



## Avondale: overpromised for 20 years, now’s time for change

Avondale local Cynthia Crosse, *pictured*, is helping to get the inner-west BID back on course following the Whau Local Board’s decision to reinstate the BID targeted rate in December.

Avondale Business Association’s October AGM was the turning point with the election of a new committee and the subsequent appointment of communications specialist Cynthia as interim BID manager.

*“We are really excited about our future. Avondale has an abundance of strengths and opportunities, and we look forward to bringing something unique to Auckland’s existing BID blend”* – CYNTHIA CROSSE

“I run a community magazine, [About Us, Avondale](#) which has introduced me to this unique neighbourhood and the abundance of talented, passionate folk we have living here – including, of course, its business owners,” she said.

December’s issue features interviews with ABA’s Chair Marcus Amosa, *cover photo right*, and Whau Local Board Chair Kay Thomas.

“I ran my own community magazine, *The Darling* – a monthly for Parnell, Newmarket & Remuera that introduced me to the work of the local BID managers who I worked alongside.”



Cynthia is a former marketing manager of the BID-operating Rosebank Business Association.

“It was a new role and fun to develop a bunch of new and improved processes from introducing a database, to creating a new design suite – interesting to see what large impact can be achieved from a small investment,” she said.





Auckland Council surveyed Avondale business owners last September to discover their views and aspirations for the town centre. The finding that 75% of them were unaware of the business association surprised Cynthia.

“It’s perhaps a little shocking given the investment they are making towards it. But this is an easy fix. Together with an engaged and cohesive board, we look forward to forging ahead with an open, welcoming communication style, being considerate of our Pakeha/Pasifika/Asian blend.

“We have a small enough BID here that we can get to know our business owners by name; we are already distributing newsletters and have booked our first after-work event at Avondale’s immortal, Hollywood Theatre”.

We asked Cynthia if she could achieve three things, what would they be . . .

- ❖ An immediate change in culture whereby all business owners feel included, valued, and with a sense of voice.
- ❖ To do what we say we’re going to do in terms of our business plan – Avondale has been overpromised for 20 years, it’s time for concrete change.
- ❖ To make connections with key stakeholders so that we can maximise resources and maximise on the good will we enjoy towards Avondale.



Avondale Business Association’s new board, pictured, is rich in diversity, passion and talent.



Whau Local Board has appointed its Chair **Kay Thomas** (lead) and **Warren Piper** (alternate) to liaise with the Avondale Business Association.



You may be interested in

- [Avondale issue resolved with funding reinstated](#)
- [Panuku’s work in Avondale](#)
- [\\$21M Avondale multi-use community facility](#)