



## Henderson on ‘Hendo’ and shared prosperity

In this, the latest in our series of interviews with Local Board Members, we speak with Henderson-Massey Local Board Chair Shane Henderson, a panellist at ATEED’s March local economic development ‘masterclass’.

The two-day event attracted an engaged audience of politicians, town centre managers and others with a shared interest in Auckland’s future prosperity.

Shane took the opportunity to listen to keynote presentations by Neil McInroy ([local wealth building and inclusivity](#)) and Ingrid Burkett ([why addressing disadvantage is an economic development agenda](#)) before sharing his own aspirations.

“It was a valuable and thought-provoking forum,” Shane says.

“Neil’s strategies were a wonder - community wealth building is a whole new way of thinking that we should adopt.

“The key for me was that we are quick to count economic cost benefits, but not so quick on social costs and benefits. This is how we should be analysing our decisions, and re-assessing what is a good life in this city.



Neil McInroy



Ingrid Burkett

“The masterclass was an important event for the future of Auckland, and should be repeated again and again,” said the qualified lawyer and first-term politician who represents a part of town identified as less prosperous in ATEED’s new [Auckland Prosperity Index](#).

“It’s true that West Auckland has not received the benefits from the city’s economic growth,” Shane says. “Inequality has widened since 2008, and local government must focus on growth in the suburban areas of Auckland to bridge the gap. The ‘super city’ just doesn’t work if areas of the city get left behind like this.

“Henderson-Massey’s median income is \$10,000 behind the Auckland average, and large numbers of residents are travelling out of the West for work. We need jobs in our town centres to keep them here.

“This is going to mean shifting our focus, to a more decentralised model of Auckland, with housing, employment and rapid transit linked together in west and south Auckland, and the resourcing for growth to succeed. The future will be a wonderful place for the West when we give it more focus across this city,” he said.

**Economic development is a theme central to the ambitious Henderson-Massey Local Board Plan 2017, the foreword for which was penned by Shane Henderson.**

“We will work with local business to promote growth across the west, and fill our empty shops with high-value businesses that provide jobs for our community

The local board acknowledges the work done by council-controlled organisations in partnership with business associations.

“We must thank Panuku Development Auckland for the amazing work it has done in Henderson. We’ve had a productive partnership for many years that is starting to deliver. We promote the large stuff, but also, it’s small actions that make a big difference.

“We have embarked on such actions as funding the Kakano Youth Arts Project to paint murals all over our centre. We will be spending a large amount of our budget on walking, cycling and park upgrades in Henderson, and all of this will help local business.

“A walk down our main streets in 2018 compared to 2013 would show that we are already making a huge difference. Shop vacancy is lower than ever, almost eliminated. Panuku and a passionate business association have provided the answers, and long may our successes continue.”



**As one of the metropolitan centres singled out in the Auckland Plan, Henderson is clearly identified as key to Auckland’s future.**

“Henderson is a golden opportunity for this city,” Mr Henderson said.

“We are a proud community, the historic heart of the West. Henderson also has much of the public facilities it needs to be the next hot place in this city. We have a pool, a beautiful large park, train and bus services, tertiary learning, and an employment area that has tons of potential.

“We must improve our urban streetscape, and allow business to grow and thrive.

“We must also attract resident customers to make the town more prosperous and vibrant, and this is why we have always been promoting residential intensified housing in the area.”



**Te Atatu Peninsula operates the only BID programme within the Henderson-Massey Local Board area.**

“The BID programme is important for Auckland, and is successful both here and in many cities across the western world. Te Atatu is the only BID in our local board area, and is a great model for other town centres here to emulate.

“I enjoy a great relationship with the town centre manager (Robynne Pringle), and it’s been instrumental in pushing for changes in the streetscape. It gives business owners a lobbying arm, a strong voice, and is important in professional development as well.”



The Henderson-Lincoln-Central Park BID proposal failed at its first attempt in 2017.

While the experience taught the local board several lessons, it has not put it off from backing a second attempt when the time’s right.

**“We are absolutely committed to another BID vote,” Shane Henderson said.**

“We learnt that communication really is the key, businesses need to know the value of a BID before they would consider voting for it and it needs to be sold to them on the strength of how it will improve their area and their bottom line. A strong plan for success is needed in that campaign.

“Despite the loss, the result was extremely close and that is very encouraging.

**“Business in Henderson and Central Park since then have gone from strength to strength.**

“The business association is stronger than ever, and I am in regular contact with them, working together to improve this beautiful area. The leadership is fantastic.

“We are saying to this group that when they are ready, and with any resources we have within a tight budget, let’s get it done.”