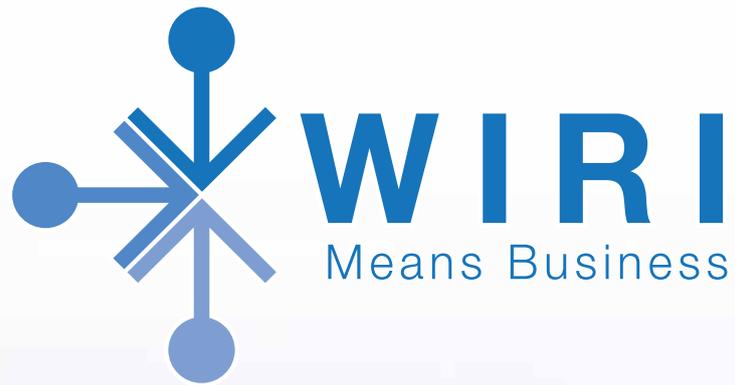


A large, white, pentagonal sign with a blue border of vertical lines. The sign is mounted on a dark stone wall. The text "WIRI BUSINESS DISTRICT" is printed in blue, sans-serif capital letters in the center of the sign.

**WIRI  
BUSINESS  
DISTRICT**

**WIRI**  
**Creating a United  
Business Precinct**

**TAKING WIRI INTO 2017 AND BEYOND  
BOUNDARY EXPANSION  
WIRI A UNITED BUSINESS PRECINCT**



# Building on success

Now is the time to harness the collective expertise of every business in Wiri.

Collaboration and inclusion will take the area from strength to strength.

- Reinforce the Wiri brand
- Unify the area
- Transform Wiri into Auckland's safest; most sought-after and united, commercial and industrial precinct to do business



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# Arthur Anae

AUCKLAND COUNCILLOR AND  
CHAIR OF ECONOMIC DEVELOPMENT



## Build on success

**As a businessman and property owner I support the Wiri BID because I believe the achievements in several areas have made a remarkable difference to the area.**

Projects past and planned have made a significant difference to doing businesses in Wiri and South Auckland.

As an Auckland Councillor I have always been impressed with the work the 48 Business Improvement Districts (BIDs) have achieved around the greater Auckland region.

The following are two impressive Wiri successes.

### Crime prevention

The area has experienced a massive 84 per cent decrease in reported crime during the past four years. The Wiri BID achieved this with a multi-faceted approach to crime prevention, which included investing in regular night patrols of the area, fast removal of all graffiti and removal of illegally dumped rubbish. Wiri Business Association general manager, Audrey Williams, constantly chases Auckland Council to remove rubbish faster. The association spent time with the local gangs, discussed the association involvement with the local school and helped the community understand that if the business area is doing well – the better the employment opportunities. The co-operative approach has led to an unofficial hands-off the local businesses.

**The city has the population but a number of employers struggle to find staff, not necessarily with the right skill but rather, with the right attitude.**

### Investing in the future work force

Employment is a large issue Auckland-wide. To address the situation, the Wiri Business Association created a Year 8 scholarship at Wiri Central School to teach our future work force about attendance and attitude. The scholarship contributes \$650.00 towards the winning student's high school uniform, which lifts a huge financial burden off any family.

An extremely interesting initiative is the Work It programme. In its trial stage, the association has teamed up with Alfriston College and students can experience real work in the real world. The intended outcome is to help students make more informed choices about their career path and deliver more work-ready students into the local workforce.

The Wiri expansion will make it one of Auckland's largest BIDs.

It will give security to our business, work closely and commit to our schools and community, making South Auckland the place to do business.

# Angela Dalton

MANUREWA LOCAL BOARD CHAIR



## Backing Wiri

**Manurewa's economy has grown steadily over the past 10 years, exceeding the Auckland region's rate for the same period. 4,000 local businesses employ around 20,000 workers. Wiri does much of the heavy-lifting required to support economic growth and commercial investment.**

Manurewa Local Board supports the resilience of our longstanding commercial businesses and investors, as well as the emergence of business start-ups throughout our growing region.

