

# STRATEGIC PLAN

2021 – 26

## Our Purpose

To extend the potential of Business East Tāmaki businesses, property owners and their people through knowledge, collaboration and engagement enabling long term commercial growth and sustainability.

## Our Vision

East Tāmaki is recognised as the most environmentally sustainable and innovative business district and the leading source of knowledge, education thought leaders, advice and support for East Tāmaki businesses.

# BUSINESS EAST TĀMAKI

## Strategic Priorities

### Advocacy

Reaching the people who matter most by advocating on issues affecting members and their businesses

- Foster relationships with key influential stakeholders and other industry bodies
- Expand our influence by enhancing Business East Tāmaki's profile

### Leadership

Creating an inspiring vision of the future through innovation and direction that engages the business community

- Lead the development of the East Tāmaki Green Business Economy
- Support our local businesses to provide diverse and inclusive workplaces
- Connect local job seekers to job opportunities in the area

### Member Value

Maximising member value through support and promotion of East Tāmaki businesses

- Support a safe, secure and resilient business area
- Deliver access to inspiring content and innovations
- Promote East Tāmaki through enhanced member communications