

KAITAIA BUSINESS ASSOCIATION

THE NEWSLETTER

CONNECTING KAITAIA'S BUSINESS COMMUNITY

NEWEST EXECUTIVE MEMBERS



STEWART OTENE
EXECUTIVE
Te Waka Pupuri Putea Trust
General Manager



BOBBY LEEF
EXECUTIVE
LEEF & Co Group Ltd.
Business Owner



TIA HOHAIA
KBA COORDINATOR



A SEASON OF CHANGE

Change has come in many different ways for many of us, both large and small. For the KBA we have introduced new Executive members and a new Coordinator. As a community, we have said good bye to a few beloved businesses, and welcomed a few more.

However, we are a resilient community and we continue to move forward, innovate and work together.

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A MESSAGE FROM OUR CHAIRPERSON

The last few months has been a whirlwind of unprecedented times and so much has happened despite being under lockdown for much of this time.

Anita's Awesome Mahi

Firstly I would like to congratulate and thank Anita Lasike for the outstanding job she has done as the KBA Co-Ordinator. Anita is behind all the social media posts, the regular emails sent out to members summarising key points from our weekly Mayoral meetings and creating our shop local campaign during COVID. The extra workload to share information to all our businesses during COVID has been challenging and Anita is now looking forward to focusing on her whanau as we have just employed a new Co-Ordinator. It is my pleasure to introduce you to Tia Hohaia who is born and bred from the Far North. You may have seen Tia at North Drift Café where she worked part time and is now the Co-ordinator for the Kaitaia Digital Hub. Tia has strengths in social media and is enthusiastic to get into the administration tasks required, under the training of Anita.

Some doors open, others close

We would like to acknowledge Kotare Krafts who closed their doors for the final time on Monday 1st June. The good news is that Michelle will still have stock for sale via online platforms so has only gone from our main street. Birdies Café closed prior to lockdown and many are missing the meals and service Jenny and her team have provided for many years at the South end of our main street. However excitement is brewing as The Vintage Tearoom is about to open in its place. We would also like to acknowledge Bill Frost who took up the challenge to take on the Vault Bar but unfortunately it is not viable to re-open after the COVID period. Hope Café has also made the decision not to reopen. Royal Barbers have moved premises and are super busy like all the hair salons are, in their new location in the Central Arcade. The Kaitaia Digital Hub opened just before COVID (in the previous BNZ building) along with Captain Donut (previously the Roast Shop) so welcome to these new businesses in our main street. Welcome to the new owners of Far North Surf Shop who took over as we moved into Level 3 of COVID.

Shop Local

Throughout June we ran the Shop Local Competition that went incredibly well. We had quite a few people enter every week across a 5 week period. To enter, customers had to give a shout-out on social media (Facebook, instagram etc.) to the businesses they purchased from and include #kba in the title of their post. Each week we announced a winner for the \$50 Pak'n'Save Voucher kindly donated by Pak'n'Save Kaitaia. A huge thank you to the team there for their generosity.

The majority of our local businesses are doing well under new operating systems and procedures but please remember to continue to shop local, support our locals, pay your accounts on time (or early) to help keep businesses going and people employed in the Far North. Sales are definitely below targets and winter is normally a tough time for our retailers so please do your part to keep our local economy going.

There is some talk in the towns in the Far North about having a late night shopping night in conjunction with night markets so if this is something our Kaitaia business community wants to participate in please advise us at the KBA so we



Keep an eye out for our new website

can assist in coordinating and making this happen.

Advertising

Remember to support our Northland Age for your advertising needs. The KBA manages the banner space between the Post Office and Kohatu Fit gym building. It only costs \$100 to pay for a cherry picker and CBEC to erect the banner so please contact Tia at kaitaiabid@gmail.com if you want to book space for a banner above our main street.

Concerns & Feedback

The weekly Mayoral meetings have continued and each week we pass on concerns, issues or feedback to Mayor John Carter who feeds this into central government. The issues and concerns we have passed on have made a difference and so we continue to welcome any of your comments or concerns by email or social media (facebook or Instagram).

Executive Members

We would like to extend a warm welcome to Stewart Otene from Te Rarawa and Bobby Leef who have both joined the executive committee last month. We meet on the last Thursday of the month so please let us know if you have any concerns or ideas you would like the KBA executive to address. You have all been sent out the suggested changes to the Constitution over the lock down period. These changes were discussed, amended and voted on at the Special General meeting held on June 24th at the Digital Hub.

