



# A BUSINESS IMPROVEMENT DISTRICT

A 'BID' TO DO MORE! – for the good of all of us.

## BID Update

### Recovering stronger together

Business associations operating Business Improvement District (BID) programmes in Auckland's town centres and commercial precincts are playing a key role in Tāmaki Makaurau's economic recovery, working with local boards and teams from across the council family.

Working together with



Sep 2020

Our masthead features marketing material produced to promote the establishment of Auckland's newest 'BID' – Central Park Henderson. We interview CPH's Garry Bates and learn more about this ambitious BID.

We find out more about an upcoming local economic development workshop, a position description for local boards' BID representatives and an online reporting tool tailor-made for business associations.

We also acknowledge and applaud the fresh and funky new branding and online channels of various BIDs.

Don't forget that you can visit <https://bid.aucklandcouncil.govt.nz/news> to check out our news archive, access information and previous editions of this newsletter.

## Key Links

- [Auckland Council](#)
- [Auckland Emergency Mgt](#)
- [ATEED](#)
- [Auckland Transport](#)
- [BID website](#)
- [COVID-19.govt.nz](#)
- [Email the BID team](#)

## AGM season underway across Tāmaki Makaurau



Online or in-person, AGM season is underway across Auckland with many more meetings to follow in October and November.

The pandemic-prompted lockdown restrictions led several business associations to temporarily modify their constitutions allowing zoom/skype enabled virtual AGMs to be held. With the recent change to alert level 2, most BIDs will proceed with the traditional AGM meeting.

Regardless of the format, BIDs are reminded to send us – the BID programme team – their draft AGM documents at least 21 days before the AGM date.

We're here to send ensure your AGMs are a success and tick all the BID Policy boxes.

*Together we can recover stronger.*

## Meet Garry Bates – CENTRAL PARK HENDERSON



After more than 35 years as an award-winning restaurateur in Henderson, **Garry Bates**, *pictured*, was part of the establishment team of the renewed [Central Park Henderson Business Association](#) (CPHBA) which achieved BID status this year.

A no-nonsense straight-shooter - who represented the NZ Air Force in shooting - Garry has a deep affection for the West, the people and business, and says the CPHBA BID programme can add value to the area identified as a metropolitan centre in the Auckland Plan.

We spoke with Garry to learn more about Auckland's 50<sup>th</sup> BID.

[READ MORE](#)

## Council agrees CCO review recommendations

He arotake o ngā  
whakahaere e  
whakahaerengia  
ana e te kaunihera

Business improvement districts (BIDs) are acknowledged in the recent independent review into Auckland's council-controlled organisations, or CCOs.

Newmarket's Mark Knoff-Thomas, Heart of the City's Viv Beck and K' Road's Michael Richardson shared their insights and expectations with panel members in March.

The panel's 64 recommendations have been adopted by the council, including the merger of Auckland's economic development agency ATEED and fellow CCO Regional Facilities Auckland.

[READ MORE](#) | [INDEPENDENT REVIEW PANEL REPORT](#)

## Supporting local, ATEED's engaging BIDs



ATEED's John Norman presented to three Local board forums during August.  
[WATCH THE PRESENTATION](#)

Auckland's current economic development agency, ATEED has invited BID managers and other key stakeholders to a workshop later this month to gather their views on how ATEED can better support local economic outcomes. **Please come along and take the opportunity to share your feedback.**

The workshop follows the recommendations of the CCO review and will help inform ATEED – and its successor - on how it approaches local economic development (LED) going forward.

WHEN: Wednesday, 30 September; 9.00 -10.30am.

WHERE: Grid AKL - Hatchbox, Level 4, 12 Madden Street, CBD.

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## New branding for Waiuku



[Waiuku](#) town manager **Sharlene Druyven** said her BID's bold new branding "*represents a fresh approach with the straight lines depicting connectivity and collaboration which we feel in a new world of Covid-19 trading will be so important.*"

Sharlene adds the new website has been "*gaining great traction while the response to the community calendar has been immense and it is fast becoming a comprehensive list of 'what's on' in the Waiuku area.*"

The Waiuku Online Group allows local businesses to post their specials and offerings. Shoppers can find out what's available and continue to support local.

