



The [Howick Local Board](#) area includes Pakuranga, Howick, Botany, Flat Bush and East Tāmaki and is in the Howick Ward. With a population of 130,000, Howick is the fifth largest urban area in New Zealand.

It's home to two business improvement districts:



Mike Turinsky



Greater East Tamaki Business Association Inc.

Global perspective on LED

Mike Turinsky, *pictured*, brings an international business background to the local economic development world of BIDs.

Born in the USA, the economics / management / marketing graduate and first-term politician says he is growing into his local board role and still learning about business improvement districts.

The affable Alaskan represents the Howick Local Board in its relationship with the Greater East Tāmaki Business Association (GETBA).

"I have come to appreciate the strong advocacy role played by GETBA, representing the many and varied businesses within the commercial precinct.

"The professional development opportunities which this BID provides to local business owners are great," Mike said.



GETBA General Manager **Jane Tongatule**, *pictured*, described Mike Turinsky as an enthusiastic and effective conduit between Howick Local Board and the BID.



The Highbrook Business Park is located within East Tāmaki.

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.

WHAT'S ON

GETBA helps to make East Tamaki a great place to do business



Mike, who moved to New Zealand 14 years ago, worked in human resources, finance and management in the United States.

The father-of-two currently runs the not-for-profit organization [Young Life New Zealand](#).

“Our trust is committed to seeing young people in our community reach their full potential,” says Mike who has been CEO since 2004.



“GETBA does a great job by supporting skills development through improving workforce literacy, promoting the interests of young people and building management capability.” [READ MORE](#)

Local civic leaders have long proclaimed the south-eastern Howick ward as ‘the fifth largest urban area in New Zealand’ with a growing population and pressing needs.

East Tāmaki is Auckland’s largest industrial precinct, with 2000 businesses employing 30,000 people. Its growth rate outstrips the regional average, making it a significant economic player.

Mike Turinsky says GETBA is both a champion of, and catalyst for, local economic development.

“Working with Auckland Council, including our council-controlled organizations (CCOs), the BID continues to advocate for infrastructure and a well-managed approach to growth.

“Our Howick Local Board supports the BID’s key goal of sustaining East Tāmaki as a great place to do business.

“Our [Local Board Plan \(2017\)](#) sets out our vision for a prosperous local economy that contributes to making Auckland a world class city.

“In its forthright and perceptive submission to our draft plan, GETBA identified what was needed for its precinct to prosper.

“In representing the most significant employment hub in the Howick Local Board area, GETBA sees the importance of a skilled workforce and supports the local board’s intention to work with key stakeholders to facilitate opportunities for training and skills development matched to employer needs.”

“The BID gets to the nub of the matter when it supports the local board’s collaborative, partnering approach to growing the local economy and boosting employment opportunities,” Mike Turinsky said.