



The [Hibiscus and Bays Local Board](#) area extends from Waiwera to Campbells Bay. It includes the Whangaparāoa Peninsula, Ōrewa, Silverdale, Torbay, Long Bay, Browns Bay & Mairangi Bay.



It is home to four business improvement districts, Ōrewa, Torbay, Browns Bay & Mairangi Bay.

Julia Parfitt
Chair



The Bays mean business

He ohaoha ā-rohe pakari

In its recent Local Board Plan summary newsletter, Hibiscus and Bays put “*A strong local economy*” as the area’s first outcome to focus on. [Read more](#)

The local board wants to grow the largely coastal – and residential - area’s green economy and boost eco-tourism.

Chair Julia Parfitt says it’s a priority to provide high value local employment opportunities for the area’s fast-growing population, particularly young people.

“Like many parts of Auckland, we mostly export our workforce with most crossing bridges south and west. We’re keen to work with our partners, including business associations, to support a stronger local economy,” says Julia.

BID programmes continue to play a key role in looking after the local retail economy, she says.

“Our four BIDs contribute strongly to sustaining vibrant town centres which are so important to our community cohesion and sense of wellbeing.”

How local boards impact BIDs

- The local board approves establishment and expansion of all BIDs.
- Local boards are delegated the authority to recommend to the governing body to strike the targeted rate for BIDs in its area as part of the Annual Plan process.
- Local boards maintain regular contact with the BIDs to keep their local economic development and other interests aligned.
- The board may appoint a local board representative to the executive committee of each BID/business association to serve as a conduit of information to and from council.

Torbay



Ōrewa



The local board has appointed four members: Vicki Watson, Chris Bettany, Gary Holmes and David Cooper to liaise with one each of the area's BIDs, with Julia herself providing back-up support.

“Ōrewa and Browns Bay are similar in many ways, both coastal communities centered on main roads. However, some of their landlords need to step up and attract a better, more competitive mix of tenants to fill the empty shops,” says Julia.

“These BIDs have proved highly innovative over the years. Ōrewa was an early adopter of weekend shopping while Browns Bay has recently attracted Olympian and entrepreneur, Barbara Kendall, her retail outlet Bath Boutique - complete with manufacturing plan attached - providing locally sourced and made natural products.

“Carole McMinn may be stepping down from her role as Torbay's BID manager, but she will continue to produce her excellent community magazines which promote a strong sense of place and the work of the Torbay and Mairangi Bay BIDs.

“Our local board has worked closely with Carole and Auckland Transport on Torbay's recent million-dollar streetscape upgrading programme.

“We continue to financially support a range of events, 'Buy Local' campaigns and Marketview's retail spending reports – investments designed to encourage and measure local economic prosperity,” she says.

Hibiscus and Bays Local Board has allocated \$100,000 towards implementing projects identified in local centre plans for Browns Bay and Ōrewa plus two non-BID areas, one of which – fast-growing Silverdale – is on the up while the other - Whangaparāoa - is in danger of becoming a ghost town.

“We're also looking to develop centre plans for Mairangi Bay, Red Beach, Waiwera and Rothesay Bay to help identify economic opportunities in these areas.”

Mairangi Bay



Browns Bay



PHOTOS: Tyrone Elkington-MacDonald
