



BIDs, the building bricks of LED

Tracy Mulholland, *pictured*, is somewhat of a BID expert, with vast experience and several perspectives on the programme.

As [New Lynn Business Association's](#) contracted manager, Tracy runs the nine-year-old BID programme. She also chairs the Whau Local Board which covers not only New Lynn, but fellow BIDs, Rosebank, Avondale and Blockhouse Bay.

“One of the areas of work I’m supportive of is the integration of BIDs and community groups. I’m keen to bring them together and enable people to shop, live and play locally,” Tracy says.

She has previously worked in economic development roles for ATEED and former local authorities, Waitākere and Manukau. In Waitākere, Tracy worked on the significant Transit Oriented Development project, of which the NLBA was a key stakeholder.



The New Lynn Business Association area has a world class transit centre; 1000+ car parks; 200+ retail services outlets; 40+ restaurants, cafés and bars; fast-food, bakeries and takeaway outlets; supermarkets and convenience stores; legal, accounting, taxation and insurance services; pharmacy, medical, dental, optical, health and therapy services; automotive repair workshops; education and training facilities; hair and beauty salons; community services groups; real estate agents and much, much more.

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As Manukau's Town Centre Co-ordinator, Tracy helped establish and work alongside the implementation of southern BIDs. Mahunga Drive (now South Harbour), Old Papatoetoe/Hunters Corner, Māngere Bridge and Māngere East were all established during this time. In addition, Tracy worked with the business community to begin the process of establishing BIDs in Māngere Town Centre and Dawson Road Ōtāra (since dis-established).

Tracy says an important aspect of being an elected member is to declare any conflict of interest.

"My role as a Chair means declaring my role with the NLBA and ensuring that I don't vote on management aspects related to this particular BID. This is a normal and appropriate process," she says.

"What is important is that in all of the work that board members do, they are clear and transparent."



New Lynn places great emphasis on its communication to members to encourage participation and engagement.

The business association's executive committee decided to survey members earlier this year about their views on the promotions, communications and role of the executive.

"The responses we received were very positive, however, as with any area of work, there is room for improvement," says Chair Warren Piper.

"Almost everyone (95%) had heard of (the NLBA) and given the many business staff and management ownership changes, this is encouraging.

"When asked if they knew what we did (objectives), 88% of members answered in great detail and in line with what we set out to achieve.

"Because the remaining twelve per cent were either unsure or didn't know, we know we have some work to do. As a result, we've decided to produce a flyer and distribute this to existing and which is aimed at new business people."

When members were questioned about their knowledge and activity of the NLBA, events rated highest, featuring festive and food themes, while awareness of the CCTV system rated lower.

"Our research sought to measure the effectiveness of current communications and identify areas for improvement. The approach was to ensure transparency and provide us with information we can use to engage better with members," Warren says.

While readership of, and satisfaction with, New Lynn's regular newsletter rated highly, the executive committee is planning further improvements and additional communications.

Nearly half (46%) of members said they attend networking events and, among the suggestions for improvement, some respondents welcomed the addition of more guest speakers including local business people.

Boosting the night-time economy

New Lynn Food Fiesta, a six-week mid-year promotion, helps to promote the town centre's night-time economy.

Tracy says this year's event will be marketed as a "Grab a bargain" and open to all New Lynn BID members.

"This will, in the view of the executive and management team, be another great success," she confidently predicts.

"It always helps to think of ways to attract shoppers and to support our community."



With 23 participating restaurants, cafés, bars and food outlets offering special deals, last year's event was a success.

The [Whau Local Board Plan 2017](#) takes local economic development seriously.



Whakaotinga 5: Kia pakari
ōna pakihi ake, kia hora te
rahi o te mahi tōtika

**Outcome 5: Strong
local businesses and
more quality local jobs**

“
We will focus on developing
quality, well-designed and
vibrant town centres that
balance creativity with safety.”