



Read the presentation [here](#).

## Local board's liaison key to BID's success

**One of the most important contributors to the success of any BID programme is the role played by the local board member appointed to liaise with the BID-operating business association.**

The recent [BIDs & Boards](#) workshop attracted many local board members keen to learn more about what's expected of them while performing this key function.

One of their own – Rodney Local Board Deputy Chair – shared the benefit of his experience as his local board's representative on the North West Country business association. An advocate of its establishment in 2014, Phelan has been the BID rep ever since.

Our BID Policy's Principles underline the importance of local boards.

- Local boards have allocated decision-making responsibilities relating to BID programmes.
- Local boards have the primary relationship with business associations operating BID programmes.
- Local boards and business associations have a vested interest in placemaking and often share common goals.
- A governance-to-governance (board-to-board) relationship between the local board and business association board is strongly encouraged. There needs to be equal effort from both parties to make this relationship work.
- Local boards are accountable to their constituents that the BID programme targeted rate money has been spent as intended i.e. as set out in the business association's strategic and business plans.

### **Mahi tahi ki nga Poāri a Rohe - Working Together With Local Boards**



**The local board representative appointed to liaise with a business association operating a BID programme ensures there is a direct link between Auckland Council and the operation of the BID programme.**

The 2016 policy goes further in setting out what's expected of the local board representative on the business association's board (executive committee).

*"The business association may invite the appointed local board member onto its board and decide whether they have voting rights or not.*

*"Only the appointed local board member has the responsibility to participate in the association board governance and the business of the BID programme."*

Suggested local board representative roles include providing updates to the business association on Auckland Council activities, plans and projects.

In addition, the BID rep should communicate to other local board members and the economic development/business portfolio holders (where relevant) on activities undertaken by the business association operating the BID programme.



***"BID programmes provide a mechanism to enable local boards to engage with the business sector in local town centres and business areas in a co-ordinated way."***

**The Operating Standards provide greater detail on the scope of the role.**

*"While local boards have been allocated decision-making responsibilities regarding BID programmes in their area, the priority should be to focus on creating a collaborative and positive relationship between a local board and a business association operating a BID programme.*

*"The local board representative to a business association operating a BID programme ensures there is a direct link between Auckland Council and the operation of the BID programme.*

*"Local boards are encouraged to work directly with business associations in selection of the local board committee representatives.*

*"This member is not there to deal with, or answer, every question relating to Auckland Council services i.e. is not the go-to person for maintenance/street cleaning etc."*

## **READ PROFILES ON LOCAL BOARD REPRESENTATIVES**

[Lisa Whyte](#)

[Danielle Grant](#)

[Phelan Pirrie](#)

[Lee Corrick](#)

[Brent Catchpole](#)

[Julia Parfitt](#)

[Pippa Coom](#)

[Ros Rundle](#)

