



BUSINESS EAST TĀMAKI

2024 — 25 ANNUAL
REPORT

2025 — 27 BUSINESS
PLAN

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REPORT

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PLAN

CONTENTS

- 04 — Chairman’s Report
- 12 — Executive Report
- 26 — Business Plan 2025-27
- 30 — KPI’s
- 32 — Budget 2025-26 and
Draft Budget 2026-27



Keeping business moving



Reflecting on last year’s report, I note that I indicated green shoots of recovery appearing. Instead, we bounced back into what has been a long running recession, now 2+ years, with hope of a better commercial future outlook now coming in 2026. In the words of Forsyth Barr economist Zoe Wallis at her May presentation to **Business East Tāmaki**, we have an “uncertain” global economic outlook, driven by Trump’s US tariff campaign, and the wars in Ukraine and Gaza. Our data from Infometrics shows that Auckland has done it harder than the rest of NZ, and East Tāmaki has done it harder than Auckland. New Zealand is arguably faring as well or better than many of our peer economies, with interest rates continuing to fall back to “affordability” levels and meagre, but positive GDP growth. Government spending appears to be under control, however we all look for economic stimulus for the SME sector of the economy, while awaiting traction for larger scale infrastructure projects to kick in.

Business East Tāmaki reports a small loss in the 2025 annual performance report of (\$17k) against a prior year profit of \$6,353. Full year operating revenue of \$699K was derived against a budget of \$708k, a minor shortfall of \$9K. The 2025 budget incorporated increased costs driven by CPI inflation with a predicted loss of -\$25K, however prudent management by the team has reduced this loss to -\$17k, in spite of the revenue shortfall. We are again advising we will be looking to index the 2026 targeted rate by a further 3% to cover this loss and continued increasing costs; and that increase will be subject to a vote at today’s AGM.

Business East Tāmaki continues to support our business community delivering against the agreed plan and managing costs accordingly, with a robust events programme featuring:

Political briefings and post budget updates including Simeon Brown, once in his role as Minister for Transport and again as Minister for Auckland at our budget breakfast with Zoe Wallis.

We have facilitated a Wellness Series, AI focused workshop, and our Meet Your Neighbours networking events are increasing in popularity. We hosted Pink Ribbon day and International Woman’s Day. Our Small Business Group has been revitalised and meet on a 6 weekly basis.

We also engaged an Infometrics Survey of the levels of employment, business sectors and historical growth for the East Tāmaki Business area. This ensures we have accurate current economic data to guide strategic planning and advocacy efforts and strengthen the BID’s voice when lobbying local and central government by presenting credible, data driven insights.

Planning is well underway for our 2026 East Auckland Business Awards, with strong sponsorship support and category updates to reflect evolving business sectors.

Crime prevention is always top of mind with members. We have invested in 3 new ANPR cameras and a further 2 planned in the 2026 budget year. In this process, we engaged an independent review party to look at our installed dollar value base and provide a prioritized list of investment options for the board to make informed investment decisions. Our crime trend shows overall decline in petrol drive offs, shoplifting and burglaries.

Our lobbying and coordination efforts with the Eastern Busway have continued to add value to members with updates and input. We are happy to see the project running to its final stages in 2026/27.

The **Business East Tāmaki** team has again been successful with sponsorships and I’d like to thank sponsors: Gold, Goodman and Bayleys; Silver, Forsyth Barr and BNZ; and Bronze, Freerange Works and Wynyard Wood. We also welcome new sponsors for the 2026 year: Alpine Print and NXP NZ. 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** board. I would like to thank this board for their continuing governance contribution and guidance. However, I have previously advised the Board and Members that with the sale of my business, this AGM is officially my last duty, and I will be handing over to the next duly elected chair. Additionally, Andrew Turner has sold his business Nautech Electronics and will be stepping down from the board as he embarks on his well-earned step back from business. Thanks for your years of service Andrew. I’d like to thank you all for the support you’ve shown me and the **Business East Tāmaki** board and Team: Ruth, Julie, Andrea, 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

Lucy Hall,
representing Health Improvement Group

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.

