for for review, feedback and final endorsements by the board.



OUR STRATEGY FORMULATION HAS BEEN BROAD

Our strategy has been developed by considering multiple lines of thought and provocation



WE ARE AT THE TIPPING POINT OF A CHANGE OF VIEW

Birkenhead Village is on the cusp of benefiting from private events and private investments, principally on the southern side of Mokoia Road ridge. It will impact our Village and community and change the face of Birkenhead for years to come.





02

KEY VIEWS SHAPING BIRKENHEAD VILLAGE

Investments and projects causing change



Birkenhead will benefit from private investment into major projects at levels we have not seen before on the southern slopes.

Residential

Continued investment into residential market and home improvement. Changing demographic mix, increased customers into the community and spend in the Village.

Infrastructure

Major lighting infrastructure improvements shape Birkenhead Village and attract/retain visitors and improved ferry link will attract tourists.

Retail

Highbury Mall's revitalized and increased retail food offer will provide long awaited McDonalds and additional options for local residents and nearby suburbs. The development of Live Wire offers a major drawcard for Birkenhead Village as the largest super park in New Zealand and at the first exit off the bridge.

Hospitality & Entertainment

Commercial investment in Birkenhead Avenue and the extension of our food and beverage precinct will further extend and drive Birkenhead hospitality/entertainment offering to it's community and surrounding suburbs. Birkenhead Village will become the destination of food choice day and night for meeting friends, family and work colleagues.

Mixed Use/ Residential Intensification

A number of significant, upmarket, architecturally inspired mixed use and residential developments are altering the resident population, physical streetscape and community development. Residents are likely to spend locally, especially in food and beverage, entertainment and local everyday need stores.

Commercial Redevelopment

Commercial property owners and developers begin to develop into new commercial premises across a variety of building types. Investment currently occurring across apartment, retail, entertainment, business and industrial use.

WE ARE ON TOP OF SOMETHING UNIQUE

A new urban Village view

Tourism - Major Hospitality - Urban Development -
Everyday Needs - Personal - Unique



MAJOR DEVELOPMENT PROJECTS



Hospitality Development

Residential Development

Highbury Stage 3 Development

Mixed Use

Streetlight & Transformation



03

WHAT DO WE CARE MOST ABOUT



DESTINATION VILLAGE, THE THINGS WE MOST CARE ABOUT

Enhance Physical Environment

Visual Amenity

- Image
- Beauty
- Green Forest and Views
- Safety and Security
- Lighting



Market & Promote

Retail and Food & Beverage

- Night and Day
- Unique, Quirky, Variety
- Everyday Needs
- Location and Precincts
- Quality Offerings
- Brand and Image



Drive Economic Vitality

Strong Economy

- Half Day Tourism
- Unique Local Events



Community & Business Engagement

Membership Advocacy

- Local Events
- Commercial Attraction Strategy



Destination Village, one core theme that is front of mind as we form our six strategies.