Te Hiku Rejuvenation Plan

Hopefully you have had an opportunity to look at and comment on the plans Delwyn Shepherd has produced for the improvement of our town including a couple of market squares and street-scaping. Delwyn has been at the Pak'n Save entrance and the Kaitaia Markets and has been sharing the plans with the youth of Kaitaia too to get input. Our plans have been submitted for funding in several areas including the shovel ready projects which we are hoping to hear about shortly.



Adele Gardner manning the Pak'n'Save display

Far North Roadie Prize Package

We collaborated with all the Far North business associations to put a prize package together to promote visiting our Far North. A big shout-out to the following businesses who have contributed for the Kaitaia part of the trip; **Harrison's Cape Runner, Wayfarer Motel, Tuatua Tours, Signs of Life, Whanau Meats**. You guys are awesome! The winners will be in our area on Sunday 12th and Monday 13th July.

Wrap Up

As the Chair of KBA I am certainly proud to be part of Te Hiku; the collaboration and networking of businesses, social services, government agencies, iwi, churches, not for profit organisations, Northland Inc, FNDC and Civil Defence has been outstanding. According to the Maori proverb the answer is "He Tangata, He Tangata, He Tangata. It is the people, the people, the people."

Our community certainly is awesome!



COVID-19 CORRESPONDENCE AND CORRELATION

BY ANITA LASIKE (PREVIOUS KBA COORDINATOR)

While Covid-19 brought a degree of worry to what has never been experienced in our lifetime, it also brought a togetherness that had not been accomplished before. With the announcement of Covid-19 reaching our shores the social distancing became an instant desire for most and with that came fewer customers to our businesses. Travelling waned and tourists dissipated. Obvious tourists became an unwanted customer at the risk of potential coronavirus hosts. Their money was not worth the health threat. Then quickly came the lockdown. So quickly that business owners left needed work behind and rubbish in their stores. Not realising that we were about to go into lockdown, Hon. John Carter contacted all of the business associations, Civil Defence, Northland Inc., and some essential business owners and invited us into a conference call which, consequently, was held on the first morning of the lockdown, Thursday, 26 March at 9:00am. Everyone attended. The anxiety and concern for our businesses were at an all time high. There was no way that none of us would miss this opportunity to share our concerns of which our Mayor relayed to the ministers and officials in Parliament. For the businesses not considered essential the wage subsidy was the only source of hope to keep the businesses alive. For some of the businesses considered essential they had never been so busy! There seemed to be complete opposites of the spectrum.

And so began the relationship with business associations and interested parties in the Far North. A marketing committee was born from this group. Lead by Blah, Blah Marketing this committee devised a plan to assist our Travel and Tourism industry and entice our fellow Kiwis to the Far North. The website and Facebook page named Far North Escapes was created and should be available soon if not already.

The meetings with the mayor became a weekly occurrence and still continues.

We were fortunate that our Chair, Andrea Panther, met regularly with Te Hiku and as a result the NDHB began to share statistics of Covid-19 for the interest of the BID members.

This tremendous change to our society initiated ideas to assist our businesses. We promoted Northland Vendors, a business directory for Northland linked to online purchases and SOS Business, a countrywide app created for purchasing vouchers to keep businesses going through the lockdown. It also prompted the idea of using our online platform to communicate to our businesses. Any related communication that we thought would be of interest or assistance we would share it. Northland Inc. prompted us to do Facebook Lives with suggested speakers. We had our first one with Hon. John Carter which drew over 1000 views through the watch party on the Happenings in Kaitaia page. A shopping local campaign sponsored by Pak'nSave began. All of this and more occurred because of the burning desire to help our business owners. As Jacinda Ardern often quotes: What is the most important thing in the world? It is the people, the people, the people.

While change is challenging we also know it is engenders growth if we will let it. Arohanui from the Kaitaia Business Association team.



UPCOMING EVENTS

These events are really important as we continue to encourage people to get out into the community and shop local.



When: Sun 2 Aug 2020, 9:00am-12:00pm
Where: Te Ahu Centre, Cnr Matthews Ave & South Rd, Kaitaia, Far North
Price: Adults from \$16.00; Juniors from \$5.00

You can register your interest [here](#).



MAYOR'S MEETING

Every week since COVID19 lockdown, we have been meeting with the Mayor and other community leaders. The feedback has been extremely positive as well as being very informative on important initiatives happening across the Far North.

Please continue to send through your feedback, concerns, issues you want brought before the mayor and we'll continue to keep you informed and updated.