



BID Update newsletter

For local boards and business associations operating Business Improvement District (BID) programmes in Auckland's town centres and commercial precincts.

Working together with



In this issue, we ask consumer spending experts Marketview what's giving BIDs a competitive advantage.

We encourage you to attend our 18 June BID networking session when we have council specialists lined up to talk about governance integrity and climate action.

We also look forward to presentations by council-controlled organisations in coming months, and let you know some of what they're doing in town centres around the city.

We introduce some new BID managers and profile one of the most experienced, New Lynn's Tracy Mulholland.

Don't forget that you can visit <https://bid.aucklandcouncil.govt.nz/news> and scroll down to **BID Update** newsletters to read previous editions.

Key Links

June 2018

[Auckland Council](#)

[Auckland Economic Quarterly \(May\)](#)

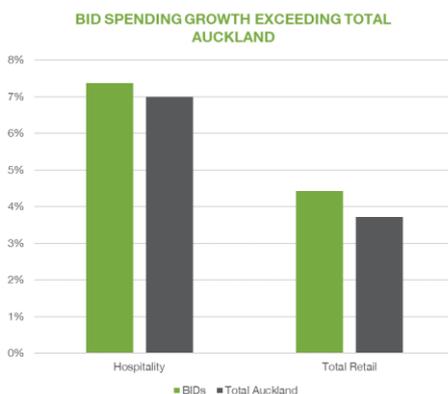
[BID news](#)

[BID policy](#)

[Useful documents](#)

[Email the BID team](#)

BIDs outperform non-BID areas: Marketview



While retailers in the greater Auckland area have had a relatively slow start to the year, those within Auckland's business improvement districts look to have started 2018 with a bang.

Marketview – which specialises in the analysis of consumer spending around New Zealand – has found that BID programmes seem to be benefitting the areas in which they operate, and the retailers within them.

We speak with Marketview's **Michael Stechman** who says hospitality's the key to retail growth.

[READ MORE](#)

Integrity in focus



Maureen Glassey has delivered workshops for local boards focused on managing conflicts of interest.

This month's BID networking meeting covers Governance & Ethics and will feature council's senior investigator **Maureen Glassey**, *pictured*.

Maureen will present on the purpose and importance of having a board charter with clear conflicts of interest provisions and ethical guidelines.

We will also outline a governance support package that will be available to all business associations operating a BID programme.

- See our [2018 calendar](#) – we've listened to your BID survey feedback, selecting subjects and speakers to suit.

Climate change: how you can help



New Lynn, 2017

Auckland's town centres and commercial precincts are already feeling the impacts of climate change, with the rise in sea level and increased storm events causing business disruption in our city.

John Mauro (Chief Sustainability Officer) and **Alexandra Clement-Jones** (Sustainability and Resilience Advisor) will also present on June 18th, providing an overview of the impacts of climate change and what this means for Auckland.

Come along to find out how you can contribute to the city's climate planning.

[READ MORE](#)

Three BID managers enter a room & . . .



From top: **Megan, Gary & Chris.**

Three BID programme managers presented at last month's networking meeting on the theme 'Getting your voice heard'.

Megan Darrow (Eilerslie Village) shared her experience of working with the Ōrākei local board.

Chris Sutton (Panmure Town Centre) provided insights into her multi-lingual approach to engaging with migrant business owners.

Gary Holmes (various) called on his experiences as both a local board member and BID manager to reinforce the importance of maintaining strong working relationships between BIDs and boards.

Coming up this year

Working together with



See [Auckland Transport](#)

As requested in last November's BID survey, we're inviting council teams and council-controlled organisations (CCOs) to present at networking meetings.

First up, we've asked Auckland Transport to come along to a future meeting to talk transport. We'll let you know who, when and what s/he will present in the next month or so.

Meanwhile check out AT's list of [projects by area](#) and [sign up to receive project updates](#).

For news and events, [click here](#).

Local economic development in action



aucklandnz.com/about-ateed

The six-monthly local board reports summarising ATEED's local economic growth activity indicate a high degree of engagement by boards with an interest in tourism and economic development.

Highlights include support for the Manurewa town centre (*pictured, left*) revitalisation project, further development of the Hunua cycle trail and business support workshops.

ATEED is also working with Waiheke Local Board to dovetail the Auckland Destination Strategy into its plan for sustainable tourism, and with Waitākere Ranges Local Board on the impact of kauri dieback disease on the area's tourism and film industries.

Growing prosperity for Aucklanders



Issues raised in ATEED's Prosperity Index are important to local boards and commercial precincts alike.

While Auckland has benefited from economic growth, these benefits are not being shared equally across the region. There is a need to focus on areas of lower prosperity, notably in southern and western Auckland.

The **Auckland Prosperity Index** enables us to better understand the challenges by looking at the different factors which impact on prosperity and what may be causing these factors by examining data at a local board level across the region.

