

# Business Improvement District programme

Hōtaka ā-Rohe Whakapiki Pakihi

Year in Review  
2017-18

## Auckland is the Business Improvement District (BID) capital of NZ.

Our BID programme provides the best opportunity to partner with business associations, to seize on the opportunities from Auckland's growth.

Auckland Council and our local boards have worked alongside 48 'BIDs' to help deliver local economic development in town centres & commercial precincts.

FY2017-18 was another busy year for the BIDs and our BID programme team.

## What BIDs do



## How Council helps

We collected \$17m in targeted rates on behalf of the BIDs, providing them with regular income to deliver their programmes.

Our BID-specific website, *see below*, provides resources, information, advice, news and helpful links.

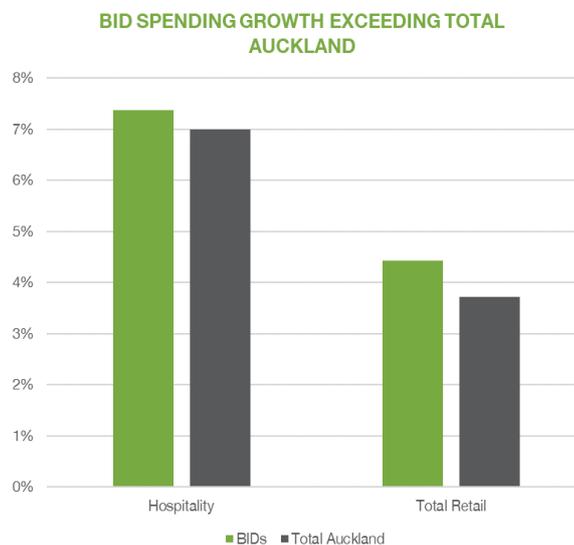


<https://bid.aucklandcouncil.govt.nz>

## Highlights

- ✓ The results are in: business improvement districts outperform non-BID areas (*see graph*). . . [MORE](#)
- ✓ All good: BID Policy compliance, targeted rates approved & grants paid.
- ✓ Specialist BID website launched, monthly newsletters promote news, views & achievements.
- ✓ BID annual survey highlights satisfaction with BID team and support.
- ✓ Monthly networking meetings reflect survey priorities.
- ✓ Collective voice: BIDs make joint submission to Auckland's 10-Year Budget.
- ✓ Local Board Plans 2017 highlight socio-economic importance of town centres, working with BIDs.

## BIDs outperform non-BID areas



Working together with



### Networking & professional development

We hold monthly meetings, inviting BID programme managers to network, share ideas & learn from a series of presenters from council & CCOs, guest speakers & each other.

### BID Programme Team



**From left:**

Governance Advisor Steve Branca  
Governance/Comms Paul Thompson  
Growth Specialist Claire Siddens  
Relationships Specialist Rose Cosgrove.  
*The team is led by Mgr CCO Governance & External Partnerships Alastair Cameron.*

### Aucklandhasaplan.nz

Auckland’s BID-operating business associations made a joint submission on our 10-year budget.



### Maureen Glassey (Council) Governance Integrity

Our Integrity Unit’s senior investigator presented a timely workshop focusing on conflicts of interest & other thorny governance & ethical issues.



ATEED launched its masterclass series

### Kate Cleaver (Heart of the City) Social Media

The marketing director of Auckland’s biggest BID generously shared HOTC’s social media journey in a popular session.



Panuku is transforming Auckland



### Professor Jonathan Elms Retail Trends/Massey Uni

The country’s leading retail studies academic shared his latest research in retail trends and issues.



Auckland Transport delivers at scale

### Michael Stechman Consumer spending

Marketview’s Michael Stechman presented on the latest range of consumer spending analytics available.



# Working with Local Boards

BID programmes enable local boards to engage with the business sector in a co-ordinated way. They encourage collaboration to achieve better local outcomes.

## In supporting BIDs, a local board

- approves the establishment and expansion of all BID programmes
- recommends striking the BID targeted rate in its area as part of the Annual Plan (budget)
- maintains regular contact with the business association operating the BID programme to keep their local economic development and other interests aligned
- may appoint a representative to the executive committee of each BID to maintain information exchange.

