



## BID Update newsletter

For local boards and business associations operating Business Improvement District programmes in Auckland's town centres and commercial precincts.



Welcome to the August 2017 **BID Update** newsletter.

In this edition, we focus on recent and upcoming networking meetings – including seeking expressions of interest from BID programme managers willing to share their experiences and insights on financial reporting in September.

We also meet the newest member of the BID programme team and find out who's new in the ranks of BID management, who has taken on new roles and where the vacancies are.

Visit <https://bid.aucklandcouncil.govt.nz/news> and scroll down to **BID Update** newsletters to access previous editions.

### Key Links July 2017

- [BID news](#)
- [Calendar](#)
- [BID policy](#)
- [AGMs](#)
- [Useful documents](#)
- [Email the BID team](#)

## July workshops and meetings



July was a busy month in the BID professional development calendar. First up was the popular [Growth Workshop](#) at Highbrook presented by BID Growth Specialist **Claire Siddens**, *pictured*. At the month's two networking meetings, Claire updated attendees on the BID programme team's Strategic Direction, inviting feedback on the draft strategic plan.

**Paul Thompson** also delivered a Media Engagement presentation while **Steve Branca** spoke about AGMs.

## Looking ahead to August



**Professor Jonathan Elms**, *pictured*, leads Massey University's Bachelor of Retail and Business Management, NZ's only retail degree.

He is also the Director of the Centre for Advanced Retail Studies (CARS), NZ's 'centre of excellence' for retail research, education and scholarship. He will address August's Central-South network meeting about retail trends and will address the North-West group in September.

August's North-West meeting has been cancelled.

- SEE OUR [BID CALENDAR](#) FOR MORE DETAILS.

## Financial reporting: what can you share?

**WANTED:  
Expressions  
of interest**

The topic of our September networking meetings will be Financial Reporting and we're inviting BID programme managers to share their experiences with the following:

- Managing and reporting monthly financial progress of budget versus actual results to their committees
- Annual reporting of the same information to the members
- Types of measurements used to illustrate success

**Volunteers please:** two for each network meeting.

[Email Rose.](#)

## Who's who, who's new?

There have been some comings and goings across the BID programme, as well as some familiar faces taking on new roles. We look at who's who and who's new in the world of BIDs – plus the job vacancies around town.

**Jodie Judd**, *pictured right*, is the new Blockhouse Bay BID manager, replacing **Wendy Dunn** who has herself replaced **Jenny Foster** at Howick Village.

Meanwhile, **Claire Baxter-Cardy**, *far right*, has stepped into the shoes of the retiring **Christine Foley** at Kingsland.

[READ MORE](#)



## Paul joins BID team

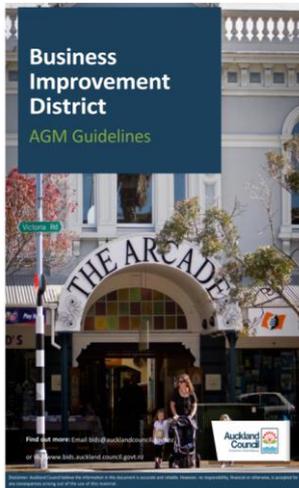


**Paul Thompson**, *pictured*, has joined the BID programme team, filling the second Governance Advisor position to work alongside **Steve Branca**.

The former communications contractor will continue to promote the programme through the [website](#) and this new-look *BID Update* newsletter, and support the CCO Governance team.

[We catch up with Paul to find out more.](#)

## Annual General Meetings



Annual general meetings are an important part of the BID programme calendar. Under the BID Policy, business associations should hold an AGM within four months following 30 June, the end of the financial year. Business associations have until the end of October to hold their AGM.

**Please tell us when you're holding your AGM.**

So, AGM season is now upon us and the BID team would like to make our compliance requests clearer and easier for BID programme managers to respond to this year. In his July 12 email, Governance Advisor Steve Branca offers helpful tips that, if embedded early in your AGM planning, can make complying almost painless. [READ MORE](#)

To know how to prepare for an AGM and how to document the outcomes, see the [Annual General Meeting Guidelines \(PDF 3.6MB\)](#). Before holding an AGM, please [send us](#) all your AGM documents, and draft resolutions.

## Annual Accountability Agreement



**Annual Accountability Agreement 2017**  
Otāhuhu Business Improvement District Programme

We appreciate that many BID managers have been unable to complete the **Annual Accountability Agreement**. From difficulty in pinning down your local board or getting your accounts signed off – there are many valid reasons for the delay. We are, however, keen for you to be fully compliant with the BID Policy (2016), including completing the **AAA** which is a new and critical requirement of the year-old policy.

Thanks to all the BIDs who have already returned the two-page checklist which confirms that baseline accountability mechanisms are in place.

- See [Useful Documents](#).

## View from the Chair

Steve Roper, Mt Eden Village



Optometrist **Steve Roper**, *pictured*, has a clear vision for [Mt Eden Village](#) and a strong board to help him govern the town centre's BID programme.

