



For the Town and Commercial Centres, Business Associations and BIDs located within the Auckland Region.

March/April 2016

Welcome to the Autumn newsletter and already we've seen more changes within the BID Team. Both Shirley and Jez have moved on to new roles in two different areas of council. These staff departures have put the remaining BID team under a bit of pressure, so please be gentle with us, we're doing our best to respond to queries as quick as we can. If you have any questions or queries please send them to bidservice@aucklandcouncil.govt.nz

A new Year, a new move !! In February the BID Team transferred from City Transformation to the council Governance Division. We are now located within the CCO Governance and External Partnership unit. The BID Team is settling in and keen to begin working with the other members of this unit.

On the 1 April the new health and safety law comes into affect. Make sure your organisation is ready. If you need a reminder of what this new law means visit <http://www.business.govt.nz/worksafe/hswa/legislation/hswa-regulations>

Happy reading. **Regional BID Team**

BID Service Delivery & BID Policy update >>>

Moving to the CCO Governance and External Partnerships unit completes one aspect of the new BID service delivery model. This unit is responsible for managing the partnerships and relationships with the Council Controlled Organisations (CCOs) such as ATEED and Auckland Transport plus all other external parties council has a key relationship or partnership with. So it's logical that the BID Team with the BID Partnership model and the new BID service delivery model focused on the governance and accountability of the BID programme is placed within this unit.

Version 2 of the BID Policy 2016 is currently out for consultation with Local Boards. We hope the business associations are taking advantage of this opportunity and are liaising with their Local Boards to ensure their feedback is captured in this consultation round.

2016 AGM season >>>

Now is a good time to start planning for your AGM. We can't stress enough how important it is that you plan to cover all contingencies, that you are fully aware of your constitutional requirements, the meeting notice includes a reference to the AGM documents, understand meeting procedures and follow up and complete the post meeting requirements.

At the June and July BID Programme meeting we will present an overview of what you need to know about your AGM. It is critically important that you attend to hear about AGM procedures to develop your own confidence to guide your executive and chair through the AGM meeting. Book these dates now:

June 20—BNZ Highbrook, June 21—BNZ Mairangi Bay
July 18—BNZ Highbrook, July 20—BNZ Mairangi Bay

Dates and Deadlines >>>

BID Programme annual reporting requirement to the Local Board.

Now is the time for all BID programmes to complete their 2015 post AGM reporting to their Local Board.

As per the BID Policy (2011) requirements each business association is required to present to their Local Board the documents presented to their membership at the 2015 AGM. This presentation can be at a Local Board workshop or business meeting, it is up to the two parties to decide which is the best format. The purpose for the annual reporting is to present the documents approved by the business association membership at the AGM. The documents include:

- Report on the BID Programmes activities achieved in the 2014/2015 financial year.
- Financial statements and audit certificate.
- Draft BID grant income and expenditure budget and;
- An overview of the business plan for the next 12 to 18 months.
- Current strategic plan.

In return, the Local Board accepts and forwards the BID target rate grant for inclusion the Auckland Council 2016/2017 draft annual plan.

We have included on page 5 of this newsletter an extract from the June 2015 AGM newsletter which is headed: Post AGM actions and meeting your obligations under the BID Policy for your immediate action.



Marketview Retail Spend Reports >>>

If your BID Programme hasn't booked its additional retail spend reports offered by Marketview, then now is the time! All free reports are available each financial year. Please ensure you have ordered your free report before the end of June 2016.

These free reports are in addition to the Marketview quarterly and annual retail spend reports.

You can use these reports to:

- Pass on valuable retail spend information to your BID members
- Present the information as part of your AGM reporting
- Use the information when developing your BID strategic and business plan.

Event Report: These event reports are designed to provide you with quantified information showing what economic impact events have in your centre. When thinking about these reports remember to consider other outside factors that may have an influence on trading. For example: the weather, other events going on in your neighbourhood, regional events on at the same time etc. This will ensure you paint a wider picture of how your centre performs and what attracts the attention of your local community/catchment.

MOA (Market Opportunity Assessment): These MOA reports enable the BID to gain insight into a retail category within their centre and assess if there is further opportunity to increase the number of stores in that category based on the spend and competitive market.