The board's responsibilities to Wiri start with its own governance and stewardship as a statutory body. We will be an enabler of investment by supporting zoning and future plan changes that unlock investment in Wiri. We also need to be active supporters of Auckland Transport, the NZ Transport Agency, Watercare and Auckland Council's Stormwater unit, all of whom play a vital role in providing and maintaining essential local and transmission infrastructure to support production and mercantile trade.

Wiri's key manufacturing, heavy and civil engineering, logistics and transport firms are ideally placed with ongoing investment to improve transport capacity on State Highway One, Kirkbride Drive, and Waterview. The forthcoming Auckland Unitary Plan, once

**Collective organising will only serve to strengthen Wiri; and a strong Wiri will benefit all firms that innovate and trade there.**

operative will provide new opportunities for urban investment, a growing customer base and greater expansion across the south of the Auckland region.

The Board has supported the Industry Pollution Prevention Programme (funded by the Board and delivered by Environmental Services), the Work It partnership between Alfriston College and the Wiri Business Improvement District (BID). We have also appropriated funds to support to Wiri's operating functions.

I strongly contend that Wiri's long-term interests are well served by expanding. The mercantile footprint of productivity extends well beyond the boundary of the Wiri BID. We enthusiastically await the support of firms within the wider sub-region.

I thank the committee members who volunteer their time to govern the Wiri Business Improvement District. I look forward to our continued collaboration in the future.

**Remember to return  
your voting papers before  
March 13, 2017.**

# David Renwick

TRANSMAX  
CHAIR WIRI BUSINESS ASSOCIATION



## BID explained

**Welcome to the Wiri BID (Business Improvement District) – especially, we hope we are welcoming you to the even bigger and better Wiri BID.**

BID is an abbreviation of Business Improvement District, of which there are 48 in various areas throughout Auckland. They were established by Council a few years ago to make doing business in those districts a whole lot easier, improve business opportunities, and generally make the district a better place to conduct commercial activity.

Since establishing itself 10 years ago, the Wiri BID has addressed, and continues to address many issues.

### What does the Wiri BID do?

In the earlier days, Wiri was a bit questionable and there were much more secure areas to conduct an enterprise. There were significant crime, graffiti and rubbish dumping issues. The problems were taken on board by the the Wiri BID and reported crime has decreased by 84 per cent. If graffiti occurs – it's gone before the paint dries. If old lounge furniture is dumped in the area – it's quickly removed.

Looking beyond the Wiri BID boundaries, it is evident there is a significant difference in graffiti and unsightly illegal dumping of rubbish.

But that's not all the Wiri BID does.

Our mantra, Wiri Means Business, encapsulates networking breakfasts and meetings to learn about exciting developments in the region. We are constantly working to increase business activities with your neighbours in the Wiri area.

For several years, we've co-ordinated the Southern Business Market, which is an affordable event where Wiri businesses can showcase their expertise.

This is a great place to tap that business neighbour on the shoulder and ask them that burning question.

The Wiri BID is a conduit to work with other organisations that are important to all of us.

We can connect you with people in high places and even lobby on your behalf. We are the Council's arm to reach out to the business community, and you can use the BID to reach back.

We work with schools and other educational institutions in the area with the philosophy that the community can live, learn and work locally. We encourage the development of young talent to work in our businesses.

### Who is the Wiri BID?

We are a committee of local business owners who volunteer their time to the organisation, which is managed by Audrey Williams. Wiri BID can help you in many areas.

### Why are we expanding?

Because Wiri Means Business and it has become such a great location to do business. The original boundaries are no longer logical. We want to extend the boundary to a natural growth area three times the size of what it is now, and will double our current numbers. As land becomes occupied with more buildings and businesses, we anticipate Wiri BID will become the biggest (by geographical size) business district in Auckland.

We invite you to join this naturally exciting part of Auckland's growth by voting to bringing your business or property into the Wiri Business Improvement District.

# Audrey Williams

GENERAL MANAGER  
WIRI BUSINESS ASSOCIATION



## From the general manager's view

**During the last five years the Wiri Business Association has achieved its main objectives and it is now time to create the largest South Auckland business association that encompasses the entire Wiri area.**

When I commenced work with the Wiri Business Association my two main key priorities were:

- To serve the current members
- To increase the awareness of the Wiri business area among members, and, to the wider South Auckland business community

Currently, Wiri Business Association only represents the businesses and property owners in the blocks between Kerrs Road and Wiri Station Road, Druces Road and Ash Road – including all of the side streets in between.