When asked to describe the three main benefits of the BID programme, Steve replied: "Firstly, it provides structure. Secondly, its strategic framework helps set a clear direction and, thirdly, the funded work programme allows us to deliver real benefits to our local business community."

[READ MORE](#)

## Local Board insight

Pippa Coom, Waitematā Local Board



There are six business improvement districts within the Waitematā Local Board area: [Newmarket](#), [K' Road](#), [Parnell](#), [Ponsonby](#), [Uptown](#) and [Heart of the City](#).

Local Board Chair **Pippa Coom**, *pictured*, is a strong supporter of the BID programmes throughout Waitematā - the 'engine room of the Auckland economy'.

The corporate lawyer turned sustainability and community champion says the local board will continue to support business associations to help drive local growth and innovation.

[READ MORE](#)

## Joanne doubles up in the Bays

**Joanne Martin**, *pictured*, has been contracted to replace the retiring legend Carole McMinn as [Torbay Village](#) Manager. This is in addition to her part-time contract role as Co-ordinator at [Mairangi Bay](#), also located on the shore's east coast bays.

The economies of scale from having two business associations sharing a management resource are beginning to pay dividends through efficient procurement while a complementary events calendar is another win-win for the village-themed BIDs.

[READ MORE](#)



## Papakura surveys, incentivises members

In line with best practice, Papakura Business Association sends an annual *How Are We Tracking* survey to BID members.

Town Centre Manager **Tracy Shackleton** says she always offers an incentive for them completing the 10-question online survey, a move which has been shown to boost response rates.

“We ask them which initiatives they most value, including our business plan, communications, promotions and events.”

Contact [Tracy](#) for more information.



### Annual Business Satisfaction Survey

(excerpt)

Which initiatives do you think are most valuable? Select as many as apply.

- a. Business After 5 Events
- b. Business Breakfasts
- c. Proud Papakura Proud
- d. Street Festival
- e. Crime Prevention Seminar
- f. ATEED Business Clinic
- g. Lamp post flags
- h. Heartbeat Newsletter
- i. E Local Magazine
- j. PBA Website <http://www.papakura.co.nz/>
- k. PBA Facebook Page <https://www.facebook.com/papakura.town.centre/>
- l. Papakura Courier – retailer advertising for promotions and events

## Māori voice helps BID



Tumuaki (Chief Executive) of Ngā Maunga Whakahii o Kaipara Ngahere Ltd, **Malcolm Paterson**, *pictured*, recently joined the executive committee of [NorthWest Country](#), representing the post-settlement entity for Ngāti Whātua o Kaipara.

Malcolm represented his iwi in a range of heritage and environmental issues, and co-managed its treaty settlement team for a period. That claim was settled in 2013, part of which saw Ngāti Whātua o Kaipara acquire the whenua (land) within Woodhill Forest.

“We’re a significant economic player and provide many of the attractions that encourage people to head along SH 16 in search of adventure. The future of this region is important to us and we’re happy to play our part.”

[READ MORE](#)

## BIDs: the chronology



### Did you know. . .

Ōtāhuhu was the first BID programme to be established in Auckland, back in 1990, and expanded its boundary 24 years later in 2014.

Devonport and NorthWest Country are our most recent BIDs, both established in 2014.

Check out the [chronology](#).

## Pukekohe's Best in Business

Pukekohe's Best in Business Awards concluded with a Black Tie Awards Ceremony held at the Pukekohe Indian Association Hall in late July.

BID manager Kendyl Sullivan reports that the awards evening was a great event and was attended by over 400 people from the Pukekohe business community.

For information on the event and the winners, *pictured*, visit the website [www.pukekohe.org.nz](http://www.pukekohe.org.nz).



## Heads up on pending change. . .



Auckland Transport confirms that bus lane operating hours are being extended; they will run from 7am to 10am in the morning peak and 4pm to 7pm in the afternoon peak.

Where the hours currently start earlier, these will start times will remain the same, for example Onewa Road currently operates from 6.30am to 9am, and this will change to 6.30am to 10am. The operating hours of the bus lanes on Sandringham and Dominion Roads have already been extended, the rest of the extensions throughout the city will be rolled out over the next year.

[Visit AT to follow this issue.](#)

## The wonderful world of BIDs



- [Aberdeen Inspired](#) – Europe's top BID
- [CBDs](#) – community benefit districts
- ['Hate has no business here'](#), say Queens BIDs
- ['BID a better block'](#) in Brooklyn
- [London BIDs to bid for pollution-busting funds](#)
- [British BIDs](#)
- [ICTC Mainstreet Conference 25-27 Oct | Melbourne](#)

**Send us your stories, photos and feedback!**

This e-newsletter was sent from Auckland Council's BID Programme Team, Governance Division, Level 25, 135 Albert St, Auckland. If you no longer wish to receive this email, please contact us at [bids@aucklandcouncil.govt.nz](mailto:bids@aucklandcouncil.govt.nz)

