



Destination KRL Annual Report 2022/2023



2022/2023 Chair's Report



The year began with the departure of our long-term manager Gary Holmes and the appointment of a short-term replacement. A full recruitment process ensued and Steve Walters was appointed to the newly titled role of General Manager of the BID at the end of 2022. By then we'd had three months without a manager so your executive committee together with Steve, and Susie Jones (Marketing and Membership Manager), have worked extra hard to catch up the time lost on progress towards our 2022/23 Annual Plan goals.

A highlight of the year was the completion of the huge mural "Drop" on the Cobham Drive wall of the Carters building. It draws attention to our area as a vibrant, creative place, and has also drawn attention to Carters, who've had people say they'd never noticed the Carters building before the mural appeared on it!

One of our major tasks as a BID is providing feedback to Wellington City Council on the many issues within its control that affect local businesses, such as cycleways, drains, public car parks and street lighting. It is disheartening when local government plans don't take sufficient account of our current needs but we maintain good relationships with our local Councillors and Council officers. Also, our longer-term vision for the BID is aligned with the Council's overarching goals for Wellington, and so provides a positive platform for future discussion and collaboration. We're in the early stages of gathering the data and (big) ideas to make our district THE place in Wellington to live work and play and are geared to make substantial progress in the 2023/24 year.

This is my last report as chair of the BID, after five years in the role and one year before that as a committee member. In those six years, we've grown from being a newly-formed, Kilbirnie- and largely retail-focused association into the more broadly focused organisation that we are now. This part of Wellington is blessed with so many natural and constructed assets – the beach, the parks, the sports grounds, Akau Tangi, the Rec. centre and Olympic pool, primary, intermediate and secondary schools, retail outlets from boutique to big box, film and IT companies, banks, health services, the airport, a wide range of professional and trade services – as well as an array of cultural groups, and our vision is to make the most of what we have and attract the development of new businesses, housing and infrastructure.

The Year That's Been: 2022/23

Santa Parade

Our fifth annual santa parade was held at the beginning of December last year, with thousands turning up to see some great floats and participants in the parade, followed by a well-supported community event at the Kilbirnie Recreation Centre.

Drop Mural

A new mural was commissioned for the Carter's Building on State Highway 1 next to the airport, inspired by local musicians "Fat Freddy's Drop"

New Destination KRL General Manager Appointed

Steve Walters was appointed as General Manager in December. Steve is a long-time local of KRL, and has worked professionally in Wellington for 30 years in various marketing, advertising and sports administration roles. Steve is a big fan of all the area has to offer, and aims to increase the business profile of KRL within Wellington.

BID/WCC Relationship

The relationship between Destination KRL and WCC was strengthened in 2023, having our GM now based in Wellington. A higher degree of contact will enable better communication and understanding between our BID and WCC, creating better outcomes for our area. Destination KRL consulted with WCC on many issues over the year including Kilbirnie Connections street changes, Te Whai Oranga Poneke open spaces policy, WCC's Long Term Plan, and the significance of KRL to local iwi.

WCC Planning Session

A joint WCC/Destination planning session was held in February 2023, where various WCC business and planning teams outlined their current thinking and hopes for KRL. A key outcome was WCC advising they have downgraded the potential risk from tsunamis to our area, allowing for greater commercial investment in our area for the future.

Business Booster Sessions

Business booster sessions were held over the year with the aim of increasing KRL Members' awareness and knowledge of key issues affecting our businesses, and were well-supported.

Coming Up In 2023/24

Charter for Growth

Destination KRL is developing a vision of how we want KRL to develop commercially out to 2040, including forming an advisory panel and growth charter that outlines the steps we plan on taking to reach these goals.

KRL Business Networking

Given two minds are better than one, we will be organising informal bi-monthly get togethers to be hosted at local establishments. These will give KRL Members the opportunity to discuss issues with Committee Members and fellow business owners/operators and see how Destination KRL can help.

Matariki ki Akau Tangi KRL Vouchers

Based on the trial of redemption vouchers during our FIFA Women World Cup campaign in July and August, we are exploring how best to develop this concept further for future events, such as events at Akau Tangi Sports Centre that attract outside visitors to KRL.

Akau Tangi Sports Centre Mural

The art project we are planning to enhance KRL this year is working with WCC and Waka Kotahi to install a mural along the new cycling and walking path running alongside the Akau Tangi Sports Centre car park, from Cobham Drive/Tacy Street to Kemp Street.

Parking at Lyall Bay Junction

As commercial activity increases at Lyall Bay Junction, we're working with WCC to consider the best way to manage parking time limits.

Kilbirnie Park Masterplan

WCC is developing plans to transform the vacant land to the south of Kilbirnie Park into a destination regional skate park and a refreshed play space. We will work with WCC to ensure the development benefits all in our community.

Earthquake Prone Buildings

We will work with WCC on developing a plan on how best to manage earthquake prone buildings in our area.

Destination KRL: 2023-24 Budget	
INCOME	2023/24
WCC BID Targeted Rate	\$150,000
WCC grant for Christmas Parade/End of year event	\$4,600
Funds brought forward 2022/23	\$56,000
Income Total	\$210,600
EXPENSES	
Support	
Business Booster sessions	
Annual member survey	
Networking with businesses & landlords	
Lyall Bay parking survey	
	\$8,500
Placemaking	
Flags Bay Rd & flagtrax poles Coutts St	
Murals: Akau Tangi, one other	
Kilbirnie Street Cleaning Crew	
Gateway Signage	
Project contribution: Huetepara	
Edible Garden	
Charter for Growth: external advisory group fees	
Charter for Growth: management	
	\$105,560
Admin	
Accounting Fees	
Bank Fees	
Audit fees & AGM	
BID Management	
External support for BID Management	
Committee Expenses	
General Expenses	
	\$69,590
Communications	
Social Media, Facebook	
Member newsletter design & printing	
Website Hosting & IT	
	\$4,800
Events & Promotion	
End of Year Event	
Promotion Videos	
Visitor Attraction: FIFA/Matariki ki Akau Tangi	
Visitor Attraction: other events in KRL	
	\$21,750
Expense Totals	\$210,200
Total Income less Total Expenses	\$400

2022/23 Destination KRL Executive Committee Members



Jo Morris

Chair
Wellington Sewing Centre



Bruce Welsh

Treasurer
Rimu Architects



Dean Galt

Secretary
Kilbirnie PAK'nSAVE



Richard Dalby

Committee member
Wellington Airport



Sean Woods

Committee member
Property owner



Binay Jagat

Committee member
The Bottle-O



Galu Letiu

Committee member
Fair & Square Building



Ken Ah Kuoi

Committee member
Ah Kuoi Law



Alex Terris

Committee member
Kiwi Self Storage

Highlights from 2022/23



Kilbirnie Santa Parade



Appointment of Steve Walters



Metalbird Business Booster



'Drop' mural launch



2021/22 AGM



Meet the Mayoral Candidates

Destination KRL

Contact Us



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manager@krl.org.nz



@destinationkrl



Steve Walters
General Manager



Susie Jones
Marketing and
Membership Manager

www.krl.org.nz