

BUSINESS EAST TĀMAKI

2022
— 23 ANNUAL
REPORT

2023
— 25 BUSINESS
PLAN



2022 ANNUAL
— 23 REPORT

2023 BUSINESS
— 25 PLAN

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Chairman's Report

Business sentiments in flux



Our current economic environment is described as a “technical recession”, with 1-2% GDP lower than inflation. This has now worsened to 6-8%, resulting in Treasury raising the OCR through to 5.5%, and expected to leave a recessive tail running through Q3-Q4 next year. Most companies are feeling the pinch of increased costs, particularly energy costs up more than 30% in the last year, and projected to continue to increase further. Our export economy is doing OK, with the exception of the Dairy Industry taking a 20% drop in milk powder driven by Chinese reserves, but our domestic retail and hospitality sectors are feeling the economic squeeze. Encouragingly, the business to business economy seems to be holding up.

Excessive, or the word I like to use, “profligate”, Government spending has increased from 2018’s level of 89bn, to 129bn in 2023, an unprecedented 61% increase during the term of this Government, and that excludes Covid-impacted budgets of 2020-2022. While the Government has finally released the economy from Covid restrictions, much of the cost of compliance imposed on business by Labour’s over-regulation of the economy (i.e. for many businesses the \$3000 cost for the Accredited Employer Work Visa (AEWV)) is now hard-boiled into business operations. The unparalleled deterioration in nearly every measure on social outcomes is triggering a mood for change as seen in recent polls, and I am sure we will see a change of government to enable business to thrive.

Business East Tāmaki this year reports a minor loss (circa \$30K) to be funded from capital reserves. This has been driven by some missed

Chairman's Report

opportunity for Breakfast Meeting revenues due to speaker cancellation, notably the Hon. Minister for Transport, Michael Woods, after being stripped of portfolios, and the closure of Waipuna Conference's Highbrook facility. The latter has led to venue changes that are not suited to our business audience, decreasing attendance. The other key contributor has been increased costs driven by CPI inflation and cost of living adjustments in excess of the salary adjustments budgeted. We are now advising we will be looking to index the 2025 targeted rate by 2% to cover costs increasing across the board, and that increase will be subject to a vote at the AGM.

Nonetheless, **Business East Tāmaki** continues to support our business community; delivering against the agreed business plan and managing to overcome unforeseen circumstances. The programme of events and support has been well supported, though as mentioned, numbers have been down for Breakfast Events. To review just a few areas: The 'Meet your Neighbour' networking events have become increasingly popular as we become accustomed to doing business without Covid restrictions.

Newly introduced Wellbeing courses and training have been very well subscribed and received, as well as our now regular Forklift and First Aid training. We have integrated NPS (Net Promoter Score) into our survey and member feedback loops. Our lobbying has been successful with the AMETI busway project, as it moves towards stage completions and we are finally seeing results in staged delivery.

Crime in the East Tāmaki BID area has been stable, while around the region we have seen ram raiders wreak havoc on retail. An upsurge in 'boy race' burnouts in the area has prompted us to close the loop on our ANPR security cameras with a planned addition of one camera to 'ring fence' the major entry/exit roads. Another addition to our lobbying and coordination efforts has been in sustainable transport. Working with companies like Fisher & Paykel Healthcare, OfficeMax, NZ Post, Goodman Property and Steel & Tube, a transport working group has been established to look at our staff and commuter

transport issues. Goodman Properties, in partnership with **Business East Tāmaki** and Auckland Transport, conducted a transport survey which has identified issues that impact our sustainability and gaps in our transport system: i.e. it doesn't support biking or scootering and public transport does not go the last mile to connect to business workplaces; the necessity for mode change to electric and public transport is not supported in the area. We will see greater activity and results in this area in years to come.

The **Business East Tāmaki** team has again been successful with sponsorships where we extended the layered benefits to Gold, Silver and Bronze sponsors last year to ensure sponsors get additional value for their contribution. I'd like to thank all our sponsors: Platinum, Bayleys, Gold, Goodman, Silver Nautech and BNZ, and Bronze Forsyth Barr, Matrix Security, AON, Freerange Works and Wynyard Wood. Our sponsors contribute considerable funds that enable your BID to do more for our local businesses.

During the year we have had stability in the **Business East Tāmaki** committee membership. During 2022, Auckland Council drove BID changes that we have advised and finally incorporated into our constitution through a Special General Meeting in July. I would like to thank this Board for their continuing governance contribution and guidance.

Finally, I would like to thank the small but dedicated team; Ruth, Julie, Karen, and Shanu for another year of team effort and great results.

Brendan Kelly
Chairman

Our committee elected members

The Business in East Tāmaki team is supported by a volunteer executive committee of local business representatives, all of whom are passionate about supporting and promoting business in East Tāmaki.