Snapshot: This report is an added value to your membership. Here is your opportunity to offer a valued product to your members to help them do business better. Understanding how a business is performing is a necessary component of running a business. This report is not based on assumptions or hearsay but factual information and market intelligence to how the business is performing against the competition. The report has been specifically designed with small to

medium sized business in mind, allowing such businesses to be proactive instead of reactive to marketplace changes.

We know of a number of BID Programmes working with their Local Boards and using the Event report to measure what's going on in their centres. Contact Claire Siddens on claire.siddens@aucklandcouncil.govt.nz for the report order forms.

Don't miss out!



Bylaws—monitoring and compliance >>>

At our last BID programme meeting there was a discussion on the topic of managing public nuisances such as begging. We have also had queries regarding the monitoring and compliance of the Trading and Events in Public Places bylaw. Both bylaws can be found on the Auckland Council website see links below:

Trading and Events in Public Places bylaw: <http://www.aucklandcouncil.govt.nz/EN/licencesregulations/Bylaws/Pages/tradingandeventsinpublicplaces.aspx>

And Public Safety and Nuisance bylaw: <http://www.aucklandcouncil.govt.nz/EN/licencesregulations/Bylaws/Pages/publicsafetynuisancebylaws.aspx>

There is also a Trading and Events in Public Places guide: <http://www.aucklandcouncil.govt.nz/EN/licencesregulations/streettrading/Documents/tradingeventspublicplacesguide.pdf> This document explains what and where trading will be permitted and provides information on how to report a breach or concern.

Also on the council website is a range of information to help you report a breach of a bylaw see: <http://www.aucklandcouncil.govt.nz/EN/licencesregulations/Bylaws/Pages/settingbylaws.aspx>

It maybe that the issue or situation requires a discussion to come up with a planned approach to improve the situation. This may involve more than one or two parties. Don't forget to include your Local Board BID representative in these discussions. The solution may need Local Board advocacy and your link to this is through your Local Board BID representative.

The council bylaws and compliance team will be presenting at a BID Programme meeting over the next few months. Watch for your email for you invitation.

Events

Conferences and Workshops...

- Auckland Council BID Network meetings April: Central South April 18 Meetings start at 10am to 12noon

This BID Programme meeting will be about BID expansions and the process and steps your association will need to complete in relation to the BID Policy. We will show what makes a successful expansion, how to bring the property and business owners on board and what communication and consultation is required.

Cheryl Adamson Manager of Parnell Inc will present an overview of what worked in Parnell and the commitment required from the BID Manager role. Hand-out material including a Q&A sheet will be available to help answer your queries.

So if your association is considering or planning on a BID expansion in the next 1—3 years, you need to attend this meeting. RSVP to

claire.siddens@aucklandcouncil.govt.nz

- ICTC Conference, 9-11 November, Tasmania. Click [here](#) to go to the website

Interesting piece of information... pass it on!

www.skillset.co.nz an in-house training provider with information and a range of topics relevant to operating a BID programme. There is also articles and blogs on topics you can use in your business newsletters.

Building a budget >>>

It's never too early to think about the budget and the guys at RSM Audit have put together a great reference guide that is very relevant for business associations operating a BID programme. We've provide a summary of the key points below and the full guide can be found on the RSM NZ website by clicking [here](#).

Know your numbers

The more you understand your existing income and expenditure, wider market impacts and changes, and future changes, the more likely you are to be able to create an accurate budget. Seeking advice from others and comparing budgets of other organisations can also be a useful technique. The more knowledge and research generally the better the estimate.

Align with your goals

Your organisation should be clear on your big picture aims and objectives as set out in your strategic plan. Are you growing, shrinking, changing focus, developing a new area(s) of operation, gaining or losing funding? All these factors will impact your budget. Your budget is just one part of your overall strategy and planning for your organisation. It should follow and help you achieve your bigger picture aims. The dots between the strategic plan, annual business plan and budget need to be joined up.

Identify income and expenses

Where does your income come from and what do you need to spend it on? This is where you create your list of detail items, or budget lines. Last year's actual results can be a great place to start but you then need to amend it for future plans and changes.

