

ANNUAL REPORT  
**2017/**

**18**

BUSINESS PLAN  
**/2019**

**getba**

Greater East Tamaki  
Business Association Inc.





# ANNUAL REPORT **2017/**

## CHAIRMAN'S REPORT EXECUTIVE REPORT

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## FINANCIAL STATEMENTS



ANNUAL GENERAL  
MEETING OF THE  
ASSOCIATION

2018

## CHAIRMAN'S REPORT

The past year has been a transition for the New Zealand economy from several years of relative stability in government and business certainty, to a new government and a gradual drop in business confidence. This has been brought about by international events such as changes taking place around trade tariffs as well as local

policy changes to employment legislation and new government spending. Growth forecast which was around 3% is now closer to the 2% mark.

It is nearly eight years since the formation of the single Auckland Council unitary authority and we are seeing just what the cost of many years of

underspending on infrastructure of the previous legacy councils is likely to be. These costs are huge and will ultimately be funded by the community, both private and business.

It has been another busy year here at GETBA, as we continue to best represent your interests in East Tamaki. We have made submissions to Auckland Council on plans impacting the area including the Long Term Plan and 10-Year Budget 2018-2028, and the Regional Fuel Tax and Auckland Transport's Regional Land Transport Plan. It's pleasing to see that after several years of lobbying, funding has now been committed for the Smales Allens Road Widening and Intersection Upgrade, albeit in the last half of the decade.

Crime prevention will always remain a top priority with several initiatives in this area, and we are pleased to report a 33% reduction in business burglaries on the previous financial year, and a 79% reduction since 2006.

We embarked on some new initiatives in the past year including an interest group for small business owners which meets monthly with a focus on peer support by sharing information and ideas on how to tackle common challenges. This was started following last year's member survey and is being piloted with a group of 12 small business owners. We also introduced subsidised St John First Aid courses locally that have been well subscribed and promoted the value and location of defibrillators in the area. In November last year we launched the GETBA Facebook page to reach out to members on a more relaxed and organic platform to foster a sense of local community, which is gaining increased followers.

We are very conscious that the primary role of GETBA is to serve the business community, whether you are a property owner, business owner or working in the area, and that you see value for your investment. The Annual Report enables you to see where your investment has been focussed and what has been achieved over the past 12 months, referenced against the four key strategies. We look forward to continuing to work closely with our business community to ensure East Tamaki remains "a great place to do business".

I would like to take this opportunity to thank our GETBA sponsors for their ongoing support which has enabled GETBA to continue to provide the

broad range of initiatives and activities without any increase in the targeted rate. I would also like to thank the committee members for their voluntary time and input in steering and supporting our very competent GETBA team, who have achieved much over the past year.

**Richard Poole**  
**Chairman**

#### COMMITTEE ELECTED MEMBERS

**Richard Poole – Chairman**

representing MiTek NZ Ltd

**Henry Jansen – Secretary**

representing Wynyard Wood

**Liz Groenewegen – Treasurer**

representing RSM New Zealand

**David Lindsay**

representing Broady's NZ Ltd

**Kim Luxton**

representing Hydestor Manufacturing Ltd

**Nick Biland**

representing Plummer Compressors Ltd

**Brendan Kelly**

representing Quest Highbrook

#### LOCAL BOARD REPRESENTATIVES

**Mike Turinsky**

Howick Local Board

**Dawn Trenberth**

Otara-Papatoetoe Local Board





PROGRESS AGAINST THE  
BUSINESS PLAN 2017/2018

# EXECUTIVE REPORT

## ADVOCACY

### Representation to Local and Central Government

GETBA has monitored Auckland Council's plans and kept members informed. We have been ably assisted by Dr Grant Hewison who has provided monthly 'Insight Auckland' reports on Council, Council Controlled Organisation (CCO) and Local Board activities. We liaised with local Councillors and key Council and CCO personnel, and the Howick Local Board.

We researched, informed and consulted with members, and made submissions on:

- Auckland Council's Long-Term Plan/10-Year Budget 2018-2028
- Auckland Council's proposed Regional Fuel Tax
- Auckland Transport's Regional Land Transport Plan
- Auckland Council's Stormwater Network Consent

- Auckland Transport's Ti Rakau Drive Traffic Flow Improvements

The submissions can be found on our website.

We have also informed members of relevant Notified Resource Consent Applications.

We have monitored central government plans and policies pertaining to business. Pre-election, we had then Deputy Prime Minister Paula Bennett as a Breakfast speaker, and met with the current Minister of Police, Revenue, Fisheries and Small Business Hon Stuart Nash.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Keep up-to-date with Council plans</b>	Monitor and research Council plans	Members Other business associations	Information obtained	✓
<b>Inform and advocate on behalf of local business</b>	Inform and ask members for feedback	Members Other business associations	Members informed, feedback sought and submissions made	✓
<b>Communicate results via multiple communication channels</b>	Communicate via website, email, media, <i>Focus</i> magazine, LinkedIn	Members	Results communicated via multiple channels	✓
<b>Retain links with Local Boards, MPs, Councillors and relevant agencies</b>	Invite to/attend key meetings		Relationships established/ maintained Meetings held	✓

## Representation and conduit on infrastructure

GETBA has continued to lobby for improved infrastructure, particularly roading and transport infrastructure into and across East Tamaki.

In addition to submissions, we produced a congestion hot spot map of the precinct and met with Auckland Transport personnel on several occasions to put our case for recommended solutions. Progress is being made with minor works to improve traffic flow at Sir William/Smales Rds, on Crooks Rd and Allens Road with further improvement to

Accent Drive and a roundabout at Cryers Rd/ Trugood Drive due in the coming months. It was satisfying to see that the Smales Allens Road Widening and Intersection Upgrade is finally funded within the Regional Land Transport Plan 2018-2028 (RLTP), albeit not for action until the latter half of the decade.