Brendan Kelly,

representing Quest Highbrook,
elected Chair from February 2019

Henry Jansen,

Secretary, representing Wynyard Wood

Lisa Murphy,

Treasurer, representing RSM New Zealand

Cozy Tsui,

representing Topland NZ Ltd

Nick Biland,

representing Plummer Compressors Ltd

Nick Steele,

representing Boyd Workspaces Ltd

Andrew Turner,

representing Nautech Electronics Ltd

Tim Bull,

representing Bayleys

Alan Lun,

representing Mega Food Services Ltd

Local Board Representatives (non-voting)

Bo Burns,

Howick Local Board

Apulu Reece Autagavaia,

Otara-Papatoetoe Local Board

Our Sponsors and Funding Partnerships

Business East Tāmaki is very appreciative of the financial support from both our sponsors and the Howick Local Board.

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



FUNDING PARTNER



BUSINESS EAST TĀMAKI

Who we are

Business East Tāmaki (formerly Greater East Tāmaki Business Association (GETBA) is the local business association for East Tāmaki and a not-for-profit incorporated society funded through targeted rates. We proudly champion the Business Improvement District's (BID) 4,000 business and property owners and 30,000+ employees to create a better business environment so East Tāmaki businesses – small, medium, and large – can prosper.

Everything we do and every decision we make is focused on maximising the potential of our East Tāmaki business community.

If you manage, own, or rent a business or property within the BID, you are eligible to be a member of Business East Tāmaki. There is no extra cost to your business as membership is already taken care of via a targeted rate.

Why we exist

Our Purpose

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

Our Vision

is that 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.



Executive Report

OUR 2022 - 23 OUTPUTS

Our role in the East Tāmaki economy is to improve the business environment of our area, promote innovation, prosperity and employment, and attract new businesses, customers and visitors.

This Executive Summary provides an overview of the various support and initiatives provided by Business East Tāmaki in order to assist businesses in their recovery and growth.

ADVOCACY

Amidst the ongoing recovery from the pandemic's aftermath, our business community has been adapting to the multi-faceted challenges that in many ways has reshaped the business landscape.

Business East Tāmaki has worked in partnership with Central and Local Government, by lobbying on issues and keeping abreast of developments important to our business community.



Lunch with Nicola Willis

Lobbying Central and Local Government

One of our key priorities is to work in partnership with Central and Local Government on issues important to our business community, and we actively strive to establish channels of direct communication with key decision makers.

In November, Business East Tāmaki members, including a number of our small business owners, had the opportunity of a round table session with shadow Finance and Transport Ministers, Nicola Willis and Simeon Brown. Common themes discussed included immigration and employment issues, government overspending, transport infrastructure, the cumulative effect of lockdowns, and the impact on businesses of a new public holiday and additional sick leave legislation.

With the upcoming general election, these round table opportunities can help to shape the various political parties' thinking on key issues, and they position Business East Tāmaki as a valuable resource for Government policy insights and recommendations. Throughout the year, we have extended invitations to all major political parties to meet with our members, either through meetings with business owners or opportunities for Q & A events. These include a breakfast with ACT Leader David Seymour, and a very well-subscribed breakfast with Christopher Luxon and Erica Stanford.



David Seymour Breakfast

“

“Have always been good advocates for East Tāmaki and undertake the engagement with Council/Government that as individuals we cannot.”

Kevin Obern,
OfficeMax

”

Submissions

In 2022-23 we submitted on the following proposals that would have direct impacts on businesses, or community access to businesses:

- Private Plan Change 90 at 8 Sparky Road.
- Support of the Notice of Requirement: Bus Rapid Transit – Botany to Rongomai Park

As with previous years, Business East Tāmaki has provided feedback as part of Auckland Council’s Annual

Budget 2023/24 Consultation. Feedback included opposing the disproportionate allocation of funding cuts between both Auckland Council and Local Boards; these would have resulted in cuts to critical community services being stopped, reduced or required to find alternatives. We again collaborated with a number of the larger Business Improvement Districts (BIDs) across the city to produce a joint submission on common issues. You can find all submissions on our website.

Transport and Roothing

Cryers Road/Trugood Drive intersection

This project was completed in May 2023. Members received regular communications advising of progress, upcoming work and detours.



Eastern Busway

Regular and open communication with the Eastern Busway Stakeholder Alliance Team continues. Work has commenced on the Pakuranga to Botany section, including the acquisition and demolition of properties with more than 90% of the demolition items being repurposed. Two consent applications will soon be submitted for the section from Ti Rakau Drive to Botany. The need for two consents is because funding for this section has not yet been approved, which will mean a temporary route, requiring another consent, will be put in place until the funding becomes available.

Preston Road/Ormiston Road/East Tamaki Road intersection project

Auckland Transport have advised initial work will commence before the end of 2023.

