



## [KBA Korero](#) | Relaying the K' Road story

When a community is approaching change, it is important that everyone is engaged and feel they are being heard, particularly with a community as diverse as Karangahape (K) Road, says KBA manager Michael Richardson, *pictured*.

The BID-operating business association wanted to hear from the community and encourage a sharing of ideas, particularly with K' Road about to undergo two large projects, the City Rail Link and the street upgrade.



“We decided to use video to visually capture what our people were thinking and engage in a personal, first-hand way,” says Michael.

The result is [KBA Korero](#), an open and frank series of interviews of people from K' Road. The emphasis of the video is on engagement, working with different stakeholders and the diversity of the businesses on the road.

**The video was launched at the iconic precinct's 2018 AGM where it was very warmly received by business association members.**

“Members related strongly to the content and seeing their fellow business people ‘live’ and talking about the advantages and challenges of K' Road,” says Michael.

“By watching the video, we hear how fellow K' Roaders feel about the street upgrade and cycle lane, how they have worked with the KBA, and what they find so special about having a business in K' Road.

“It's very affirming and fits well with the constructive attitudes we heard at the AGM,” he says.



Lauren Kumerich, KBA marketing, communications and events co-ordinator, feels the video communicated to the members at the AGM that the KBA valued their opinions and are happy to listen and engage with them at where they are at.

“When you can see yourself represented and reflected back to yourself, you feel seen, heard, and valued.

The KBA approached a local video design specialist, Monster Valley, to produce the video. Monster Valley sent emails out to a cross section of members, interviewing everyone who responded. The raw video footage was shot over three or four days.

The result is powerful and honest in light of the big changes coming. The initial video has also been edited into 3 minute segments that can be used for various activities that tell the K' Road story, including an online platform and social media advertising.

**The interviewees represent a cross section of the K' Road community, from cafés, bars and events organisations, to a range of retailers, and the Auckland NZ Prostitutes Collective, Calendar Girls and the Methodist Church.**

“People really liked using a more dynamic mode of communication and seeing a cross section of businesses and how they all seemed aligned in many ways about their community,” says Michael.