GETBA continued to represent members' interests with the Howick Local Board to complete the transformation of the closed Greenmount Landfill into a park as soon as practically possible.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Keep up-to-date with infrastructure plans on behalf of members</b>	Liaise with Auckland Council, CCOs (eg Auckland Transport) and other relevant infrastructure providers	Auckland Business Forum Employers and Manufacturers Association (EMA) Infrastructure NZ	Liaison undertaken with Auckland Transport Local Boards and information obtained	✓
<b>Inform and advocate on behalf of local business</b>	Research, keep members informed, seek feedback and make submissions	Members	Members informed, feedback sought and relayed to CCOs concerned/ submissions made	✓
<b>Communicate results</b>	Communicate results via multiple channels	Members	Results communicated	✓

## Collaboration with other industrial associations

GETBA is one of 48 business associations across Auckland operating Business Improvement District (BID) partnership programmes, which together represent 25,000 businesses. Taking the opportunity to leverage this collective strength and provide consistency of message, GETBA is one of a core group of five other Associations (Newmarket, Heart of the City, Parnell, North Harbour and Pukekohe) which developed and presented a collective position on behalf of all the BIDs to the Mayor and Auckland Councillors on the Long-Term Plan and 10-Year Budget, and again on the Regional Land Transport Plan

and Auckland Waste Management and Minimisation Plan.

Our core group has also met with the Council and CCO Chief Executives to raise awareness of the value that Business Improvement Districts can add as key business stakeholders and agreed a pathway towards achieving mutually beneficial improved engagement and more efficient communications channels in the future. This is a work in progress.

The business associations have met monthly to share information, ideas and best practice.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Best practice learning and sharing</b>	Participate in collaborative sessions Document case studies of success and pro-actively share with others to establish industry leadership	Other business associations especially industrial: North Harbour Business Association (NHBA) Rosebank Business Association (RBA) Wiri Business Association South Harbour Business Association	Regular contact Information shared Monthly meetings of Auckland business associations	✓
<b>Influence to develop stronger voice on issues</b>	Work with other commercial industrial associations for consistency of message and a stronger voice	Other business associations	Collaborated on Auckland Council 10-Year Budget/ Long Term Plan and Regional Land Transport Plan  One of core group of BIDs working on getting more effective working relationship with Council and CCOs.	✓

## Troubleshooting to support members with local government and infrastructure providers

In mid-2017 GETBA became involved in advocating to Auckland Council on behalf of businesses located adjacent to the estuary reserve land on the northern side of Trugood Drive, which had become heavily overgrown. Following continued pressure from GETBA, Council have now completed spraying and removal of foliage and laid down gravel. The area is also now on a three monthly maintenance plan.

We have also responded to requests from local business owners seeking help with regulatory and infrastructure supply issues with Auckland Council. Common issues have included rubbish/tyre dumping, lighting outages, and graffiti.

We have promoted the troubleshooting service in communications to members.



KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Assist members confronted with an issue with Council/CCOs</b>	Ascertain appropriate Council/CCO contact and/or intercede, if possible, on member's behalf	Members Auckland Council CCOs	Member connected with appropriate contact or GETBA pursued and issue addressed	✓
<b>Communicate the troubleshooting concept</b>	Communicate at functions and in communications	Members	Trouble shooting concept and examples communicated via multiple channels	✓
<b>Record solutions to common issues</b>	Record on the Customer Relationship Management (CRM) system Add solution to the website if appropriate	Members	History recorded in CRM and/or website	✓
<b>Identify members willing to help others if necessary</b>	Identify business owners who have the experience and are willing to assist others	Members and business owners with relevant experience	Where appropriate, experienced and willing business owners identified and noted in CRM	✓





## ACTIVITIES

### **Business support: education, information and networking**

GETBA has provided a conduit for local businesses and property owners to access up-to-date business assistance, support and information via speakers at events, educational Forums, the GETBA website, eNewsletters and publications.

Former Deputy Prime Minister Hon Paula Bennett

and political columnist and cartoonist Tom Scott spoke at GETBA Breakfasts in the latter half of 2017. The temporary closure of the Waipuna Conference Suites Highbrook during 2018 to allow for the expansion of The Quest above the Conference venue, has meant we have not held Breakfasts in the first half of 2018.

We reviewed the well-established Business Owners' Forum as it has been running to the same format for seven years. Topics covered this year were Youth Employment, Marketing, and Emerging Technologies. We are very grateful to the series sponsor, BNZ Partners, and promotional partners BDO, Chandler MacLeod, Denham Bramwell, POD Consulting, RSM New Zealand, The Breakthrough Co and Wynyard Wood.

Bayleys held their annual Business Showcase and Property Update for GETBA members in November 2017, and Goodman held a Business Showcase and Highbrook Update at one of their new warehouse showrooms in March 2018. A well attended Property Owners' Forum held

in June 2018 covered the key central and local government issues impacting the property sector, health and safety responsibilities, and commercial leasing tips for landlords.

People Essentials, a practical people-management series of eight workshops targeted at SMEs and line managers in larger organisations and delivered by Pod Consulting, continued into a third year.

We introduced locally held subsidised St John First Aid Courses which have been very well attended. We ran four two-hour 'First on the Scene' courses and three one-day First Aid Level 1 courses, the Worksafe NZ minimum qualification requirement for a workplace first aider.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Provide opportunities to educate, inform and for networking</b>	Provide Breakfasts, Business Owners Forum, Property Owners Forum, Business Showcase events	Members Sponsors/ promotional partners	2 Breakfasts 3 Business Owners Forums 1 Property Owners Forum Goodman and Bayleys hosted Business Showcase/ Property Update events	✓
<b>Inform on local and wider issues or opportunities</b>	Via <i>Focus</i> magazine, email, website, and business showcase events	Members	Regular communication	✓
<b>Provide links to business resources</b>	Monitor, add links to website and communicate	ATEED Government agencies	Web links kept current	✓
	Promote waste minimisation initiatives	Waste sector Otago Waterways and Lake Trust	Free pallet collection Raised awareness Adopt a Spot fundraising	
	Partner with agencies and education sector to assist employment	COMET Youth Connections MIT Local businesses	Links, internships and work experience opportunities conveyed	
	Promote emergency readiness/business continuity planning	Auckland Emergency Management	Business continuity planning promoted to member businesses	
	Promote commuting alternatives	Auckland Transport	AT initiatives promoted to members	
	Promote cyber security	Connect Smart	Cyber security promoted	
<b>Skills development</b>	Provide People Essentials series	Pod Consulting Training provider	Series delivered	✓
	Offer St John First Aid courses for members	St John	7 First Aid courses held	
	Promote other information and education opportunities	Education and training providers including MIT and ATEED	Other training opportunities promoted to members	



We also promoted the value of defibrillators and several companies purchased machines at a special rate to add to the network across the precinct.