Business East Tāmaki team

Business East Tāmaki operates with a team of four full-time staff

Shanu Gounder

Marketing,
Communications & Events

Andrea Crawford

Membership Liaison

Julie Davies

Office Manager

Ruth White

General Manager

Image courtesy of Highbrook Medical

The Year in numbers

2024 – 2025



2 Security Alerts



22 Safer Communities Meetings



1 Safer Plates Event



52 Wellbeing Posts



63 Businesses Visited



1132 Networking Event Attendees



2,289 Newsletter Subscribers



2 Pallet And E-Waste Collections



12 Member Newsletters



1 Toy Collection



1 Jammies For June Collection



30 New Businesses



16k Website Interactions



15,864 Business Directory Views



11 Short Courses



3 St John's Courses



4 Nps Survey



27 Associate Members

THE EAST TAMAKI ECONOMY

OUR 2024 - 25 OUTPUTS

Executive Report

The following summary outlines how we have promoted, supported and represented the area and our businesses throughout 2024-25.

Over the past year, we have continued to advocate strongly for East Tāmaki businesses on transport, infrastructure, sustainability, and environmental issues. To better understand our economic engine, we commissioned Infometrics, an independent economic consultancy, to analyse the area's performance.

The results show that despite experiencing the same broader economic downturn as the rest of New Zealand, East Tāmaki continues to pack a considerable punch. In an economy increasingly dominated by services, East Tāmaki proves that making things still matters – and that industrial strength remains an essential pillar of New Zealand's economic future.

Facts and Figures

GDP Performance

- East Tāmaki contributes **4.5%** of Auckland's total GDP, generating \$2 billion in 2024.
- Goods-producing industries account for **35.2%** of GDP.
- Manufacturing is the largest contributor (**30.7%** of GDP).

Employment

- **43,757** filled positions, accounting for 4.4% of Auckland's employment.

Top Sectors

- Manufacturing, wholesale trade, transport, and construction.

Our Businesses

- **3,336** business units call East Tāmaki home.



02 ADVOCACY

Lobbying and Coordinated Responses

We ensured East Tāmaki’s voice was heard through regular forums, stakeholder meetings, and government consultations on key issues such as transport planning, congestion relief, intersection upgrades, and environmental policy.

Our advocacy included hosting senior leaders and decision-makers, including Prime Minister Christopher Luxon, Transport Minister (and now Minister of Health) Simeon Brown, Auckland Transport CEO Dean Kimpton, and a round-table discussion with ACT Leader David Seymour.



Transport and Roothing – Our Voice in Local Matters

We remain committed to championing better transport options for East Tāmaki employees, from enhanced public transport to other sustainable modes.

The Eastern Busway, due for completion in 2027, will play a pivotal role in East Auckland’s transport network, delivering reliable bus and train connections alongside safe cycleways and walkways. To minimise disruption and

“Great topics with both Eastern Busway and Simeon, very relevant.”

keep businesses informed, the Busway Alliance team provides monthly updates directly to Business East Tāmaki to share with our business community.



Good News Snapshot:

- **New Transport Connection:**
From Q2 2026, a new frequent bus service (#37) will link Puhinui and Burswood with the Eastern Busway, opening up public transport access to parts of East Tāmaki not previously connected.
- **Strong Business Confidence:**
92% of surveyed businesses expressed confidence in the Alliance’s engagement and delivery of the Eastern Busway project.
- **Advocating for Better Roads:**
Intersection upgrades at Preston/Ormiston Roads, along with consultation to relieve congestion on Accent Drive.
- **Keeping Business Voices Heard:**
Regular forums and stakeholder meetings have ensured that East Tāmaki’s business community remains front of mind for local boards, council-controlled organisations, and community partners.

Environmental

We supported environmental advocacy through pollution prevention workshops, rubbish monitoring, and collaborations with Wilkinson Environmental to produce new educational videos on managing chemicals and spill response.



03 LEADERSHIP

Youth/Rangatahi

Building a strong and sustainable workforce is a priority for Business East Tāmaki. Our ongoing engagement with local schools ensures that young people are aware of the career opportunities available in our business community. By keeping lines of communication open, we’ve enabled proactive schools to connect directly with East Tāmaki businesses through our facilitation.