Assessment of top car-dependent commuter destinations



Major employment centre	FTE	% Change in VKT since census	Median commute
East Tāmaki	25,000	+25%	20 km
Auckland Airport	16,000	-4%	32 km
Penrose	23,000	-5%	22 km
North Harbour	21,000	+8%	18 km
Manukau Central	16,500	+9%	18 km
Hutt Central North	11,000	+18%	26 km
Wiri West	14,000	+33%	19.5 km
Mount Wellington Industrial	13,200	-5%	20 km
Mount Maunganui Central	10,200	+10%	22 km
Islington Hornby Industrial	8,000	+18%	24 km
Porirua Central	9,300	+20%	18 km
Albany Central	7,200	+14%	20.5 km

Graphic courtesy of Ian Binnie, Waka Kotahi, NZ Transport Agency

Sustainable Transport

An exciting project picking up in momentum is a plan for a sustainable transport option for East Tāmaki. This is a longer term project in collaboration with Goodman Property, Auckland Transport, Fisher & Paykel Healthcare, NZ Post, Steel & Tube, OfficeMax and the Eastern Busway Alliance. It comes as no surprise to those of us who commute, that East Tāmaki has the dubious honour of topping the list in a 2022 Waka Kotahi study assessing the top car-dependent commuter destinations in New Zealand.

Next steps include gathering data from the results of a 2023 transport survey of all Highbrook businesses, identifying a model and funding sources and partners.

LEADERSHIP

Youth/Rangatahi Employment

The old adage – “hire for attitude, you can always train skills”

In our annual survey, members indicated that staff shortages continue to be a struggle for their businesses. A priority for Business East Tāmaki has been to connect local job seekers to job opportunities in the area, as well as supporting hiring managers to think more laterally about the various avenues for uncovering talent.



Business East Tāmaki partnered with Tātaki Auckland Unlimited and the Rising Foundation to give employers the unique opportunity to hear directly from four rangatahi (young people) about how to attract and communicate effectively with rangatahi, and, just as importantly, what they find attractive in an employer.

“

“We changed our recruitment process for young people as a result of attending this presentation. We now use TikTok, Facebook and text messaging to contact prospective employees”

Brendan Kelly
co-owner Quest Hotels

”

How to attract young people?

Tell a story about your business

Social Media - advertise on Facebook, TikTok, Instagram

Network everywhere

Entry level is just that - entry.
No experience required.

Day in the life

Spotlight on Employment

We continue to work on establishing employment pipelines for our hiring managers with other education providers, including Manukau Institute of Technology (MIT), Ministry of Social Development (MSD), local secondary schools and youth groups.

November’s Business Owners’ Forum provided a platform for businesses to connect with representatives from MIT, MSD and the Solomon Group to learn about the various channels available for attracting talent, both young and old, including:

- Access to trade academy students, transitioning from secondary school to work.
- Opportunities for businesses to connect with students while they study (industry projects, PT jobs, internships and summer jobs).
- Opportunities for businesses to build their profile on campus.
- Opportunities in May and November to employ graduates.



Business Owner’s Forum – on Employment.

Collaboration

Business East Tāmaki has collaborated with several organisations and businesses on a number of events and projects.



Mayoral Debate



Highbrook Young Professionals meet Christopher Luxon

Skills and business support services

We are very appreciative of the ongoing support and partnership of our two Local Boards, Howick (HLB) and Otara-Papatoetoe. HLB has again provided funding to us in support of our shared goal to support a prosperous local economy. This has included the ability for us to subsidise various skills and business support services.



Elevated Work Platform Training



Finding Young Talent Workshop

Sustainability

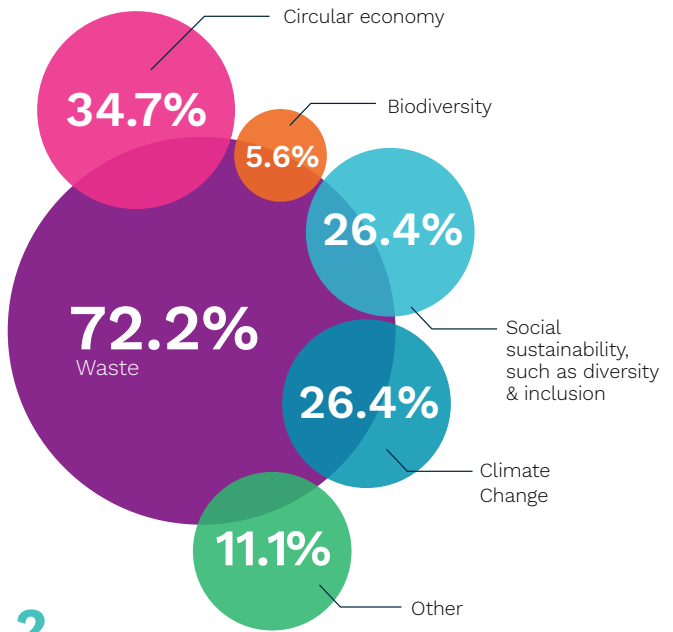
In our member survey, we asked our members to select the top two sustainability issues for their business.