We promoted other relevant educational opportunities including MIT short courses and government subsidised literacy and numeracy training programmes, other local course providers and ATEED services.

We also kept members informed via GETBA's website, emails, LinkedIn and *Focus* magazine, which is posted three times a year to business owners. Each magazine issue was themed – Business Resilience, Skills and Employment, and Innovation – as well as informing members on regular work-streams. We also introduced a GETBA Facebook page as a new communications channel towards the end of 2017.

We have updated the links to business resources and sources of useful information on the GETBA website. We continued to promote GETBA's web-based Waste Minimisation resources and held a free pallet collection resulting in 67.5 tonnes of waste being diverted from landfill to recycling. GETBA promoted the Otara Waterway and Lake remediation project helping to raise funds for Adopt a Spot initiatives, educating businesses about



ANZ's waterway clean-up crew

unintended waterway pollution and encouraging businesses to participate in clean-up initiatives.

We also promoted business continuity planning and Auckland Transport's Travelwise Options to the one person per vehicle commute, with information and web-based resources on carpooling, cycling and public transport.

We have continued to raise awareness of the issue of youth unemployment and initiatives to assist. GETBA's General Manager is a member of the steering group of the Youth Employability Project/Licence to Work led by COMET. We have encouraged businesses to provide work experience/internships and where possible, employment.

## Networking with peers and common interest groups

As a result of member feedback from last year's review of GETBA's Strategic Plan, we formed a focus group to assess the potential for an interest group for small business owners. The group favoured meeting monthly with a focus on peer support by sharing information and ideas to tackle

common challenges. It is being piloted with a group of 12 small business owners. While there is potential for social media groups we have not received any requests to do so. The small business owners group preferred to meet face to face.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Interest groups for peer support, networking and problem solving</b>	Investigate a small business owners group	Members	Small business owners group established	✓
	Refresh & incorporate small business focused networking into existing offerings		In progress	Partial
<b>Social media groups</b>	Incorporate into new social media/Facebook strategy	Members Marketing consultant/social media partner	Groups considered but demand not identified	Partial

## Crime prevention

There were 82 reported business burglaries in the East Tamaki business precinct in the 2017-2018 financial year, a 33% reduction on the previous financial year (122) and a 79% reduction since 2006.

Our strong partnership with the Police has continued at both the operational and strategic level, including regular meetings with the Counties Manukau East Area Commander. The Security Managers Network, comprised of Police, security company managers, community patrols, and loss prevention managers from local businesses, met monthly for the sharing of intelligence.

GETBA Operations Manager Karen Hadley, who has responsibility for crime prevention, has contacted each business burgled to offer a free site security check. On 26 occasions Karen and the Police visited sites to carry out the security check and provided a report with recommendations on improving security and reducing risk to staff and premises.

GETBA also sent 13 email security alerts to members about crime and suspicious behaviour spotted in the area. Some were reported by local businesses and others came from the Police seeking assistance from our vigilant members. Matrix Security also provided educational emails prior to significant holiday periods.

We have continued to educate members on crime prevention measures with online resources (including video clips), articles in the GETBA magazine, emails and the targeted distribution of security resources, including signs (no cash on premises; lock vehicles hide valuables) and tamper-proof number plate screws.

GETBA's ANPR cameras continue to be a valuable deterrent and source of intelligence for the Police. We were successful in acquiring funding from the Howick Local Board for an additional dual-lane ANPR camera to cover one of the main entry points to the Howick Ward which borders the precinct.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Crime prevention awareness</b>	Send security alerts to businesses	NZ Police Security companies	Email alerts sent promptly	✓
	Communicate crime prevention message via magazine and website	Business owners Crime Watch Patrols Asian Council on Reducing Crime (ACRC)	Crime prevention spread in each GETBA magazine Web resources kept up-to-date	
<b>Police and security liaison</b>	Maintain relationships and intelligence sharing with Police, security companies and businesses	NZ Police Security companies Security/loss prevention roles within larger local businesses	Regular liaison and sharing of information with Police Value of partnership acknowledged by Police and security managers	✓
	Monthly Security Managers Network		Network meetings held	
<b>Resources to reach more businesses</b>	Distribute crime prevention resources; develop more as funding allows	Funding partner Local businesses NZ Police	Resources distributed and on the website	✓
	Promote tamper proof number plate screw service		Proactive tamper proof screw campaign	
	Expand ANPR camera network as funds allow		Funding granted for additional ANPR camera	
<b>Deliver on Return on Investment (ROI)</b>	Monitor and communicate statistics	NZ Police Local businesses	Statistics monitored and communicated	✓
	Carry out security checks for businesses burgled		26 security checks carried out	



## ATTRACTION

### **Keeping it Local business support**

GETBA has a strong local ethos, and we have encouraged East Tamaki businesses to support one another by buying locally, drawing attention to the GETBA web-based business directory to find local businesses, including short cuts to local outlet stores and eateries. We have also encouraged a local focus and sense of community through other

website features such as the member Notice Board, Latest News, Jobs Board, What's On and Properties for Sale and Lease.

We have encouraged local businesses to employ locally where possible, and to post jobs on the Jobs Board. We have notified members of



opportunities to assist young people into work by providing work experience for local students.

We have given members opportunities to raise their visibility through sponsorship, Keep it Local promotional emails, *Focus* magazine advertising, and enhanced listings on the Business Directory which rotate on the website Homepage. There were 32 Keep it Local emails where our businesses

promoted their products and services to other members. We also ran the pre-Christmas sales promotion again in November-December 2017.

GETBA events also served as opportunities for members to network and build a sense of community among local businesses and property owners. We have introduced a Facebook page as a vehicle for fostering a local sense of community.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Keeping it Local awareness</b>	Promote the Keep It Local ethos and initiatives	Local businesses	Keep it Local recognised by members	✓
<b>Promote local businesses which also generates revenue</b>	Promote email spotlight on businesses	Local businesses	32 Keep it Local emails	✓
	Promote <i>Focus</i> magazine advertising		Good uptake of magazine advertising	
	Promote Breakfast sponsorship		Breakfast sponsorships excluding political speakers	
	Promote the GETBA website business directory – especially enhanced listing		Website directory and enhanced listings promoted	

## Reach more members

The street-by-street database gap analysis has enabled us to identify and contact businesses that are new to the area, to introduce GETBA's services. In the last financial year 56 businesses were identified as being new to the area, 49 as having left the area, 68 businesses were visited and 585 phoned. We have given the GETBA information sheet to Goodman and real estate firms to give to new property owners/tenants, which is also available in Chinese.

