

## BIDS IN PROFILE



### Joanne doubles up in the Bays

**Joanne Martin**, *pictured*, has been contracted to replace the retiring legend Carole McMinn as [Torbay Village](#) Manager.

This is in addition to her other part-time contract role as Business Association Co-ordinator at [Mairangi Bay](#), also located in the north shore's east coast bays.

The mother-of-three also runs her own events management company and supports Starship Foundation from her Mairangi Bay home.

The two BID programmes are at the smaller end of the BID grant scale (Mairangi Bay: \$58,000; Torbay: \$13,915) but have been around for eight and 18 years respectively.

The economies of scale from having two business associations sharing a management resource are beginning to pay dividends through efficient procurement while a complementary events calendar is another win-win for the village-themed BIDs.

Torbay was the first recipient of the first 'empowering communities' local transport (\$200,000) grant to upgrade their streetscape.

"That was Carole's swansong and a great credit to her," says Joanne.

"The widened footpaths have created more space for events, including our first crafts market this month (August).

"Carole, with whom I already worked closely, gave me a thorough briefing before handing over the reins. She will continue to produce the village magazines for Torbay and Mairangi Bay," she says.



The annual events calendar in Mairangi Bay features a Food & Wine Festival in February (attracting 6,700 visitors most recently), sponsored Moments *in Mairangi Bay* photo competition, Buy Local campaigns and the July mid-winter swim.

“Our Hibiscus & Bays Local Board has been amazing,” says Joanne.

“Our local board representative David Cooper sits on our executive committee and comes to all our meetings. He’s a great help in liaising with Auckland Transport and other council teams,” she says.

“We were consulted on their new (draft) Local Board Plan and benefitted again from their community grants funding. It’s a good partnership.”

With major housing developments under way in neighbouring Long Bay, Joanne acknowledges the emerging competition and the need to keep locals loyal and attracting visitors from throughout the bays and beyond.

“Creativity is our key. Our events calendar and ‘buy local’ campaigns remain central to our marketing strategy. The shore’s malls provide strong wet-weather competition but we have the beaches and the village vibe,” says Joanne.

- For more information contact Joanne on 021 614 655 or [email](#) her.

**Carole McMinn,** pictured, will continue to publish her Village News magazine editions for both Torbay & Mairangi Bay.



