



Joanne Martin,
pictured, manages
 both the Torbay
 and Mairangi Bay
 BID programmes.

We caught up with
 Joanne recently.



Torbay – playing the long game

Torbay has recently refreshed its strategic plan, a three-year outlook highlighting several opportunities and acknowledging the impending retail threat posed by its recently urbanised northern neighbour, Long Bay.

With a block of shops and a New World supermarket set to open in mid-2019, Long Bay will create increased competition for Torbay in the upper east coast bays.

Joanne Martin, who took over the role of Torbay’s town centre co-ordinator a year ago, is not taking the threat lying down, initiating several popular events including arts and craft markets and the *Through Our Eyes* photography competition.

“We have been working steadily to make Torbay a vibrant centre, so we will be in a good position to compete with Long Bay’s new state-of-the-art stores.

“To ensure we retain our share of the market we have more initiatives in the pipeline,” she said.



In her first year, Joanne also restructured the [Torbay website](#) and created a [Torbay Facebook page](#).

The **Buy Local** campaign, held in July (2018), proved a great success with everyone who spent over \$20 at a Torbay shop going into the draw to win one of two \$1000 “pressie cards”.

“We are looking forward to another busy year (2018-19) and hope to introduce a new phone App for our village users,” wrote Joanne in her Co-ordinator Report (July 2017 – June 2018) which she presented at Torbay’s recent AGM.

Chairman Tony Carter acknowledged Long Bay’s looming threat and associated infrastructural inconvenience in his own annual report.

“Long Bay shops are under construction now and the first (stores) will be due to open in mid-2019 with a strong focus on dining and a New World supermarket.

“Glenvar Ridge Rd construction is well underway and is on track to open either late this year (2018) or early 2019. I believe it will have an immediate impact reducing traffic volumes through Torbay,” wrote Tony, who acknowledged Joanne for *“bringing fresh appealing ideas and technology into our association and Carole McMinn for her continued support to Joanne and her work as editor (of Torbay’s community magazine) and treasurer”*.

Carole, Torbay’s previous long-time town centre co-ordinator, remains a vital part of the business association with her valuable experience and the much-needed financial contribution of her popular and profitable publication.

In a clever move, Torbay has, in the past year, expanded circulation of its magazine, delivering copies into Long Bay.

STOP PRESS

Both Torbay and Mairangi Bay BIDs now both have a phone App.

- **Joanne Martin acknowledged the continued support of the Hibiscus and Bays Local Board, particular Chair Julia Parfitt and the board’s appointed BID representatives - Chris Bettany (Torbay) and David Cooper (Mairangi Bay).**