A member feedback survey was undertaken in June 2017 just prior to the new financial year so we

have not undertaken another survey but will do so in the coming year. As mentioned in the previous section, during the June 2017 survey, we canvassed the demand for local interest groups or topics to reach more members and get more member engagement. The strongest demand was from small business owners largely for peer support and a pilot small business interest group is under way.

With the assistance of a marketing/social media consultant we developed a social media content strategy and introduced Facebook as an additional platform to communicate with members.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Connect with members who are new to the area</b>	Identify businesses not aware of our services Encourage spreading the word	Active businesses Property companies	More businesses know about GETBA services	✓
<b>Incorporate high interest areas/topics</b>	Monitor opportunity for high interest areas/topics	Local businesses	Small business interest group formed	✓
<b>Regular liaison including surveys</b>	Awareness raising contact Surveys to connect and ask for feedback Attend networking events in East Tamaki	Local businesses	Liaison and networking undertaken Businesses surveyed in June 2017, next survey in coming year	Partial

## Marketing the area as a great place to do business

We have continued to advertise East Tamaki as a great place to do business in the *NZ Manufacturer* online magazine and have promoted the area as a great place to do business, and to work, in billboard advertising and through articles on local

businesses in the *Focus* magazine. The GETBA website has maintained its google rankings. The business directory is second only to the Homepage as the most visited section. Most visits originated in New Zealand (average 86%).

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Public relations focus</b>	Establish and maintain connections with key publications	Media Publishers	Stories run in media	✓
<b>Advertising</b>	Pursue strategically placed advertising and billboard as funds allow Promote area via <i>NZ Manufacturer</i> online magazine	Media Publishers	Area promoted via advertising and billboards	✓
<b>Website</b>	Maintain Google search engine optimisation	SEO specialist Website developer	GETBA website ranking maintained	✓

## Social media

This is a new strategic imperative introduced in the latest version of the Strategic Plan. With the assistance of a social media marketing consultant we developed a social media content strategy and introduced a GETBA Facebook page in November 2017 to reach and engage with more or different members on a more relaxed and organic platform. In seven months the page attracted 181 followers.

Our Communications Manager has tracked results and adapted the offering accordingly and promoted the page regularly to members.



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KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Social media used to reach and engage with more members</b>	Pursue marketing consultant's recommendations and develop a social media content strategy Review and adapt	Marketing consultant/social media partner Local businesses	More/different members reached/engaged via social media	✓
<b>Pilot Facebook strategy</b>	Develop and pilot a Facebook strategy	Marketing consultant/social media partner	Strategy piloted, results tracked and strategy adapted accordingly	✓





## ACCOUNTABILITY

### **Return on Investment (ROI)**

It is important to GETBA that we can demonstrate to both business owners and property owners a return on the target rate investment.

Decision-making on all activities is driven by whether there will be a return on investment for our stakeholders.

We have attached a value to as many events and tangible activities as is appropriate and promoted this on the website and in other communications. Most events and services are free or offered at a reduced cost through sponsorship or subsidy. The security check, for example, would have an estimated market value of at least \$600 and the

\$250 Keep it Local email has an estimated value of \$1,000. As part of our Waste Minimisation workstream we provided a free pallet collection

and the free recycling of certain plastic materials at the refuse station in Neales Road.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>ROI on all tasks undertaken</b>	Business case for all activities Attach a value to each event/activity with discount benefit for members	Accountant Treasurer	Value attached to tangible events/activities	✓
<b>Communicate on website and other channels</b>	Publish value where relevant/quantifiable on the website	Accountant Treasurer	Value published on GETBA website where relevant	✓

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## Database management

Keeping an accurate register of members in such a large area is an ongoing challenge with businesses moving in and out of the area.

GETBA's street-by-street database gap analysis between property addresses and businesses/tenants is an ongoing exercise. All businesses are contacted and any gaps are followed up with a mix of internet research, visual drive-bys, email and visits. Returned mail and email bounces/

unsubscribes are also an avenue for keeping member records as up to date as we can. Our Customer Relationship Management (CRM) Events and Notes modules enable the recording of event registration and engagement information.

We met quarterly with Goodman, sharing information on developments, and they have provided information on GETBA to new Highbrook Business Park tenants.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Keep up-to-date information</b>	Proactively seek to be informed of businesses moving into the area	Property companies Body corporates	Database updated regularly Regular meetings with Goodman	✓
	'Welcome to the area' info for property companies to distribute		'Welcome to the area' info distributed as part of data gap process	
<b>Ensure linkages with real estate companies to keep up-to-date</b>	Link up with leasing companies	Real estate firms	Links ongoing	✓
<b>Refine the CRM database as required</b>	Refine the CRM system for monitoring participation, issues, feedback and improved targeting, segmentation as required	CRM partners	Regular monitoring of participation via registrations, and issues and feedback via CRM Notes	✓

## Governance and management

GETBA's Executive Committee, responsible for governance, financial oversight and executive support, met eleven times for regular monthly meetings. GETBA's activities have been undertaken

in accordance with the Association's Constitution and the Business Improvement District partnering agreement with Auckland Council. GETBA met its Annual Accountability Agreement requirements

to deadline. Insurances were renewed as was the lease of GETBA's premises for a further two years with a two year right of renewal.

GETBA staffing remained at four full-time employees for most of the year, comprising a General Manager, Operations Manager (2IC), Marketing, Communications and Events Manager, and Administrator. The Operations Manager who picked up the crime prevention portfolio has added value to that workstream and to troubleshooting. The appointment of a more senior communications manager with social media skills has also strengthened the team. Performance reviews and coaching have been undertaken. We have continued to access external expertise as needed.

