



**Aaron Jones**, *pictured*, has chaired Business Manukau (Manukau Business Association) for the past five of the nine years in which he's served on the board (executive committee).

We asked Aaron about his governance experience and insights, including his advice to anyone thinking of standing for a seat around a BID's board table at their next AGM.



Aaron enjoys a close working relationship with Business Manukau GM **Kerry Burridge**, *pictured*, and her team.



**The word 'governance' comes from the Latin 'gubernator', which translates as 'navigator' or 'helmsman', the one responsible for setting the ship's direction.**

**We asked Aaron what he believed were the main challenges and rewards of governing a business association.**

"Getting the right people on the board and getting solid people into management," he replied.

"We are fortunate that we have a very diverse committee (both by experience and ethnicity) who all have a specific skillset that we need around the table. We are also blessed with having a very strong general manager in Kerry Burridge and she is wonderful to work with.

"The other challenges are the cost and speed to get things done," Aaron said.

"During our strategic planning session, we decided that partnering with key people and organisations was the best way to help us achieve our goals. Kerry has worked hard in this area and together with Anton, Tess (both crime prevention managers) and Janine (office manager), we are now seen as a key contact for anything in Manukau.

"The most rewarding thing is seeing the plan come to life."



**Using navigation as a metaphor, we asked Aaron about his approach to steering the ship that is the Business Manukau BID programme.**

"You need to know where you are going before you can steer the ship and know which ports you can call into to replenish supplies along the way," he replied.

"We have our five-year plan summarised on a single page showing our milestones along the way. Having a good plan and focusing on the how, makes governance pretty easy.

"You are bound to have adverse weather issues along the way, and you may choose to steer around those, but you need to know how to get back on course."

**Governance and Management:  
A Summary, by Rudyard Kipling**

*SIX HONEST SERVING MEN*

I keep six honest serving-men  
(They taught me all I knew)  
Their names are *What* and *Why* and *When* [Board]  
And *How* and *Where* and *Who* [Management]

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GOVERNANCE

**FICKS® your Board**  
*The Key Functions of Governance*

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

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**We asked the senior banking executive what he saw as the key differences between the roles of management and governance.**

“This is a good question because in my current role you are mainly commercially focussed. By contrast, when you are on the board of a BID, whilst you must still consider what commercially is the right thing to do, you also put a lot more focus and importance on social responsibility (and your community).

**“You are also conscious that your members’ funds are at stake, so every decision needs to be tied back to the question of how this benefits our members.”**

**We asked Aaron what advice he would give to those thinking of standing for a BID board role at this year’s AGM.**

“Just do it. It has challenges for sure, but you learn to understand what those challenges are and work with good people to resolve them.



“Since the amalgamation of the Auckland Council, I believe there is an increased reliance on BIDs to represent and support local businesses.

“They need to be able to air their views and concerns and the BIDs give them the opportunity to do this.

“So, in your role on a BID board you will have the opportunity to work with a lot of interesting business and commercial property owners, as well as some large New Zealand organisations including Auckland Council, Auckland Transport, NZ Police, ATEED and Panuku.



**“We also work closely with the Ōtāra-Papatoetoe Local Board, who I must say have been fantastic.”**

Advocacy  
Marketing  
Networking  
Partnerships  
Events Promotion  
Business Development  
Economic Development  
Business Mentoring & Advice

### We asked Aaron how the Business Manukau governance role had contributed to his own professional development.

“I became a member of the Manukau Business Association because I wanted to make a difference in our community, but also to understand why projects take so long to get started and be completed.

“It has helped me a lot to listen more, but it has also strengthened my network as I get to meet some wonderful people.”

### So what governance training had Aaron received, we asked.

“I have not had a lot of governance training but working in a financial institution has instilled good leadership behaviours and ensured transparency in my decision-making. I

“In my banking role I have also worked with a lot of businesses so know the benefits of good governance.

- Security Issues
- Crime Prevention
- Free Security Audits
- Anti Social Behaviour Control
- After Crime Support & Advice
- Graffiti Prevention & CleanUp
- Crime Prevention Through Environmental Design Advice

**“Working to a good strategic plan with milestones keeps us at Business Manukau focused on what’s important and enables us to check how we are going.”**

### We asked Aaron whether Business Manukau had a succession plan in place for his role of chair.

“This is something I am working on at the moment. I would like to see a structure that has past, present and future chairpersons identified and available to support the new chairperson. By having the past chairperson stand down but remain on the board as a member, it means they can help the new chairperson settle into the role. Over time this will continue to strengthen the board and encourage new members to join.”



Marketview consumer spending data reports show that Manukau is growing faster than Botany, Sylvia Park/Mt Wellington, and Westgate.