

What did Claire learn when she wasn't speaking?



BID Programme Growth Specialist Claire Siddens, pictured, was invited to address Mainstreet South Australia's state conference, "*Mainstreets – investing in the vision*", in April.

Adelaide City Council also asked Claire to provide advice and assistance in setting up BID programmes over there.

But when she wasn't talking, what did she learn from her week across the Tasman?

In her own words:

“

The business communities in South Australia are focused on placemaking - with plenty of support from federal, state and local government agencies.

Everyone I spoke to at the conference who was a Mainstreet manager or co-ordinator representing a local business community was employed by their local council. They too have target rate funding for placemaking activities with the local council leading the development and implementation of the placemaking projects in their local areas.

It appeared to me local businesses had very little say or involvement in the spending of their target rate funding and it was implemented on a project-by-project basis.

In Auckland, our BID programmes have a strong local economic development focus led by our local business communities who have a stake in developing a strong vibrant economic future for themselves and their fellow business owners. Ours is a 'self-help' approach with business and property owners contributing, by way of the BID target rate, towards their own future economic plans. It was interesting to me that the more people I met at the conference, the more they were fascinated with our local economic development BID programme approach.

They were keen to learn more from us and interested in how Auckland Council went about handing over the responsibility of the BID target rate funding to our business communities.

They were amazed at how many BID programmes (48) we have operating in Auckland which is the same size and population as Adelaide. They were envious at the progress some of our business associations have made and the area of work many have established, including the undertaking of BID expansions to better support and serve their local business community.

”