

For business associations operating BID programmes in Auckland's town and commercial centres and local boards.

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Enquiries or questions about a BID? Email bids@aucklandcouncil.govt.nz

BIDs in focus this month include:



What's new online?

- ✓ [Troubled BID back on track](#)
- ✓ [From our Chief Economist](#): insights and opportunities
- ✓ [How the Bays are backing their BIDs](#)
- ✓ [What Gary learned in Scandinavia](#)



BID Growth Specialist Claire Siddens,
pictured, will present.

BID growth workshop

Thursday July 6, 10am to midday.

Tāmaki Boardroom, BNZ centre,
Level 1, 86 Highbrook Drive, Highbrook.

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JULY

Network meetings

Mon, 17th – **CENTRAL-SOUTH**
Highbrook

Tues, 18th – **NORTH-WEST**
Constellation Drive

What do you want to know...?

... about how to build and sustain positive relationships with the media?

That's the theme of this month's presentation by the BID team's Paul Thompson. Email [Paul](#) with questions or ideas.

AGMs are also up for discussion as we deliver a refresher on BID Policy requirements and share tips and suggestions. This month's networking theme is "How have you made your AGM a success?"

Finally, you're invited to join a discussion to be led by HOTC's Viv Beck regarding BIDs' relationships with CCOs.



Kendyl Sullivan



Tracy Shackleton



Governance insights shared

Governance was the main topic of discussion at June's networking meetings, with three BID programme managers sharing their valuable insights and experiences.

Following Governance Advisor Steve Branca's introductory presentation, Kendyl (Pukekohe) and Tracy (Papakura) addressed the well-attended Central-South network meeting at Highbrook. Cheryl (Parnell) spoke to a smaller North-West audience the following day.

Thanks again to our presenters and also Kerry Carr, *pictured bottom left*, from [Business Mentors](#) who talked about the programme which provides a year of confidential one-on-one advice for owners of small and medium-sized businesses. South Harbour BID manager Alex Holley has been a volunteer mentor for eight years. [READ MORE](#)



Rose Cosgrove

Relive Rose's April presentation, [Our Diverse and Changing Environments](#)

TEAM UPDATE:

Rose poses challenging questions

BID managers who attended our April networking meetings watched Rose deliver a thought-provoking [presentation](#) on the Auckland of today and tomorrow.

Our Relationship Specialist is working towards creating a best practice model for BIDs to effectively engage with the increasing diverse marketplace that is Auckland.

"We need to better understand the needs of migrant businesses and consumers," says Rose, who is currently scoping a research study of up to 10 town centres and precincts. [READ MORE](#)



David Norman

Chief Economist's views

With population growth in the past three years equivalent to the city of Tauranga, comes great economic and place-making opportunities across Auckland.

We interviewed Auckland Council's **Chief Economist David Norman**, *pictured*, for his insights on what this means for the city's town centres and business precincts.

"Opportunity comes simply from scale. We've added 140,000 people in three years across this city. They're coming to a community near you," says David.

"Retail spending in Auckland is up 5.8% in real terms year-on-year while the population has grown 2.8%. This means retail spending per person has risen around 3.0%."

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Julia Parfitt



Local board insights

BID programmes encourage collaboration to achieve greater local outcomes. They help enable local boards to engage with the business sector in local town centres and business areas in a co-ordinated way.

This month we meet up with Hibiscus and Bays Local Board Chair Julia Parfitt, *pictured*, who is keenly interested in her seaside communities' business improvement districts: [Orewa](#), [Torbay](#), [Browns Bay](#) and [Mairangi Bay](#).

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

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Jennifer Lian



Northcote handed back

The once-troubled Northcote Town Centre business association has been revived and the management of the [Northcote BID](#) programme has returned to the association, along with the BID targeted rate for the new 2017-18 financial year.

Our BID programme team has completed the official “handover”, including reconciling accounts and liaising with the new co-chairs, Raymond Tang and Anthony Yee.

Campaignz have been appointed to a permanent management contract, effective from July 1st. Chinese-born Jennifer Lian, *pictured*, is now leading the town centre's BID programme.

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Megan Darrow



A great little village

The ‘great little village feel’ of Ellerslie is its strength and source of pride for the loyal, local community.

[Ellerslie Business Association](#) Manager Megan Darrow, *pictured*, says while it is growing along with the rest of Auckland, Ellerslie is keen to retain its essential character.

“Our’s is a truly community-focused town centre and this is reflected in the make-up and approach of our committee. We’re currently reviewing our strategic plan and face some interesting questions about where to from here,” she says.

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From left: Papakura Town Centre manager Tracy Shackleton, Councillor Daniel Newman & Local Board Chair Brent Catchpole are gearing up for the Lions tour

Papakura shows its pride

[Papakura Town Centre](#) is wearing its pride on its sleeve – short sleeves of a rugby jersey that is.

The southern BID is once again "enthusiastically supporting rugby" during the Lions tour as 100 jerseys from local rugby clubs fly on banner poles around town.

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STRATEGIC PLAN 2017/22

BID Programme Team

Contact [Claire](#) for more information.

We'll be seeking your input

We're producing a BID programme five-year strategic plan that will guide the direction and focus of the Auckland Council regional BID programme and the BID team.

It follows the adoption of the BID Policy (2016) and the roll out of the BID service delivery model, both of which are important to the strategic direction of the regional BID team. The strategic plan will include an opportunity to review the policy and service model to ensure we are meeting the needs of our BID customers.

The next stages involve presenting the key aspects of the plan to the local board BID representatives, the BID network at its meeting in July, ATEED and any other stakeholders for feedback. The final version will be presented to the governing body and incorporated into the Governance Division's strategic and annual business planning processes.

Business
Improvement
District

AGM Guidelines

[Click here](#) for access

Time to get accounts audited

With AGM season upon us (July – October), it's now time to get your FY16-17 accounts audited.

Our BID team has recently completed the BID grant reconciliation process and advised BIDs of the outcome.

For more information about the council end-of-year variance process, [click here](#).

- Read our [AGM Special Edition newsletter](#) from last July to find out all you need to do to prepare for, hold and record your AGM.



Gary Holmes

Same issues the world over

BID programme manager and founder of Campaignz, Gary Holmes, *pictured*, attended the World Towns Leadership Summit in Malmö, southern Sweden, last month.

Gary is an International Director (ex officio) of the International Downtown Association (IDA) which ran the event.

We caught up with Gary on his return to New Zealand to find out more about the summit.

[READ MORE](#)



Absolutely fabulous:

Launched in 1996, the [LA Fashion District BID](#) was the first property-based BID in Los Angeles.

WORTH A LOOK

- [Los Angeles' Fashion BID makes the news](#)
- [Download the new AT Mobile app](#)
- [Business News Wales: the role of BIDs](#)
- [The Cumbria Crack: revive and thrive!](#)
- [Follow your local boards](#)

Send us your stories, photos and feedback!

This e-newsletter was sent from Auckland Council's BID Programme Team, Governance Division, Level 25, 135 Albert St, Auckland. If you no longer wish to receive this email, please contact us at bids@aucklandcouncil.govt.nz

