

## Attachment E: Article for Auckland Council's BID website



Pippa Coom  
Chair

The [Waitematā Local Board](#) includes the Auckland city centre and city fringe retail and commercial areas - including Newmarket and Karangahape Road - plus the inner city suburbs of Westmere, Grafton Grey Lynn, Ponsonby and Parnell.

It is home to six business improvement districts, *Heart of the City, Newmarket, K' Road, Ponsonby, Uptown and Parnell.*



HEART  
OF THE CITY  
AUCKLAND

NEWMARKET.



PONSONBY  
*Auckland's Hippest Strip*

## Innovative, productive, resilient

An innovative, productive and resilient local economy is a key goal of the Waitematā Local Board.

In its draft 2017 Local Board Plan, the business-friendly board wants to empower local businesses, social enterprises and start-ups to thrive and create town centres that attract sustainable businesses.

Chair **Pippa Coom**, *pictured*, says the local board will continue to support business associations to help drive local growth and innovation.

"We have appointed our seven board members to represent us on the executive committees of each business association in Waitematā, including the six BIDs and Grey Lynn," she says.

Pippa, a former corporate lawyer turned sustainability and community champion, is the local board's appointee to Ponsonby and alternate to Newmarket.

"The BID programme has shown its value over a long time and continues to grow in scale and influence.

"In 2009, I was a founding member of the group which seeks to

### How local boards impact BIDs

- The local board approves establishment and expansion of all BIDs.
- Local boards are delegated the authority to recommend to the governing body to strike the targeted rate for BIDs in its area as part of the Annual Plan process.
- Local boards maintain regular contact with the BIDs to keep their local economic development and other interests aligned.
- The board may appoint a local board representative to the executive committee of each BID/business

establish a BID in Grey Lynn. It has taken some time to move towards BID status for various reasons including the fact that businesses are in two main areas, and the Grey Lynn Business Association represents a lot of home-based businesses.”

association to serve as a conduit of information to and from council.



Pictured at the unveiling of the Uptown BID’s stunning 512 sqm volcanic-themed Uptown mural “Magma” are, from left: Waitemātā Local Board Member Rob Thomas; Auckland Mayor Phil Goff; Pippa Coom; and Waitemātā Local Board Member Adriana Avendaño Christie. [See more about the mural.](#)



Pippa was invited to deliver the opening address at ATEED’s inaugural Local Economic Development ‘masterclass’ in July.

Themed “Supporting Economic Resilience”, the event drew a large and diverse audience of elected representatives, business association chairs, members and BID programme managers, Māori economic development experts and consultants.

Dubbed the “engine room of the Auckland economy”, Waitemātā provided the venue – the Viaduct Events Centre.

The event was also [streamed](#) live.

For more, visit the [website](#).

Pippa was elected to the Waitemātā Local Board in 2010 and is serving her third term and first as chair.

She says local boards have, in the past, grappled with figuring out the role they play in growing the local economy.

“In the early days of Auckland Council and its co-governance arrangements, there was a tendency to dismiss the local boards from the local economic development conversation.

“I think that we have matured as an organisation while local boards have stepped up in a number of innovative ways that contribute to the local economy.

“As a local board, our core role is in place-making. We do place-making through town centre upgrades, urban design for new civic spaces, pop-up installations and board-funded events,” she says.

The board is currently refreshing the City Fringe Economic Development Plan in association with consultants Business LAB and following consultation with key stakeholders including universities and the business associations.

- See [Waitematā's economic profile](#).