



## Growing gains in the north

Growth remains a constant for the business association which represents more than 4500 business and property owners in the city's emerging north.

Established in 2008, the [Business North Harbour](#) BID programme has already expanded twice (2013 and 2016) within its first decade.

General Manager **Janine Brinsdon**, *pictured*, reports 'organic growth' over the past year – another busy one for the BID.



In her seven years in the role, Janine has initiated a growing range of programmes and services for the expanding membership.

"Our challenges are threefold: member engagement; managing the negative and positive impact from growth; and giving members the chance to form effective relationships within the BID.

"We're becoming less operational, stakeholder-driven and more strategic, member-driven," says Janine. "We're geared up to leverage from our scale with the key stakeholders, in an attempt to influence local and central government decisions and priorities. In particular, across issues which impact on business efficiency and the cost of business".

Advocacy – pushing the commercial/light industrial district's case on regulatory, infrastructure and funding issues – is, like every BID programme manager, a critical part of Janine's job.



The [Northern Corridor Improvement Project](#) will create an uninterrupted motorway-to-motorway connection along the Western Ring Route – the Hobsonville, Northwestern and Southwestern Motorways (SHs18, 16 and 20) - between Albany and Manukau to the south, upgrading the Upper Harbour Highway to a motorway, and extending the Northern Busway from Constellation to the Albany park-and-ride station.