## CASE STUDY: Alignment, expansion



Identified as a future metropolitan centre in Auckland's Unitary Plan, Papakura is well placed to take advantage of the opportunities such growth offers.

The local board and BID-operating business association's economic aspirations align closely through their respective strategic documents, both of which were updated during FY17-18.

With financial support and encouragement from the local board and advice from the BID team's Claire Siddens, Papakura's Town Centre Manager Tracy Shackleton and colleague Vanessa Newman successfully expanded their BID programme by 44%.

## BIDs & Boards workshop

Local board members learned their role as BID reps.



## Local Board Insights

We interviewed several local board chairs and members to get their insights & experiences with the BID programme.

Time after time we found working examples of BIDs and (local) boards operating in tandem.

[READ MORE](#)

*"The local board representative on a business association board should be strategic in focus, committed to the role and a vocal champion of the BID's interests."* [more](#)

### JOSEPHINE BARTLEY

(former Chair, Maungakiekie-Tāmaki Local Board)



*"Business associations operating BID programmes are key stakeholders and I see the relationship as a true partnership."* [more](#)

### DANIELLE GRANT

(Co-Chair, Kaipātiki LB)



*"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."* [more](#)

### SHANE HENDERSON

(Chair, Henderson-Massey Local Board)



# For your information

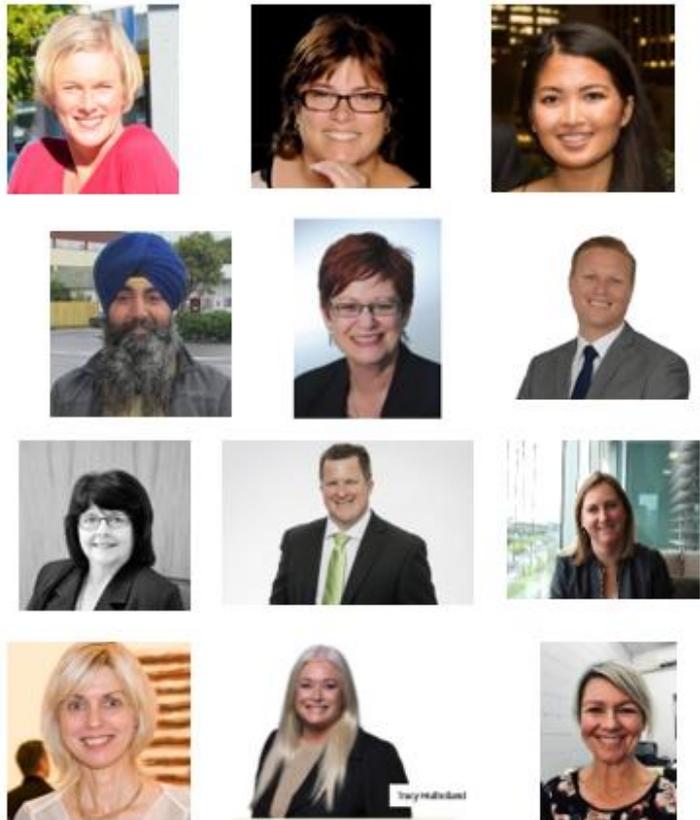
Every month we publish articles showcasing the challenges and achievements of BIDs from the north-west to the south-east.

[bid.aucklandcouncil.govt.nz/news](http://bid.aucklandcouncil.govt.nz/news)

Together, they serve as a record of BID programmes delivering local economic development in town centres and commercial precincts across Tāmaki Makaurau.

You can access the articles, plus presentation material and guest insights, using the search facility, by month or by topic:

- [BID presentations](#)
- [Governance advice](#)
- [Local board insights](#)
- [Social media insights](#)
- [Team members](#)
- [Views from the Chair](#) (business assns.)



This e-newsletter was sent from Auckland Council’s BID Programme Team, Governance Division, Level 25, 135 Albert St, Auckland.  
If you no longer wish to receive this email, please contact us at [bids@aucklandcouncil.govt.nz](mailto:bids@aucklandcouncil.govt.nz)