In addition to perusing the information within this document, you will have plenty of opportunity to meet face-to-face and express your needs, concerns and ideas. We are hosting public meetings and I plan to personally visit every business within the proposed expansion boundary.

We need to understand your priorities in relation to the services we can offer. Recently, we contacted companies that expressed interest in participating in events and promotions. We are also actively engaging with key communities and facilities that we are fortunate to have in Wiri.

**Wiri is the only commercial/industrial area with vacant land and it is on the cusp of an exciting opportunity to become an organisation with a broad focus.**

Security was identified as a key issue for the entire area, and should the BID expansion be successful, we will continue to contribute substantial funding towards extending the current security initiative.

We can address underlying issues facing the total business precinct and be more sensitive to the requirements of the comprehensive Wiri area.

A boundary expansion would double our membership base, create the largest business association in southern Auckland and significantly increase revenue for the benefit of all of involved. Economies of scale

would positively impact on operational costs, budgets for marketing and business development and opportunities to offer an

integrated security service. There would also be increased representation with council as well as other competitive advantages.

From Auckland's largest area of farm land, Wiri is now set to become the heart of Auckland's commercial/industrial business precinct supplying Auckland, New Zealand and international markets.

**Every single identity, business or property, no matter how small, no matter how large – YOUR VOTE COUNTS.**



↖ IPPNZ  
↑ CONLINXX  
↑ NZLCS  
↑ LODESTAR  
↘ POLARCOLD

## Why Wiri is becoming the area to do commercial and industrial business in Auckland

Wiri is undergoing a massive amount of development. With its proximity to the Southern and North-Western Motorways, Ports of Auckland Wiri Inland Port and Auckland Airport, Wiri is the heart of Auckland's transport hub. Wiri has instant access to business markets all over New Zealand and the world. The opportunities are evident with the growth of new buildings in the area – many being designed and purpose-built for tenants.

### 1 ➔ Transport

The Wiri Business Improvement District (BID) is one of the busiest business districts in New Zealand.

The critical connections for businesses are motorways, arterial roads and public transport. Wiri Business Association and Manurewa Local Board worked closely with central government agencies to accelerate the timing of the widening of State Highway 1 and the new Takanini interchange. The development will give businesses better access to their markets and suppliers.

Wiri Business Association has been the conduit for Auckland Council to access business opinions for suggested road changes in the area, including road layout and clearways.

With better roads to and from Auckland Airport, access to national and international markets is only moments away.

To ensure businesses had access to quality staff who can easily travel to and from work, Wiri Business Association worked with Auckland Transport to revamp public transport in and out of the area. This included, improving bus routes, increasing the frequency and connecting buses with trains.

## 2 → Branding

Within the current boundaries, the Wiri Business Association created the *Wiri Means Business* brand.



Working with Auckland Council, the association established the first three Wiri Business District gateway signs. And, the flags through the current area give Wiri Business Association further branding for promoting events within the area.



*Wiri Means Business* generates an image of determination, success and pride in the region – where businesses see opportunities to grow.

**Remember to return  
your voting papers before  
March 13, 2017.**



## 3 → Events and networking

Wiri Business Association runs several events each year, which includes a mix of breakfasts and after-five functions. Some are purely networking opportunities, while others upskill business owners, employers and key stakeholders. There is a large variety of guest speakers and all events are open to all association members and their senior staff.

Many of these events are hosted in conjunction with the Manukau Central, Manurewa and Papakura Business Associations giving Wiri businesses opportunities to connect with a wider range of businesses and business people in southern Auckland.

In 2016, the association is planning numerous events and if there is a guest speaker or a subject that businesses would be interested in, please let the office know.

Wiri Business Association can also host businesses at its Inverell Avenue office if members need a meeting space.

### Recent events

#### Networking

Ticket give away at the Vodafone Events Centre.