OUR FOCUS, DESTINATION FORMS OUR 6 STRATEGIES

**Destination Events:
People & Place**



**Destination
Management:
Brand & Social**



ATION VILLAGE, GIC PRIORITIES & PLAYBOOK

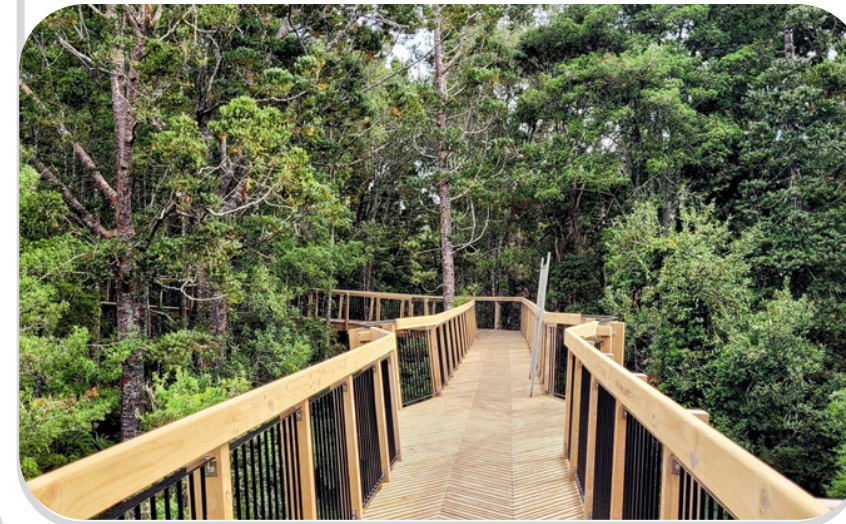
**Destination
New/Diversify**



**Destination Secure,
Maintain and Nurture**



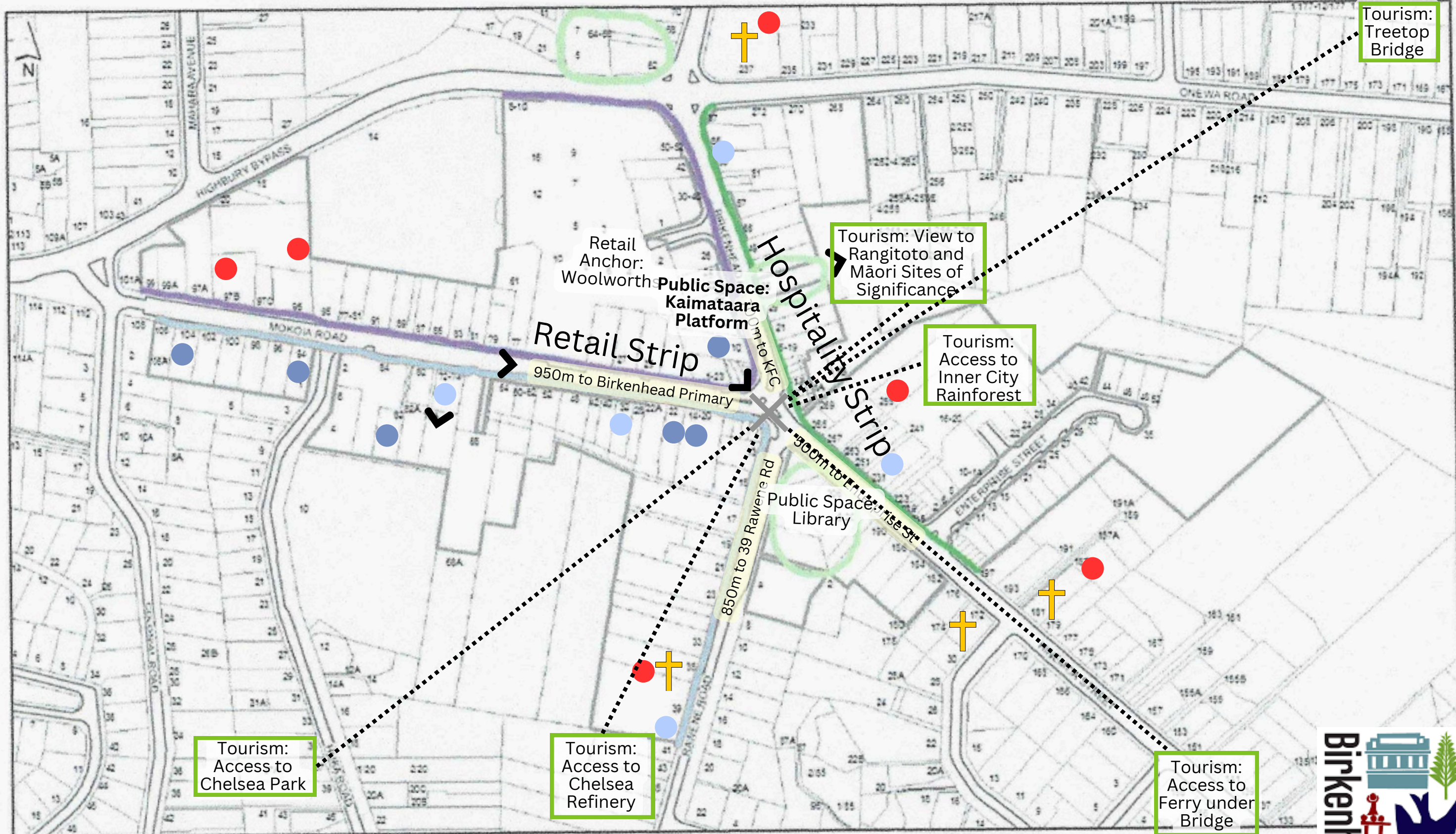
**Destination
Tourism: Experience**



**Destination Target:
Sustainability**



BLUEPRINT



Key:

