



BID Establishment

Report to the Waitematā Local Board

Introduction

“Auckland Council and the council family share the common goal of promoting Auckland’s economic prosperity with business associations that operate a BID programme. Auckland Council’s BID programme sets a framework to provide BID-operating business associations with BID targeted rate funding, so those business associations can act for the benefit of their specified business area.”

Auckland Council BID policy (2022)

Over decades, Grey Lynn has continued to evolve as a dynamic business and community hub. With its rich heritage, diverse range of businesses, and strong sense of local identity, the area has long been a desirable destination for both commerce and culture. The Grey Lynn Business Association (GLBA), which has been at the forefront of supporting and advocating for local businesses, has played a key role in fostering this growth with a commitment to strengthening the area’s economic and social fabric.

Despite the progress made, there remains untapped potential within the Grey Lynn business community. To unlock this potential and ensure sustained growth, the GLBA has undertaken a Business Improvement District (BID) establishment program. The BID framework provides a structured, business community-driven approach to investment in business development, marketing, infrastructure improvements, and advocacy with Auckland Council. By securing dedicated funding through a targeted rate, the BID program aims to create a more prosperous and thriving commercial environment for Grey Lynn.



This report presents a comprehensive overview of the BID establishment process, undertaken by GLBA, detailing the key milestones, challenges, and successes along the way. From initial consultations with local businesses to the strategic planning and implementation phases, the GLBA has been dedicated to laying the groundwork for an ambitious and forward-thinking plan.

As with any initiative of this scale, the journey has not been without its challenges. External factors, including economic shifts and regulatory requirements, have required adaptability and resilience. However, through the collective efforts of local business owners, the GLBA Committee, and dedicated project leadership, Grey Lynn is now poised to take a significant step toward long-term economic vitality. The recent BID ballot marks a defining moment in this journey, reflecting the strong commitment of local businesses to invest in the future of Grey Lynn. This report serves to document the process, insights gained, and the path forward as Grey Lynn embraces a new era of business collaboration and community-driven development.

The ballot took place from October 22nd to November 22nd 2024 through postal and online voting. This resulted in 230 eligible electors returning their ballots (30.5%) with a 77.39% voting YES and 22.61% voting NO. This has exceeded the requirements for the campaign to be a valid.

The next steps are for the BID vote and establishment to be approved by an SGM of the GLBA and for ratification by the Waitemata Local Board for the establishment of the Grey Lynn BID and the BID targeted rate totalling \$320 000, effective 1 July 2025.

Planning and Program of Events

The plan to have Grey Lynn included in the Auckland Council BID program has been some years in development. In 2023 under the leadership of the committee and chair we undertook the steps necessary to facilitate a positive outcome.

- November 2021 AGM confirmed BID engagement
- April 2022 Auckland Council BID team involvement
- September 2022 Initial database compiled
- March 2023 Boundary defined
- April 2023 program plan developed
- Sept/Oct/Nov 2023 In person engagement and survey
- November 2023 Waitematā Local Board presentation
- March 2024 Appointment of Campaign Manager
- March 2024 Special General Meeting
- June 2024 Email campaign
- July 2024 Social media campaign
- October 2024 Database finalised
- October 2024 Information events
- Oct/Nov 2024 The Ballot

Initial Planning

We mooted the idea of Grey Lynn joining the BID program at our AGM in late 2021 and received favourable support. In early 2022 the committee considered we had the backing of the business community and a team ready and willing to take on the task of launching the campaign for gaining BID status within the Auckland Council BID criteria.

We began by developing a Plan which outlined the vision and the steps necessary to make this happen. We got the Council BID team on board and the Plan was finalised in May of 2023.

The actions including updating our website, increased our networking activity, membership drive, publicity, and various other activities.

We undertook a survey of BID area businesses from September to November 2023 which helped concentrate our vision to ensure it was relevant to the community. The survey highlighted the key areas of business support required by the business community (Promotion, Networking, Advocacy, Making GL attractive) and the need for a stronger local business body with better funding to be able to meet the challenges. The survey became the backbone of our efforts to drive the BID establishment and therefore a successful and strong Grey Lynn business community.

A challenge was to not get side-tracked by the various roading initiatives which were concerning both local business and residents. We designated two of our committee members to take their concerns and feedback and work with AT and Council on solutions.

Our paid up membership numbering over 70 local businesses at the beginning of 2024, assisted with their financial support and active participation. Grey Lynn Business Association then put our proposal for the BID establishment to a Special General Meeting in March 2024 gaining unanimous support. From there we put our plans in place with the committee of 6 business representatives working to bring the vision to life.

Funding

Funding came from a number of sources including reserve funds, membership fees, WLB grants, and in-kind and donation support from committee members. We had to run a strict budget to ensure we could finance the campaign, run other business support programs, and leave an excess for the period between the ballot and the kick in of the targeted rates.

The specific campaign inputs (calendar year):

Membership (2023/2024)	\$8200
Grants (2024)	\$10000
Donated Services (2023/2024)	\$500

Spend:

Campaign Management	\$16000
Marketing (inc printing & design)	\$3000
Events	\$500
Telecoms	\$500

Note: WLB grants for 2023 (\$24000 paid for coordinator and activity in that year with the balance available for the BID campaign). Membership fees cross both periods due to being anniversary payments. Election grant \$12000 was allocated to Independent Election Services and Telephone Marketing Research.

