



A Dominion Road businessman for the past 26 years, the business association's chairman, **Chris Hammonds**, *pictured*, has spent the past decade working alongside manager Gary Holmes to drive the iconic strip's growing BID programme.

Chris started his first travel agency in 1995 on Dominion Road's Mt Roskill stretch and moved right along Dominion Rd to Mt Eden in 2006 when he joined the governing committee of what was then the Eden Valley BID. He took over as chairman in 2008 and has held that position for coming up 13 years.

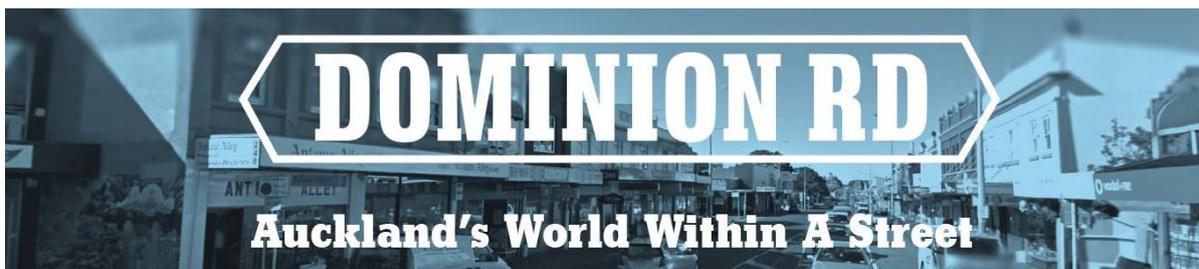
With a wealth of governance experience under his belt, we asked Chris to share his insights and advice to those considering wielding the gavel.

QUESTION: what are the three key skills required of a BID committee chair?

1. Encourage participation, be open to ideas and try to be innovative, work as a team.
2. Commit to the role. It is not only the monthly committee meeting, but many other times you are required to be available.
3. Be approachable and be able to work with the likes of Auckland Council, AT, Local Board, even the media at times.

QUESTION: what advice would you give to anyone just appointed to chair a BID committee?

1. Having a good manager and relationship with them is vital for the smooth running of any BID programme. We all have businesses to run which is obviously the priority for all of us, so having Gary Holmes on board, who has many years' experience in BIDs and local boards has been hugely beneficial for us.
2. Be open to ideas, good or bad, and discuss them as a committee, as we are a team and the majority ultimately decide the outcomes.
3. Look at the big picture, not just your own, as you are responsible for all the different types of businesses, and services, everyone has different needs and objectives.
4. Be mindful of the diverse ethnicities, so we are aware of the cultural festivals and celebrations, and be inclusive to all.
5. You need to commit to the role. I see it as doing my bit for the community, but also to advocate for the businesses and landlords who contribute financially. It is a big commitment, but one that needs to be taken seriously. The ultimate aim is to make a difference in a positive way.



Since 2015 the DRBA have been working closely with the Balmoral Chinese Business Association Inc (BCBA) collectively advocating on behalf of the Dominion and Balmoral Rd business community regarding future transport planning developments and co-hosting the 2019 Moon Festival. In 2021, the BID programme expanded to include properties along both sides of Dominion Rd located between Balmoral Rd and Landscape Rd.

QUESTION: How will the BID programme pivot to serve the wider membership?

As a result of the expansion, we now have a large Chinese membership, so we need to increase the hours of our Chinese liaison representative Crystal Pan (pictured) for a start.

We are actually working on our budgets and calendar for the year now, so the detail is yet to be finalised. We will recognise Chinese holidays and festivals.

But at the same time, we can't forget about the other ethnicities and diverse businesses we now serve.

QUESTION: What governance advice would you give other BIDs considering an expansion project?

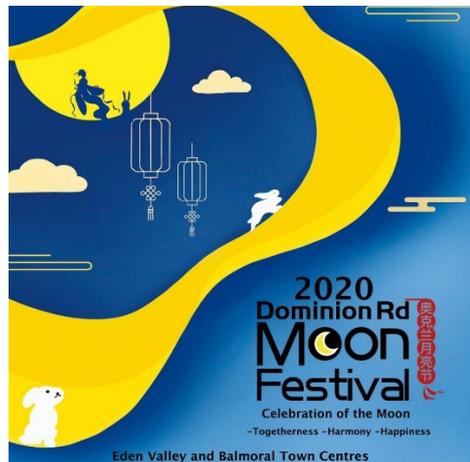
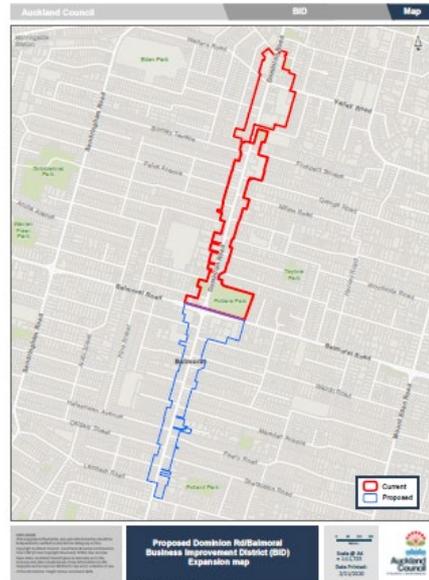
We have now succeeded in two BID expansion, but neither were achieved on the first attempt.

It took a couple of years to gain the trust of the Balmoral Chinese Business Association. We jointly held the successful Moon Festival in Potters Park in 2019 as a way to progress the BID.

Over the last 12 months we had a number of meetings with the Balmoral Chinese Business Association and, as a result, they supported the BID approach and understood that it meant paying an additional rate.

It really comes down to getting people to understand the benefit to them, and what the BID can offer to its members.

It is a bit like the Mainland Cheese advertisements: good things take time.



TE MAHERE Ā ROHE O ALBERT-EDEN 2020

Albert-Eden Local Board Plan 2020

QUESTION: How would you describe your governance-to-governance relationship with the Albert-Eden Local Board?

Again, we have been very fortunate to have had good participation from our local board representatives.

Previously it was Peter Haynes, now we have Lee Corrick (pictured).

We need to know what the local board is doing, and likewise, it needs to know what we have planned.

It is vital we share information, and they bat for us when required, we do the same. We also get funding on occasion for various community events.

We have an open and honest relationship with them, which I feel is key to a successful BID.

QUESTION: How important is it to ensure the local board's 'BID rep' is not a voting member of your committee?

We definitely don't need politics affecting the role of our BID.

We work on behalf of our members solely and our outcomes are based on what is best for us as a community.

Whilst we listen to the local board, we need to be autonomous.

QUESTION: Finally, how would you sum up your 10+ years' working partnership with Gary (and his team)?

Gary Holmes, *pictured right*, makes my role easy, we work together as a committee, but Gary is the one who carries out most of the tasks in between time.

We have a good working relationship, and a friendship with a healthy mutual respect.

Along with Mark Shearer, who is our marketing person, he has been in the role since before I started in 2006, also a pleasure to work with.

So having that stability in key roles is amazing.