- NZ Natural World (Ancient Civilization/Myths/Bird Life/Fauna)
- NZ Unique only Sugar Town & Heritage Village
- View Shafts
- Public Assets
- Current Developments
- Land Banked Developments
- + Churches
- Halls
- ▼ Views



Our phased work program shows our prioritised work streams

	2024/25	2025/26	2026/27
1 Destination Events: People & Place	Vintage Carnival Santa's Season Jingle Jam* Latin Fiesta* Rescope Medieval Times Advocate for local board to scope for cover for Kaimataara Platform Cover*	Repeat and refresh events Commemorate Ian McHardy Seat Scope series of new activation ideas	Repeat and refresh events New Village activation events Scope Partnerships
2 Destination Management: Brand & Social	Promote 3 Key Seasonal Times Explore new demographic opportunities Social Media Annual Plan Publish events calendar Welcome	Scope series of branded new initiatives* Village with a View: Photo Frame Update Website	
3 Destination Commercial Package	Develop Commercial real estate story package	Workshop Commercial attraction shared vision with landlords and agents	Promote new attraction package



Joint Local Board Projects

Strategies:

- 1: Destination Events: People & Place
- 4: Destination Tourism Experience
- 5: Destination Secure, Maintain, Nurture & Advocate

2024/25

**Advocate for local board to scope
for cover for Kaimataara Platform
Cover***

**Advocate and Secure existing bush
platform reopening***

**Reinstate Removed Onepoto
Domain Maori Pou**

**Reinstate Under Bridge Information
about Maori sculpture**

**Stage 1 decorative globe lights
Stage 1 new road lighting installs**

2025/26

**Stage 2 decorative globe lights
Stage 2 new road lighting installs**

**Paver maintenance
Prototype first planter
transformation**

2026/27

**Stage 3 decorative globe lights
Stage 3 new road lighting installs**

Destination Tourism Experience

Te Onewa Pa

Pou without explanation



Te Kopua o Matakerepo
Pou Missing from Onepoto Domain



Destination Tourism Experience

Pou without plaque under Harbour Bridge

Pou Missing from Onepoto Domain



Te Onewa Pa Pou

Under the northern end of the Auckland Harbour Bridge is a small reserve known as Stokes Point. Once the location of a major headland pa site, Te Onewa Pa, the reserve has recently been upgraded and restored, including the installation of a new pouwhenua. Carved by Reuben Kirkwood of Nga Tai ki Tamaki from heart totara the pou takes the form of a waka, acting as a visual reminder of the gods, future leaders, and the community members in between. This is now marker number 1,400 on our map, you can see all the markers and details of the artists at [NZ Outdoor Art](#)

Significant to Tourists



そして、常にマオリを忘れないのは素敵ですね。



Wai Manawa at the Highbury shops – we admired the dazzling views across Le Roys Bush and Wai Manawa and out across to Rangitoto. We heard several stories told by different iwi on the origins of Lake Pupuke and Rangitoto. We learned the histories of Te Kōpua o Matakerepō (Onepoto Basin) and Te Kōpua o Matakamokamo (Tuff Crafter), and of the Awataha area.

Enormous thanks to Kelli Kawhia Conrad and Nicola Manoa for their hard work in organising the tour.

For those keen to learn more, you can find the **FULL PRESENTATION HERE.**



Destination Tourism Experience

Maori Tourism Sites of Significance

Chelsea World Heritage Site

Number of cruise ships visiting Auckland
The number of cruise ship visits to Auckland has grown over the past 20 years. Ship visits have grown from 35 in 2002/3 to 100 in 2012/13, and the number of passengers has grown from 56,000 annually to more than 200,000. During the same period the number of crew members visiting Auckland has grown from 17,000 to about 70,000.

