12 February 2010

To the Auckland Governance Legislation Committee  
Committee Secretariat  
Auckland Governance Legislation  
Parliament Buildings  
Wellington

Submission on the  
Local Government (Auckland Law Reform) Bill

This submission is made by Gary Holmes, General Manager of the North Harbour Business Association. I can be contacted by mobile 0274 966 293 or email gm@nhba.org.nz

This submission is in addition to the submission from the North Shore combined town centres/ business associations, of which we are part (ref: PUCU3XX)

We wish to appear before the committee to speak to our submission.

Background

North Harbour is one of the fastest growing commercial areas in Auckland, New Zealand. The growth of the area over the last ten years has been significant and the area will continue to be an important employment hub for the foreseeable future.

The North Harbour Business Improvement District (BID) contains some 1300 businesses, employing more than 13,000 people, with the extended North Harbour business area of Apollo Drive and surrounding streets encompassing a further 600+ businesses.

In July 2008 the North Harbour Business Association became a Business Improvement District following the successful ballot of businesses in the area. All ratepayers in the area were polled and the polling process resulted in a strong vote to enter into the BID structure as a partner with the North Shore City Council.

The BID is managed by the executive of the North Harbour Business Association comprised of elected North Harbour business people ensuring North Harbour's BID programme operates efficiently and works towards meeting its objectives. The Association has over 1000 registered members.

Area of Submission

The North Harbour Business Association generally supports the intent of this bill to create one Auckland with strong regional governance, integrated decision making, greater community involvement and improved value for money.

Industrial area business improvements districts (‘BID’) are independent organisations, not-for-profit economic development organisations, based on a partnership between the Council, the business community and other stakeholders.

There are currently three main industrial area business improvements districts in the Auckland region: Rosebank Business Association, the Greater East Tamaki Business Association and North Harbour Business Association.
The basic objectives of a BID programme are: business creation and development; increased employment and local business investment; an enhanced physical environment and heritage conservation.

They are an important element in sustaining Auckland's economic growth. They build on the distinctive character of Auckland's commercial districts and business centres - as well as the energy and skills of the people who have businesses there.

BIDs are funded through a special targeted rate collected from local businesses (non-residential ratepayers) by the Council and passed back to a self-managed incorporated society formed by the businesses to manage the funds.

Currently BIDs are an important component of local business representation and economic development and must smoothly transition through to the new Auckland Council under each Council's existing policy.

The NHBA submits that:

- **The responsibility and oversight for industrial BID's such as North Harbour, Greater East Tamaki and Rosebank, be treated as a regional responsibility of the first tier of Auckland Council governance outside of Local Board jurisdiction.**

While most BID’s are small in size and have a predominantly retail focus, it is our belief that industrial/commercial BID’s are so important in an economic sense to the Auckland Region that they require a more strategic outlook that may not be possible at a local Board level and that they should therefore be overseen at a regional level.

- **The industrial areas such as North Harbour, Greater East Tamaki and Rosebank be part of the regional plan directly responsible to the Auckland Council with the Economic Development, Tourism and Events CCO confirmed as the agency with primary responsibility for these industrial areas.**

On behalf of the North Harbour Business Association, thank you for the opportunity to submit on this bill.

Yours faithfully,

**North Harbour Business Association**


Gary Holmes
General Manager