



New Lynn Business Association recently promoted **Amelda Tasila**, *pictured*, to manage its well-established BID programme.

Proud Westie, Amelda had been former manager, Tracy Mulholland's 2-i-c for four years and officially took up her new role in February.

We caught up with Amelda to learn more about her and her passion for New Lynn.



newlynnbusinessassociation.net.nz

“We’re delighted to have Amelda join the team on a more permanent basis. Amelda brings to members of the New Lynn Business Association skills in relationship management, promotional activity and town centre management.” – SITENDRA SINGH, NLBA CHAIR, pictured below with Amelda.

With qualifications in management, leadership, computing, hairdressing and make-up artistry, Amelda has enjoyed a diverse and successful career in the retail and services industry.

Having worked in New Zealand’s first ever shopping mall, LynnMall for over eight years, Amelda is very familiar with the business and retail/services environment, and Waitākere City in particular.

Amelda says she’s looking forward to “advocating for, and representing the interests of, the New Lynn Business Association key stakeholders.”

“My role is to promote the commercial interests of businesspeople and businesses in the New Lynn town centre through a co-ordinated and structured promotional programme, including *Shop New Lynn*, *Buy Local*,” she said.





In his recent newsletter column, Sitendra Singh wrote,

“Our aim moving forward will be to work towards cementing the New Lynn business district as a vibrant destination of choice for living, business and socialising.

“One of our priorities for 2020 will be to develop a new Strategic Plan as I feel that it is now time to revisit it. Our intent will be to encourage further collaboration with our membership via education through social media, window dressing and such other initiatives.”

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We will focus on developing quality, well-designed and vibrant town centres that balance creativity with safety.

WHAU LOCAL BOARD PLAN 2017

The timing of the BID’s strategic plan refresh aligns neatly with the work of the Whau Local Board in updating its own three-year visionary document.

The current Whau Local Plan (2017) identified vibrant town centres as a key goal and one its BIDs (New Lynn, Blockhouse Bay, Rosebank & Avondale) fully support.



Recently elected Auckland Councillor and former Whau Local Board Chair, **Tracy Mulholland**, *left*, managed the New Lynn BID from 2011 until recently and remains a contracted advisor to support Amelda and ensure continuity. Entrepreneur **Sitendra Singh**, *right*, was elected to chair the BID-operating business association at its 2019 AGM.



Whau Local Board has appointed its Deputy Chair **Susan Zhu** (lead) and Chair **Kay Thomas** (alternate) to liaise with the New Lynn Business Association.