## ....and Pukekohe



[Pukekohe Business Association](#) has also updated its branding channel-wide, ranging from its new website and social media to Shop Local campaigns and 2020 AGM materials.

Says PBA manager **Kendyl Sullivan**, "*we've kept the swirl as a nod to the past 15 years that this logo has been used but have made the size more user friendly and updated the font. The colour of the swirl has returned to green to reflect our local area, growth and economy.*"

*"We're extremely pleased with our classic (but fresh) and professional vibe that is being delivered."*

## ...and Te Atatū Pensinsula



We also applaud the fresh and funky marketing collateral coming out of the inner-west's [Te Atatū Peninsula](#).

Business on TAP | Life on TAP | News on TAP etc. delivers a new twist on the BID's brand. Well done Robynne Pringle.

The BID's latest edition of *Te Atatū Views* explains the rationale and roll-out. [READ MORE](#)

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## ...and love is in the air in Ponsonby



BID manager **Viv Rosenberg** says [Ponsonby's](#) new branding has been a journey during which the BID built strong connections with customers, stakeholders and the community to 'earn' the right to brand itself 'Love Ponsonby'.

*"We began by branding our website, social platforms and email contacts as 'iloveponsonby' and developed hashtags to link the words love & Ponsonby and used a kiss or a heart in all our communications to develop the nonverbal assets linked to love. Then we included the word love in our event names – Eat Drink Love Ponsonby, Love Parade etc," she said.*

The heart icon was used to underpin the *Light Up Ponsonby* streetlight event with one big 3 metre heart icon plus over 50 LED hearts proving popular in businesses' windows.

## Onehunga's new website, CRM. . .



When it came to refreshing its website, [Onehunga Business Association](#) knew it was a great opportunity to upgrade its CRM (customer relationship management) system at the same time.

BID programme manager **Amanda Wellgreen** utilised her communications expertise to update the website content herself while membership and administration manager **Laura Hulbert** took on the task of updating the business directory.

*"We looked at different tools but integration of the two was primary," Amanda said.*

[READ MORE](#)

## Business awards to recognise covid local hero



The fourth annual [North West Country](#) Business Awards this year features a new award, called 'Local Hero', to recognise a business that made transformational changes to its practice that benefited the community during the COVID19 shutdown.

With nine categories and four special awards, the event celebrates the commercial, creative, and customer service successes of businesses in the greater north-west area.

COVID-willing, the winners will be celebrated at a black-tie awards dinner on 27 October at The Riverhead.

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## Safety-first project welcomed



Whau Local Board and Auckland Transport are collaborating on a half-million-dollar project to replace slippery pavers in Avondale Town Centre. [READ MORE](#)

The BID-operating [Avondale Business Association's](#) Chair Marcus Amosa thanks AT and the Whau Local Board, adding ABA is *"committed to the safety of our business owners, their shoppers and the broader community."*

*"The upgraded pavers are a welcome investment in Avondale's economic future,"* he said.

## Networking meeting – see you there!



COVID-willing, our next BID managers' networking meeting on October 19<sup>th</sup> will feature presentations from Auckland Transport's Stephen Rainbow and council's Smokefree Activator Rebecca Ruwhiu-Collins.

See last month's Skype-enabled presentation from ATEED's Annie Dundas [here](#).

We're currently lining up presenters for 2020's final BID networking meeting on November 23.

**OUR Auckland**  
TŌ TĀTOU TĀMAKI MAKĀURAU

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Our E-news features Auckland events, news, giveaways and more every week.

- You can [sign up here](#).

*Together we can recover stronger.*

WHEN YOU BUY  
FROM A SMALL  
BUSINESS, YOU'RE  
NOT HELPING A  
C.E.O. BUY A 3<sup>RD</sup>  
HOLIDAY HOME  
YOU'RE HELPING A  
LITTLE GIRL GET  
DANCE LESSONS,  
A LITTLE BOY HIS  
TEAM JERSEY, MOMS  
& DADS PUT FOOD  
ON THE TABLE.

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SHOP LOCAL

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## Around the city



## BIDS IN BRIEF



- [Scotland loves local too. . . more](#)
- [Advisory group on economic recovery questioned. . . more](#)
- [Resilience and recovery fund helps BIDs. . . more](#)
- [Manhattan BID launches initiatives. . . more](#)

### 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)



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