These connections provide students with valuable exposure to workplace pathways while helping employers engage with the next generation of talent. It’s a win-win approach: schools gain industry insights for their students, and businesses benefit from building relationships with future employees.

Highlights included:

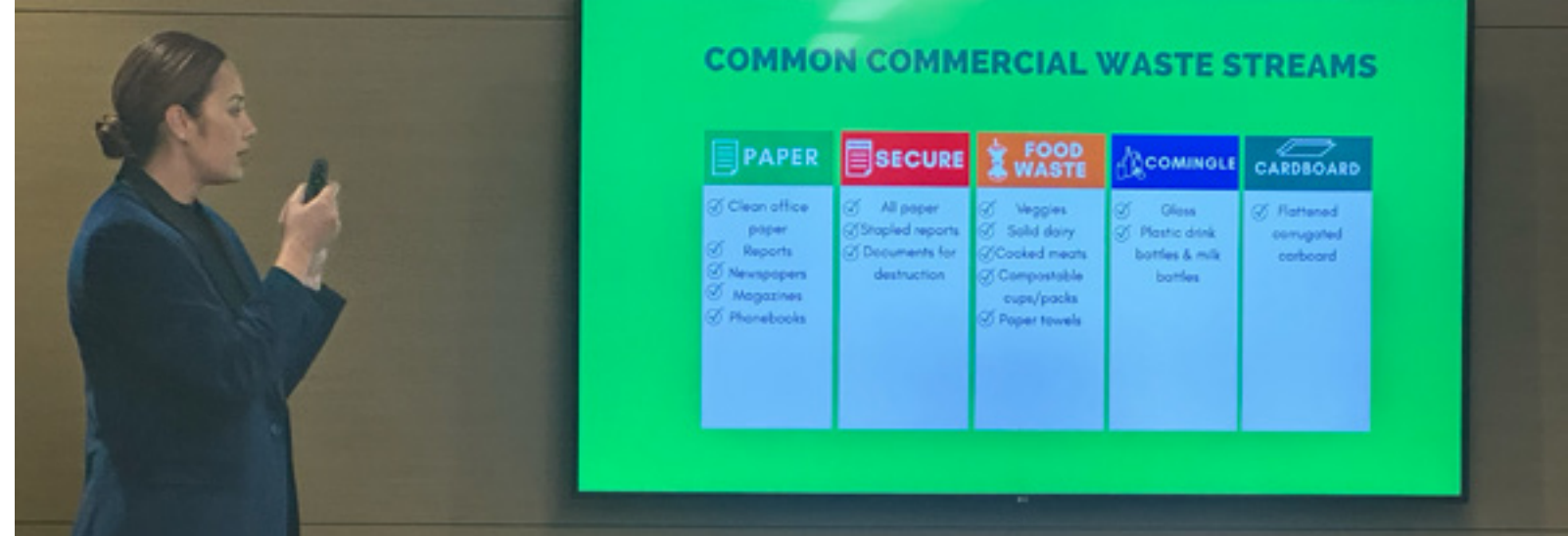
- Partnered with Auckland Business Chamber to launch the Businesses in Schools portal, connecting employers with students.
- Secured funding for the Future Connect careers event (Aug 2025) with keynote Simon Bridges.
- Continued engagement with local schools and school career advisors.



A Sustainable Future

Business East Tāmaki is committed to supporting a more sustainable future for our business community. We see sustainability not only as an environmental responsibility but also as a driver of efficiency, resilience, and long-term growth.

To help businesses take practical steps, we’ve hosted workshops and shared resources on the benefits of electrification, demonstrating how making the switch can reduce costs while lowering emissions. We also celebrate local success stories — such as Quest Hotel Highbrook and Lion — who have achieved significant savings through solar installation. By sharing these examples, we aim to inspire and equip more businesses to explore sustainable solutions that are good for the planet and the bottom line.



Waste & Environmental Solutions

We again partnered with Metro Pallets and EchoTechNZ to complete another successful pallet, waste wood, and e-waste collection.