Database and Boundary Definition

“1.4.1 Establishing a new BID programme: Establishing a new BID programme When considering the viability of a new BID programme, the executive committee must be mindful the proposed BID programme boundary area is of a size and scale to achieve its goals.”

Auckland Council BID policy (2022)

Database build

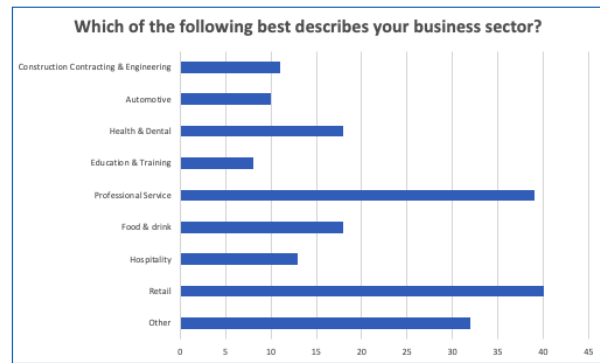
The original database was compiled the old-fashioned way, with committee members walking the Grey Lynn streets and noting the names of all the business premises in the area we thought of as Grey Lynn. Once the council defined the area with their map, we began to refine the data.

The information was further verified through each of the outbound activities undertaken including the telemarketing, survey, and emails. This was then cross referenced with the Auckland Council Ratepayer database to ensure we had the details of direct (property owners) and indirect (business owners) ratepayers who were eligible to be involved in the ballot.

Our final number of businesses that made up the voting base was 753.

Boundary Definition

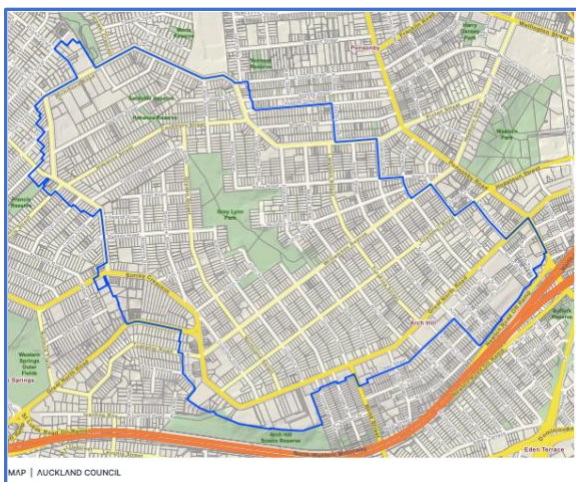
There are a few distinct parts of Grey Lynn, these can be widely identified as Great North Road, Grey Lynn Village, Richmond Rd corner, West Lynn Village, Westmoreland St West, and Richmond Road. Each has its own characteristics. The challenge was whether they all considered themselves part of Grey Lynn as a business group. The survey (refer pg8) results showed clearly that they did:



In consultation with Auckland Council representatives, we created a contiguous boundary of Great North Rd (from Ponsonby Rd) through Surrey Crescent to Richmond Rd, along Richmond to Scanlan St, and back to Great North Rd. This was assisted in conjunction with Ponsonby Business Association to define the top end of our map. The views of PBA were of particular consideration as both organisations needed to ensure any current or future plans were accounted for in the final result. As part of this agreement we included the Brown St business area and excluded the top end of Williamson Ave as well as Garnet Rd.

In addition to agreement from the Ponsonby Business Association, we also consulted and received approval for our boundaries from Karangahape Rd Business Association, Kingsland Business Society and Uptown Business Association.

The final boundary map was agreed to by the Auckland Council BID team, GLBA, Waitematā Local Board, and neighbouring Business Associations in March 2023.



Business Survey: May - August 2023

Our team visited 200 business locations spread across the GLBA area to survey views. This represented 26% of the businesses in the BID area and included views from Great North Road, Grey Lynn Village, Richmond Rd corner, West Lynn Village, Westmoreland St West, and Richmond Road. The key results identified the following:

- Vast majority of respondents identified their location as Grey Lynn.
- They were a mix of business types with Retail and Professional Services the highest categories.
- They like the location and the community of Grey Lynn.
- Parking was identified both as a positive feature and a challenge.
- Crime & Security was considered a challenge.