GETBA's Emergency Response Plan for the business precinct is no longer applicable due to the restructure of Auckland Council's Auckland

Emergency Management, AEM (previously CDEM). Our plan - and those of other communities - would not be activated for reasons relating to health and safety, role confusion, public expectation and general liability/indemnity issues. AEM's approach has changed to one of supporting communities to support themselves. As a consequence, GETBA's role is now to help build resilience in the business precinct by promoting business continuity planning/disaster preparedness and, in the event of a disaster, supporting the emergency services by helping to warn and communicate with local businesses, and assisting members with local resources where possible. We will therefore adapt this key result area in GETBA's 2018-2019 Business Plan. We have participated in meetings of AEM's Emergency Management Committee (emergency services and stakeholders) to ensure that we are up to date with emergency management contacts and useful information.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Review the Strategic Plan for relevance</b>	Monitor and amend where necessary	Committee	Adapted where necessary	✓
<b>Ensure adequate staffing to support the strategic plan</b>	Monitor and adapt as required	Committee	Performance reviews and professional development or coaching undertaken	✓
<b>Governance and administration in accordance with the GETBA constitution and BID Programme Policy</b>	Adhere to the Constitution and BID policy Update as required	Committee Auckland Council	Constitution and BID Partnering Agreement adhered to	✓
<b>Ensure the Emergency Response Plan is current</b>	Monitor and amend as required	Emergency Response Group Local Businesses AEM	Plan is no longer applicable since restructure of Auckland Emergency Management Adapt or remove from business plan 2018-2019	N/A

## Financial management and reporting

The Executive Committee met 11 times over the year and monitored expenditure against budget. GETBA's accounts were audited by Jolly Duncan and Wells. The ten association sponsors renewed their sponsorship for the 2017-2018 year. We are

very grateful to ANZ, Bayleys Real Estate, Crombie Lockwood, BNZ Partners, Goodman, Kinetics Group, Matrix Security, Monteck Carter, RSM New Zealand and Wynyard Wood for their support over the past year.



KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Ensure sound financial management</b>	Set budget Review against budget Adjust where required	Committee Accountant and auditor	Monthly review against budget Accounts audited	✓
<b>Maintain sponsorship and source new revenue streams to support new initiatives and protect against loss of funding as required</b>	Renew association sponsorships annually Monitor additional local and central government funding as required	Sponsors	Sponsor income renewed Howick Local Board approached for new ANPR camera	✓

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# FINANCIAL STATEMENTS

The financial statements of the Greater East Tamaki Business Association Inc. for the year ended 30 June 2018 are available on application to the Association [gm@getba.org.nz](mailto:gm@getba.org.nz) and are also available on the GETBA website.

► [getba.org.nz](http://getba.org.nz)





# BUSINESS PLAN 2018/

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## BACKGROUND BUSINESS PLAN

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## BUDGET



# BACKGROUND

THE EAST TAMAKI BUSINESS  
PRECINCT IS THE LARGEST  
AND ONE OF THE FASTEST  
GROWING INDUSTRIAL  
AREAS IN NEW ZEALAND,  
CONTRIBUTING:

**\$3 billion**  
to the New Zealand economy  
annually

**\$19 million**  
in rates annually

**30,000 jobs**  
projected to rise to 45,000  
on completion of Highbrook  
Business Park

The Greater East Tamaki Business Association Inc (GETBA) was incorporated in 1994 and until mid-2009 operated as a voluntary subscription-based organisation, providing advocacy, crime prevention and business support services. The crime prevention and advocacy services especially were of benefit not just to the 600+ paying members but to the whole business community.

In mid-2009 a ballot of property and business owners returned a 72% vote in favour of implementing targeted rating as the most appropriate sustainable funding model. GETBA now represents an enlarged membership base of over 2000 business and property owners in East Tamaki.

It was recognised that the Association needed to develop a higher level of internal infrastructure to manage and administer the enlarged workload and a broader range of offerings. GETBA employed a General Manager in early 2010 to drive this expansion. Since then the association has developed new service offerings and projects to meet the diverse needs, challenges and opportunities facing business and property owners in Auckland's largest industrial area.

This Business Plan should be read in conjunction with the GETBA Strategic Plan 2017-2021, recently revised, which outlines the long-term planning for the Association. The plan is also influenced by feedback from the member survey undertaken in June 2017, as part of the Strategic Plan review.





JULY 2018-JUNE 2019

# BUSINESS PLAN

GETBA's objective is to help East Tamaki be a great place to do business, by delivering on four key strategies:

1. **ADVOCATE** to enhance the area and local business.
2. Deliver **ACTIVITIES** that make doing business easier and safer.
3. **ATTRACT** more member engagement and more businesses to the area.
4. Demonstrate **ACCOUNTABILITY** through all activities to gain enhanced engagement from local members.

## 1 ADVOCACY

### Representation to local and central government

GETBA will monitor and keep members informed about Auckland Council plans for the development of this industrial area, and the implications of those plans. We will research issues and consult with members, liaise with local Councillors, relevant Council officers and Local Board members, and make submissions

on relevant new Council and Local Board plans and changes.

Ongoing areas of focus are a business-friendly regulatory framework, the reduction of the rating business differential, improved roading and transport and the protection of industrial land.

GETBA will continue to monitor the implementation of actions agreed upon by Auckland Council in the East Tamaki Business Precinct Plan adopted by Council in December 2012.

We will also monitor central government plans and policies impacting on business and liaise with our local MP and relevant influencers.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Keep up-to-date with Council plans</b>	Monitor and research Council plans	Members	Information obtained	Ongoing/as relevant
<b>Inform and advocate on behalf of local businesses</b>	Inform and ask members for feedback	Members Other business associations	Submissions made	Ongoing/as relevant
<b>Communicate results via multi communication channels</b>	Communicate via website, email, media, <i>Focus</i> magazine, LinkedIn	Members	Results communicated via multiple channels	Ongoing/as relevant
<b>Retain links with local boards, MPs, councillors and relevant agencies</b>	Invite to/attend key meetings		Relationships established/maintained Meetings held	Annual

## Representation and conduit on infrastructure

GETBA will liaise with, and make representation where necessary, to core infrastructure suppliers and Council Controlled Organisations (CCOs).

We will continue to advocate for improved roading and public transport to enable the more efficient movement of freight and people in and out of East Tamaki. Transport issues have been identified as a significant impediment to East Tamaki businesses' ability to attract and retain staff, and to productivity. We will continue to liaise with Auckland Transport personnel to address the congestion hot spots

identified and provided to them. We will put pressure on Auckland Transport and NZ Transport Agency for a revised East West Connections, and represent the interests of commercial property owners and businesses impacted by AMETI, keeping members informed of progress.