- Tom Crean
- Royal New Zealand Ballet
- Joseph Parker boxing
- Othello: The Remix
- Southside Comedy

#### Educational Events

- How to network with AUT
- Health and safety
- How to tender
- Dealing with earthquake hazards
- Kohuora Auckland South Corrections Facility, Wiri men's prison and what subcontracts were available for local businesses
- Ministry of Business, Innovation and Employment (MBIE)
- Marketing

## Previous guest speakers



**Kevin Biggar**

Trans-Atlantic Rower



**Phil Gifford**

Journalist



**Sir Colin Meads**

Rugby legend



**Hon Steven Joyce**

Minister of Economic  
Development

## 4 → Southern Business Market



For the past four years, the Wiri Business Association Southern Business Market has been held annually at Vodafone Events Centre.

The primary focus is showcasing the businesses in the region and the association aims

to provide maximum networking opportunities for businesses to develop new connections.

In 2010, the Wiri Business Association identified the need for an event that would encourage interaction between local businesses.

The goal was to become South Auckland's leading business to business networking event, where entrepreneurs could meet, promote their product/services and build relationships with other local business owners.

In 2015, 70 exhibitors generated more than \$400,000 worth of NEW business for local companies as well as real support to improve the strength of local businesses.

After feedback from exhibitors and guests, the Southern Business Market was redeveloped to a biennial event. It has been renamed *The Southern Business Market Showcase* with a *Southern Business Market Networking Event* on the alternate year.

The 2016 Southern Business Market Networking Event is being developed as this goes to print and the Wiri Business Association promises it will be an exciting evening of newsworthy content.

**Every single identity, business or property, no matter how small, no matter how large – YOUR VOTE COUNTS.**



## 5 → Security

In 2006, security and safety were the primary reasons for establishing the Wiri Business Association – with every business ranking it as one of their top three concerns.

### Wiri Business Association current security model is:

- 6 x 1 hour patrols, every night by Barcon Security
- A dedicated patrol car in the area from 6pm until 6am for rapid response to problems
- Patrolmen report all open windows, doors and gates to the association. Where possible they secure the vulnerable building. The association management contacts the business, informs them of the problem and provides helpful tips on lock-up procedures.
- The association's policy is to move on all potentially risky people as soon as patrols identify them, e.g. people sleeping in cars.
- Using crime prevention through environmental design (CPTED) principles, patrols report all graffiti and illegal rubbish dumping to the association. The management arranges fast removal. Research shows well-maintained and cared for areas have reduced crime.

**Averaging three burglaries a week, the association tried several initiatives to combat the problem. A combination of tactics has worked – a reduction of burglaries, to an average of one every six weeks.**

- Working with the local residential community about the impact theft has on businesses and the businesses' ability to employ staff.
- Regular daytime patrols by association staff in the Wiri car.
- Members contact the office when they identify potential issues in the area, e.g. people approaching businesses or staff for money or employment – when they are studying the property to return later or steal items such as a phone or laptop, at that time.
- The association sends out regularly security emails – from gentle reminders to close windows in the hot weather or what to check for when closing up your business for a holiday to up-to-the-minute security alerts on what's happening right now in the area.

- Wiri Business Association shares an office with the Wiri Neighbourhood

Policing Team (NPT) and the Maori Wardens' district office. Working with these groups gives the association access to different information and resources in solving crime within the area.

**DON'T FORGET TO VOTE**



According to New Zealand Police statistics, in 2015 the Wiri Business Association area had an average 70 per cent reduction in crime compared to the expansion area. The association believes an active approach to crime in the entire Wiri area will lower crime throughout the greater Wiri business district.

## 6 → Rubbish dumping

Changes to the council rubbish collection are thought to be contributing to growing illegal dumping of household items in commercial and industrial areas. If a member of the public reports rubbish dumping it can take up to 21 days for the rubbish to be collected. The association has worked with local councillor, Calum Penrose and currently achieving a seven to 10-day collection rate. The aim is to further reduce that to three working days.

Again this problem can be reported to the association office by members or the security patrols.

In 2015, the Wiri Business Association reported more than 300 cases of illegal dumping within its current boundaries.



## 7 → Crime Prevention Through Environmental Design (CPTED)

Police and placemaking specialists all agree that cleaner and more presentable areas experience a direct reduction in crime.