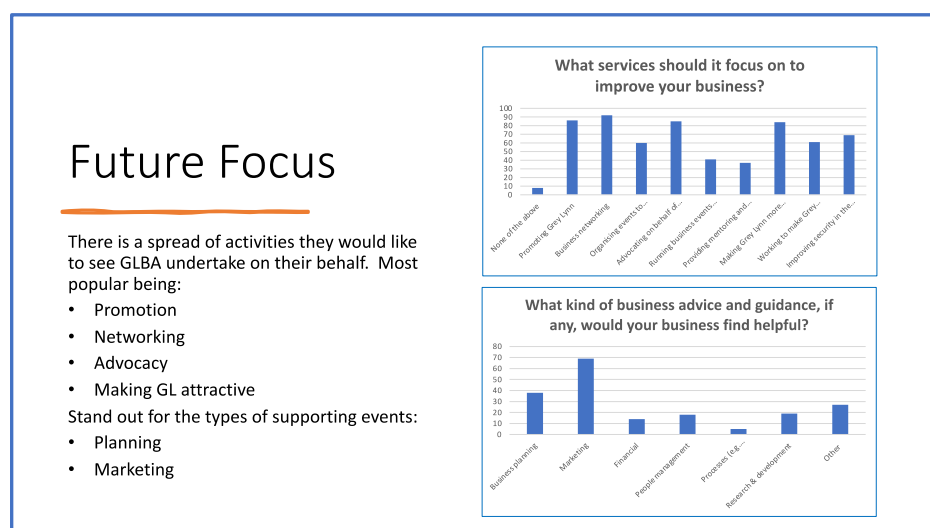
There is a spread of activities they would like to see GLBA undertake on their behalf. Most popular being:

- Promotion
- Networking
- Advocacy
- Making GL attractive

The types of supporting events they would like from GLBA were:

- Planning
- Marketing

Less than 20 respondents were not interested in activities of the GLBA



Special General Meeting

The SGM for GLBA members was held in March 2024 with the express purpose of presenting the plan for the BID establishment and seeking support.

In his presentation the Chair outlined the work undertaken to date:

- Discussions with the surrounding BIDs of Ponsonby Road; K Road and Kingsland to ensure the Boundary proposed was acceptable to these business organisations. Their agreement had been forthcoming.
- The development of the business plan and two year budget (2025/2026 and 2026/2027) that had been driven by an extensive surveying of businesses in the area.
- The proposed BID target rate amount per business rateable property.

- The timing for the BID commencement of July 2025
- The important next steps including approval by WLB and its recommendation to Council.
- The criteria and timing for a vote.

The proposal received unanimous support from attendees and proxies.

Information Events

“6.4 BID Ballot process: The business association is required to engage with all BID eligible voters utilising a range of consultation approaches, including hosting three free public meetings to share information on the BID programme and ballot/ voting process.”

Auckland Council BID policy (2022)

As per the requirements of the BID policy outlining the process for establishment of a new BID we held three free in person events hosted by local business owners. These were spread across the area with one event held in each of Great North Road, Grey Lynn Village, and West Lynn Village.

We had local business owners present at each event and were able to inform and answer questions on what a BID would mean for the business community.

Liz Mitchell	October 22 nd , 2024
Postal Service Café	October 31 st , 2024
Grey Lynn RSL	November 5 th , 2024

Social Media, Emails, Poster

“6.4 BID Ballot process: The business association is required to make publicly available the eligible BID voter list (business name and property address only) at least one month before the ballot begins. This is to enable transparency of the ballot process and ensure businesses are aware of whether they will receive voting information.”

Auckland Council BID policy (2022)

As well as updating our website with the BID campaign information and eligible voter list, we made regular posts on our facebook and linked-in sites. These were a mix of information on the BID campaign including the proposed targeted rate calculation, the proposed budgets for 2025/2026 and 2026/2027, membership information, invitation to events, dates for voting, and how to vote. The program ran from July until voting closed in late November.



A series of emails were sent out from July to November 2024. The communications were sent to those who could vote in the upcoming ballot and were focused on providing the information that would be relevant different audiences. The open rate was high (ave 65%) which encouraged the committee to expect that the majority of those on the voting database would receive and respond to the voting pack and have their say.

A poster was distributed and displayed in many of our local businesses to increase awareness in the community.



Telemarketing

To ensure eligible voters were informed and encouraged to vote two phases of telemarketing were undertaken. The first in February of 2024 involved calling those on the database to verify their details and current location. Once voting packs had been distributed (October 2024) via post or email, we began another telemarketing program utilising a professional telemarketing service to ensure impartiality. The scripted calls focused on ensuring we had the correct details, asking if businesses and property owners had received their pack and encouraging voting. The value of this program was evident in the spikes of voter activity corresponding with each series of outbound calls.

Brochures

Two brochures were produced and distributed to businesses during the period. Mostly these were hand delivered though some locations chose to keep copies on hand to give to their business customers. The content focus was on the BID features and benefits as well as on the process.

The key messages were:

- What does BID mean?
- BID area
- What it means for Grey Lynn
- Business Benefits
- Cost and Value

GREY LYNN BUSINESS ASSOCIATION

Vote for thriving business in Grey Lynn

Yes!

Yes!

BID

The Grey Lynn Business Association (GLBA) is leading a campaign for Grey Lynn to become a Business Improvement District (BID).

There are 51 BIDs across Auckland, including many in the inner city, supporting local business in their area to thrive. Grey Lynn is not a BID and is missing out.

It is now time for Grey Lynn to join the BID club. We are campaigning for local businesses to vote 'YES' to become a BID and put Grey Lynn business on a positive path forward.

GREY LYNN BUSINESS IMPROVEMENT DISTRICT

Our BID area

The BID area includes about 400 businesses in commercial buildings and 300 residential-based businesses. The area is rapidly evolving, with eclectic shops, creative industries, thriving services, destination retail, and significant investment in construction and transport infrastructure.