GETBA will continue to represent member interests in the future development of the Greenmount Landfill into a useable local amenity within the shortest possible timeframe.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Keep up-to-date with infrastructure plans on behalf of members</b>	Liaise with Auckland Council, Council Controlled Organisations (eg Auckland Transport) and other relevant infrastructure providers	Other Associations Auckland Business Forum EMA Infrastructure NZ	Information obtained	Ongoing/as relevant
<b>Inform and advocate on behalf of local businesses</b>	Research, keep members informed, seek feedback and make submissions	Members	Members informed, feedback sought, submissions made	Ongoing/as relevant
<b>Communicate results</b>	Communicate results via multiple channels	Members	Results communicated	Ongoing/as relevant



## Collaboration with other industrial associations

GETBA will collaborate with other Business Associations across Auckland to present a collective position to the Mayor, Auckland Councillors and CCOs on common issues, taking advantage of the collective strength, and providing consistency of message. As part of a small working group acting on behalf of the 48 Auckland BIDs, we will continue to work with Council and its CCOs

towards achieving mutually beneficial improved engagement and outcomes at the strategic level and continue to pursue operational efficiencies within Council and the CCOs.

We will also continue to meet and share ideas and best practice with other Associations.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Best practice learning and sharing</b>	Participate in collaborative sessions Document case studies of success and share with others to establish industry leadership	Other business associations	Regular contact Information shared	As required
<b>Influence to develop stronger voice on issues</b>	Work with other commercial industrial associations for consistency of message and a stronger voice	Other business associations	Collaboration on submissions BID working group progresses improved working relationship with Council at strategic and operational levels	As required

## Troubleshooting to support members with local government

Using our ability to influence through strength in numbers, GETBA will troubleshoot on behalf of members with Auckland Council, CCOs or other relevant infrastructure providers on regulatory or infrastructure supply issues. We will promote this

service to members, and record issues on GETBA's Customer Relationship Management (CRM) system noting members with previous experience. If appropriate we will publish the solution on the website.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Assist members confronted with an issue with Council / CCOs</b>	Ascertain appropriate Council/CCO contact and/or intercede if possible on member's behalf	Members Council/CCOs	Member connected with appropriate contact or GETBA pursues and issue addressed where possible	As required
<b>Communicate the troubleshooting concept</b>	Communicate at functions and in communications	Members	Troubleshooting concept communicated via multiple channels	Ongoing
<b>Record solutions to common issues</b>	Record on CRM Add solution to the website if appropriate	Members	History recorded and accessible on CRM and/or website	As required
<b>Identify members willing to help others if appropriate</b>	Identify business owners who have the experience and are willing to assist others	Members and business owners with relevant experience	Where appropriate experienced and willing business owners identified and noted in CRM	As required





## 2 ACTIVITIES

### Business support: education, information and networking

GETBA will provide support for businesses by connecting them to business assistance and useful sources of information, especially considering the needs of small business owners for peer support and networking.

We will provide links to business resources and will inform and educate members through our events and seminar programmes and range of

communication channels including the GETBA website, publications and social media.

We will continue to promote GETBA's Facebook page as a vehicle for our sponsors and general membership, to contribute to members' business growth and development by posting on this more organic platform.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Provide opportunities to educate, inform and for networking</b>	Provide Breakfast, Business Owners Forum, Property Owners Forum, Business Showcase events	Members Sponsors/ promotional partners	4 Breakfasts	By year end
			4 Business Owners Forums	
			1 Property Owners Forum	
			Business Showcase	As required
<b>Inform on local and wider issues or opportunities</b>	Inform through various communications channels	Members	Regular communication	Ongoing/as relevant
<b>Provide links to business resources</b>	Monitor, add links to website and communicate	ATEED Government agencies	Web links kept current and promoted	Ongoing/as required
	Promote waste minimisation initiatives	Waste sector Otago Waterways and Lake Trust	Raised awareness	
	Partner with agencies and education sector to assist employment	COMET, ATEED, Youth Connections, MIT Local businesses	Youth Employability steering group participation	
	Liaise with Auckland Emergency Management and promote business continuity planning	Auckland Emergency Management Emergency response agencies	Business continuity planning promoted to member businesses	
	Promote commuting alternatives	Auckland Transport	Public transport changes communicated	
	Promote cyber security	Connect Smart	Cyber security promoted	
<b>Skills development</b>	Provide People Essentials series	Pod Consulting	People Essentials run	Ongoing
	Pilot Business Bites series	Subject experts	New series piloted	By year end
	Promote other information and education opportunities	Education and Training providers including MIT, ATEED	Other skills development opportunities promoted to members	Ongoing

We will promote other local providers' events, seminar programmes and articles/posts that we consider appropriate and relevant to our members.

GETBA's event and seminar programme will include subsidised Breakfast events, the Business Owners Forum series (sponsored by BNZ Partners), at least one Property Forum, the People Essentials series and Business Showcase events where members can connect with one another on the site of a host business. We will continue to offer subsidised First Aid courses and pilot a new Business Bites seminar series.

Auckland Council's Auckland Emergency Management (AEM, formerly Civil Defence and Emergency Management) has stepped back from actively supporting Community Response Plans like that which they developed with GETBA in 2011/2012. Their focus is now to help communities to build resilience to be able to help themselves. We will continue to liaise with AEM and the emergency services, to keep contacts updated and glean useful intelligence. In the event of a disaster we will be able to assist AEM and the emergency services in any local response by helping to warn and communicate with local businesses. We will continue to promote business continuity planning and emergency preparedness to members.

We will continue to inform members and promote resources available in relevant interest areas or GETBA workstreams including waste minimisation

and sustainability, skills and employment, technology and cyber security. GETBA will continue to promote alternative ways to commute other than the single occupant vehicle.

We will promote GETBA's waste minimisation initiatives, encouraging uptake by local businesses through our range of communication channels and provide at least one free pallet collection. We will continue to represent GETBA stakeholders on the Otara Waterways and Lake remediation project. We will encourage local businesses to adopt best practice policies and procedures to reduce unintended pollution of the waterways and member involvement in project clean-up initiatives. GETBA will recognise those businesses that undertake a clean-up and landscaping project for the area of any stream adjoining their property with promotional opportunities and public acknowledgement.

