

Manager's Annual Report 2023

What makes our neighborhood so desirable are our stories, accessibility and connectivity:

Our people & our collaborative community.

Small owner/operators; Pioneering attitudes. Their eclectic skills. Passions. Community.

Our connectivity to trains, buses, motorways, arterial routes, cycleways, pathways & Eden Park.

Our vibrant, yet down to earth destination to live, work, play and visit on Auckland city's fringe.

And the constant hum & hustle of residential, urban, industrial & self-made landscapes.

We attract authenticity.

Lovers of sport, music and entertainment, and the short walk to pre and post socialising.

Lovers of really great cuisine, craft beer, and authentic people.

Lovers of storytelling, history, heritage, and community.

These are the assets we campaign and continue to advocate for so the culture, look and feel of The Fringe District continues to grow, yet be preserved, and attract the story tellers it deserves.

The Fringe District is simply for people; friends, fans, visitors who value community, talent, skill, craft, and passion.

Small business is not for the faint hearted. We are warriors. Pioneering of our futures.

Being part of a small business community means the journey is a shared one.

We serve our customers, our neighbours with passion, and they in turn, return again and again.

Together, we ensure through advocacy, shared passion, championing one another, and a little healthy competition, that our community is a loved destination, and the place to be.

Our neighbourhood is strong when we fight the right fight and focus on our combined strengths as a community. Business recovery has been at the heart of our 2022-2023 year.

We invested in a business mentor who specialises in SME's. We wanted to give our businesses a platform and an edge – a place to start, a marketing strategy and a plan forward to attract new customers, retain current customers, and create a love mark in the community and lives of their clients, so even with the challenges of the current economic climate, their business is something their clients continue to return to again and again.

Natalie Williams has spent 10 months with live online mentoring sessions and has created recorded sessions and worksheets for our business owners as a toolbox to return to and continue to be inspired, assist in planning and building forward momentum to continue to retain and generate new business.

We will continue this journey in this current 2023-2024 financial year with Natalie continuing to work quarterly with our businesses and will continue to add to this online toolbox as an on-going resource to existing and new businesses in The Fringe District.

It is important to us that the eclectic culture of Kingsland, Eden Park, and Morningside is retained, by fierce and passionate advocacy for small business, our streetscapes and accessibility. Now, with greater resilience, and continued support, our businesses, our community, retains its authenticity, and can continue to prosper and thrive.

Be Real, stay authentic

In 2022, Kingsland was voted the 43rd coolest suburb in the world by Timeout magazine's index survey. We know this is because it is full of real, authentic people, small business owners ensuring it is their business to know their community, and the aforementioned assets – busy industrious people are here; and here, there is always opportunity to always completely be yourself – a rare quality, that is attractive to visitors wanting an immersive experience into the culture of everyday passionate New Zealanders.

Business is consistent dance, pivot and a hustle

FY 2022-2023 saw the KBSI team continue to strengthen its message with a slow dance to consistent branding across multiple marketing platforms, reintroduction of more in-person activities to our community. These continue to promote our destination with strength, telling the story of the proactive, busy, hustling, adaptive, community of people we are.

Date Night continues to connect us to families, parents in need of a night out. In association with Albert-Eden Local Board, a greater number of families are able to enjoy our neighbourhood, while their kids also get to enjoy a night out with us entertaining them.

An online Friday Flavours competition connects us to those who regularly head out and about for great food and conversation. This online competition keeps the dialogue about our cuisine, our destination alive online.

Our Christmas tree received a large star, attracting even more attention than 2021. It is our newest lovemark and it is seeseen from foot, cars, or train.

An Eden Park Christmas was pivoted into smaller community focused events. Realising that concerts are Eden Parks in the present, we needed to adapt our event to suit this environment; We took our 450 piece choir on a journey down Queen Street instead as part of The Farmers Santa Parade singing songs of joyous community – while holding The Fringe District Banners. And a much smaller event, A Kingsland Christmas, was held beside the Christmas Tree in the Kingsland Rail Plaza focusing on locals, youth and parents with Suzy and Santa.

We stood beside Eden Park to proudly promote their increase of activity, across sports, art and culture and music, directly contributing to an increase in our local economy. We know we were able to showcase and leverage our community further with the FIFA Women's World Cup attracting huge audiences, many many family groups, many mothers and daughters engaged with positive female role models and empowerment, creating lifetime memories.

Morningside LIVE allowed a newer venture to thrive in an already thriving community. Passionate about music locals were able to attend this intimate soundscape, celebrate local breweries and food in their street and at their local neighbourhood haunts.

Natalie's mentoring, as discussed above, has given our businesses a toolbox to revisit, and reinspire themselves.

We also updated our constitution to align with the BID Grant Agreement 2022-2025, and in that updated our Strategic Plan, which as it does while in a dance, lead us to our next adventure,

expansion of our BID to include a greater portion of Morningside and Sandringham. This expansion connects our BID where we are currently connecting naturally, and retains the uniqueness of small business and community of The Fringe District.

We also updated our staff to include a passionate local to compliment our team. Her local knowledge, laughter, and passion have added strength to our team & community. And at this AGM we have advocated with local passionate business owners, with the intention to expand our board to include a greater representation of local business owners.

We continue to advocate for our community constantly, whether we are promoting a small business online, showcasing a community member in The Ponsonby News, or responding to AT with a detailed submission – We continue to ensure our destination is seen and heard.

So our Horizon got broader

We are stronger, and with our expanded toolkits, BID expansion, and a clear pathway into 2024 we all look to a broader and better horizon.

We are of pioneering spirits, adaptable strategies, and we pivoting like an All Black.

This makes us confident, creates confidence, and allows steady growth.

This is attractive.

And that's why we are an attractive destination, and THE place to be.