

BID Update newsletter

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

In this issue, we congratulate Papakura for its successful BID expansion and find out what it's putting a lid on.

We link you to the recent two-day local economic development masterclass and focus sessions held in the heart of Auckland's innovation precinct.

Among the various topics we cover this month are associate memberships, governance training and strategic planning.

Finally, we get the governance insights of experienced local board and business association chairs.

Don't forget that you can visit <https://bid.aucklandcouncil.govt.nz/news> and scroll down to **BID Update** newsletters to read previous editions.

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Key Links

April 2018

[Auckland Council](#)

[Economic Update](#)

[Sustainability Quarterly](#)

[BID news](#)

[BID policy](#)

[Useful documents](#)

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April networking meeting



Marketing is the topic for discussion at this month's BID networking meeting.

Heart of the City's Head of Marketing Kate Cleaver will share the CBD BID's social media journey while Manager of Milford and Browns Bay's BID programmes Murray Hill will address marketing strategies employed to help fill empty stores.

Put it in your diary now: Wednesday, April 18th – 10am-midday – at Te Wharau o Tāmaki Auckland House (135 Albert St).

Congratulations to growing Papakura!



Tracy Shackleton

Well done to Tracy and the team at [Papakura](#) for its successful BID expansion, with a clear two-thirds of voting members supporting the proposal.

As per the BID Policy, the southern business association will hold a Special General Meeting (SGM) later this month to formally extend its BID boundary to include an additional 90 commercial properties. That resolution will go before the Papakura Local Board for ratification. Next year's (FY18-19) BID targeted rate will be \$250,000, up 44%.

- [READ ABOUT PAPAURA'S FUNKY NEW BIN LIDS](#)

Reporting now well underway

Together, we signed the Programme Agreement:

The business association agrees to comply with all aspects of the BID Policy (2016).

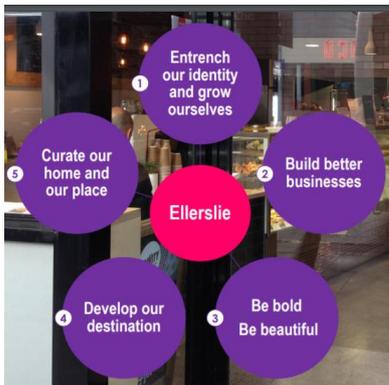
Auckland Council agrees to consider the incorporation of the BID targeted rate amounts into the Auckland Council Annual or Long-term Plan.

Thanks to those business associations which sent us your Annual Accountability Agreements, AGM and related documents, as required by the BID Policy.

For our part, the BID programme team is now reporting the results, including policy compliance and the proposed 'BID grant' for FY18-19, to local boards and our colleagues in finance.

If you have not sent us your documents, or may be unsure as to what's required, please [contact us](#). We want there to be no reason to consider withholding any BID payment on June 20.

To the Ellerslie of tomorrow



As we mentioned in last month's *BID Update*, Ellerslie Business Association recently launched its new, 2017-2022 Strategic Plan.

In recognition of the rate of change in the fast-growing commercial precinct, the EBA went back to the drawing board when it mapped out its future direction.

We caught up with BID programme manager Megan Darrow to hear how the plan enables the village town centre to "*change gears and accelerate Ellerslie's development*".

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Supporting your new committee members



When someone is elected to serve on your board/executive committee for the first time, it's important that they are set up for success.

That's why one of the items on our [Annual Accountability Agreement](#) checklist requires the board chair to confirm that appropriate governance and induction training has been provided to all newly elected board members.

But where and when should you start?

[Claire Siddens explains.](#)

Is associate membership right for you?



A business association may invite business entities outside its BID programme targeted rate area to become 'associate members' and pay a subscription by way of financial contribution.

The BID Policy states that while associate members are not entitled to stand for election to the association board, they may be appointed if there is a vacancy. An associate member is not entitled to vote on any matters relating to the BID programme and BID programme targeted rate income and expenditure. Associate membership must not hold the majority over full membership of the association.