Wiri Business Association can work with any individual member to improve CPTED.



### COMMUNITY PLACEMAKING IS...

“Community placemaking refers to communities engaging in shaping the look, function and feel of the places in which they live. It covers a wide range of activities that improve the look and feel of places and build a sense of community, local pride, identity and connection.”

*Communities shaping their places: A good practice resource - 2015, Auckland Council*

### CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN IS...

“The concept that crime and fear of crime can be minimised through effective planning and design in our built environment. This approach involves designing to reduce the opportunity for crime to occur and to enhance urban safety and, more specifically, perceptions of personal safety.”

*NZ Police, 2005*

## 8 → Graffiti gone

Collaboration with the Manukau Beautification Charitable Trust (MBCT) has almost eradicated graffiti within the current Wiri Business Association area. The contract can be extended into the greater area once the expansion has gone through.

The association's contract with MBCT removes all reported graffiti that is visible from the road and they record and file any unknown tags with the police.

- MBCT paints out graffiti with any colour they have in the their vehicles
- If a building is painted in corporate colours, the association's contract states that if the tenant stocks the paint, the MBCT will supply the labour to remove the graffiti
- All graffiti will be removed within 24 hours of being reported by the Wiri Business Association office
- Businesses can report any graffiti on their property directly to the Wiri office
- The association's security patrols report all graffiti they observe to the office at the end of every shift



## 9 → Waste management

A united Wiri Business Improvement District would give the association the resources to investigate Wiri Waste Management Minimization programme focussed on working together to reduce costs and waste. The association can investigate the possibility of council or central government funding for waste management reduction/recycling programmes. It would explore new innovations in recycling of waste which, as individual businesses or even small groups such as a business park, is prohibitively expensive.

## Potential local recycling initiative

The Air Conditioning Company accumulates a considerable amount of polystyrene waste from heat pump packing, which was collected for recycling.

Company owner, Chris Kitzen says the recycler stopped collecting polystyrene and now it all goes to the landfill.

"This seems such a waste of plentiful resources," says Chris.

The Air Conditioning Company is currently investigating operating its own recycling programme. He hopes the project will be financially viable and if so, they could potentially take polystyrene from other businesses.

The initial capital for the recycling programme proposal will be submitted by Chris and he hopes there will be a grant from Waste Management and Innovation Fund, which provides funding for such initiatives.

The programme needs to be financially sustainable into the future.

"Not only will businesses be able to do some good for the environment, this project would also create some jobs," Chris says. "It will take some time but if we take one step at a time it should all work out."

## 10 → Investing in the future work force

The Wiri Business Association is working in numerous ways to ensure the future work force has the skills, ability and the right attitude to be productive members of staff, or business owners. By working with the young people of the surrounding community, the Wiri Business Association can develop students' work ethics and skills to provide employable staff. The association can also help develop perceptive business owners to reduce the likelihood of struggling businesses in the future.

### Wiri safety day

Developed by the Wiri Neighbourhood Policing Team (NPT) and the Wiri Safety Panel, which has an association representative, the safety day is held at Wiri Central School. The event included Plunket (car seat programme), New Zealand Police, fire and ambulance as well as Auckland Transport (road safety). The aim of the day is to create a fun environment where the community can learn about different ways to keep their families safe.

### Wiri Business Association Year 8 Scholarship

When the association talked with a number of businesses about the skills they needed from staff, 99 per cent wanted employment applicants to have the ability to work, a work ethic or the understanding of commitment to their work. With this in mind, the association created the Year 8 Scholarship at Wiri Central School.

At the beginning of the school year, all Year 8 students become part of the 99% club. As they take time off through the year they drop out of the club. At the end of the school year the remaining members of the club (those who have attended school for 99 per cent of the year) are treated to a special event. One student from this group receives a scholarship to cover the cost of their high school uniform to the value of \$650. Rather than going to the most academic or the best sportsperson, the scholarship is presented to the student who understands commitment, giving their best, and that to achieve you have to be dedicated. Thus, they develop a sense of responsibility and a work ethic.

**DON'T FORGET TO VOTE**

## Work It

With the high school careers programmes aimed at moving students into university, students not wanting or able to go to university miss out on careers advice. With a need for tradespeople growing, the association is working with the Manurewa Local Board and Alfriston College to create a Work It programme, aimed at giving students real employment experience.

