



**Increasingly diverse, Auckland is home to people from more than 200 different ethnicities. Our fast-growing city is also richly diverse in age, gender, sexuality, disability, nationality, religion and culture.**

Auckland Council has a key role to play in creating a strong, inclusive and equitable Auckland with opportunity for all.

BID Programme Team's Relationship Specialist Rose Cosgrove says understanding and responding to the needs of our ratepayers, citizens, customers and community is at the heart of what we do.

"We're committed to ensuring our services meet the needs of all Aucklanders. As part of this we're approaching business associations to get a better understanding of the needs of diverse business owners and business customers," she says.

Kim Tay from independent research company, Solution Director, has been commissioned to conduct the interviews in this diversity pilot programme.

"A highly respected qualitative research specialist with over 18 years' experience, Kim has completed several projects with council and our CCO, particularly with ethnically diverse and hard-to-reach groups," says Rose.

"Starting last month (August), Kim has been interviewing BID managers and board members from across Auckland.

"Six BIDs have seized the opportunity to be part of our initial research - Otago, Panmure, Howick, Manurewa, Uptown and Milford – while we will also interview Tania Loveridge from Heart of the City as part of the information gathering."

The research seeks to understand three factors relating to the city's changing demographics:

- how well engagement with ethnically diverse business owners and customers is progressing;
- how accessible town centres are for the elderly or parents with pushchairs; and
- how BID Managers are undertaking future planning given that baby boomer business/property owners could soon be retiring.

We'll keep you informed on how the pilots are progressing.