



Greater East Tamaki  
Business Association Inc.

ANNUAL REPORT  
2019/ **2020** /2021  
BUSINESS PLAN





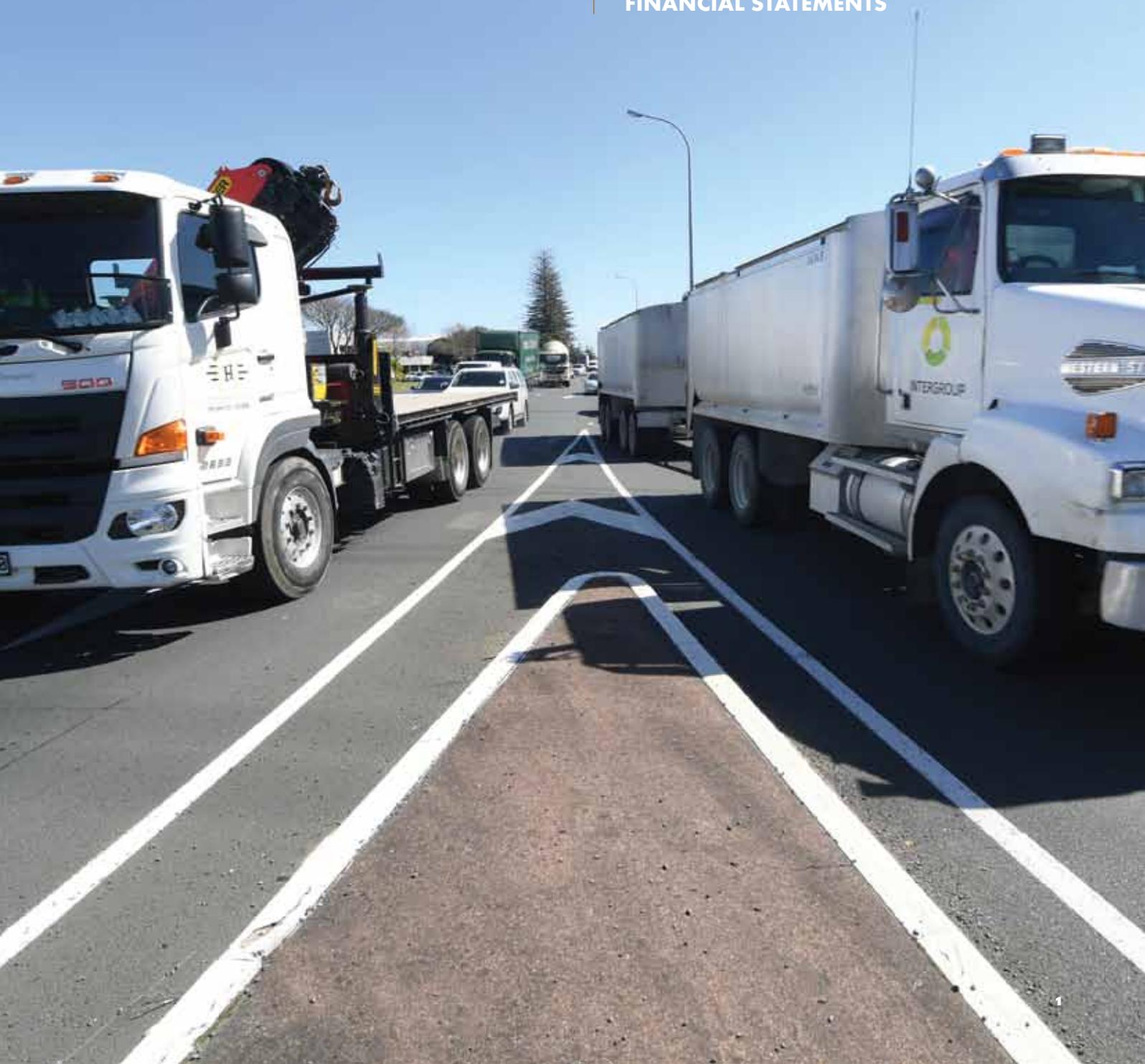
# ANNUAL REPORT 2019/20

## CHAIRMAN'S REPORT

## EXECUTIVE REPORT

- 1 ADVOCACY
- 2 ACTIVITIES
- 3 ATTRACTION
- 4 ACCOUNTABILITY

## FINANCIAL STATEMENTS



# CHAIRMAN'S REPORT



In a normal year we have a business plan, we execute and we deliver the plan according to the budget we have set, and we report progress to those plans. This year has ended like no other in recorded history, with a 100-year global pandemic in the form of COVID-19. The pandemic first raised attention in November 2019 in China. By the end of January 2020 New Zealand had suspended its inbound Chinese origin passengers from border entry. By March the country was in total lockdown with closed businesses and borders, defined as a Level 4 nationwide state of emergency; emerging through Level 3, Level 2 and to Level 1 in June. Since then establishing some form of new normal, a domestic business environment but with borders still closed, seeing GDP slump in March/April -10% with some industries like Tourism taking a 100% hit with border/business/movement closure. We

may end the year with -5% GDP growth, despite being back at a new level of 'hiatus', not many economists can predict the future. As I write 50% of the economy has been temporarily plunged into Level 3 lockdown as the result of a resurgent outbreak. Some ask whether we will spend the next year or two yo-yoing between alert levels while a vaccine is developed and deployed. The impacts on business have been huge: some few have grown, many have had to find new products, new markets or cope with decreased markets/demand and changed models; some have shrunk or perished. While our government responded well to the crisis, there is also much national uncertainty with an election just around the corner. Business hates uncertainty.

Externally the environment is very much more uncertain: Australia initially looking at better COVID-19 business performance with a softer social approach is now well into a very much worse second wave, with the USA a social and economic disaster zone. The only good news on the horizon is that inflation is low as interest rates approach 0%, a vaccine looking at least a year from development and deployment globally. Early signs are that New Zealanders are supporting local businesses; wage subsidies have carried many companies, and overall, our economy has a chance to outperform the world if we continue to contain and avoid community transmission.

The government has borrowed heavily (an additional 10% of GDP) and plans to invest heavily in our recovery. For Auckland Council's Emergency Budget 2020-2021, GETBA lobbied for a 2.5% rates increase and 1% budget savings, while continuing to invest in major infrastructure projects; Council eventually landing on a 3.5% increase to support continued planned investments. New Zealand will be reliant on a nimble and entrepreneurial business place and people to lead a recovery that is founded on significant government funded infrastructure projects for the foreseeable future.