Students will have an opportunity to experience what an engineer, logistics manager or plumber does each day. With this sort of insight into a career young people can make better decisions on courses that will help them in their chosen career.

Wiri Business Association recently teamed up with Alfriston College to create opportunities for students to experience work in the real world.

This project is currently in pilot phase supported by our local businesses.



**Luci Wearing, careers leader, Alfriston College**

## Future careers for teens

Its important businesses work together with the potential future workforce.

Richard Mason, director of Mason Tool and Engineering, has teenagers and when talking with them and their friends, he recognises most young people are confused about their future. They may not know what they want to do when they leave school and often have a real lack of understanding about what opportunities there are out there. At the same time a common complaint among businesses is, it's hard to find good, keen and work-ready young people to employ.

He feels students need to know and experience the types of industries and businesses out there, especially locally. If businesses are happy

to showcase themselves and their industry to students and possibly provide some work experience, students might find an appealing industry where they can start a career. It's a win-win for both as students will enter an industry they want to work in and businesses might find themselves a good employee.

Richard says: "As a tradesperson, I think that manual type of work is very much underrated."

Work experience programmes have the potential to change some misconceptions and make people realise there are more options to explore.

"So I guess it's a bit of a social responsibility, to help young students get the best opportunity into the work force," says Richard.

## MIT and AUT student placements

Wiri Business Association facilitates access to skilled AUT and MIT graduates, for internships and ongoing employment opportunities. The organisations work together with small and medium enterprises (SMEs) to provide connections to a variety of resources and students. The partnerships with AUT and MIT also leverages purpose-designed courses and training to suit the needs of Wiri Business Association members.



## 11 → Partnerships and sponsorships

The association has several partnerships in place. A significant partnership is with the five other commercial/industrial BIDs working together on submissions on the Unitary and Auckland Plans, Psychoactive Substances Management, the Industrial Precinct Plan. This partnership incorporates approximately 50 per cent of all commercial/industrial land in Auckland.

The Wiri Business Association and the Vodafone Events Centre have developed a strategic relationship to ensure Wiri businesses have a go-to venue. Whether it is the home of the very successful Southern Business Market,

after-five networking, a business breakfast or an opportunity to relax with their families, the event centre provides members a place to connect. With the addition of the Sir Noel Robinson Conference Centre and the opening of Vector Wero Whitewater Park, the venue is a growing attraction for the area.

The association is always looking to establish and build relationships with external partners. This may be through their sponsorship for association events, providing group buying privileges or external know-how and expertise.

## 12 → Business hub

The Wiri Business Association acts as a central business hub for the region.

As a business hub, the association regularly connects and introduces businesses. As initial point of call for many enquirers, the association can network business opportunities and connect the right people with the right people.

The association acts as a help desk, solving problems for members and pointing them in the right direction to find what they are looking for, or get the solutions they need. Occasionally, the association is asked to negotiate and secure agreements on behalf of clients, or source potential partners.

The association maintains a database of members and associate members, available through the website. This database is regularly updated, making it the most current starting point to encourage businesses to buy local.

## 13 → Emergency response plan

With Auckland's Southern Motorway along one boundary, the South-Western Motorway on another, being in the flight path of Auckland Airport and a number of highly dangerous businesses in the area – it is imperative there is a Wiri-wide emergency response plan.

Working with Civil Defence and the Manurewa emergency response unit, the association will create an emergency response plan that covers the Wiri area. The plan must encompass a list of hazardous materials, create emergency evacuation spots for localised or area-wide emergencies. A united Wiri business area would make this plan easier to develop and implement.

**Don't forget to return  
your voting papers before  
March 13, 2017.**

There is regular contact with all members and property owners from the opt-in email newsletter, as well as updates via email as necessary. To top it off, the association aims to face-to-face visit businesses at least three times a year.

### Connecting business

The Wiri Business Association and the Manurewa Local Board acted as a conduit for SecureFuture (the public private partner of Kohuora Auckland South Corrections Facility, Wiri men's prison) in finding subcontractors. From the \$250,000,000 build, approximately \$34,000,000 was spent with businesses within a 10 kilometre radius.