72% indicated waste is their top issue

We have listened to our members and increased the waste initiatives through a variety of activities. These include:

1.

Partnering with Green Gorilla to provide a free trial period for food waste and commingled recycling. There is an increasing number of businesses joining up, and all participants that have completed the trial period have gone on to sign up directly with Green Gorilla. The programme is being continued for the 2023/2024 year.



2.

Partnering with Reharvest Timber to complete another successful pallet and waste wood collection. Over one hundred of our businesses responsibly contributed 2280m³ of product, which was subsequently repurposed as Cushionfall, a bespoke and award-winning product used in children's playgrounds, as well as two types of mulch.

3.

Partnering again with carbon neutral company RemarkIT Solutions to help divert 622 e-waste items from landfill. The equipment collected is either reused or recycled against ISO 14001 and ASNZ 5377 controls.

“

“We are very impressed with the service and support we received from Green Gorilla and Business East Tāmaki and take pride in knowing we have reduced the amount of waste we send to landfill”

Food waste and commingled recycling

”

“

“Thanks for this great free service - we really appreciate it.”

Pallet Collection

”



Pallet stats

855m³ collected

50% converted to Reharvest[®] Ecomulch

30% converted to Cushionfall[®]

20% converted to garden mulch



eWaste Stats

622 items were collected

267 will be reused

326 will be recycled

3922kg of equipment was collected

2236kg will be recycled

1686kg will be reused

MEMBER VALUE

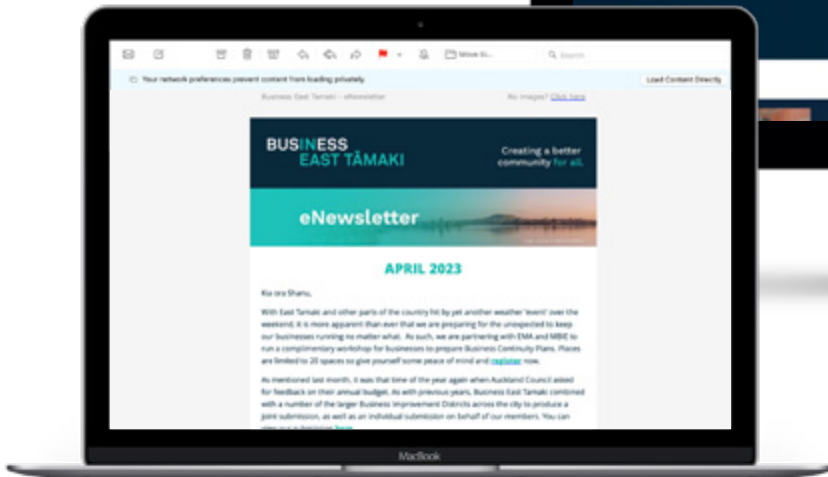
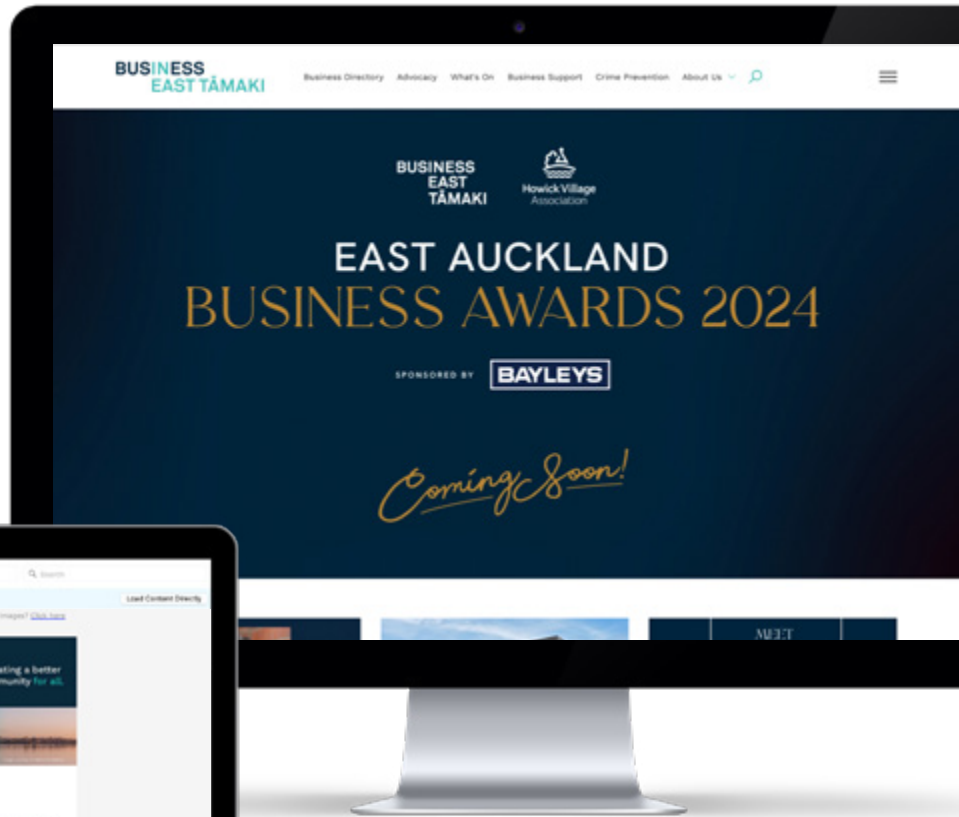
We see our role as maximising member value through supporting and promotion of East Tāmaki businesses.

