



**Wendy Dunn, pictured,** has a 'been there, done that' BID CV that make her services keenly sought after by business associations across Auckland and beyond. She is currently providing parental leave cover for Kendyl Sullivan at Pukekohe until March 2019.

## Wise words from Wendy

Wendy, who managed Manurewa for three years has also worked at Blockhouse Bay and Howick, and consulted to other business associations around Auckland and Wellington.

"Each BID has its challenges, from resilience in businesses during hard times or social influences, right up to the complete complacency of its members," the straight talker told us.

*"Pukekohe is no different to any other BID, but also has additional significant up and coming challenges due to the large population growth (30,000+) expected to locate here over the next 10 years."*

Wendy said the 'city smart, country heart' business association needs to plan now and build both capacity and capability to meet the challenges that lie ahead.

"In the near future, the Pukekohe BID executive will need to formulate a plan to look into the next decade's predicted growth.

"Some of the planning will include the how's, where's, why's and wherefore's of coping with the growing membership, and ensuring that their diverse and increasing needs are being met.

"The business association will also need to be well prepared and resourced to effectively advocate for the organisation's members," she said.



Wendy temporarily leads a small team comprising one full-time promotions co-ordinator and part-time (25 hours) administration co-ordinator.

The tight-knit group has been busy with both business-as-usual activities and special projects while Kendyl (pictured) has been away raising her baby son, Brody.



"We are creating a new website," Wendy said.

"We have developed a subsidy programme supporting core business for our members including CCTV, marketing, business mentoring and health and safety. We are reinvigorating the Business after Five events around our subsidy programme which is showing great progress."



“Together, we’ve conducted a future-proof office upgrade, an annual business awards event, a voucher promotion book and a where-to-eat guide. We’re moving towards a multitude of end-of-year and Christmas promotions to ensure ‘Shop Local’ is at the forefront of our shoppers’ minds.

“We have also developed additional systems to keep in contact with members including Facebook group pages, a What’s App programme, and have refreshed the look and feel of our regular communications to members.



“In addition, we now produce a regular monthly special deals and email communication to our large public database - and all with two-and-a-half FTE’s,” Wendy said.

According to Wendy Dunn, the 6 key benefits of a BID programme are:

1. Advocacy for the members and managers, “there is power in collective representation”
2. Transparency of accounting and other processes
3. The ability to conduct events, promotions and activities for the direct benefit of its members and the community as a whole
4. To support local, productive economic development
5. Accountability to our member ratepayers for income and expenditure via AGM, measurable outcomes and KPI goal setting for business association activities
6. To allow BIDs to be independent and retain the local identity.



**Wendy remains a strong advocate for the annual hui attended by BID programme managers and their counterparts from around the North Island.**



*“I would absolutely recommend that managers go along. It is great to be able to phone a fellow manager to bounce an idea off. During the hui you learn new ways of looking at ideas and concepts that work, or just discussing opportunities from other districts that might be of additional benefit to your BID. In this environment, managers are non-competing and are happy to share ideas. It is also a time to connect with other managers to see how other districts work with local boards, council and other affiliated organisations. It’s well worth making the effort, no matter your experience level.”*