Delivering business benefits

A BID delivers local economic development and acts as a driver for local business success. BIDs are funded by a targeted rate applied to all commercial property within a defined BID boundary. The rate is collected by Auckland Council and 50% returned to the BID organisation to support local businesses.

GLBA has extensively surveyed local businesses and asked what BID services they would get most value from. Business priorities have driven the proposed budget.

Driving actions

The Grey Lynn Business Association (GLBA) is a volunteer organisation of local business owners that has supported businesses in Grey Lynn for a decade.

We have observed other BID areas moving ahead, with better support, training, advocacy, events and local investment. Our volunteer approach is not fit for purpose anymore.

GLBA is making the proposal to develop a BID for Grey Lynn, with support from the Waitemata Local Board of Auckland Council.

Once the BID is established the GLBA will be responsible for managing the funds with oversight and strategic planning to the executive committee (made up by volunteer members).

The executive committee are responsible for securing an expert team that will deliver the services.

Cost and value to business

The total cost is \$100,000 per year. There are 408 commercial properties being rated.

408 commercial properties

Our BID intends deliver an annual rate where (approx):

- 25% over \$100 - \$150
- 25% over \$150 - \$200
- 25% over \$200 - \$300
- 25% over \$300+

As 51 other BIDs have identified, this is a small price for delivering real benefits to local business turnover and value.

Contact glba.co.nz

GREY LYNN BUSINESS IMPROVEMENT DISTRICT

A final piece of content was included with voting papers (see appendix 1 for full details). It was a slightly more formal approach with messages from the Chair, supporting businesses, as well as contact information and important dates:

Why become a BID

We want business in Grey Lynn to thrive. A BID will:

- Promote Grey Lynn as a retail and business destination
- Invest in the skills and networks businesses need to thrive
- Build a powerful collective local voice
- Improve safety, security, convenience and street appeal for business

The BID gives us a professional business support organisation with a Board of elected local business leaders. We encourage you to support the establishment of a Grey Lynn BID.

The BID area

The BID area would include all businesses and commercial properties contained within the blue line shown on this map. It incorporates the following areas:

*Great North Rd
Grey Lynn Village
West Lynn Village
Richmond Rd*

What is a BID?

A Business Improvement District (BID) is a business-funded initiative designed to enhance and improve a specific commercial area. In this case, the Grey Lynn Business Association (GLBA) will be responsible for delivering the Grey Lynn BID programme in collaboration with Auckland Council, as outlined in the Council's BID Policy 2022.

The Proposed Budget

We asked, and you told us

Over 200 survey responses told us what you wanted a BID programme to deliver. Our priorities are based on what you said:

- Marketing and promotion
- Business skills and networks
- Powerful local voice
- Business environment

How the BID programme funded

The GLBA BID will receive \$320,000 per year from the targeted rate grant.

A BID programme is funded by a specific BID targeted rate collected by Auckland Council. Within the Auckland Council BID Policy there are several options on how a targeted rate can be applied (Section 2.3.2 BID Policy).

GLBA has selected the 'hybrid' rating option.

Messages from supporting Business owners

Liz Mitchell MNZM Bespoke Fashion Designer

"I love Grey Lynn, I think it is a wonderful community full of diverse and interesting creatives. I want us all to thrive and we need more to help us do that. The BID will strengthen our connections, give us tools to share our stories, and make us more resilient and visible. I'm excited for what's next for Grey Lynn."

The BID ballot

To be successful we need you to vote for the establishment of the Grey Lynn BID.

A successful ballot requires at least 25% of all ballot papers to be returned and of those a minimum of 51% must be in favour of Grey Lynn BID.

Ballot dates:

Opens 21st October, 2024

Closes 5pm, 22nd November, 2024

Vote now message

Vote today – here's how

Voting form: complete your vote and return it to Election Services Ltd in the prepaid envelope, or

Vote online: use the online code to cast your vote online.

Campaign Management

Our strict budgeting and financial planning allowed us to include a campaign manager in our budget. He came on board in March 2024 to drive the program and work alongside the volunteer committee.

Tasks included:

- Overseeing the second telemarketing effort
- Distribution of brochures
- Meet, greet, and socialise the campaign
- Arrange and host events
- Coordinate email and social media

Council also added dedicated assistance with their own campaign resource in August and these two people worked together to further the program. We'd like to thank the WLB for this support.

Weekly meeting with the committee as well as two further meetings per week with the GLBA Treasurer and Marketing lead helped ensure we remained on track.

The Ballot

"6.4 BID Ballot process: BID ballots are coordinated by a polling agent independent from Auckland Council and the business association."

Auckland Council BID policy (2022)

In July 2024 we engaged Independent Election Services to facilitate the voting process and work closely with them on the voting brochure and voting papers. Independent Election Services are recognised as experts in compliance an electoral legislation as well as being reliable an independent and impartial provider of voting services to local government and others.

The question on the ballot form was as follows: **Do you support the establishment of the Grey Lynn Business Improvement District (BID) programme delivered by Grey Lynn Business Association, and accordingly support the paying of a targeted rate?**

They sent 582 email voting packs and 171 postal voting packs.

