



**SUBMISSION TO
AUCKLAND TRANSPORT
26TH April 2023**

Rosebank Business Association
Kim Watts – Executive Engagement Manager
Phone 09 820 0551 or 021 639 509
Email: kim@rosebankbusiness.co.nz

Stronger together

www.rosebankbusiness.co.nz

18 Jomac Place, Rosebank, Auckland 1026
PO Box 151190, New Lynn, 0640, Auckland, Phone: 820 0551



26th April 2023

Auckland Transport
Private Bag 92250
AUCKLAND 1142

Attn:

Dean Kimpton chief.executive@at.govt.nz

CC:

Mayor Wayne Brown Mayor.Wayne.Brown@aucklandcouncil.govt.nz

Deputy Mayor Desley Simpson Desley.Simpson@aucklandcouncil.govt.nz

Chair of Transport committee John Watson john.watson@aucklandcouncil.govt.nz

Councillor Whau Board Kerrin Leoni kerrin.leoni@aucklandcouncil.govt.nz

Chair, Whau Local Board Kay Thomas kay.thomas@aucklandcouncil.govt.nz

Member, Whau Local Board, and RBA Liaison Warren Piper warren.piper@aucklandcouncil.govt.nz

Importance of Business Improvement District (BID) Liaison Positions

Introduction

The Rosebank Business Association (RBA) representing the Rosebank Business Improvement District (BID) welcomes the opportunity to present the importance of the BID/AT liaison positions.

The RBA is a significant industrial Business Improvement District (BID), representing over 600 commercial property owners and businesses within the West Auckland area. Collectively they employ over 9,000 Auckland residents and ratepayers.

The organisation is located within the Whau Local Board area and is one of the leading commercial and industrial areas within Auckland.

The RBA represents and works with a wide range of businesses comprising a mix of sole traders, Small, Medium Enterprises (SME), through to multi-national organisations representing sectors such as ICT, business services, specialist manufacturing, light-medium warehousing, logistics, retail, and hospitality. In addition, we have key educational institutions bordering our boundary, including Rosebank School, Avondale Intermediate, and Avondale College.

The Rosebank Business Association acknowledges the difficult situation that Auckland Transport (AT) finds itself in with the need to reduce operating costs because of the significant budget shortfall of \$295 Million projected in the Auckland Council Annual Budget 2023/2024.

The Rosebank Business Association asks that AT DOES NOT disestablish the Business Improvement District (BID) Relationship Management / BID Liaison positions established in 2019. These engagement roles have significantly reduced confusion, enabled BIDs with a clear pathway to get issues addressed, and provide a single contact point to raise emerging concerns.

Maintaining these positions is vital as they support a mutually beneficial relationship between AT and the current 50 BIDs for the following reasons:

- (1) BIDs are important key stakeholders
- (2) The cost benefits of involving BIDs early in the decision-making process
- (3) BIDs provide a communications and engagement platform for AT for the dissemination and receipt of information important to business
- (4) The correlation between transport, business, and economic development
- (5) BID/AT Liaison successes

(1) BIDs are important key stakeholders

The current 50 BIDs are spread across the Auckland region and are critical stakeholders for AT as they represent 25,000+ businesses whose employees need to travel via some mode of transport to access their place of work.

Additionally, the BIDs have access to all these businesses and their employees, enabling important local community feedback to be sought and provided to AT on any number of large-scale or smaller projects. This results in greater engagement and transparency in the process for any proposed projects shared with the BIDs.

(2) The cost benefits of involving BIDs early in the decision-making process

Involving BIDs in discussions regarding proposed projects, particularly large-scale projects is vital from a cost-benefit perspective. Any early engagement with the BIDs ensures that feedback from the local business community regarding the practicalities and effects of any project is factored into conversations from the outset. This enables time and money to be saved by supporting the cost-saving mantra of 'do it once – do it right'.

(3) BIDs provide a communications and engagement platform for AT for the dissemination and receipt of information important to business

Providing a communications platform for AT to disseminate and receive information is a critical aspect of these BID Liaison positions. This not only helps to provide the BIDs and their members with the necessary information upon which to base their fully informed feedback, but as noted above, it also supports AT to engage more effectively with the local business community, thus offering a more transparent process around any project consultation.

(4) The correlation between transport, business, and economic development

Local and regional economic development is vitally important to Auckland, particularly following the well-documented economic challenges that the city and businesses have faced during and post the pandemic. There is an obvious correlation between transport, business, and economic development. Transport is a vital link –

bringing patrons to businesses and other economic activities such as events, then moving some of the same patrons from one economic activity to another.

This is a win-win situation as the resulting financial growth then provides more opportunities for an increase in business and other economic activities, which is a win for business and the development of Auckland. These opportunities, in turn, attract more patrons to AT services, providing increased income and so the cycle continues to everyone's benefit!

(5) BID/AT Liaison successes

The RBA has worked in collaboration with AT and of note are the following example of support.

- Five refuge islands and a replacement bus stop along Rosebank Road to deter cars speeding down the medium strip. This also created a safer option to cross this busy road on foot.
- Brighter lighting was installed on Jomac Place and Timothy Place to deter boy racers.
- Potholes repaired and part of Rosebank Road resealed due to wear and tear from heavy traffic.
- CCTV signage erected to deter boy racers.

The RBA has a very good relationship with the liaison officers from AT who have kept us up to date with proceedings, helped with coordinating relationships between roading works subcontractors, and correlated information that needs to be passed onto the local Rosebank businesses and their employees.

Conclusions

The Rosebank Business Association acknowledges that AT needs to carefully consider the decisions being made to make the operational savings required of the organisation, but we ask that the disestablishment of the BID Relationship Management / BID Liaison positions is not deemed necessary to achieve the requisite savings target.

We fundamentally believe that for the reasons identified above, maintaining these positions will provide greater financial and other non-financial benefits to AT versus the upfront spending invested into these positions.

Kind regards,



Kim Watts
Executive Engagement Manager

M: 021 639 509

E: kim@rosebankbusiness.co.nz

P: 09 820 0551

18 Jomac Place, Rosebank, Auckland, 1026, NZ
PO Box 71034, Rosebank, Auckland 1348, NZ
www.rosebankbusiness.co.nz