Is associate membership right for your 'BID'? [READ MORE](#)

ATEED Masterclass online



The two-day event was live streamed and is available [online](#).

ATEED's second local economic development masterclass, held late last month in Auckland's innovation precinct, attracted local board members, town centre and precinct managers, and others.

There were speakers from Britain and Australia, plus some hometown presenters from ATEED and Panuku, on day one. The first of two focus sessions held on the second day addressed local wealth building and inclusivity.

- Check out ATEED's Prosperity Insight Paper [here](#).

Social media insights – Ellerslie Village



In the fifth of our series, we share social media insights from our BID programme managers.

This month we asked Megan Darrow to tell us how Ellerslie's refreshed branding lends itself to targeted marketing, including social media campaigns.

Ellerslie Village – as it's now known – utilises new sub-brands to great effect on Facebook and online advertising.

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View from the Chair

Richard Poole, GETBA



Richard Poole



Richard Poole, *pictured*, leads a strong, skilled and stable board with a good grasp of governance.

Home to 2000 businesses and 30,000 jobs, East Tāmaki has proven itself to be an effective champion of business interests in the growing industrial precinct.

We asked Richard about the BID's successful advocacy from a governance-to-governance perspective.

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Local board insight

Angela Dalton (Chair, Manurewa Local Board)



Angela Dalton, *pictured*, has been in local government for a decade, half of which has been spent chairing the Manurewa Local Board and representing it on the [Wiri](#) BID's governance committee.

We spoke with Angela, who recently delivered the opening address at ATEED's second local economic development masterclass last month.

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Letting your members know



The Auckland Unitary Plan is the city's planning rulebook and, as a living document, is subject to change. [SEE MORE](#)

At the council we're required to notify property owners and occupiers that may be affected by changes to the plan. These include BID affiliates - landlords and tenants of premises located within business improvement districts.

To keep BID programme managers and your affiliates informed of any proposed changes that may affect you, we will now send you the details. We would appreciate your sharing this information with your affiliates through your website, newsletters and/or social media platforms.

Orewa lays waste to trash



The Zero Waste three-bin system

An estimated 83% of waste was diverted from landfill during Orewa's Arts Boulevard Fiesta event in February.

We spoke with Business Association Manager Hellen Wilkins last November about her [zero waste approach](#) to one of the beachside BID programme's major summertime events.

Reporting back, Helen says it was a great outcome for year one, and Orewa would repeat the exercise.

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Ōtara, Māngere TC now online



Kudos to Rana Judge and Dave Fearon for the recent publication of new websites celebrating the South Auckland shopping experience.

These fresh online channels showcase what Rana's [Ōtara Shopping Centre](#) and Dave's [Māngere Town Centre](#) have to offer.

Websites are not only a great marketing tool, they also play an important part in member engagement and information sharing.

Hui in Kirikiriroa (the 'Tron)



Collaboration is a strength of BIDs

Several Auckland town centre managers ventured south to Hamilton for the annual 'hui' with their counterparts from around NZ.

Organised by Vanessa from the Hamilton Central BID, the informal two-day event hit the spot.

We spoke with three of the attendees, Papakura's Tracy Shackleton, Manukau's Kerry Burrige and Pukekohe's Wendy Dunn for their take on it all.

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FYI



- Auckland's Economic Update: April. . . [more](#)
- Auckland Sustainability Quarterly. . . [more](#)
- About property (re)valuations. . . [more](#)
- CLES – a UK 'think and do tank'. . . [more](#)
- Zero Carbon Bill? Register your interest. . . [more](#)

BIDS IN BRIEF



Saskatoon: *Paris on the prairie*

- Sustaining success in Saskatoon. . . [more](#)
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- Could Trump's budget hurt Philly's BIDs? . . .[more](#)
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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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