



[Central Park Henderson Business Association](#) (CPHBA) established its BID programme last year (2020) with Chairman, **Kelvin Armstrong**, *pictured*, one of the more passionate local business leaders championing the project.

A proud Westie with strong business and community connections to the area, Kelvin is no newcomer to business improvement district governance. He served on the BID-operating Rosebank Business Association's board for five years.

We asked Kelvin how he grew into the governance role.



Growing into the governance role

Opening his automotive mechanical workshop, Kelvin Armstrong Auto Repairs (KAAR), on Rosebank Road in 1994, then answering demand across the Whau in 2011, Kelvin opened his second KAAR workshop in Waipareira Ave. Quickly afterwards, he established a Mitsubishi parts and service shop nearby in Te Pai Place, Henderson.

Kelvin is frank in his self-assessment of his early days in governance.

"I have served on the board of Auto Super Shoppes at its inception, and an executive member with the Rosebank Business Association board (RBA) for five years, where I was probably considered compliant and with no real guidance to the role, I was basically an observer," Kelvin reveals.

"I learnt more on what I would do, and how one might learn to improve on performance.

"The RBA (Rosebank BID) had played an important part in my own personal and business growth."

In 2010, the association supported KAAR's nomination to the Westpac Waitakere Business Excellence Award for 'Best Small Business' which it went on to win.

"That was the nudge I needed to develop," says Kelvin.

"Preparing for the award helped me learn about best-practice processes, but primarily it was about confidence - the confidence that came from the recognition of how my business rated when compared to others."



Member since 2010



Kelvin became a foundation member of the renewed Central Park Henderson Business Association in 2016.



At the same time, following a tap on the shoulder, Kelvin stepped into a role on the new CPBA board. With the merging of the two local associations, Central Park & Henderson to form CPHBA, Kelvin was eventually elected to the chair's role.

He says the business association is fortunate to have the experience of treasurer Tim Livingstone MNZM on the board as a mentor for governance, compliance and advocacy matters.



"Tim (pictured, left) has served as chair or executive on a variety of boards within the sectors of business, professional practice and community.

"In my role as Chair, I am focussed on effective governance," he says.

Kelvin points to achievements such as ensuring there is diversity within the board.

"This includes business sector representation, gender and ethnicity. Members bring multiple perspectives to the table."

The establishment of the BID programme in 2020 is the crowning achievement.



"I am mindful that we are accountable to our members, and as a board, who are in business alongside our members on a daily basis, we are committed to perform with professionalism, integrity and transparency and to be acknowledged so doing.



"As you may know in our wonderful west, folk are not shy in coming forward with their thoughts - this we respect and appreciate.

"It's a trust-based thing here, so it's easy to knock on doors to gauge members' opinions," says Kelvin.

For any further info see link - [Message from the Chairman](#)



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