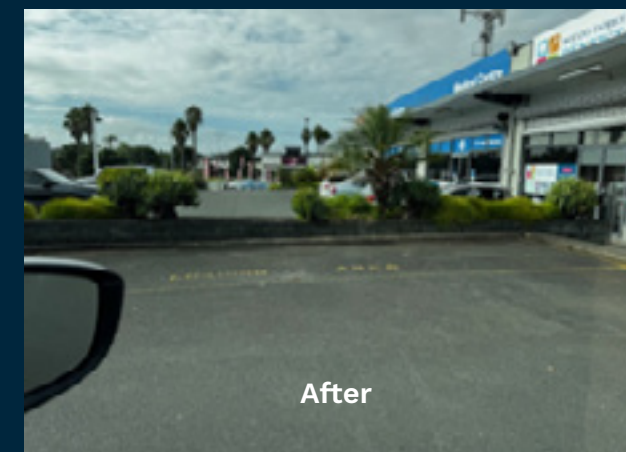
“

On behalf of our warehouse team at Blulink, we are very appreciative of this initiative taken by BusET.

”



Before



After

Pallets

57

local businesses participated.

2,827

Pallets Collected.

25%

Converted to eco-mulch.

75%

put back into circulation.

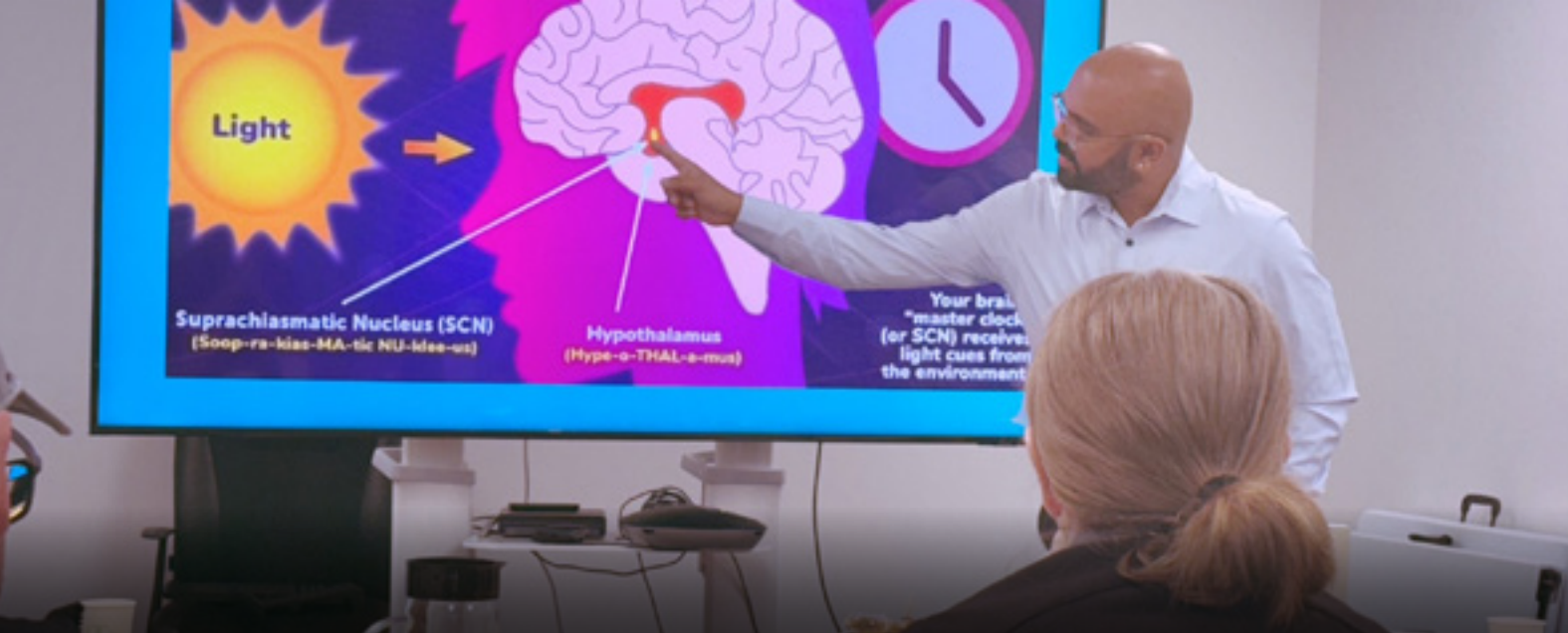
E-Waste stats

75

Businesses

6114_{kgs}

of e-waste diverted



Employee Wellbeing

Employee wellbeing remained a central theme throughout the year — both as a health priority and as a practical solution for businesses seeking stronger retention, resilience, and productivity.

