



Stepping into management

Phelan Pirrie, *pictured*, was appointed North West Country's BID programme manager in July this year, marking the latest in a series of different roles and relationships with the seven-township, four-year-old business improvement district.

Spanning 40kms, the expansive BID includes the townships of Kumeu, Huapai, Helensville, Waimauku, Parakai, Kaukapakapa and Riverhead.

We interviewed Phelan back in May 2017 to get his insights as the Rodney Local Board's representative on the NWC governing body, a role he has passed to the previous alternate, Cameron Brewer.

Phelan had earlier been one of the key champions of the BID's establishment, significantly contributing to the successful 2014 ballot.

Since taking over the management reins, the marketer from Muriwai has worked with the NWC committee to review the BID's strategic plan. In line with best practice, the review included an online membership survey designed to garner feedback on the BID's issues and opportunities.

"We're proposing to spend this year focusing on supporting businesses through a range of initiatives, advocacy and promotional programmes," Phelan wrote in a recent e-newsletter to members.

"We will continue with the visitor promotional work we have been doing however the committee feels more work could be done on improving the support for all sectors of our business community."



Phelan, back row, attended the 2018 North West Country Business Awards.

FLASHBACK – May 2017



Empowering the business community

Rodney Local Board Deputy Chair Phelan Pirrie, pictured, represents his colleagues on the North West Country 2014 Business Association committee.

The marketer from Muriwai brings a sharp business focus and previous BID governance experience to the role.

Phelan says the business improvement district – known as North West Country – has achieved a lot since it was established in 2014.

"At just \$100,000 a year, it's not one of the larger BIDs in terms of targeted rate income. To be used, it has leveraged additional resources," he says.

"As a BID over three years old, the BID is still trying to find its own voice and really good things are being done from the challenges it's faced along the way."

"With the BID came the brand and a united voice for the businesses across the six townships."

How local boards spend BID
The local board's expenses cover a range of activities including the promotion and expansion of local BID. Many boards are also engaged in the activities to support the BID's governing body to deliver the targeted rate for BID. In the area of local economic development, many local boards are engaged in regular contact with the BID to keep their local economic development activities aligned. The board has appointed a local board representative to the regional committee of each BID and has also been named as a contact of information board from one BID.

[Read the article](#)

THINGS TO DO

- Creative Country
- Adventure Country
- Artisan Country
- Wine Country
- Coastal Country
- Heritage Country
- Business Country
- North West Country

Phelan said, “while our vision and objectives remain unchanged we would like to focus our attention on the following:

- “Develop a business excellence programme for members with relevant training opportunities, mentoring and support to help grow their businesses and encourage them towards participating in our annual business awards.
- “Help our members understand their market better through customer data collection using the NWC app, service feedback, social media behaviour, market view reports and other market data collection.
- “Develop a regular networking programme for businesses across the district to help North West Country engage with its members and for them to share ideas and issues with each other and the association.
- “Create value for members to build both general and associate membership.
- “Engage with organisations, agencies and council to advocate on behalf of the business community.”



PICTURED TOP: Waimauku Village.

ABOVE: Helensville.



Phelan has also been busy preparing for North West Country's AGM, to be held at Parakai's **Te Whare Oranga o Kaipara**, pictured, on October 11th.



FOOTNOTE:

Interestingly, the north-west region provides many locations for the Prime/Vibe television crime series, *Brokenwood*, including the former post office in Helensville where the fictional police station is based.