BusinessET.org.nz website

12.2% returning visitors

89.4% new visitors

2% increase in users



E-newsletters

40.6% average open rate

4.2% average click rate



Social Media

LinkedIn **19%** increase in followers

Facebook **21%** increase in followers

15% increase in Facebook Buy Local Group followers

“

“Thanks for reaching out! We are thrilled to be a new member of the East Tamaki Business community. I look forward to finding out more about what you can offer.”

New Member Feedback
– Nov 2022

”

Events and Training

Post-pandemic, many businesses have looked for opportunities to create a sense of unity, whether that is being more open to sharing best practices and resources, and/or working together to address common challenges.

For our business community, the request for more networking events is a theme that comes through in every member survey we do. In 2022, we initiated a 'Meet your Neighbours' event. This was inspired by local businesses who were keen to focus on prioritising employee wellbeing, and meeting other business community members, while also supporting local hospitality businesses who have been so badly affected by the effects of the pandemic.

These bi-monthly events have grown in support, and demonstrate that, with remote working here to stay, business leaders are having to be more creative in maintaining team cohesion.

“

“This is such a great initiative. We get to know who’s who in the neighbourhood and also make some mutually beneficial network connections.”

Meet Your Neighbours – June 2023

”



In 2022-23 we held

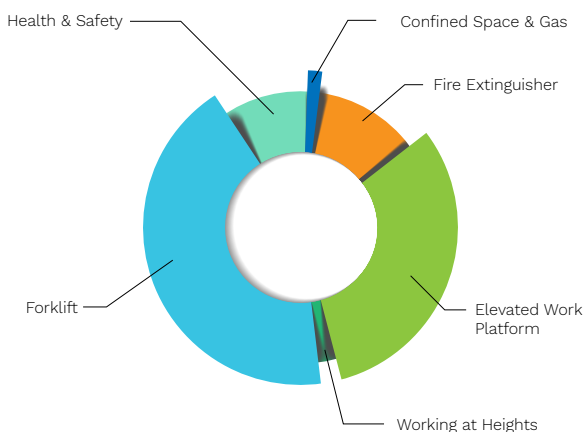
25 face-to-face events and workshops

6 St John’s First Aid Courses

1345 Registrations (events, workshops and skills training)

Thanks to the support and funding from Howick Local Board, we were able to continue offering subsidised skills training courses, seminars and workshops. There continues to be considerable interest in the skills training, with the most demand being for forklift training and Elevated Work Platform courses.

Subsidised Skills Training 2022-2023



EmpowHER

In 2023, we launched our women’s networking group, EmpowHER and kicked this off with a sold-out event for International Women’s Day.



Christopher Luxon and Erica Stanford – 4th November breakfast

“

“I just wanted to drop a line to day what a wonderful session this was. Great panel of speakers who were relatable and genuine.”

International Women’s Day – March 2023

”

Build Business Resilience

Recent history has shown disasters can strike us at any time. In order for businesses to get prepared, we held two workshops in collaboration with Auckland Emergency Management and EMA, to futureproof businesses in the event of a disaster.

Digital Boost

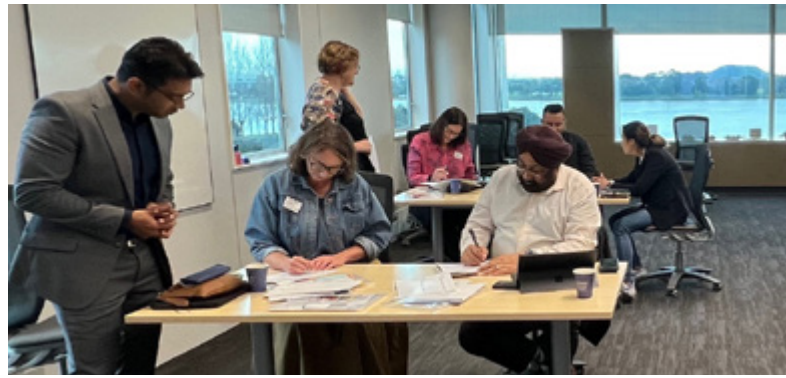
Thanks to a partnership with MBIE, eleven East Tāmaki businesses reaped the rewards of attending a series of free hands-on and interactive digital marketing, cloud accounting and cyber security and privacy workshops. The programme was designed to meet the needs of small business owners, supporting them to digitally transform their operating models.