COVID-19 forced the GETBA team to find new ways and approaches to support and continue to provide services to our business community, responding with the rapid development of COVID-19 specific communications, local advertising specials, webinars, and Business Recovery support programmes.

The Annual Report enables you to see where your investment has been focused, and what has been achieved over the past 12 months. Continuously conscious that the 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 targeted rate investment, our member survey returned a 97% satisfaction rating.

The future challenges we are facing with new technologies, productivity, the future of work in the digital economy, and the reality of a low (to zero) carbon emissions economy are exacerbated by COVID-19, but also present new opportunities for the economy moving forward. We see a continued role for networking, education, advocacy and raising awareness of these issues in our SME business community.

I would like to thank our very competent GETBA team, who like all business teams, have had to adapt hugely with the year's challenges. They have achieved much for our local businesses focussing on the COVID-19 constraints and assisting with recovery processes and programmes. I would also like to thank the Committee members for their voluntary time and input in steering the GETBA team through a tough year. Finally, I would like to take the opportunity to sincerely thank our GETBA sponsors for their generous support which enabled GETBA to provide the range of initiatives and activities provided (many of which are subsidised by sponsor contributions) to our local businesses. We're particularly grateful to Goodman and Nautech Electronics for funding the purchase of a new ANPR camera on a key entry point to our business precinct.

We look forward to continuing to work closely with our business community to ensure that East Tamaki remains "a great place to do business"

**Brendan Kelly**  
**Chairman**

#### COMMITTEE ELECTED MEMBERS

**Brendan Kelly – Chairman**

Quest Highbrook

**Henry Jansen – Secretary**

Wynyard Wood

**Liz Groenewegen – Treasurer**

RSM New Zealand

**David Lindsay**

Broady's NZ Ltd

**Nick Biland**

Plummer Compressors Ltd)

**Nick Steele**

Boyd Visuals Ltd

**Andrew Turner**

Nautech Group

#### LOCAL BOARD REPRESENTATIVES

**Mike Turinsky**

Howick Local Board

**Dawn Trenberth**

Otara-Papatoetoe Local Board

PROGRESS AGAINST THE BUSINESS PLAN 2019/2020

# EXECUTIVE REPORT



## ADVOCACY

### Representation to local and central government

GETBA 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 Organisations (CCOs) and Local Board activities. We liaised with local Councillors and key Council and CCO personnel, and the Howick Local Board.