Identify variable and fixed income and expenditure items

Understanding relationships within your revenue and expenditure is very important to accurate budgeting. For example, if you plan to undertake a new project then there will generally be a host of flow on expenses. Some items will be fixed costs no matter what and it is important to understand the nature and quantum of these. For example, you are generally locked into your office costs no matter whether you are generating any income or not.

Separating essentials from desirables

Setting any budget will be an exercise in compromise. We are yet to find an organisation that is able to achieve and fund everything it desires to do. Hence an important part of most budget setting will be identifying what has to be done vs what you would like to do, and then ranking these in order of priority/achievability etc.

Get some critical review

Creating a comprehensive budget requires a lot of detailed work. A fresh set of eyes is always helpful to question and query...and at times point out the screamingly obvious.

Note: As the saying goes: **"cash is king"**. Indeed the timing of cashflows may differ significantly from when an entity recognises income and expenditure on an accrual basis. Cashflow budgets play a critical role in ensuring the entity manages peaks and troughs in cashflows so it can pay its debts when due. The above guidance relates equally to a cashflow budget rather as well as an income and expenditure budget.

Tips, Tricks, Techniques & Observations

It's about balance

Good budgeting is ultimately about balancing your expenses with your income. If they don't balance, then longer term you will have a big problem!

There is no perfect budget

Get comfortable now with the reality that even with all your hard work in attempting to create the perfect budget there will be variances.

Learn from your past experiences

The more times you do it and the more you can refine your information and processes the better your budgeting is likely to be.

Involve and make it easy for others

The process of budgeting is important, not just the resulting budget. If you involve other key people within your organisation your likelihood of accuracy and buy-in is much improved. Great budgets sometimes collapse because there were not notes to identify assumptions or instructions to understand the spreadsheet.

Be realistic

Better to be realistic and to face any hard compromise decisions early.

Don't let it gather dust

Once you have set your budget ensure you actively monitor against it.



Extract from the June 2015 BID newsletter >>>

Post AGM actions and meeting your obligations under the BID Policy:

A. Auckland Council

Auckland Council has dealt with an unprecedented number of errors in AGM draft minutes relating to the BID grants anticipated for 2015/2016 financial year.

Examples of these errors include:

- Minutes and financial statements not matching.
- Calculations have been incorrect.
- Poorly worded resolutions and confusing minutes.

To secure the BID grant for the following financial year all BIDs are required to forward to Auckland Council the following information:

- AGM minutes—provisional 2015 AGM minutes.
- The indicative budget for 2016/2017 as ratified at the 2015 AGM.
- End of Year Financial Statements and Audit Certificate/Report for year ended 30 June 2015.
- Business plan for 2015/2016.

So, double check the information being presented at the AGM, check the budget income and expenditure, ensure the various incomes are separated and any increase to the BID grant is clearly defined and supported with an explanation of where the additional money will be spent.

B. Reporting to the Local Board

All BID grants are held within the Local Board budgets and plans. To ensure your 2016 BID grant (as ratified at your 2015 AGM) is confirmed in the Council Annual Plan, you will need confirm with the Local Board your BID grant for 2016/2017 for the Local Board 2016/2017 plan. See Sections 4.35 of the Regional BID Policy.

After your AGM you will need to contact your Local Board to arrange a time for you to present your annual BID Programme overview. This presentation can be at a Local Board workshop or business meeting, it's up to the parties to decide the type of meeting that best suits their needs. You will be required to present to the Local Board the following:

- Overview of the BID Programme from the past year, successes and achievements.
- The indicative budget for 2016/2017 as ratified at the 2015 AGM.
- End of Year Financial Statements and Audit Certificate/Report for year ended 30 June 2015.
- Annual plan for the 2015/2016 financial year.
- Update of the strategic plan (3-5 years).

Takapuna ... the talk of the Region >>>

Appearing in a recent Retail NZ article Takapuna is in the middle of a revival that may see it competing with the likes of Ponsonby Rd. The article goes on to praise the landlords for 'getting stuck into refurbishment to attract new tenants'.

Congratulations Takapuna, this has been a long journey and a matter of conviction, well done for sticking to the big plan and your eye on your strategic direction. To read the full article visit: <http://theregister.co.nz/property/2016/03/watch-out-ponsonby-north-shores-takapuna-takes-shape>



Aerial photo of Takapuna



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