[READ MORE](#)

View from the Chair

Peter Lamberton, Business North Harbour



**Business
North
Harbour**

Peter Lamberton

[Business North Harbour](#) streamlined its governance structure at its last AGM, reducing the number of board members from 13 to nine, and retaining just one of its four sub-committees.

Peter Lamberton, *pictured*, was elected to chair the business association board last October, just one year after joining the BID's governing body.

Peter says the board structure changed in several ways, enhancing cohesion and developing greater skill-sets for board members.

[READ MORE](#)

Welcome Heather and Jane



A warm welcome to two new members of the BID family, **Heather MacAulay** and **Jane Newbury**.

Heather is taking on her new role at St Heliers Village, becoming a permanent replacement for long-serving town centre manager Wendy Caspersonn.

Howick Village's new Town Centre Manager, Jane also began work recently.

- We hope to catch up with Heather and Jane in future issues.

New Lynn – open for business



New Lynn town centre manager, **Tracy Mulholland**, *pictured*, has vast experience and several perspectives on the BID programme.

Tracy also chairs the Whau Local Board which covers not only New Lynn, but fellow BIDs, Rosebank, Avondale and Blockhouse Bay.

In addition, she has worked in various economic development roles for ATEED and former local authorities, Waitākere and Manukau. As Manukau's Town Centre Co-ordinator, Tracy helped establish several southern BIDs during the mid-2000s.

[READ MORE](#)



Panuku – shaping places to love



Moving ahead



A new look for Old Papatoetoe

Our urban regeneration agency, Panuku Development Auckland, is moving forward in shaping places for Aucklanders to love.

Town centres feature prominently in the CCO's transformative projects throughout the city while business associations are key stakeholders in Panuku's [working with others](#) engagement approach.

Panuku's Rod Marler and Connie Clarkson spoke at the recent LED masterclass.

See [Panuku](#)

Green light for Panmure



Panmure Town Centre

We recently gave the green light to a plan to revitalise Panmure. It will improve transport connections to and from the town centre, reinvigorate the main street and reconnect the community with its surrounding natural features.

Panuku will lead the refresh of Panmure town centre in partnership with the business association, Maungakiekie-Tāmaki Local Board, Auckland Council and mana whenua.

[READ MORE | https://www.panuku.co.nz/panmure](https://www.panuku.co.nz/panmure)

Henderson Town Centre



Source: **TŌ TĀTOU TĀMAKI MAKĀURAU**
OURAUCKLAND

Not yet a BID, Henderson is identified as one of 10 metropolitan centres in our Auckland Plan.

We're working with Panuku, Auckland Transport (AT) and Henderson-Massey Local Board on initiatives in the Henderson area to make it more accessible and a better place for everyone to live, work and play.

The plan is to unlock every option for people to travel around the area and promote the best projects to serve local business.

[READ MORE | https://www.panuku.co.nz/henderson](https://www.panuku.co.nz/henderson)

Social media insights: Orewa Beach



In this, the sixth of our series, we share social media experiences and insights from our BID programme managers.

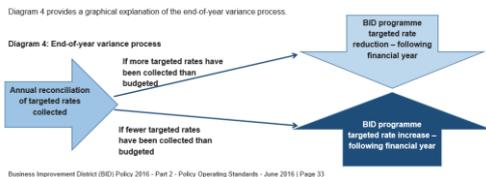
We speak with Hellen Wilkins from Destination Orewa Beach whom we interviewed last March (2017) about her BID's growing investment in online digital marketing.

Hellen hosted a popular *Social Media for Business* workshop for BID affiliates in late May to share insights, including the Do's and Don'ts of Facebook.

[READ MORE](#)

EOY washup: let your auditors know

BID Policy (Part 2, Operating Standards) section 5.3, pages 32-34.



For more information about the end-of-year variance process, visit our [BID website](#).

With AGM season coming up for business associations, we will be in touch with you soon with a summary of the BID grant payment information for 2017/2018 to help your end of financial year washup.

This will formally advise BIDs of the actual amount of target rate funding paid to your business association during FY17-18, with any surplus or deficit identified.

Please don't forget to pass on our letter to your auditors who will be looking for this BID grant summary to complete your EOY financial reports.

BIDS IN BRIEF



Brent Catchpole & Tracy Shackleton

- BID guru Larry Houstoun passes on... [more](#)
- **Papakura Fest, left, celebrates diversity.** . . . [more](#)
- Las Vegas ponders the BID route. . . [more](#)
- Business matters for Basingstoke BID. . . [more](#)
- Union Square's a sustainable BID. . . [more](#)

Send us your stories, photos and feedback!

This e-newsletter was sent from Auckland Council's BID Programme Team, Governance Division, Level 25, 135 Albert St, Auckland. If you no longer wish to receive this email, please contact us at bids@aucklandcouncil.govt.nz