Our initiatives included:

Six-part Lunchtime Wellness Series

- Partnered with Highbrook Medical, The Psychology Group and Active+ Physio Highbrook.
- Covered sleep hygiene, burnout, menopause awareness, and resilience

Wellbeing as a Retention Strategy

- Shared practical tools for businesses to integrate wellbeing into workforce planning

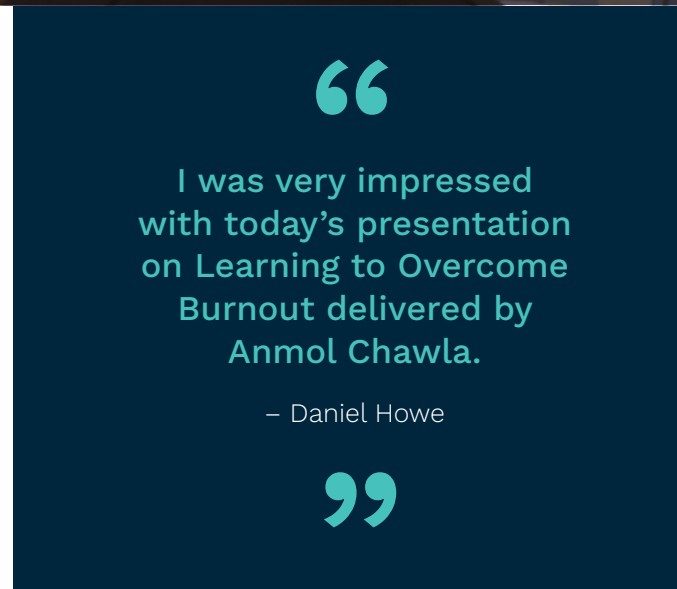
Expert Insights

- Commissioned Clinical Psychologist Jacqui Maguire to write on workplace mental health

Consistent Content Delivery

- Weekly wellbeing tips on social media — consistently our highest-performing posts
- Regular health and wellbeing features in our quarterly magazine

We remain committed to championing workplace wellbeing as a business essential — supporting both healthier people and stronger businesses across East Tāmaki.



04 MEMBER VALUE

We remain focused on maximising member value through events, communication, recognition and tailored support.

Events, Networks and Training

Our events and training programme is shaped by member feedback and guided by the priorities in our business plan and we are grateful to the many businesses — especially BNZ — who have generously opened their event spaces to us.

The programme continues to expand, drawing strong attendance and engagement. Looking ahead, we will keep evolving our events to help businesses build stronger connections and to support a more diverse and resilient workforce.

2024-25 highlights included:

- Bi-monthly Meet Your Neighbours and EmpowHER networking events.
- Training sessions on Money Management, Customs & Freight Border Protection, Electrifying Your Business, EMA updates, First Aid, and AI in Business.
- Keynote events with the Prime Minister and other senior government ministers, NZ Herald Business Editor Liam Dann, and entrepreneur Tony Quinn.
- Community events supported including sponsorship of the Highbrook Rotary Fun Run



“I wanted to express my sincere appreciation for the warm welcome you’ve extended to our JLE team since we moved into the new premises. Having a friendly face to greet us has made our transition significantly smoother.”

— Cynthia Zehnder



“What a fantastic event Friday was. You are all to be congratulated for hosting a well-run event.”

— Aaron Jones BNZ



“Listening to Deborah Mannings inspirational story and making a difference in the NZ.”



Awards & Recognition

In 2024, we launched the inaugural East Auckland Business Awards. The encouraging response from both entrants and attendees reinforced the importance of celebrating local business success, and we have committed to running the awards every two years.

Communications & Promotion

With a mailing list of over 2300 businesses, our monthly newsletter keeps everyone informed of advocacy efforts, news from around the area and provides an effective channel for promoting local events.