The voting period was from 21st October to 22 November 2024.

After the initial **VOTE NOW: GLBA Proposed BID Establishment Ballot** email was sent it was followed up by 3 further emails during the voting period as well as resends and following ups for corrected database information. Reports were provided daily so we could track progress and determine any changes to our original plan. This included information on 'bounced' emails with the result being only 3 from our data not being able to be delivered.

Results

“6.4 BID Ballot process:

Mandate:

- A valid ballot must achieve a threshold of at least 25% of the total voting forms being returned
- Of the returned voting forms, a minimum of 51% of the votes must be in favour of the proposition raised on the ballot form to achieve a mandate.”

The full report from Election Services is attached in Appendix 2.

In summary, the following final numbers were obtained:

When voting closed, 230 of the 753 eligible voters had returned their vote (this being a 30.5% return).

The results of the ballot question: **Do you support the establishment of the Grey Lynn Business Improvement District (BID) programme delivered by the Grey Lynn Business Association, and accordingly support the paying of a targeted rate?**

Votes Received:

YES 178 (77.39%)

NO 52 (22.61%)

Informal or blank 0 (0.00%)

As more than 25% of the eligible electors returned their voting document and over 51% of those that voted supported the establishment of the Grey Lynn Business Improvement District, the ballot is successful.

Auckland Council BID team

The team (Claire Siddens and Gill Plume) attended most of our meetings from April 2022 as well as providing additional feedback as required. Their advice, input, knowledge and encouragement was invaluable to the process.

Waitematā Local Board

As our WLB representative, Alex Bonham has been involved in the project from the start of her appointment. Her support and direction have been instrumental in achieving the goal of a successful BID vote.

We presented our plan to the WLB in November 2023 and met individually with Greg Moyle and Genevieve Sage to ensure they were up to date and supportive.

Grey Lynn Business Association Committee

Paul Stephenson (Chair)	Tart Bakery
Carol Gunn	Grey Lynn Market
Marco Muniz	La Mexicana
Fiona Anderson	Prime Strategies Group
Darryl Ojala	Artemus
Frank Porter	Frank Porter Co
Greg Snelgrove	Ripe Deli

Conclusion and Request for Implementation

In conclusion, Grey Lynn Business Association has had a successful campaign for a Business Improvement District in the area by employing and implementing a comprehensive communication and information strategy with Businesses and Property owners in Grey Lynn.

The focus through the campaign was to ensure the community was informed and able to make a fully informed decision as to whether a BID would benefit both their own business and all of Grey Lynn. The strategy of open communication including door to door visits, information events, social media, website, media (Ponsonby News), and emails resulted in a high level of voting and a community who said 'YES' to the BID establishment.

We were pleased to be taking this proposal to our SGM in March 2025 and to the Waitematā Local Board in April 2025 for verification. We look forward to the next phase and the benefits the BID can achieve.

Have your say

**GREY LYNN BUSINESS
IMPROVEMENT DISTRICT**

Establishing Grey Lynn as
a Business Improvement
District (BID) to raise business
potential and prosperity.

Please read this important
information and then cast your vote



To the Voter

Let's seize the opportunity to become a BID

Have
your
say

This ballot seeks your support for establishing a Business Improvement District (BID) in Grey Lynn. See map below.

There are 51 BIDs across Auckland helping their local business to grow and develop. There are successful BIDs in Ponsonby, Karangahape Road, Kingsland, Newmarket, Mt Eden and Newton.

Grey Lynn is missing out – we need a dedicated BID working for us.



"A BID for Grey Lynn is long overdue. It is time to put that right"

Paul Stephenson CHAIR
Grey Lynn Business Association

We want business in Grey Lynn to thrive. A BID will:

- **Promote** Grey Lynn as a retail and business destination
- **Invest** in the skills and networks businesses need to thrive
- **Build** a powerful collective local voice
- **Improve** safety, security, convenience and street appeal for business