#### Wiri committee members and contacts:

|   |             |
|---|-------------|
| David Renwick<br>Transmax                 | 09 917 7340 |
| Richard Mason<br>Mason Tool & Engineering | 09 262 2060 |
| Shaun Jackson<br>Colourworx/Graphic Glass | 09 263 0500 |
| William Brown<br>Trimtex                  | 09 263 5574 |
| Tony Nawisielski<br>Nauhria               | 09 263 2610 |

#### Associate advisors (non voting):

|  |             |
|--|-------------|
| Karyn Spencer<br>Vodafone Events Centre          | 09 966 6172 |
| Jenne von Pein<br>Jungle Strategy                | 09 972 1014 |
| Murray Phillips<br>Insight Chartered Accountants | 09 309 3222 |

# The why, where and when of the boundary expansion

Why you should support a business association fully representative of all businesses in Wiri.

- **United voice for advocacy and representation**
- **United strategy for crime prevention**
- **United brand**
- **United business community to connect with**
- **United community to grow with**
- **United environment that we all share**
- **United Wiri leading industry into 2017 and beyond**

## Where and how will this take place?

Currently, 48 Business Improvement District (BID) Partnership Programmes operate across the Auckland region, representing more than 25,000 businesses.

Wiri Business Association currently represents more than 600 businesses and property owners, totalling a capital value of \$478million. Following the proposed Wiri expansion, the representation will increase to 1,300-1,500 businesses and property owners, signifying more than \$2.3billion in capital value.

Under the programme, businesses and property owners vote collectively to invest in improvements to enhance the local business environment.

Following support for this approach, the council collects a targeted rate and works with the businesses through the BID to implement improvements. All targeted rates collected by Auckland Council are returned to the business association (BID). The targeted rate is based on capital value of the land and is levied in the rates bill to the property owner.

Currently, the Wiri BID represents the businesses on one side of Kerrs and Ash

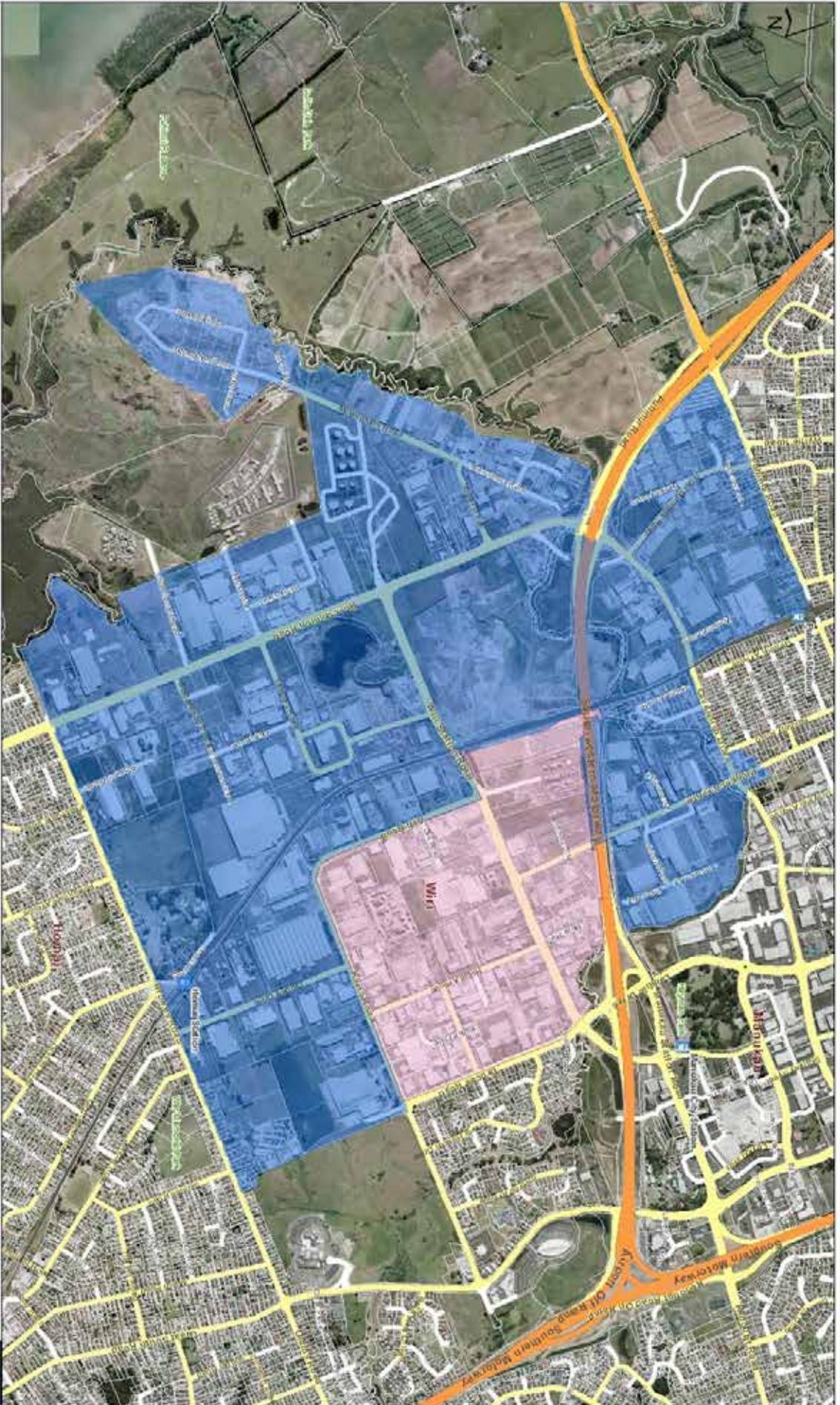
Roads up to Wiri Station Road, all the business on Druces Road, Wiri Station Road between Druces and Ash, Hobill Avenue, Joval Place, Earl Richardson Avenue, Kellow Place, Oak Road and Plunket Avenue until the new overbridge or the area marked in pink on the map (see page 17).

