



## Terence takes up the reins

The transition from Terry to Terence in Takapuna has been a smooth affair with the former, Terry Holt, handing over to new Takapuna Beach Business Association Chief Executive, Terence Harpur, *pictured*.

Like Terry before him, Terence had been a member of the TBBA board before his executive appointment and shares a collaborative, 'can do' approach to getting results. [READ 'I LOVE TAKAPUNA'](#).

"My vision for Takapuna is to achieve recognition as Auckland's premier metropolitan centre," says Terence, who brings to his latest role extensive business development and management experience in both the business and event space. His recent career with the council-controlled organisation, Regional Facilities Auckland, included award-winning venue management at Takapuna's once-ailing Bruce Mason Centre.

Through strategic planning, advocacy, events, marketing and collaboration with key stakeholders, including Auckland Council and its CCOs, he seeks to improve the economic lot of local businesses and attract further investment to the area.

"Takapuna needs to continue to grow and we support the work of Panuku and Auckland Transport in helping us achieve the economic gains that come from population growth. We're also keen to work with them in communicating that change to our members, particularly during the upcoming Hurstmere Road upgrade where the inevitable disruption will affect retailers and shoppers alike," he says.

"We also appreciate the support of our Devonport-Takapuna Local Board, as well as our ward councillors, in a range of initiatives from funding our Marketview reports to advocating for our interests around the council (governing body) table."



Collaboration has been a strength of the North Shore 'BIDs', including regular reporting to the local board they share, working with local service providers and pooling resources on marketing initiatives.

"The Shore Coastal Tourism programme has been around for a few years and we're looking to step that up with our *Explore the Shore* campaign," says Terence, who points to Takapuna's unique blend of city and beach that makes the Takapuna experience so special to locals, business owners and visitors.

Terry Holt (2015-17) and Peter White (2008-15) are hard acts to follow, with both former chief executives advancing TBBA's BID programme to the current high level of performance, reported to members at the (2016-17) AGM in September.

Terence joins the TBBA at an exciting time when it is well positioned to maximise many key development opportunities.

"I look forward to transitioning Takapuna through its next phase of development and cementing its position as Auckland's premier destination to dine, work, shop and play as well as presenting a highly viable commercial proposition to investors and business owners.

"The time has come to really unlock and share the Shore's greatest secret – Takapuna!" says the passionate Shoresider.