During the 2023-24 year there were:

16,360

views to our website homepage
– 7.5% decrease from 2023-24

19,402

views to our Business Directory
– an increase of 22%

36% increase in in active users

E-newsletters

46.32%

average open rate
– 16% increase



“

“Thanks for the wonderful information each month” – Chase Xiong – ThinXtra

”



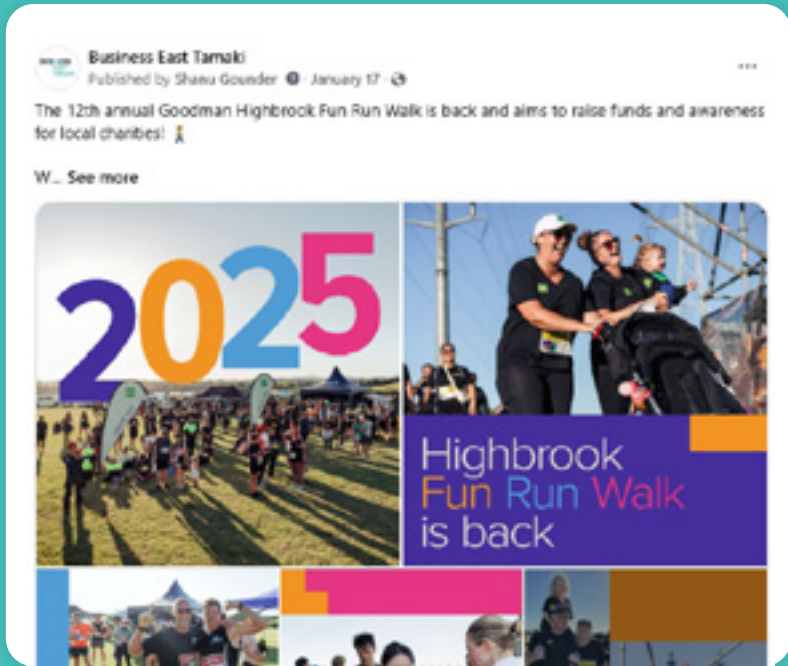
Social Media is used to raise awareness of area wide activity, comment on current themes as well as promote businesses.

During the 2024-25 year we saw:

LinkedIn 23% increase in followers

Facebook 8% increase in followers

Facebook Buy Local Group 19.4% increase in followers



Business East Tāmaki magazine

Our quarterly Business East Tāmaki magazine continues to showcase success stories, thought leadership, and community updates. Themes for the 2024-25 year included the new reality of AI, why business electrification makes sense, the business landscape and building business resilience, and transport and roading.

Community Support

We are proud of the strong community spirit shown by our members in supporting charitable initiatives that make a real difference for local families in need. Each year, we get behind campaigns such as **‘Jammies for June’**, our **Christmas Breakfast toy collection**, helping ensure children and families facing hardship feel cared for and supported.

We also partner with Highbrook Rotary for the **Goodman Highbrook Fun Run Walk**, which not only raises funds for local charities but also brings our business community together.

In 2025, the **Middlemore Foundation’s Jammies for June campaign** provided **28,770 children** with new pyjamas and blankets — an outstanding achievement made possible through the generous support of East Tāmaki businesses. A special thank you goes to **K-Land Café** for their invaluable assistance in facilitating this initiative.



“It was such a pleasure to meet you both, your passion for your job and making connections with other business is infectious and something you should be proud of.”



05 CLEAN, SAFE AND RESILIENT

Crime Prevention & Security

Keeping East Tāmaki safe remains a priority and we have come a long way since the 1990s when East Tamaki faced significant security challenges. The transformation hasn't happened by chance. It is the result of a sustained collaboration between Business East Tāmaki, Counties Manukau East Police, property owners and managers, security companies, and community organisations. Together, we monitor crime trends and support our business community to reduce crime and minimise the risk of serious incidents. We are heartened that crime remains low in our BID area despite Auckland-wide increases.

Protecting East Tamaki: Key Outcomes

- Installed **3** new ANPR cameras, with further sites planned.
- Provided time critical crime alerts and updates, alongside security site visits.
- **2** Safer Plates events
- Monthly meetings with Police, security companies and property managers — with crime trending down in burglaries, shoplifting and petrol drive-offs across 2024-25.