The intention is to expand the area of representation to incorporate all the businesses within the geographical boundaries. This will create an area that will be bounded by Browns Road from the Druces Road extension, Plunket Avenue from the overbridge to Cavendish Drive to the water and everything in between. The expansion would also include Noel Burnside Road to Puhinui Road including all side roads, or the blue area on the map.

## When will this happen?

An independent voting service agency manages the process and in February, 2017 it will distribute ballot papers to all business and property owners. The Wiri Business Association recommends that every business in the area ensures they are on the database (especially if it recently located to Wiri or has changed its business name). If the ballot is successful, the new Wiri BID will come into effect from July 2017.

**Every single identity, business or property, no matter how small, no matter how large – your vote counts. Make a difference for your business community and return your voting papers before March 13, 2017.**



**Business Improvement District - Wiri**  
**Proposed Expansion**



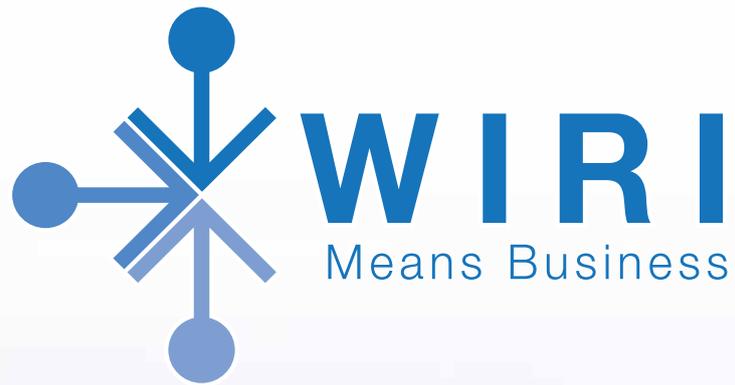
- Targeted Rating Area
- Business Improvement District - Proposed Expansion

This report is a summary of the information provided by the Auckland Council and the Wiri BID. It is not intended to be a legal document. The information is provided for general information only. The Council is not responsible for any loss or damage arising from the use of this information. The Council is not responsible for any loss or damage arising from the use of this information. The Council is not responsible for any loss or damage arising from the use of this information.

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**Wiri**  
**A United Business Precinct**  
**July 2017**