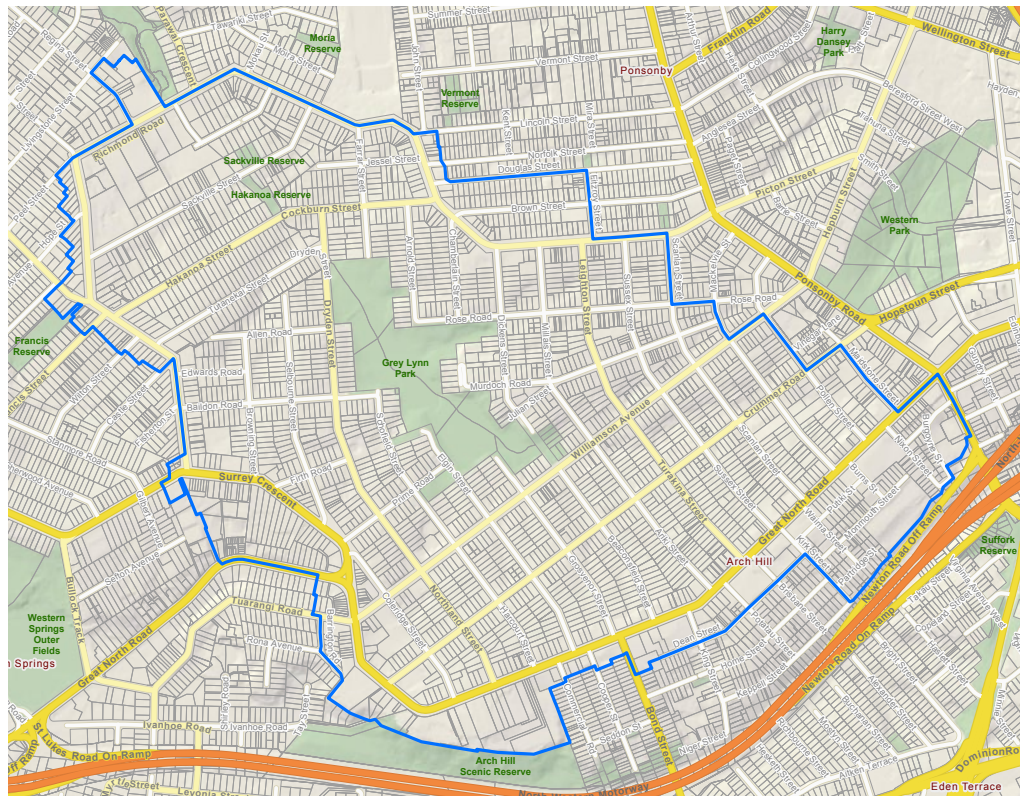
The BID gives us a professional business support organisation with a Board of elected local business leaders. We encourage you to support the establishment of a Grey Lynn BID.

Every single vote counts

What is the proposed BID area?

The BID area would include all businesses and commercial properties contained within the blue line shown on this map. It incorporates the following areas:

- Great North Road
- Grey Lynn Village
- West Lynn Village
- Richmond Rd



MAP | AUCKLAND COUNCIL



**GREY LYNN BUSINESS
IMPROVEMENT DISTRICT**

What is a BID?

A Business Improvement District (BID) is a business-funded initiative designed to enhance and improve a specific commercial area. In this case, the Grey Lynn Business Association (GLBA) will be responsible for delivering the Grey Lynn BID programme in collaboration with Auckland Council, as outlined in the Council's BID Policy 2022.

GLBA will be managed by an independent executive committee made up of member representatives and will operate under a set of rules (constitution) lodged with the Companies Office. The programme will be funded by a targeted rate applied to all business/commercial rated properties within the defined Grey Lynn BID boundary. Auckland Council collects this targeted rate and returns 100% of the funds to GLBA, which will use the money to provide services and initiatives agreed upon by its members as part of the BID programme.

We need a properly funded professional organisation to realise the opportunities for business growth in Grey Lynn.

Vote Now!
We can't afford to miss out!

BIDs are a proven successful concept

Grey Lynn is a thriving business area. It is rapidly growing and evolving with eclectic shops, creative industries, destination retail, thriving services, and significant investment in construction and transport infrastructure.

A voluntary business association for Grey Lynn is no longer viable. We need a properly funded professional organisation to realise the opportunities for business growth in Grey Lynn.



Marco Muñiz
La Mexicana

"I fully support the BID. I've seen the benefits at my Milford shop, which is part of a BID, and know it will help Grey Lynn thrive with better support from the Council."

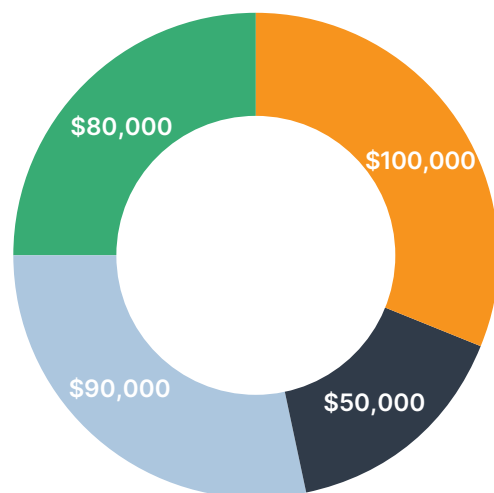
GREY LYNN BUSINESS IMPROVEMENT DISTRICT

We asked, and you told us

Over 200 survey responses told us what you wanted a BID programme to deliver. Our priorities are based on what you said:

- **Marketing and promotion:** Promoting Grey Lynn as a brand and destination for customers and business investment. Providing market research and business intelligence data for local businesses. **\$100,000**
- **Business skills and networks:** Supporting thriving business networks and attractive events. Building your business skills in the areas you see as priorities. **\$50,000**
- **Powerful local voice:** Representing local business interests and opportunities as our area grows and evolves. Advocating for Grey Lynn with Council, AT and other key agencies. **\$90,000**
- **Business environment:** Acting as a catalyst for safe, secure, and beautiful local environments and streetscapes, with good parking, that attract customers and businesses to our area. **\$80,000**

**Grey Lynn BID proposed programme budget
2025/2026 and 2026/2027**



**Targeted Rate Grant Income
Per Annum**

\$320K

How is the BID programme funded?

The GLBA BID will receive \$320,000 per year from the targeted rate grant.

