

# getba

Greater East Tamaki  
Business Association Inc.

# STRATEGIC PLAN 2021 - 2026

## GETBA VISION FOR 2026

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



## OUR PURPOSE

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

# 2021-2026 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 GETBA's profile

## LEADERSHIP

Creating an inspiring vision of the future through proactive, motivating direction

- Lead the development of the East Tamaki 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

Maximises member value through supporting and promotion of East Tamaki businesses/We've got your back

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