



The **Ōrākei Local Board** area includes Ōrākei, Mission Bay, Kohimarama, St Heliers, Glendowie, St Johns, Stonefields, Meadowbank, Remuera and parts of Ellerslie.

It is home to three business improvement districts, Ellerslie, Remuera and St Heliers.



## Ōrākei backs their BIDs

Rosalind (Ros) Rundle, *pictured*, brings a strong business background to her role as the **Ōrākei Local Board**'s appointee to the area's three BIDs.

The former retailer and motelier, who is serving her first term on the local board, says the village-orientated BIDs play a pivotal role in the local economy.

“The managers are to be commended for their hard work in promoting their town centres. With many local businesses being from the retail sector, online competition has made the retail environment hugely competitive,” she says.

Ōrākei is now consulting on its draft Local Board Plan 2017. ‘A thriving economy’ is one of five key outcome areas in the aspirational plan which will guide the local board’s work over the next three years.

### 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.

Infometrics' [Orakei Economic Profile](#) indicates this local board area is a magnet for high-achievers. This attracts more entrepreneurs many of whom work from home.

“We would like to encourage these entrepreneurs and businesses to become more involved in their local business networks and or business associations.

“It’s important to me that local businesses know they’re being supported and we’re here to help them to be successful,” says Ros.

Like every part of Auckland, transport is an issue for fast-growing Ōrākei. Ros plays an important liaison role between council-controlled organisation, Auckland Transport, and local businesses on a steady flow of issues.

“I really like the BID programme which provides local businesses with a say in how their targeted rate is invested.

“We’re happy to work with the business associations on town centre activities and help them evaluate the economic impact of events on these areas,” says Ros.

- Check out [Ōrākei Local Board Plan](#).



**[Ellerslie](#)**



**[Remuera](#)**



**[St Heliers](#)**