





# Our Vision

Katch Katikati is an innovative organisation supporting our quality lifestyle environment, embracing our historical and cultural heritage and promoting Katikati as a destination of choice in conjunction with our community partners.



## In the Office

- Jacqui Knight – Katikati Promotions Manager. Now in her fifth year with Katch Katikati. Jacqui enjoys the variety of the job and is very passionate about the community.



- Kristin Crockett – Kristin has been with the organisation 7 years and is the “go to” person in the office. She loves working within the community.



## On the Committee

- Eris Boyack, *Chairperson*, Retired
- Phil Hannagan, *Secretary*, Bodyworx, a manufacturing business of sports medicines
- Kate Pfennig, *Treasurer*, Katikati Motel
- Brendan Gibbs, KK Community Board Rep, Anglican Vicar
- Kathy Webb, WBOPDC Rep
- Cade Hughes, Katikati Advertiser, Sales Manager
- Esther Alley-Sandilands, Fibre n Fabric
- Daryn Stewart, Vivace Hairdressing
- Catherine Schnackenberg, Flowers on Main

# Promotions and Support

We at Katch Katikati are involved with many businesses and community groups.

We give 100% support to those who support our community.

We have involvement with organising the following

1. Local Movember events
2. Networking functions – BA5
3. Retail promotions, Easter and Christmas
4. Main Street Flags
5. Local Bikewise events
6. Christmas Variety Concerts
7. I-Site/Tourism BOP Famil annually
8. Blokes in Sheds Ramble
9. ECHO Walking Festival
10. Neighborhood Support

## Other things we do .....

- Weekly email to database
- Write columns for the Katikati Advertiser, Bay News, BOP Times, Creative Beat Magazine
- Maintain [www.katikati.org.nz](http://www.katikati.org.nz) website, including business listing, calendar of events
- Attend Priority One, Smart Economy and Smart Growth forums
- Develop cycle and walk ways
- Working with Mpowa (youth group)
- Booking agent for Katikati Memorial Hall
- Organise business and community awards
- Set up and manage katiacticuisine.com tourism venture, including members, promotions, website management, marketing.
- Support other community events, A&P Show, Health and Wellbeing Expo, KOAA Activities, Lions activities, Little Blue House Events, and more

# www.katikati.org.nz

The screenshot shows the homepage of the Katch Katikati website. At the top is a green navigation bar with links: HOME, ABOUT US, BUSINESS LIST, EVENTS CALENDAR, NEWS, COMMUNITY, PHOTO GALLERY, CONTACT US, and a search box. Below the navigation is a large banner image of a man in a white uniform and cap sitting on a bench, reading a newspaper. The text 'KATCH KATIKATI' is overlaid on the left side of the banner. Below the banner are three main content columns:

- KATIKATI FOR LIFESTYLE:** Features a small image of a coastal scene and a paragraph of text: "Katikati, the gateway to the Bay of Plenty greets visitors with welcoming views of lush green pasture rolling down to the harbour. From the earliest recorded settlements the area has been recognised as a lifestyle destination. The population may have changed but the reasons for coming to Katikati are still the same." Below this is a green box with the text "MURAL TOWN OF NZ" and a sub-caption "Take a stroll along Katikati's Main".
- FEATURED EVENT:** Titled "Secrets of the man shed revealed...." with a date badge for "21st April 10am-12pm". The event logo features a car, a motorcycle, and a shed, with the text "Blokesheds" and "HAMBLED".
- LINKS OF INTEREST:** Lists three links: "30 minute beach clean up", "Food from the Bay", and "Walking tracks in the area". Below the links is a small image of a building.



# Website Stats

- In 2013 we had a total of 20,217 visitors.
- 15,062 were new visitors and 5,155 were returning.
- 41.4% of the visitors went to more than one page.
- 78.2% directed their visit to either the business directory or events pages.



# Benefits of being a member of Katch Katikati

- We promote member discounts between members, this is your chance to promote your business even more and at no additional cost
- New and existing member business profile in the weekly Katch Up. This weekly email utilizes a database of over 550 addresses of local businesses and organisations. You would be profiled at least once a year.
- Recognition by way of membership sticker and card.
- The knowledge that you support your local promotions office.





# Membership To Katch Katikati

- A 12 month business membership costs \$120 incl gst, includes full page on the Business Listing on the website
- A 12 month not-for-profit membership including a full page on the website \$70 incl gst
- For a 12 month personal or not-for-profit membership \$20



# Testimonials from Members

I have been a member of Katch Katikati since its inception, and strongly believe in the LOCAL SUPPORT LOCAL theme, which is even more important in this economic climate. Katch Katikati is great to help achieve this, new customers come on board at every BA5 I have attended, and it keeps us up to date with the new businesses in the area, which hopefully we can support at some stage too! It is very interesting talking to other business people, amazing what some of them do that we don't know about. I have also had enquires from people from out of the area who are moving here, who check out the website, and again, new customers. Marion, Katikati Bin Hire.

Katch Katikati is a very effective network and support system, always working to promote the town and involve businesses in the creative activities they devise to showcase Katikati. Diane, Katikati Craft and Mural Shop.

'I would recommend local businesses and groups to become a member of Katch Katikati. It is an ideal way to profile your events and build up an network of supporters'. Gaye Hemsley, Christina Productions.

Katch Katikati provides a very supportive, informative and community centered service which has been integral to the establishment of my business here in Katikati. Joining as member has meant that I can support community initiatives and growth which help to ensure my business growth at the same time. While offering my support in the form of membership I have received a great amount of support in return, thanks to Jacqui and Kristin at the Katch Katikati office. Toby, Toby Rutter Design.



## Katch Katikati Inc Membership [www.katchkatikati.org.nz](http://www.katchkatikati.org.nz)

Please complete the form and return to Katch Katikati Inc, 36 Main Road, Katikati 3129 or drop in to Jacqui or Kristin at the office in the Katikati Information Centre.

|                  |  |
|------------------|--|
| Business Name    |  |
| Business Address |  |
| Website          |  |
| Mailing address  |  |
| Phone numbers    |  |
| Fax number       |  |
| Email address    |  |
| Contact Name     |  |
| Contact position |  |

**Please indicate in box your option**

Signed.....Date.....

|   |                          |
|---|--------------------------|
| <p>Option 1<br/>I would like a complete webpage listing including becoming a member of Katch Katikati Inc \$120 incl</p> <p>Please send by email to <a href="mailto:info@katchkatikati.org.nz">info@katchkatikati.org.nz</a> or return to the Katch Katikati office (address above)</p> <ol style="list-style-type: none"><li>1. Business logo and photos (maximum of 3 photos and logo in jpeg or gif)</li><li>2. Description of business (100 words or less)</li><li>3. We will load your page onto the website as soon as all the above information is completed</li></ol>                                 | <input type="checkbox"/> |
| <p>Option 3<br/>I would like to be a General Katch Katikati member,(for non-profit groups and individuals) at \$70, with a full webpage</p> <p>Please send by email to <a href="mailto:info@katchkatikati.org.nz">info@katchkatikati.org.nz</a> or return to the Katch Katikati office (address above)</p> <ol style="list-style-type: none"><li>1. Non-profit group logo and photos (maximum of 3 photos and logo in jpeg or gif )</li><li>2. Description of group/individual (100 words or less)</li><li>3. We will load your page onto the website as soon as the above information is completed</li></ol> | <input type="checkbox"/> |
| <p>Option 3<br/>I would like to be a General Katch Katikati member,(for non-profit groups and individuals) at \$20</p>  | <input type="checkbox"/> |