



Local realtor **Tony Carter**, *pictured*, has served on the board of the Torbay Business Association for the past 11 years.

Within six months of joining the board, he was elected chair, a role he has retained ever since.

We asked Tony about the challenges facing the micro BID in the North Shore's upper east coast bays.

Lack of time a major challenge

At just \$15,415 (*BID targeted rate for FY2018-19*), the Torbay BID programme is the city's second smallest by dollar value.

The 'micro BID' is, however, one of the more enduring, having been established 20 years ago by the former North Shore City Council.

Torbay is one of four BID programmes operating within the fast-growing Hibiscus & Bays Local Board (HBLB) area.

- HBLB pictured below



You may be interested in reading these articles:

- Torbay BID co-ordinator, [Joanne Martin](#)
- HBLB BID liaison, [Christina Bettany](#)
- HBLB Chair, [Julia Parfitt](#)





We asked Tony to describe the Torbay Business Association's governance-to-governance relationship with the Hibiscus and Bays Local Board.

"Excellent!" came his reply. "We have close, productive relationships with the chairperson (Julia Parfitt) and key members."

The HBLB-appointed 'BID liaison', Christina (Chris) Bettany, is of those key local board members. We spoke with Chris [last November](#).

In its 2017 local board plan, HBLB emphasised the importance of town centres to creating a strong local economy.

"We will be looking to deliver some of the actions identified in our town centre plans and... will continue to advocate for retaining parking and access to our local centres," it read.



Torbay is one of four Business Improvement Districts.

Outcome: A strong local economy

Thriving town centres attract people and business investment and provide opportunities for local people to work closer to where they live.

Lack of time is the key challenge facing board member, said Tony, who joined the board shortly after moving to Torbay in 2008.

Tony says the most satisfying part of being on the board is the opportunity to influence and get things done for the town centre and the community it serves.

He acknowledges the emerging retail threat of northern neighbour, Long Bay.

"Torbay has a good loyal local patronage of the businesses that is lacking in other areas. The future survival comes from having the right businesses that appeal to locals," he said.

Tony Carter's employer, Barfoot & Thompson, continues to be a generous sponsor of the BID's competitions and events.



Key Torbay Business Association figures and associates pictured at its 2017 AGM.

They include:

- Treasurer and former Town Centre Co-ordinator Carole McMinn (far left);
- Current Co-ordinator Joanne Martin (fourth from left);
- Chair Tony Carter (third from right); &
- HBLB member and Torbay BID liaison Chris Bettany (second from right).