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, social media	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	✓

We researched, informed and consulted with members, and made the following submissions which can be found on the GETBA website:

- Auckland Council Emergency Budget 2020/2021
- Auckland Council Annual Budget 2020/2021
- Council Controlled Organisations Review
- Plan Change 36 Open Space
- Auckland Council's Climate Action Framework

We have also monitored central government plans and policies pertaining to business. The Committee had a round table meeting with then Leader of the Opposition Simon Bridges in August 2019 and Finance Minister Hon Grant Robertson spoke to a large audience at a GETBA Breakfast in September 2019.

## Representation and conduit on infrastructure

GETBA alerted members to proposed infrastructure changes impacting on the precinct and pushed for improved infrastructure, particularly roading and transport infrastructure into and across East Tamaki. We urged the Council in our Emergency Budget submission to continue to invest in infrastructure improvements such as the AMETI Eastern Busway to stimulate the region's economic recovery.

We kept members informed of progress on the AMETI Eastern Busway stages 2-4. We attended regular AMETI stakeholder briefing sessions and facilitated Auckland Transport offering larger employers the opportunity to have journey plans developed for employees commuting through the AMETI construction route.

GETBA advocated for the Airport to Botany Rapid Transit (A2B) as it should improve connectivity to the East Tamaki employment hub and enable greater employment opportunities for job seekers in the south west.

Having developed a congestion hot spot map of the precinct we achieved some traction with Auckland Transport. They have actioned three minor works proposals at unsafe intersections including Smales/Sir William, but progress on a safe engineering solution to the Trugood/Cryers intersection is very slow. The commencement of the widening of the intersection of Kerwyn Avenue, Springs Road and Lady Ruby Drive scheduled for April 2020, has been delayed.

**“Great job representing East Tamaki businesses and keeping Auckland Council under scrutiny.”**

GETBA continued to represent members interests with the Howick Local Board, including pushing for the transformation of the closed Greenmount Landfill into a park.

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, Council Controlled Organisations (eg Auckland Transport) and other relevant infrastructure providers	Other Business Associations 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 50 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 a range of Council plans and issues.

Progress has been made towards greater recognition and engagement with BIDs by Council and its CCOs, agreed on by the Council and CCO CEO's in the previous year. This is especially true of Auckland Transport and ATEED.

GETBA has participated with the other Auckland Business Associations at regular meetings co-ordinated by the Auckland Council BID team for sharing information, ideas and best practice. These occurred more regularly during the pandemic via Zoom.

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: Business North Harbour (BNH) Rosebank Business Association (RBA) Wiri Business Association South Harbour Business Association	Regular contact Information shared Regular 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 responses to Auckland Council Plans; one of core group of BIDs working on greater recognition and engagement by Council and CCOs.	✓

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

GETBA has responded to requests from local business owners seeking help with regulatory and infrastructure supply issues with Auckland Council. Common issues have included

parking/business access issues, 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 and accessible 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	✓

Inform,  
connect  
and unite  
GETBA  
business  
community





# 2

## ACTIVITIES

### Business support: education, information and networking

---

The COVID-19 pandemic disrupted the scheduled programme of events and seminars in the last quarter of the financial year, and GETBA, working remotely, responded with a series of 13 informative webinars instead, which were well supported. The results of regular surveys conducted by ATEED guided our choice of webinar topics.

We also provided pandemic related information and sources of assistance to members with regular LOCKDOWN UPDATE emails, and LOCKDOWN MEMBER ASSIST emails for free community support/member to member assistance in Alert Level 4 was replaced in Alert Level 3 by a free KEEP IT LOCAL shared email campaign, including targeted shared emails for sponsors and associate members, continuing into Level 2. We sent 19 free shared Keep it Local emails raising the visibility of 103 local businesses. The website was updated regularly with COVID-19 info

placements on the Homepage and a dedicated page under Business Support. Facebook was also a communications channel.