ANPR cameras (Automatic Number Plate Recognition Cameras)

The installation of six ANPR cameras since the project's launch in 2012 has been a cornerstone of our crime prevention strategy and a critical factor in reducing crime across the BID.

Advances in technology have reduced costs and improved performance, enabling us to expand coverage further.

In 2024, Business East Tāmaki in consultation with the Police, engaged Safer Cities to review our system and guide future planning. Following this, the Executive Committee approved the staged installation of five additional cameras over 2024–26. Once complete, this will create a near-complete surveillance perimeter around East Tāmaki, capturing most vehicles entering the business district and providing a significant boost to local crime prevention.



Working with NZ Customs to Protect Our Borders.

With New Zealand seeing an increase in organised criminal groups, we partnered with NZ Customs to deliver an educational session for local businesses, particularly importers, on the growing risks of legitimate shipments being exploited by overseas criminal groups to smuggle tobacco and drugs. The event highlighted the importance of border protection and encouraged proactive reporting as a vital tool in combating organised crime.

Member Support & Satisfaction

In 2023 we introduced the Net Promoter Score (NPS) survey as a new way to gauge member engagement.

While the score peaked at 55% in Q4 2024, the consistently low number of respondents made it an unreliable measure of overall satisfaction. For the same reason, our annual surveys have also provided limited insight.

Looking ahead to 2025–26

We will adopt a broader approach by drawing on multiple measures such as member visits, targeted surveys, and direct feedback to ensure we capture a more accurate picture of member needs and priorities.



JULY 2025 - JUNE 2027

Business Plan

Business East Tamaki has developed a two year business plan focused on addressing key issues facing local businesses and is aligned with the Strategic Plan, 2025-2026 budget and 2026-2027 draft budget. The plan aims to maintain valuable services for members while enhancing the profile of businesses to support long term commercial growth and sustainability across the full 2025–2027 period.

ADVOCACY

2025-2027 Priorities

Align with our local boards on support local economic development and foster opportunities for businesses to thrive.	2025 - 2027
Maintain and build new relationships with key stakeholders and decision makers who influence investment decisions.	2025 - 2027
Work with the Eastern Busway team to raise awareness among local businesses about the benefits and commuter opportunities.	2025 - 2027
Facilitate partnerships between businesses and environmental groups to pursue common local sustainability and biodiversity objectives.	2025 - 2027
Strengthen Business East Tamaki as the trusted leader and primary source of insights, information and opportunities for the industry and manufacturing community	2025 - 2027

LEADERSHIP

2025-2027 Priorities

Connect businesses with specialist knowledge, up to date insights and relevant data to help guide strategic choices	2025 - 2027
Work with related stakeholders to provide improved access and transport options to and from East Tamaki and to leverage the Eastern Busway	2025 - 2027
Create opportunities for businesses to learn from sector specialists enhancing efficiency, reducing waste and fostering sustainable growth	2025 - 2027
Grow our Future Connect initiative with schools and support organisations to connect young people with local business employment pathways	2026 - 2027
Implement the East Tamaki sustainable transport plan focus areas	2025 - 2027
Support businesses with sustainability initiatives in line with local and national Government targets	2025 - 2027
Deliver education and resources that enable businesses to foster wellbeing and implement effective workplace initiatives	2025 - 2027

and continue to work on replacement of ageing cameras **(2026 - 2027)**

MEMBER VALUE

2025-2027 Priorities

Support businesses to build business resilience	2025 - 2027
Fund a 9th and 10th ANPR camera to support a safe and secure business area (2025-2026) and continue to work on replacement of ageing cameras.	2025 - 2027
Help businesses access funding and recognition via grants, promotional assistance or awards	2025 - 2027
Deliver the second East Auckland Business Awards, fostering a culture of achievement and inspiration across the business community.	2025 - 2026
Continue to deliver a broad range of business, networking and educational opportunities	2025 - 2027
Develop a new 5 year strategic plan with members and stakeholders to guide East Tamaki businesses through emerging trends and evolving economic opportunities	2026 - 2027

Key Performance Indicators

Advocacy

Provide **5+** advocacy-focused engagement opportunities with government representatives

Deliver **2-3** collaborative initiatives yearly to enhance waterways and local environmental health.

