

BID Survey Feedback

What you told us - and what we're going to do about it

Thirty-three of the 48 business associations operating BID programmes responded to our online survey late last year (2017). Thanks to everyone who took part.

Your feedback has helped us to better understand your needs – including evolving the BID programme to reflect the changing business landscape and city demographics.



Old Papatoetoe is one among many town centres undergoing significant transformation, with the help of Panuku, council's urban regeneration agency.

In this article, we briefly summarise some of the key findings from our 15-minute online survey conducted in November by research specialists from Auckland Council's Communications & Engagement team.

First and foremost, all respondents reported receiving their BID grants (targeted rate) on time. This year's quarterly payments will be made on March 20th, June 20th, September 20th & December 20th – effectively one month in advance given the grant is required to be paid the first of the following months. If your bank or any other details change, please let us know ASAP and we'll ensure our systems are updated so you continue to receive your payments.

While satisfaction with the BID programme team's support to BID managers was high, there were many helpful comments suggesting areas where we could provide greater support.

This included assisting business associations to identify and benefit from collaboration opportunities and support in their dealings with the many arms of Auckland Council, including its council-controlled organisations (CCOs). Our Relationship Specialist [Rose Cosgrove](#) can help to put you in touch with the right people while our (CCO Governance & External Partnerships) manager Alastair Cameron is keen to act on his [earlier offer](#) to facilitate contact at the senior executive level.



Of all our CCOs, Auckland Transport is – unsurprisingly - the one most BIDs deal with the most. With a massive transport programme featuring in our long-term plans, this looks set to continue.

We also asked business associations which areas of council services/"family" they would most like to work with. Topping that 'most wanted' list was ATEED (Auckland Tourism Events & Economic Development) with just 12 BIDs reporting a current working relationship.

We will invite ATEED to present at a networking event this year.

Feedback indicated a strong understanding of, and compliance with, the “new” BID Policy. For example, the most important factor by far when considering board composition is business type/sector representation. We strongly encourage this in the revised policy principles and operating standards adopted in mid-2016.

A policy requirement, all business associations that responded to our survey confirmed that they engaged with their local board(s) to ensure alignment with their respective plans. All respondents met the minimum requirement of an annual meeting, with the majority (12) saying they met every six months. More frequent meetings were held by 15 – six met quarterly and nine met monthly.

The status of the local board appointee to the business association board varied according to the will (and constitutions) of the associations. Most (24) follow our policy guidelines and do not assign voting rights to their local boards’ ‘BID rep’. Of that number, 18 are appointed as non-voting board members while six are simply guests/observers. The remaining nine ‘BIDs’ allowed their local board reps to vote. **SEE [CONFLICTS OF INTEREST](#).**



Mahi tahi ki nga Poāri
a Rohe - Working
Together With Local
Boards



BID programme managers told us that their key areas of strategic focus this year centred on communications: events/marketing/promotion and member engagement.

All but one manager said they had visited the BIDs website with many reporting ease-of-access to information, templates and other useful documents. This remains a work-in-progress for the team with online changes planned to reflect comments and suggestions made during a recent user experience (feedback) session.

Placemaking is a key area where help is required for BID programmes, according to our survey. This wish-list also included ‘making the most of vacant stores’, collaborative opportunities, facilitating local board relationships and a calendar of council plans and programmes.

The key areas for professional development featured social media, promotions/events/marketing, board governance and ‘keeping a strategic focus’.

From placemaking to social media and board governance to local board relationships, the topics important to you will be central to our 2018 calendar of networking-professional development events.

- See **COMING UP IN 2018** for an outline of our networking calendar.

Our team recognises that the BID programme, like town centres and commercial precincts, needs to move with the times. There was a rich vein of questions, comments and ideas contained in your feedback. We plan to include whiteboard sessions during the monthly networking meetings to give BID programme managers the opportunity to ask (and answer) questions and discuss matters of common interest and opportunities aplenty.