“

“Networking with like-minded people who are also on the journey to discover the digital platforms”

Digital Capabilities Feedback
- October 2022

”



MayDay Workshop



Digital Capability Training

A Safe and Secure Area

Members continue to value the services offered around lowering offences in the precinct.

Our wins

Highbrook Boat Ramp – combined efforts of nearby businesses, Goodman Property, Police and Business East Tāmaki resulted in Howick Local Board approving the alcohol ban for the car park and nearby sections of Waiouru Road. Howick Local Board also funded signage and Goodman Property has installed bollards the length of the waterfront area. Police report a greatly reduced number of alcohol-related offences in the area.

Illegal Street Racing – Police and Auckland Transport have agreed that the Restricted Street bylaw (under the Manukau City Council) is still enforceable. Police have been actively monitoring activity and issuing infringement notices to vehicles participating in street racing.

Help for businesses and employees

- 7** Security alerts sent to members about crime incidents and suspicious behaviour in the area
- 71** vehicles had tamper proof screws attached to their registration plates

Updated “No Cash or Valuables on the Premises” signs distributed to members

Statistics

- 38%** Reduction in the number of registration plates being stolen
- 24%** Reduction in burglaries
- 4%** Reduction in stolen vehicles
- 92%** Increase in petrol drive offs
- 65%** Increase in crimes involving the theft of tools
- 39%** Increase in shoplifting
- 22** Meetings held with safety stakeholders – NZ Police, loss prevention managers, security companies and property managers.



Member Engagement

Business East Tamaki magazine

Our quarterly magazine continues to evolve as a trusted resource for knowledge sharing, thought leadership and case studies. Importantly, it showcases inspiring stories from our business community, whether that be employers or employees.

4 issues

9,500 total printed copies

“

“I’ve read the magazine and was impressed with the variety and quality of businesses featured”

”

“

“Thanks for reaching out! We are thrilled to be a new member of the East Tamaki Business community. I look forward to finding out more about what you can offer.”

New Member Feedback
- Nov 2022

”



Surveys 2022- 2023

In 2022, Business East Tāmaki changed its traditional annual member survey which only captured one moment in time. We now run shorter, quarterly 'pulse surveys', so we can track ongoing member satisfaction throughout the year, as well as our progress against the initiatives and new opportunities for improvement our members have identified as areas for us to focus on.

Business East Tāmaki partnered with Perceptive, an independent research agency, to implement its Customer Monitor programme. At the heart of Customer Monitor is the Net Promoter Score (NPS), a globally recognised methodology.

It calculates the total score for a business or organisation by measuring the scores of Detractors (those who are dissatisfied), Passives (those who are satisfied but neutral) and Promoters (those who are satisfied and comment enthusiastically)

The NPS (Net Promoter Score) for Business East Tāmaki was 24%, which is considered favourable – but we need to improve the score

- there's still work to be done!

Remember the score is just the beginning. We need to focus on identifying the underlying themes behind the score and putting plans in place to address them:

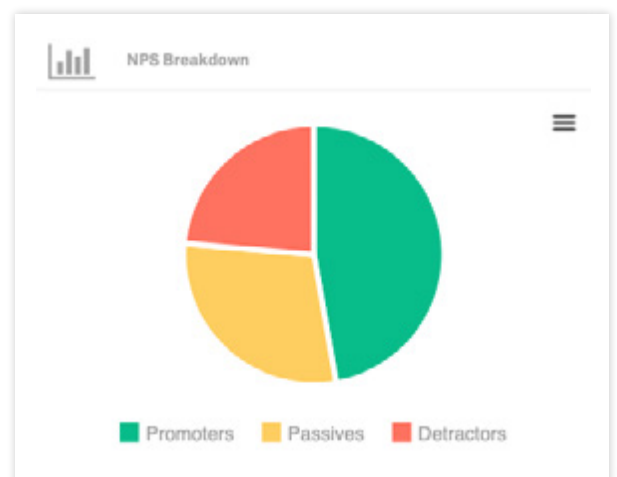
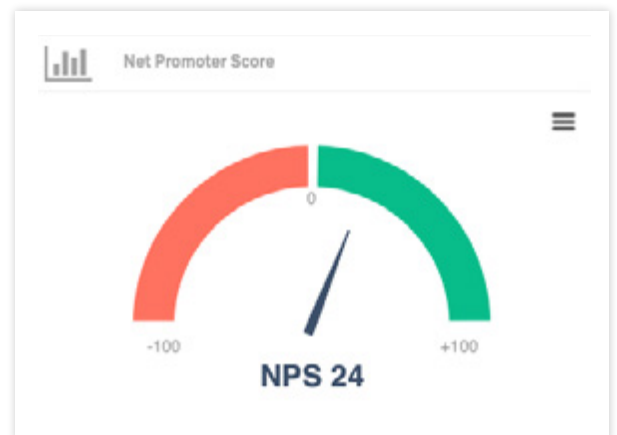
Emerging themes:

- Crime Prevention, local business deals and discounts, networking opportunities, local infrastructure

“

This is a very well organised group that is pro-active in their work towards a better business community and I am glad we are a part of it.