**“The email communication reflects a very high level of support, guidance and care you have for your members.”**

Prior to COVID, Business Owners' Forum events focused on Workplace Wellbeing, Exporting and Immigration. We are very grateful to the series sponsor, BNZ Partners, and promotional partners BDO, Denham Bramwell, POD Consulting,

RSM New Zealand, Wynyard Wood, and Xennial Marketing for facilitation.

Bayleys hosted their annual Property Update for GETBA members in September 2019 with economist Cameron Bagrie as guest speaker. The annual Property Forum was held online via Zoom in June 2020.

Four Breakfast events were held featuring guest speakers NZ Police Counties Manukau East Area Commander Inspector Wendy Spiller, Minister of Finance Hon Grant Robertson, Dr Tom Mulholland and Christopher Luxon.

Business Showcase events were hosted by OfficeMax and East Auckland BMW. The OfficeMax event had a sustainability/waste minimisation focus.

Six People Essentials seminars and a Business Bites seminar were fully subscribed, until disrupted by the pandemic. The St John First Aid courses, subsidised by GETBA and held locally, have been very popular, with four one-day Level 1 courses (the Worksafe NZ minimum qualification requirement for a workplace first aider) and three half-day Mental Health First Aid courses being held.

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	4 Breakfasts 3 Business Owners Forums 1 Property Owners Forum 2 Business Showcase events Bayleys Property Market Update	✓
<b>Inform on local and wider issues or opportunities</b>	Through <i>Focus</i> magazine, email, website, social media and business showcase events as appropriate	Members	Regular communication Targeted COVID communications	✓
<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	WMIF funded Waste Advisory Service Raised awareness Free pallet collection/recycling	
	Partner with agencies and education sector to assist employment	COMET 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 technology and cyber security	Connect Smart	Cyber security promoted	
<b>Skills development</b>	Provide People Essentials series	Pod Consulting	People Essentials series delivered Introduced Business Bites seminars 13 targeted COVID webinars	✓
	Offer St John First Aid courses for members	St John	4 First Aid L1 courses held 3 Mental Health First Aid courses	
	Promote other information and education opportunities	Education and training providers including MIT and ATEED	Other training opportunities promoted to members	

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

GETBA also provided a conduit to business support and information via the GETBA website, with links to business resources, and through our regular communications channels including the eNews, GETBA's *Focus* magazine and Facebook. Each issue of *Focus* magazine was themed – Adapting to Change, Transport and Logistics, and People and Culture - as well as informing members on regular work-streams. The pandemic impact on income meant the Autumn issue was made available digitally only.

We promoted GETBA's web-based resources including business continuity planning and emergency preparedness resources and attended Auckland Council's Auckland Emergency Management meetings. We also promoted Auckland Transport's Travelwise options to the one person per vehicle commute, with information and web-based resources on carpooling, cycling and public transport.

In addition to promoting GETBA's web-based waste minimisation resources, we continued to provide

free waste assessments under the Waste Advisory Service project begun in March 2019 and funded by Auckland Council's Waste Minimisation and Innovation Fund (WMIF). Wilkinson Environmental Ltd's final report showed that waste assessments were undertaken at 30 companies resulting in 45.9 tonnes (of a total of 1,127 tonnes of opportunities identified) was diverted away from landfill. GETBA thanks steering group representatives from local businesses Lane Plastics, Waste Management Technical Services and Fisher & Paykel Healthcare for their valuable input to the project.

We also held a free pallet collection during September 2018 resulting in 70 tonnes of wood waste being diverted from landfill to recycling (a total of 489.5 tonnes has been diverted since 2014). GETBA raised awareness of the Otara Waterway and Lake remediation project encouraging local businesses to participate in clean-up initiatives.

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

## Common interest groups

The Small Business Owners Interest Group has met monthly with a focus on peer support by sharing information and ideas to tackle common challenges. We promoted the group as an avenue for peer support in the COVID recovery period and a small number of newcomers joined the group. We have also run Business Showcase

events enabling networking opportunities for small business owners. While there is potential for social media groups, we have not received any requests to do so. The Small Business Owners Interest Group preferred to meet face to face though meetings were held online via Zoom during lockdown.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Interest groups for peer support, networking and problem solving</b>	Sustain/grow the small business owners group	Members	Small business owners group refreshed, meetings held via Zoom during lockdown	✓
	Refresh and incorporate small business focused networking into existing offerings		Showcase events held	
<b>Social media groups</b>	Incorporate into new social media/Facebook strategy	Members Marketing consultant/social media partner	Groups considered but demand not identified	<i>Partial</i>

## Crime prevention

There were 99 reported business burglaries in the East Tamaki business precinct in the 2019-2020 financial year; a slight increase on the previous financial year (91) but still a 76% reduction since 2006 when we began monitoring burglary statistics. There has been a small creep upwards in the last two years largely due to the re-categorisation by Police of burglary.