There is strong demand from local schools, PTEs and tertiary institutions for work experience and pathways to employment as an avenue to reduce the number of young people not in work, education or training (NEETs). As a significant employment hub GETBA will work with these and other key stakeholders to better connect with local employers. We will continue to represent employers on the COMET-led multi-stakeholder steering group piloting the Youth Employability Programme/Licence to Work and encourage local businesses to provide work experience, internships and employment opportunities to young people.

## Networking with common interest groups

We will monitor the progress of the new small business interest group as a source of peer support, networking and problem solving, over the coming year. Small business focused areas of interest and networking opportunities will be incorporated into

our regular communications and event programme. Whilst we have not received requests for social media groups, there is potential for groups to develop organically through GETBA's recently introduced Facebook platform. We will monitor demand.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Interest groups for peer support, networking and problem solving</b>	Investigate a small business owners group Refresh & incorporate small business focused networking into existing offerings	Members	Small business owners group trialled Small business focused events trialled	By year end
<b>Social media groups</b>	Incorporate into new social media/Facebook strategy	Members Marketing consultant/ social media partner	Demand for social media groups monitored	By year end



## Crime prevention

Crime prevention is seen by members as one of GETBA's most visible and valued services and will continue to be a priority work-stream. We value the partnership that we have with the New Zealand Police at both the strategic and operational level, and the input of security firms and loss prevention managers that make up GETBA's Security Managers' Network, and the Asian Council on Reducing Crime (ACRC).

We will continue to provide timely email security alerts, initiated either by the Police or vigilant members, and educate members on the importance of noticing and reporting suspicious behaviour, of maintaining security systems and of simple interventions to make premises and staff more resistant to crime. This will be communicated via email as well as GETBA's website and *Focus* magazine.

GETBA's Operations Manager and local Community Constable will continue to undertake free security

checks of businesses that have been burgled to endeavour to prevent re-victimisation. We will also continue to provide free security resources including signs for local premises and tamper-proof number plate screws.

The Police endorse the value of GETBA's ANPR camera programme which acts as a valuable deterrent as well as being effective in assisting with offender apprehension. With funding recently secured from the Howick Local Board we will install a new dual lane camera at a strategic entry point to the Howick ward on our boundary.

We will assess other initiatives for their benefit to our membership subject to funding and depending upon Police intelligence. Specifically, we will investigate the feasibility of increasing our pool of crime prevention videos to include vehicle related crime, the security of construction sites, containers and tools, and possibly social media.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Crime prevention awareness</b>	Send security alerts to businesses	NZ Police Security companies	Email alerts sent promptly	Ongoing/as required
	Communicate crime prevention message via <i>Focus</i> magazine and website	ACRC Business owners Manukau Beautification Charitable Trust	Crime prevention spread in each magazine Web resources	
<b>Police and security liaison</b>	Maintain relationships and intelligence sharing with Police, security companies and businesses	NZ Police Security companies Security/loss prevention roles within larger local businesses	Regular liaison and sharing of information with NZ Police Value of partnership acknowledged by Police and security managers	Ongoing
	Monthly Security Managers Network		Network meetings held	Monthly
<b>Resources to reach more businesses</b>	Distribute crime prevention resources; develop more as funding allows Promote tamper proof number plate screw service Expand ANPR camera network as funds allow	Funding partner Local businesses NZ Police	Resources distributed/promoted	Ongoing
<b>Deliver on Return on Investment</b>	Monitor and communicate statistics	NZ Police Local businesses	Statistics monitored and communicated	Regular/ongoing
	Carry out security checks for businesses burgled		Security checks carried out and recommendations communicated	

# 3 ATTRACTION

## Keeping it Local business support

GETBA's 'Keep it Local' ethos encourages local businesses to support one another by buying locally and employing locally, where possible. We will continue to promote this ethos as an avenue for business development and for building a sense of community among businesses.

GETBA's new Facebook communications platform is also a vehicle for fostering a local sense of community.

GETBA will continue to promote East Tamaki as a great place to do business and to work and provide a platform for local businesses to raise the profile of their businesses. These include the 'Keep it Local' promotional emails, Notice Board, Jobs Board, For Sale and Lease, Business Directory, outlet stores and eateries promotion, magazine advertising, 'Member's moment' at GETBA Breakfasts, Breakfast sponsorship and Business Showcase hosting opportunities.

BUSINESS PLAN  
2018/2019



KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Keeping it Local awareness</b>	Promote the Keep it Local ethos and initiatives	Local businesses	Keep it Local recognised by members	Ongoing
<b>Promote local businesses which also generates revenue</b>	Promote email spotlight on local businesses	Local businesses	Regular Keep it Local emails	Ongoing
	Promote <i>Focus</i> magazine advertising		Magazine advertising uptake	
	Promote Breakfast sponsorship		Sponsor for suitable Breakfast events	
	Promote the GETBA website business directory, especially enhanced listings		Website directory and enhanced listings promoted	

## Reach more members

GETBA will continue to use the structured street-by-street gap analysis process to connect with members who are new to the area. We will also work with real estate/property companies and those who are active in GETBA to help introduce those who are new to the area. The Chair of the Asian Council on Reducing Crime, Rosa Chow has offered to accompany us on our visits to Chinese business owners.

We will continue to ascertain opportunities for special interest groups and incorporate high interest areas/topics into our communications and event programme.

We will continue to liaise with and seek feedback from members.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Connect with members who are new to the area</b>	Identify businesses not aware of our services Encourage spreading the word	Active businesses Property companies	More businesses know about GETBA services	Ongoing
<b>Special interest groups, areas/ topics</b>	Monitor opportunity for interest groups and high interest areas/topics	Local businesses	New interest groups considered High interest topics covered	Ongoing
<b>Regular liaison including surveys</b>	Awareness raising visits Surveys to connect and ask for feedback Staff attend networking events in East Tamaki	Local businesses	Liaison undertaken	Ongoing

## Marketing the area as a great place to do business

We will promote East Tamaki as a great place to do business, and to locate, in the *NZ Manufacturer* online magazine, in social media, and through strategically placed advertising and billboards, as funds allow.

We will pursue promotional opportunities for East Tamaki and local businesses in the media and publish positive stories in the *GETBA Focus* magazine.

