



## Annual Report 1 July 2021 to 30 June 2022

Once again the year's activities were disrupted by the public safety rules for managing the Covid 19 pandemic. Among the events we had to cancel were the 2021 Santa parade and several information and networking sessions for KRL members. Until quite recently, our committee meetings were conducted partly in person and partly by zoom, which was not ideal - and highlighted our need for better audio-visual equipment.

Your committee met each month, including January when we had our annual planning session. We often invite one or two guests to attend meetings to provide updates on relevant issues. A particularly insightful contribution to our thinking about the future of the KRL area was made by Jon Manns, Head of Wellington's JLL and who has a very impressive record in urban development in the UK. We are also very grateful to Rula Awad, Principal Advisor Business Engagement at Wellington City Council, for her regular updates about WCC activities and the support available for our work.

We had personnel changes towards the end of the financial year. One of our newer committee members, Angela Slaughter, resigned reluctantly and we miss her thoughtful input to meetings. And our long-time Manager, Gary Holmes, gave warning that he would be resigning at the end of the financial year to take up other opportunities. Fortunately, the two other members of our management team were prepared to take on more duties and, from the start of the new financial year, Martin Craig took over as Manager of the KRL Business Association and Susie Jones was appointed to the new role of Membership and Marketing Manager. Our managers are our eyes and ears; they are keen to know what's happening in the KRL area and what members think about it, so do contact them about local issues that concern you - and also those that delight you!

Our major achievements during the year include:

- Rebranding our expanded business association as Destination KRL, with its new logo,
- Upgrading our website to promote the new brand
- Running a concerted campaign on the website and KRL social media channels to promote our area and local businesses. 48 videos were produced with a view to posting them on social media over the next 12 months
- Completing the large mural on the Pak N Save wall on Mahora Street
- Providing information to members about the government's covid rules, and free RATs to businesses who requested them

- Making oral and written submissions to Wellington City Council officers and councillors opposing the proposed Cobham Drive pedestrian crossing and the proposed extension of the cycleway along Onepu Road to Rongotai Road
- Supporting the launch and initial editions of the Eastern Bays Bulletin
- Engaging Business and Executive coach Chris Whelan to host two business improvement sessions for members
- Hosting a business safety and security session for members, with speakers from our local police, Retail NZ, and the Downtown Community Ministry
- Commissioning a large mural for the Carters' wall on Cobham Drive.

I want to thank the committee members for their work during the year. We are all local business people who volunteer our time to Destination KRL in order to improve the area for businesses and consumers alike. It's vital that we have a mix of skills and experiences on the committee and I encourage anyone who is interested in joining the committee, or being involved in some other way, to speak to any of us about that. We would love more of our members to be more involved in our endeavours and to take advantage of the benefits that our Business Association offers.

Finally, I give a special vote of thanks to Gary Holmes, who served us extremely well as Manager of the Kilbirnie, and then the new KRL, Business Association.

**Jo Morris, Destination KRL chair**