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View from the Chair



Governance experience aplenty for new Chair

As the saying goes, *if you want a job done, ask a busy person to do it.*

And so it was when the [Devonport Business Association](#) sought out Dianne Hale to chair its board last September.

Awarded a QSO in 2008 for services to the community, Dianne is a community magistrate as well as patron and/or life member of four local sports clubs, trustee of several organisations, Justice of the Peace and marriage celebrant, while she has also found time to help run the family business – Fleet St Panelbeaters Ltd – since 1971.

She retired last October from a 30-year political career which included three terms as North Shore City's Deputy Mayor and two - 2010-2016 - on the Devonport-Takapuna Local Board. Her fellow board members appointed her as their representative on the Takapuna Beach Business Association which, rather unusually, gave her full voting rights for those six years.

Suffice to say that Dianne brings a wealth of governance experience to the chair of her local business association which established their BID programme just three years ago.

Dianne's insights and contacts within the council environment are proving invaluable in her new role in which she works closely with part-time BID Manager Judy Grieve.

From dealing with signage bylaws and event compliance requirements to promoting the unique Devonport character and competing for the tourist dollar, the business association has a strong and positive relationship with its local board. Together, they give their local community confidence that Devonport's interests are in good hands, including seeking greater economic prosperity.

Dianne says the BID programme has brought many benefits to Devonport, recognised as *a charming seaside village, strong on heritage and just minutes from downtown Auckland by ferry.*

"It certainly makes our local businesses more involved and the \$120,000 annual BID targeted rate has meant we can promote Devonport better as a joint effort," she says.

“We have a good cross-section of businesses represented on our board, including property owners, retailers and service providers plus appointed local board member Mike Cohen. Together we share pride in Devonport’s history and an optimistic outlook for the future.

“We’re hoping to boost our online profile this year with website improvements and greater use of social media. We work collaboratively with both the [Takapuna Beach](#) and [Milford](#) Business Associations and plan to continue to do so, to encourage a bigger share of the tourist dollar spend in the Devonport-Takapuna Local Board area.”