The GETBA website is an avenue for promoting East Tamaki businesses both within and outside the area with the Homepage and Business Directory getting the most page hits. The website technology is now five years old and needs replacing. We will do so during this year and ensure that we maintain Google rankings.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Public relations focus</b>	Establish and maintain connections with key publications	Media Publishers	Stories run in media	Ongoing
<b>Advertising</b>	Pursue strategically placed advertising and billboard as funds allow	Media	Area promoted via advertising and billboards	By year end
	Promote area via <i>NZ Manufacturer</i> online magazine	Publishers		
<b>Website optimised</b>	Maintain Google search engine optimisation Upgrade website	SEO specialist Web development company	GETBA website ranking maintained Website upgraded	Ongoing

## Social media

We will use social media to reach and engage with more members. GETBA is already active on LinkedIn with a company page and two groups. With the introduction of GETBA's Facebook page in November 2017 as an additional, more relaxed,

organic platform to communicate with members, we will monitor what works and adapt the content strategy to suit. We will also encourage members to use it to help create a sense of community within the business precinct.

BUSINESS PLAN  
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KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Social media used to reach and engage with more members</b>	Review and adapt social media content strategy Grow the number of Facebook followers	Marketing consultant/social media partner Local businesses	More/different members reached or engaged via social media	By year end
<b>Pilot Facebook strategy</b>	Monitor and adapt Facebook strategy	Marketing consultant/social media partner	Strategy piloted, results tracked and strategy adapted accordingly	By year end





# 4 ACCOUNTABILITY

## Return on Investment (ROI)

Decision making on all activities is driven by whether there will be a return on investment for our stakeholders. We will continue to demonstrate where possible to both business owners and

property owners a return on the target rate investment, and monitor member satisfaction through surveys at least every second year.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>ROI on all tasks undertaken</b>	Business case for all activities Attach a value to tangible events/activities showing discount benefit for members	Accountant Treasurer	Value attached to tangible events/activities	Ongoing
<b>Communicate ROI on website and other channels</b>	Publish value where relevant/quantifiable on the website		Value published on GETBA website where relevant	Ongoing

## Database management

Keeping an accurate register of members in such a large area is an ongoing challenge. We will continue to undertake database gap analysis between property addresses and businesses/tenants, following up the gaps with a mix of internet research, email, phone calls, and visits to connect with those who are new to the area or are not currently recorded on the database. We will also follow up email bounces, unsubscribes and returned mail.

We will liaise with property companies including Goodman and local real estate firms to be kept informed of businesses moving into the area and

encourage them to distribute the GETBA 'Welcome to the area' one page flyer to new owners/tenants.

Property owners will receive a letter from GETBA in the mail prior to the AGM which includes a pre-populated form with the contact details that we have for them, seeking any changes or additional information, including to tenant changes.

We will record feedback and useful information on local issues and track participation/engagement levels. We will also look for opportunities to refine the capability of the CRM database as required.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Keep up-to-date information</b>	Proactively seek to be informed of businesses moving into the area Give 'Welcome to the area' info for property companies to distribute	Property companies	Database updated regularly Information channels for new arrivals to the area	Ongoing
<b>Ensure linkages with real estate companies to keep up-to-date</b>	Link up with leasing companies	Real estate firms	Links established	Ongoing
<b>Refine the CRM database as required</b>	Refine CRM for monitoring participation, issues, feedback and improved targeting, segmentation	CRM partner	Regular monitoring of participation, issues and feedback	Ongoing

## Governance and management

GETBA's organisational structure comprises an Executive Committee in a governance, financial oversight, and executive support role, and a small executive team at July 2018 of four full-time employees, comprised of a General Manager, Operations Manager (2IC), Marketing, Communications and Events Manager, and Administrator.

It is envisaged that current staffing levels together with contracted specialist expertise should be adequate for the coming year's proposed plans.

Potential new projects will be assessed so as not to put pressure on staffing resources.

Regular performance reviews and ongoing mentoring will be undertaken and opportunities for professional development considered.

GETBA's activities will be undertaken in accordance with the Association's Constitution and the Business Improvement District (BID) Policy and partnering agreement with Auckland Council.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Review the strategic plan for relevance</b>	Monitor and amend where necessary	Committee	Strategic Plan adapted where necessary	Annual/Ongoing
<b>Ensure adequate staffing to support the Strategic Plan</b>	Monitor and adapt as required	Committee	Professional development and coaching undertaken as required	Ongoing
<b>Governance and administration in accordance with the GETBA Constitution and BID Programme Policy</b>	Adhere to the Constitution and BID policy Update as required	Committee Auckland Council	Constitution and BID Partnering Agreement adhered to	Ongoing

## Financial management and reporting

The Executive Committee will meet monthly (excluding January) and monitor expenditure against budget each month.

GETBA will work with association sponsors to help them leverage their sponsorship effectively for the benefit of the sponsors and members and

seek to renew or replace the sponsors for the following year.

When considering new work-streams or activities, any potential high resource activities will need to be considered carefully alongside potential revenue streams or funding.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Ensure sound financial management</b>	Set budget Review against budget Adjust where required	Committee Accountant and auditor	Audited accounts	Annual/Ongoing
<b>Maintain sponsorship and source new revenue streams to support new initiatives and protect against loss of funding as required</b>	Renew association sponsorships annually Monitor additional local and central Government funding as required		Sponsor income renewed New revenue streams if required	Annual
	Monitor additional local and central Government funding as required		New revenue streams if required	As required

JULY 2018-JUNE 2019

# BUDGET

INCOME	NZ\$
Targeted Rates	\$500,000
Howick Local Board Grant	\$15,000
Advertising	\$24,100
Sponsorships	\$29,100
Other (associate membership, events, seminars etc)	\$31,800
<b>TOTAL INCOME</b>	<b>\$600,000</b>

EXPENDITURE	NZ\$
Crime Prevention	\$10,200
Event Expenses	\$26,300
Marketing and Communication	\$71,000
Infrastructure	\$57,980
Professional Fees	\$42,000
General Expenses	\$22,820
Salaries	\$348,300
Depreciation	\$21,400
<b>TOTAL EXPENDITURE</b>	<b>\$600,000</b>

*All amounts are exclusive of GST.*







# EAST TAMAKI

**A great place  
to do business**

**getba**

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