



The Hibiscus and Bays Local Board area stretches from Waiwera in the north to Campbells Bay in the south across the Whangaparāoa Peninsula out to Tiritiri Matangi Island.

It's home to four business improvement districts:



Christina Bettany



Governance nous helps with BIDs

Chris Bettany, *pictured*, brings a wealth of governance experience to bear in her dealings with two Bays BIDs.

The political first-termer represents the Hibiscus and Bays Local Board in its relationships with the Torbay and Browns Bay BID-operating business associations in Te Raki Pae Whenua (North Shore).

"I have been attending the Browns Bay meetings for almost a year and Torbay's for 18 months," she says.

The qualified social scientist and committed environmentalist held several roles with the Ministry of Social Development (MSD), including assessing the governance and financial arrangements for community groups seeking government support.

This resident of East Coast Bays for over 45 years also served on the Long Bay College Board of Governors (Trustees) while her children were students at the secondary school.

PICTURED: Torbay (*below*) and Browns Bay (*bottom*).



How local boards impact BIDs

- The local board approves the establishment and expansion of all BID programmes
- Local boards are delegated the authority to recommend to the governing body to strike the BID targeted rate in its area as part of the Annual Plan process
- Local boards maintain regular contact with the business association operating the BID programme to keep their local economic development and other interests aligned
- The board may appoint a local board BID representative to the executive committee of each BID/business association to serve as a conduit of information to and from council.

Chris is perhaps best known for her voluntary work, including serving high profile and effective environmental community group, the Long Bay Okura Great Park Society. With Chris involved, the group achieved success in two significant Environmental Court hearings and, later, in its advocacy to Auckland's Unitary Plan.

All this experience with council staff and elected members has proved helpful in her introduction to local body politics and, in turn, local economic development.

Chris has approached with typical enthusiasm her latest role as a conduit between her local board and the business associations.

"The Hibiscus and Bays Local Board (HBLB) has appointed a liaison person for each of our four BIDs. We raise any issues or concerns that the BIDs may have with other Board members or at Board meetings. Such issues include projects or activities BIDs wish to undertake, also funding and resourcing.

"If I were to observe anything of concern within the BIDs, I would discuss these matters with the board's chair or other board representative," she says.

Long Bay, Torbay's northern neighbour, is being urbanised with shops and a supermarket due to open in 2019.

"I am sure that the Long Bay shops will be upmarket and very attractive," says Chris.

"Because this has the potential to be a threat to the Torbay shops in particular, (HBLB) in a previous term, supported the Torbay BID in upgrading the appearance of the shopping area and reconfiguration of parking. This was done in consultation with the BID and the Torbay community.

"Our local board worked in partnership with Auckland Transport on the project and also provided funding through our grants schemes to other projects that would help attract customers to both Torbay and Browns Bay.

"The grants went towards enhancing the look of each shopping area, including planting garden plots in Browns Bay, restoring paintwork on shop walls, beachfront tables and bench seats.

"We also funded new flags for Torbay," Chris said.



Torbay is one of four Business Improvement Districts.

Outcome: A strong local economy

Thriving town centres attract people and business investment and provide opportunities for local people to work closer to where they live.

ABOVE: Excerpt from the Hibiscus and Bays Local Board Plan 2017.

"I see my role as informing the BIDs of any relevant local board decisions or discussions and following up on any concerns or questions that BIDs may have."

CHRIS BETTANY



The Hibiscus and Bays Local Board, *pictured above*, is chaired by **Julia Parfitt** (*third from right*). Fellow board member, **Gary Holmes** (*far left*), manages BID programmes in Auckland and Wellington.

BELOW: Excerpt from www.torbay.co.nz

Torbay is an attractive seaside suburb on Auckland's North Shore with about 13,500 residents. The community is growing with the addition of 2,500 homes near Long Bay beach planned in the next decade. It is a relatively affluent, family oriented community that values education and outdoor leisure activities. Torbay borders Long Bay Regional Park and several beautiful beaches. It is governed by Auckland Council (prior to 2010 it was part of the former North Shore City Council.)