”



“

More networking opportunities

”

Next steps:

Improving the NPS score is an ongoing process, and it requires a holistic approach. By focusing on enhancing our service to our members, we can gradually improve our NPS and build stronger relationships with our members.

Business East Tāmaki can do this by:

1. Conducting Focus groups to better understand needs, expectations and pain points.
2. Reaching out to Detractors (those who've given permission to contact) to identify problems and make necessary improvements.
3. Leverage Promoters' advocacy.
4. Thanks to the most loyal customers.
5. Continuous communications – NPS should not be a one-time only communication event. We'll be providing regular updates on the progress made and keep members informed about ongoing efforts to improve their experience

“

Maybe fewer emails, it does become a little overwhelming with the number, and important things could be dismissed.

”

“

Would love for us to trail-blaze the transport to/from East Tāmaki with so many people who travel and many who would appreciate the sustainable and cost effective outcome.

”



Business Plan

JULY 2023 - JUNE 2025



Divided into three Strategic Goals and in consultation with the Executive Committee, Business East Tamaki has developed a two year business plan focusing on the central issues facing our businesses which align with our Strategic Plan, 2023-24 budget and 2024-25 draft budget.

By executing this business plan, we will ensure that we maintain every component of the services that add value for our members, whilst continuing to grow the profile of our businesses to enable long term commercial growth and sustainability.

Strategic Goal #1:

Advocacy - reaching the people who matter most by advocating on issues affecting members and their businesses

Objective	Priorities	Timeframe
Lobby Central and Local Government		
Work in partnership with central and local government to support our business community by lobbying on issues chosen by the community	<p>Work with local boards on commonalities that align with their new three year plans to enhance our local economy supporting business growth and opportunity including:</p> <ul style="list-style-type: none"> • Greenmount Landfill • Improved public transport • Reducing waste to landfill • Crime prevention initiatives • Advocating for crucial infrastructure upgrades • Improvement in freight and commuter connectivity for business communities 	2023 - 2025
Support investment that will influence long term commercial growth and prosperity	Maintain/build new relationships with key stakeholders and decision makers who influence investment decisions	2023 - 2025
NZ and Local Infrastructure		
Lobby to influence transport decisions enabling our businesses to operate more efficiently whether by land, air or sea	<p>Continue to represent community interest in the delivery of the Eastern Busway project and Airport to Botany transit project</p> <p>Proactively track and address any transport or roading issues</p>	2023 - 2025
Protect our waterways and natural environments		
Prioritise providing green spaces for our businesses and healthy waterways	<p>Provide connections for local businesses and environmental organisations to work together on new biodiversity initiatives.</p> <p>Work with the Local Boards to advocate for earlier rehabilitation of the former Greenmount landfill into public open space.</p>	2023 - 2025

Strategic Goal #2:

Leadership - creating an inspiring vision of the future by providing proactive, motivating direction

Objective	Priorities	Timeframe
Social Equity and Diversity		
Assist our local businesses to provide diverse and inclusive workplaces	Create opportunities and access to workplace education to promote social equity and diversity in East Tamaki businesses.	2023 - 2025
Build relationships and engage with ethnic communities	Together with the local boards, support community groups and increase activities that bring diverse groups together	2023 - 2025
Youth/Rangatahi		
Facilitate relationships to connect our local youth to businesses for employment	<p>Build relationships with local secondary schools and feeder tertiary providers</p> <p>Build relationships with related stakeholders focussed on providing meaningful jobs for New Zealanders</p> <p>Provide opportunities to link work-ready students and youth with East Tamaki employers</p>	2023 - 2025
Sustainability		
Lead the development of the East Tamaki Green Business Economy	<p>Develop next steps as part of the sustainable transport project to influence travel behaviour in the Highbrook/ East Tamaki area through:</p> <ul style="list-style-type: none"> • Analysis of Highbrook Transport Survey data to better understand travel behaviour • Identifying a sustainable transport model through consultation with experts in the field of sustainable transport and urban planning • Providing a unified voice to lobby local government and key stakeholders for support and funding of initiatives • Partner with other East Tamaki businesses to fund alternative transport options. 	<p>2023 - 2025</p> <p>2024 - 2025</p>
Empower the business community to take environmental action	<p>Showcase best practice and identify projects or case studies that are real and inspiring</p> <p>Implement further initiatives and participation with local businesses to reduce waste to landfill in line with local and national Government targets.</p> <p>Identify ways for businesses to share products and resources</p> <p>Increase connections, collaborations and support between our business community and environmental/ community groups</p>	2023 - 2025

Collaboration

Develop relationships and establish collaborative agendas with key influential stakeholders and other industry bodies

Grow strong networks to facilitate sharing best practice, building capability and skills across business areas to influence and develop a stronger voice on issues

2023 - 2025

Deliver inaugural East Auckland Business Awards in 2024 in partnership with Howick Village Association.