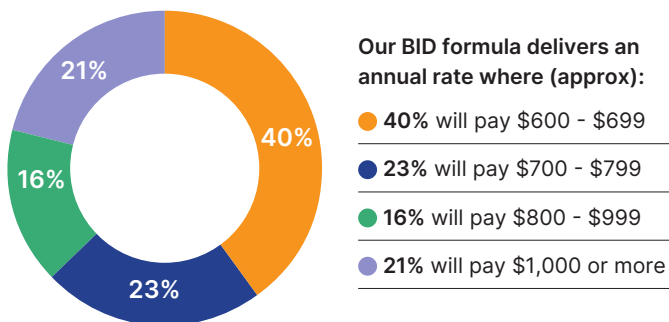
A BID programme is funded by a specific BID targeted rate collected by Auckland Council. Within the Auckland Council BID Policy there are several options on how a targeted rate can be applied (Section 2.3.2 BID Policy).

GLBA has selected the 'hybrid' rating option. This option has all business/commercial rated property owners paying a base rate of \$500 per property plus an additional amount based on the capital value. You can use the formula below to calculate the BID targeted rate for a property.

**Targeted base rate = \$500 + CV
x 0.00009449 (approx)**

This formula provides an estimate of the potential BID targeted rate amount per business/commercially rated property.

Split of BID targeted rate amount in relation to the GL business/commercial rated properties



Liz Mitchell MNZM
Bespoke Fashion Designer

"I love Grey Lynn, I think it is a wonderful community full of diverse and interesting creatives. I want us all to thrive and we need more to help us do that. The BID will strengthen our connections, give us tools to share our stories, and make us more resilient and visible. I'm excited for what's next for Grey Lynn."



Jacob Faull
Nature Baby

"As a long-time local business, we fully support the BID proposal. It's a great opportunity for us to come together, increase our visibility, and strengthen the Grey Lynn community. With the BID, we can collaborate more effectively and create lasting improvements for everyone."

The BID ballot

To be successful we need you to vote for the establishment of the Grey Lynn BID.

A successful ballot requires at least 25% of all ballot papers to be returned and of those a minimum of 51% must be in favour of Grey Lynn BID.

Ballot dates:

Opens 21st October, 2024

Closes 5pm, 22nd November, 2024

Vote today – here's how

Voting form: complete your vote and return it to Election Services Ltd in the prepaid envelope, or

Vote online: use the online code to cast your vote online.

Vote today

www.glba.co.nz

For more information:

Grey Lynn Business Association

Michael Richardson

BID Campaign Manager

info@careerstudio.co.nz

021 664 599

Paul Stephenson Chair

paul.stephenson@synergia.co.nz

021 486 084

BID ballot and how to vote

Election Services Limited

Stacey Siddle

stacey@electionservices.co.nz

Auckland Council

Gill Plume

gill.plume@aucklandcouncil.govt.nz

govt.nz

Head over to our website for more information and to join the GLBA. www.glba.co.nz



Election Services

Level 2, 198 Federal Street, Auckland
PO Box 5135, Victoria Street West
Auckland 1142
Phone: 64 9 973 5212
Email: info@electionservices.co.nz

Grey Lynn Business Association

Proposed Business Improvement District Establishment Ballot

Report to: Grey Lynn Business Association

From: Independent Election Services Ltd

25 November 2024

Outline

A ballot to determine whether there is enough support to establish a Business Improvement District in the Grey Lynn Business Association area closed at 5.00pm, Friday 22 November 2024.

The ballot achieved the minimum participation threshold (25%) and the minimum threshold for acceptance (50%). Accordingly, the poll to establish the Business Improvement District area is successful.

This report summarises the ballot process.

Background

Notification of a ballot in the Grey Lynn Business Association Area, to determine whether to establish a Business Improvement District (BID) area, was initially received from Irene King (Grey Lynn Business Association) in December 2022. Following discussions with the Grey Lynn Business Association, a ballot date of 22 November 2024 was agreed.

A 25% return of voting documents from all eligible electors is required for the ballot to be valid, and support from a 51% majority of those who voted is required for the BID area to be established.

Auckland Council's Business Improvement District (BID) Policy applied for this ballot process.

The Grey Lynn Business Association BID establishment ballot was conducted by postal and online voting.

Narrative

Timetable

Voting for the ballot opened on Monday 21 October 2024.

Voting packs for those electors on the supplied electoral data with a postal address only (ie. no email address) were lodged with NZ Post on Friday 18 October 2024, for delivery from Monday 21 October 2024.

A voting email was sent out to those electors with an email address on record at 9.00am on Monday 21 October 2024.

Electors then had four weeks to complete and return their voting documents, with voting closing at 5.00pm on Friday 22 November 2024.

A more detailed timetable is attached ([Appendix 1](#)).

Roll of Electors

Every ratepayer/tenant/business owner of commercially rated property within the proposed BID establishment area was eligible to vote. Voting was based on a principle of 'one entity – one vote' meaning only one vote was permitted for one ratepayer or business, irrespective of the number of properties or businesses owned within the BID establishment area.

A roll of electors within the BID establishment area was compiled from Auckland Council and Grey Lynn Business Association data and contained 753 entities/electors – this included 454 businesses and 299 ratepayer entities.

