



We interviewed Josephine Bartley in January 2018, before the council by-election.

The [Maungakiekie-Tāmaki Local Board](#) covers the south-eastern part of the isthmus, including One Tree Hill, Onehunga, Oranga, Penrose, Mt Wellington, Panmure and Glen Innes.

It is home to three business improvement districts and generates GDP second only to the CBD.



Committed, strategic champions

Maungakiekie-Tāmaki Local Board’s former Chair **Josephine Bartley**, *pictured above*, believes that whoever is appointed to represent their local board on a business association board should be strategic in focus, committed to the role and a vocal champion of the BID’s interests.

Before winning the recent by-election to become an Auckland Councillor, Josephine represented her local board in its dealings with the Glen Innes Business Association since 2011. She also liaised with the area’s two other ‘BIDs’ – Panmure and Onehunga – during previous council terms.

“The role played by the local board reps is critical to maintaining strong connections with our business communities and identifying where, when and how we can collaborate,” she says.

“While it’s important to maintain a strategic perspective, the point of contact needs to be accessible, pragmatic and committed.”

She credits the BID programme with advancing the area’s economic development and says the local board backs its BIDs’ ambitions.

In its recently published [Maungakiekie-Tāmaki Local Board Plan 2017](#), “a thriving economy” is among the key objectives. With GDP second only to Auckland’s CBD, the industrial power house already packs a heavy punch.

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.

Ko Maungakiekie-Tāmaki te tino wāhi nei

Maungakiekie-Tāmaki is the place to be

“We will support our business community, encourage investment and promote our area as an excellent place to do business,” the plan says.

“We will do this by leveraging development opportunities and large infrastructure projects to transform our town centres, which are essential to a thriving local economy.

“We want our town centres and business areas to be well served by ultra-fast broadband and other infrastructure.”

Josephine told us in January that building relationships with the business community was a local board priority.

“We want to better understand its concerns and interests, so we can work together as effectively as possible to build on our economic strengths and create conditions that attract investment and produce more jobs,” she said.



“The local board has an important role to play in building networks with other organisations across our community, and beyond, to benefit our business community and help them achieve their outcomes. We will plan better and ensure that we have identified all the levers we can influence.”

Working closely with council-controlled organisations Auckland Transport on AMETI and Panuku on transformation projects throughout Tāmaki is an ongoing commitment.

“The Glen Innes town centre is overdue for an upgrade,” says Josephine, “but it’s important to keep its flavour intact.”



Tāmaki

Josephine Bartley has been close to the work of the Tamaki Regeneration Company ([TRC](#)).

A partnership between central and local government and the development community, Tāmaki is the greatest urban transformation project in New Zealand.

