



BID Update newsletter

For local boards and business associations operating Business Improvement District (BID) programmes in Auckland's town centres and commercial precincts.



Welcome to the September 2017 **BID Update** newsletter.

In this edition, we hear from a local board member who liaises with the 'best little BID in town' and learn more about our research into the changing needs of business owners and customers.

We also catch up with the leader of our BID programme team, visit Papakura where tikanga talks and head nor' west to check out a whare-full AGM.

Visit <https://bid.aucklandcouncil.govt.nz/news> and scroll down to **BID Update** newsletters to access previous editions.

Key Links

September 2017

- [BID news](#)
- [Calendar](#)
- [BID policy](#)
- [AGMs](#)
- [Useful documents](#)
- [Email the BID team](#)

September events



Professor Jonathan Elms, *pictured*, leads Massey University's Bachelor of Retail and Business Management, NZ's only retail degree. He is also the Director of the Centre for Advanced Retail Studies (CARS), NZ's 'centre of excellence' for retail research, education and scholarship.

We've now confirmed that he will address **BOTH** of this month's network meetings about retail trends.

Central South – Monday, 18th – 10am
North West – Wednesday, 20th – 10am

- Also, we're holding our first **Street Issues workshop** on **Tuesday, September 26th** at Highbrook, 10am -noon. There'll be muffins! [READ MORE](#)

Looking ahead to October



UX Designer Jared Gullet

Central South – Mon, Oct 16th 10am

North West – Tues, Oct 17th 10am

The [BIDs website](#): its effectiveness and how to improve it will be the first topic of discussion at October's Central-South networking meeting.

Auckland Council's UX (user experience) Designer Jared Gullet, *pictured*, will lead an interactive session designed to test the current website with the most important users – you.

The rest of the southern get-together and the entire North-West meeting will focus on relationship building with your local board. Specifically, the discussion will focus on how these relationships are developing, what works in different situations and how to get assistance in progressing projects.

- FYI, later this month, the BID team is hosting a *BIDS & Boards* workshop to inform local board members of their responsibilities as appointed representatives on BID executive committees.

[SEE OUR BID CALENDAR FOR MORE.](#)

Heads up on survey



On the subject of measuring effectiveness, just a heads-up to let you know we will be inviting BID managers and chairs to participate in a brief online survey next month.

Its purpose is to help identify the impact of our BID programmes at a local level and to gauge the level of engagement and advice provided by the BID team.

Meet our BID team boss: Alastair



As Manager of Auckland Council's CCO Governance & External Partnerships department, **Alastair Cameron**, *pictured*, leads the BID programme team.

You may recall we interviewed Alastair last [September](#) when he spoke of our city's bright future and the important role BID programmes play in a growing economy.

With the team's current service delivery model now just over a year old, we caught up with Alastair to get his views on the past 14 months and how he can help improve the relationships between BIDs and CCOs.

[READ MORE](#)

Researching diversity



Increasingly diverse, Auckland is home to people from more than 200 different ethnicities. Our fast-growing city is also richly diverse in age, gender, sexuality, disability, nationality, religion and culture.

Auckland Council has a key role to play in creating a strong, inclusive and equitable Auckland with opportunity for all. We're committed to ensuring our services meet the needs of all Aucklanders.

As part of this we're working with BIDs to get a better understanding of the needs of diverse business owners and business customers.

[READ MORE](#)

Takapuna transactions shine shoreside

This great [news story](#) outlines how well Terry and the Takapuna Beach BID team are doing attracting overseas tourists over the bridge to spend Shore-side.

As we [wrote in June](#), Terry uses independent retail spending reports to identify trends and measure campaign results. According to the recently released Marketview Report, Takapuna retailers have enjoyed a growth of NZ\$6m in the 12 months to 30 June 2017. This represents an increase of 150,000 transactions and a 26.2% increase in purchase by international visitors. Top effort!



Papakura: where tikanga talks

Tikanga Talks is one of three initiatives emerging from Proud Papakura Proud, a business association-led, community-focused programme to make the southern district a better place to live, shop and do business.

Almost 30% of the local community is Māori which reflects a unique opportunity for the town centre.