2023 - 2024

Support local businesses to engage in corporate social responsibility initiatives.

2023 - 2025

Wellbeing

Promote and enable business change through wellbeing initiatives

Prioritise the support of wellbeing updates in the Business East Tamaki magazine, seminars and other communications

2023 - 2025





OUTWARDS

Ford E-Transit
100% Capable. Zero Emissions.
Build for heavy work. 100% Capable. Zero Emissions. 6800 lbs GVW. 150 kWh battery. 250 miles range.

TransNet
a mobility



www.evc.co.nz

PLJ

Strategic Goal #3:

Member Value - maximising member value through support and promotion of East Tamaki businesses/we've got your back

Objective	Priorities	Timeframe
Skilling and Jobs		
Work with local education providers and agencies to better connect job seekers to job opportunities in the area in order to address the skills shortage	Activate an active employment hub between key stakeholders (MIT, AUT, Business East Tamaki, Secondary schools and youth skills providers (hire local, live local, work local)	2023 - 2025
	Provide and promote subsidised skills training to assist with upskilling in the most sought after industrial skills where funding permits	2023 - 2024
Develop a network of business owners and employees that have a voice on the issues that are important to them	Ensure that all Business East Tamaki members regardless of age, ethnicity, gender etc have opportunities to engage and contribute to the East Tamaki business community.	2023 - 2025
Inform and Educate		
Offer a diverse and broad range of learning opportunities through an event programme and publications	Provide relevant seminars, events and resources to cater for all member segments	2023 - 2025
Grow Business East Tamaki's profile	Communicate through improved communication channels and marketing collateral.	2023 - 2025
	Develop the Business East Tamaki magazine to attract a broader readership and pride in the business district	
Building Business Resilience		
Work with our partners to establish the tools and resources required to embrace disruption, adapt, transform and future proof our businesses	Build community resilience to ensure our community is safer and better prepared in the event of further emergencies.	2023 - 2025
	Assist business owners to keep ahead of employment and immigration developments	
Support a safe, secure and resilient business area	Work with police, local boards and other agencies to implement safety strategies and crime prevention initiatives	2023 - 2025
	Fund a 6th ANPR camera to ring fence the East Tamaki business area.	2024 - 2025
Member Engagement		
Provide the platforms for the local business community to connect and share knowledge	Promote "buy local" and "stay connected" marketing, advertising and social media campaigns	2023 - 2025
	Explore other opportunities for local businesses to interact with each other	
Networks and representative groups are active and promoted ensuring a vibrant business community	Engage members in relevant advocacy, peer support and networking groups	2023 - 2025
	Build relevance and engagement with a younger and more diverse active membership	
Support Business Growth and Opportunity	See improvements in the Net Promoter Score (NPS) survey score by: <ul style="list-style-type: none"> Connecting with detractors to better understand needs, expectations and pain points and leveraging promoter's advocacy 	2023 - 2025

Key Performance Indicators

2023 - 24



Business East Tāmaki Budget

2023 - 24

Draft Budget

2024 - 25

Budget 2023 - 24 and Draft Budget 2024-25

INCOME	2023 - 2024	2024 - 2025 (Draft)
Associate Member Subs	\$6,955	\$7,500
Howick Local Board (HLB) Grant	\$15,000*	\$10,000****
Sponsorship	\$107,500	\$67,500*
Current BID targeted rate grant (2023/2024)	\$588,600	\$588,600
Proposed 2% increase to BID targeted rate (2024/2025)		\$11,772
Interest Receivable	\$13,350	\$10,350
Events/Seminars	\$46,360	\$28,595***
Advertising	\$16,128	\$16,000
Total Income	\$793,893	\$740,317
* \$10k + \$5000 Crime Prevention – HLB		
EXPENDITURE	2023 - 2024	2024 - 2025
Communications/Events	\$110,165	\$57,500*
Crime Prevention	\$16,485	\$16,500
General Expenses	\$51,043	\$52,500
Infrastructure	\$56,174	\$57,500
Marketing/Website	\$92,106	\$93,950
Professional Fees	\$35,550	\$36,260
Projects	\$11,250	\$31,500
Salaries	\$386,605	\$386,605
Contingency	\$7,500	\$7,500
TOTAL EXPENDITURE	\$766,878	\$739,815
NET PROFIT	\$27,015	\$502

**BUSINESS
EAST
TĀMAKI**

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