Transport

Deliver at least **3** workshops, briefings or networking sessions focused on enhancing transport and commuting for local businesses

Youth and Rangatahi

Provide opportunities to link work-ready students and youth with East Tamaki employers

Sustainability

2 pallet collections and

2 e-waste collections per year

Deliver workshops, resources and/or events to provide businesses to support sustainable business practices

Collaboration

Establish and maintain strategic alliances with relevant organisations to deliver value-added initiatives for local businesses.

Inform and Educate

4 Magazine issues per year

11 monthly newsletters (Feb-Dec)

Skills and Jobs

Deliver events, workshops and resources to support local businesses and their employees to upskill

Events

4 Business Keynote events

5 Meet Your Neighbours networking

4 Women's Networking Events

2 Business Showcases

6 Business Capability Workshops

1 East Auckland Business Awards

First Aid Courses

3 St John Workshops

Crime Prevention

2 Safer Plates service

Installation of 2 new ANPR cameras and relocation of existing

Member Engagement

Maintain email open rate at **40+%**

2025 – 2026

Business East Tāmaki Budget

2026 – 27

Draft Budget

Business East Tāmaki Budget 2025 -2026 and Draft Budget 2026-2027

INCOME	2025 - 2026	2026 - 2027 (Draft)
Associate Member Subs	\$8,950	\$8,950
Howick Local Board (HLB) Grant	\$8,615	
Sponsorship	\$94,000	\$50,000*
Current BID targeted rate grant (2025/2026)	\$612,000	\$612,000
Proposed 3% increase to BID targeted rate (2026/2027)		\$18,360**
Interest Receivable	\$8,820	\$11,800
Events/Seminars	\$29,965	\$9,500***
Advertising	\$11,155	\$21,000
Total Income	\$773,505	\$731,610
EXPENDITURE	2025- 2026	2026 - 2027
Communications/Events	\$94,815	\$39,773*
Crime Prevention	\$21,184	\$15,000**
General Expenses	\$45,774	\$46,000
Infrastructure	\$62,025	\$63,885
Marketing/Website	\$82,160	\$73,220
Professional Fees	\$32,120	\$33,500
Projects	\$14,000	\$14,000
Salaries	\$428,869	\$442,650
Contingency	\$3,600	\$3,500
TOTAL EXPENDITURE	\$785,447	\$731,528
NET PROFIT	-\$11,942	\$82

Budget 2025/26-2026/27 Variances

Business East Tamaki is committed to financial and operational transparency and the draft budget for 2026-27 is aligned with the business plan as detailed on pages 26 to 29.

Income:

*	Sponsorship – will be decreased in 2026/27. As the East Auckland Business Awards (EABA) will be run bi-annually, this accounts for the reduction in sponsorship income.
**	Targeted Rate Grant 2025/26 – allowance for an 3% increase in grant income as expanded on below.
***	Events/Seminars – income decrease reflects no income from the EABA.

Expenditure:

*	Communications/Events – decrease in expenses due to no EABA being held in the 2026-27 year.
**	Crime Prevention – Business East Tamaki is allocating \$15,000 as the first stage in refurbishing its Automatic Number Plate Recognition (ANPR) camera network.

The expense lines have increased by a minimum of 3% which the Executive Committee believe is reasonable to allow for anticipated inflation up to June 2027 and in order to deliver on our business plan objectives.

Changes to the BID Targeted Rate amount

The proposed 3% increase in the 2025-26 proposed Targeted Rate will be partly allocated to cover the first stage in refurbishing the ANPR camera network (\$15,000). The balance (\$3,000) will be used to support the delivery of our current range of services at the same standard our stakeholder expects

Current BID targeted rate grant (2025/2026)	- \$612,000
Proposed 3% increase to BID targeted rate (2026/2027)	- \$18,360
Total BID targeted rate grant (2026/2027)	- \$630,360

Financial Statements to year end 30 June 2025

Comprehensive financial statements, full audited accounts and report to year end 30 June 2025 are available on the Business East Tamaki website www.businessET.org.nz or on request.



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BUSINESS EAST TĀMAKI

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