[Papakura Town Centre](#) Manager Tracy Shackleton [explains](#).



[Papakura Marae](#)

View from the Chair

Pete Jones, St Heliers



St Heliers Bay is one of Auckland's most beautiful and desirable suburbs – with a beachside village centre to match.

Chaired by **Pete Jones**, the local [business association](#) has operated a BID programme since 1995.

It recently published a strategic plan and refreshed its branding.

[READ MORE](#)

Local Board insight

Lee Corrick, Albert-Eden Local Board



According to **Lee Corrick**, *pictured*, [Mt Eden Village](#) is “the best little BID in town”.

The Albert-Eden Local Board Member is serving her third term and has worked closely with the Mt Eden business association for four years.

“This is a well-established BID and, from very modest beginnings, it has always got the basics right. The Mt Eden Business Association continues to be innovative and responsive in supporting the local business owners,” says Lee.

[READ MORE](#)

Whare-full AGM in the nor' west



Chairman Tony Forlong sums up another successful year for the BID.

North West Country, the city's newest BID of six townships, held its 2017 AGM on August 24 at Te Whare Oranga o Parakai.

It was a full house, including Rodney Local Board members Cameron Brewer and [Phelan Pirrie](#).

For more information about the BID, see [here](#).

To know how to prepare for an AGM and how to document the outcomes, see the [Annual General Meeting Guidelines \(PDF 3.6MB\)](#). Before holding an AGM, please [send us](#) all your AGM documents, and draft resolutions.

Important to know. . .

AUDIT

Check out our [Audit Checklist](#) for all you need to know about what's required in ensuring your BID programme is operating to the 2016 BID Policy and Operational Guidelines. It's important that your reporting to your members is transparent and provides clear information so as they can make an informed decision at your AGM.

For more see [Audits, Reports and Surveys](#).

TAX

Just a reminder that you need to ensure you have qualified and experienced professionals providing quality advice to your board for the completion of the end-of-year statements, tax qualification, and GST and employment responsibilities.

For more see [BID Policy](#).

The key functions of governance

FICKS® your Board The Key Functions of Governance

Function	Focus	Why & How
F - Future Focus	30%	Creating Value
I - Issues, Risk & Opportunity	30%	
C - Compliance & Solvency	15%	Preserving Value
K - KPI Monitoring & Holding Management to Account	15%	
S - Succession, Skills & Structure	10%	Ensuring Value

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WESTLAKE
GOVERNANCE

In the first of a series, we share governance insights from a leading governance trainer and experience board chairman, Richard Westlake.

In this graphic, Richard suggests a proven approach to the functions and focus of governance.

He looks at how to create, preserve and ensure value through effective governance.

Vector



As Megan Darrow of Ellerslie reported to a recent BID networking meeting at Highbrook, Vector has a most helpful point-of-contact (see *below*) regarding business disruptions. We're keen to get Teina along to networking meetings early in the new year to explain her role and her wish to work more closely with business associations.

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From Oz via Palmy - the BID Playbook



The [Business Improvement Districts Playbook](#) has been produced for Palmerston North City Council by Urban Kin, an Australian urban design consultancy.

This resource formed part of a city centre vibrancy project aimed at establishing a BID programme in Palmerston North's CBD.

Contributors included local BID managers Gary Holmes, Mark Knoff-Thomas and Viv Rosenberg plus our BID Relationship Specialist Rose Cosgrove.

In its overview, the consultants say the BID programme allows a business community to define success on its own terms.

IN BRIEF



- Find where Auckland's 48 BIDs are [here](#)
- Subscribe to Auckland Transport's updates [here](#)
- Sign up to get Pānuku's news updates [here](#)
- Council keeps Easter Trading status quo...[more](#)
- Find BID rating maps online [here](#)

The wonderful world of BIDs



- DC dashcam (*left*) measures foot traffic for BIDs. . . [more](#)
- London BIDs involved with zero waste goal...[more](#)
- San Francisco Community Benefit Districts (CBD). . . [more](#)
- Marketing designation boosts tourism-focused BID. . . [more](#)
- Northerners BID-ding for transport funding. . . [more](#)

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.

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bids@aucklandcouncil.govt.nz