A further 5 records were added during the voting period (due to recently moving into the area and/or not being included in the initial list) and 5 records were removed on advice from the Grey Lynn Business Association (and the entities themselves) that their businesses were no longer operating in the area, bringing the total number to **753 electors**.

A marked roll of electors (with a line through those who returned their voting document) is attached ([Appendix 2](#)).

Voting Packs

Where an email address was available, voting information was sent out to eligible electors by email. Where an email address was not available, voting packs were sent out by post.

The postal voting packs, printed and issued by Election Services, consisted of:

- outward MaxPop sized envelope
- return DLE sized prepaid envelope
- personalised voting document
- information brochure (A3 double-sided, full colour), including a map of the proposed BID establishment area.

A sample voting document is attached ([Appendix 3](#)).

Voting information that was sent electronically consisted of an email containing links to electronic copies of the information brochure/flyer and map.

All voting information (postal and electronic) contained a link to the online voting portal and unique (single-use) online voting credentials, to allow an elector to cast their vote online.

Additional Voting Packs

During the voting period, 5 new and 38 replacement voting packs were issued – some to electors at different postal or email addresses and/or contact people, and some to electors who had been sent a voting pack in the original mailout, but who had misplaced or not received it.

Voting Process

Each eligible voter was allocated a unique number (in the form of a barcode), and a personalised Access Code and a personalised Password (the latter two required for the online voting option).

Upon returning a voting document through the post, the voter's unique number (barcode) was used for undertaking the roll scrutiny process (to prevent plural voting and to maintain the secrecy of the vote).

Where a person voted online, the voter was required to access our online voting website, and enter their Access Code and Password. The member’s name was then recorded for roll scrutiny purposes.

Reminder to Vote email campaigns

During the voting period, three ‘reminder to vote’ email campaigns were sent out to those members with an email address on record, who had not returned a vote –

- *VOTING CLOSES SOON*: issued on Monday 4 November 2024 – sent to 489 eligible voters
- *VOTE NOW: Voting closes soon*: issued on Tuesday 12 November 2024 – sent to 418 eligible voters
- *FINAL REMINDER: Last chance to vote!* issued on Wednesday 20 November 2024 – sent to 403 eligible voters

All reminder emails resulted in a good increase in voter turnout (+2.5 - 3% on each occasion).

Returns

When voting closed, 230 of the 753 eligible voters had returned their vote (this being a 30.5% return). A schedule of the final daily voting returns is attached ([Appendix 4](#)).

This compares to other recent BID ballot returns of:

Onehunga BID Expansion Ballot (March 2024)	29.70%
Silverdale Business BID Establishment Ballot (March 2023)	31.50%
Dominion Road BID Expansion Ballot (March 2021)	27.78%
Glen Innes BID Expansion Ballot (March 2021)	19.05%
Manurewa BID Expansion Ballot (March 2021)	33.3%
Central Park Henderson BID Establishment Ballot (March 2020)	23.1%
Manukau BID Expansion Ballot (March 2020)	26.4%
Warkworth BID Establishment Ballot (March 2020)	42.7%

Results

Each returned voting document was counted twice and the two counts reconciled.

The results of the ballot are –

Question:

Do you support the establishment of the Grey Lynn Business Improvement District (BID) programme delivered by the Grey Lynn Business Association, and accordingly support the paying of a targeted rate?

Option	Votes Received	
YES	178	(77.39%)
NO	52	(22.61%)
Informal or blank	0	(0.00%)

As more than 25% of the eligible electors returned their voting document and over 51% of those that voted supported the establishment of the Grey Lynn Business Improvement District, the poll is successful.

A copy of the final results is attached ([Appendix 5](#)).

Costs

The cost to conduct the ballot is \$6,259.50 + GST made up of:

- \$1,539.00 + GST, being \$9.00 + GST for each elector **posted** a voting pack (hardcopy) for 171 electors
- \$2,619.00 + GST, being \$4.50 + GST for each elector **emailed** voting information for 582 electors
- \$733.50 + GST, being \$1.50 + GST for each elector sent a reminder email in the '**reminder email campaign**' sent out Mon 4 November 2024 for 489 electors
- \$627.00 + GST, being \$1.50 + GST for each elector sent a reminder email in the '**reminder email campaign 2**' sent out Tues 12 November 2024 for 418 electors
- \$604.50 + GST, being \$1.50 + GST for each elector sent a reminder email in the '**final reminder email campaign**' sent out Wed 20 Nov 2024 for 403 electors
- \$22.50 + GST being \$4.50 + GST for each **new** elector **emailed** voting information for 5 electors
- \$114.00 + GST being \$3.00 + GST for each elector **emailed replacement** voting information for 38 electors.

Our invoice for this is included with this report for your attention.

Summary

A ballot was undertaken on whether there was support for the establishment of a Business Improvement District in the Grey Lynn Business Association area. The ballot indicated that of those who returned their vote, a majority supported the establishment of the BID area.

We trust that the Grey Lynn Business Association is satisfied with the conduct of the ballot.

Please do not hesitate to contact us if we can be of any further assistance.

Recommendation

That this report be received.

Kind regards




Stacey Siddle
Election Services