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, Inspector Wendy Spiller. The Security Managers Network, comprised of Police, security company managers 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 businesses burgled, and if warranted she and the Botany Community Constable made site visits to carry out a free security check and give advice on improving security and reducing risk to staff and premises.

GETBA also sent 15 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 crime prevention signs and tamper-proof number plate screws.

GETBA's ANPR cameras continue to be a valuable deterrent and source of intelligence for the Police. We are very grateful to Highbrook Developments Ltd/Goodman and Nautech Electronics for funding the purchase and installation of an additional dual-lane ANPR camera on Highbrook Drive.

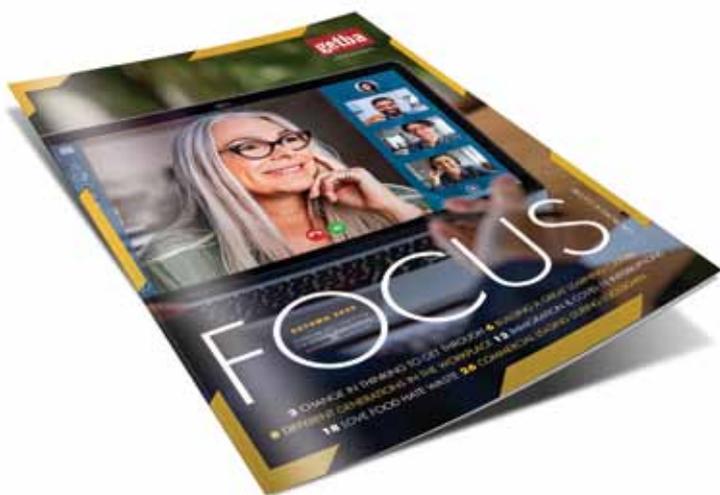
KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Crime prevention awareness</b>	Send security alerts to businesses	NZ Police Security companies	Email alerts sent promptly	✓
	Communicate crime prevention message via magazine and website	Business owners Crime Watch Patrols	Crime prevention information 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	Regular liaison and sharing of information with Police Value of partnership acknowledged by Police and security managers	✓
	Monthly Security Managers Network	Security/loss prevention roles within larger local businesses	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	✓
	Expand ANPR camera network as funds allow		2 members co-funded an additional ANPR camera	
<b>Deliver on Return on Investment (ROI)</b>	Monitor and communicate statistics	NZ Police	Statistics monitored and communicated	✓

# 3

## 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. This support local message became a

strong focus during the pandemic, when we sent 19 free shared Keep it Local emails raising the visibility of 103 local businesses.

Prior to the pandemic we sent 23 paid-for Keep it Local emails helping members promote their products and services. We also ran the pre-Christmas sales promotion again in November 2019.

We encouraged local businesses to employ locally where possible, and to post jobs on the web-based Jobs Board. We have notified members of opportunities to assist young people into work by providing work experience for local students.

GETBA events, especially Showcase events, also served as opportunities for members to network and build a sense of community among local businesses and property owners. GETBA's Facebook page is also a vehicle for fostering a local sense of community.

“You guys do a great job pulling the community together and keeping us informed.”

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Keeping it Local awareness</b>	Promote the Keep It Local ethos and initiatives (Jobs Board, For Sale and Lease etc)	Local businesses	Keep it Local recognised by members	✓
<b>Promote local businesses which also generates revenue</b>	Promote email spotlight on businesses	Local businesses	23 paid-for Keep it Local emails	✓
	Promote <i>Focus</i> magazine advertising		Magazine advertising sufficient	
	Promote Breakfast sponsorship		Breakfast sponsorships except for political speakers	
	Promote the GETBA website business directory		Website directory promoted	

## Reach more members

The street by street database gap analysis as well as general observation enabled us to identify and contact businesses that are new to the area to introduce GETBA's services. In the last financial year 95 businesses were identified as being new to the area, contacted and encouraged to participate in GETBA activities. 628 members were phoned.

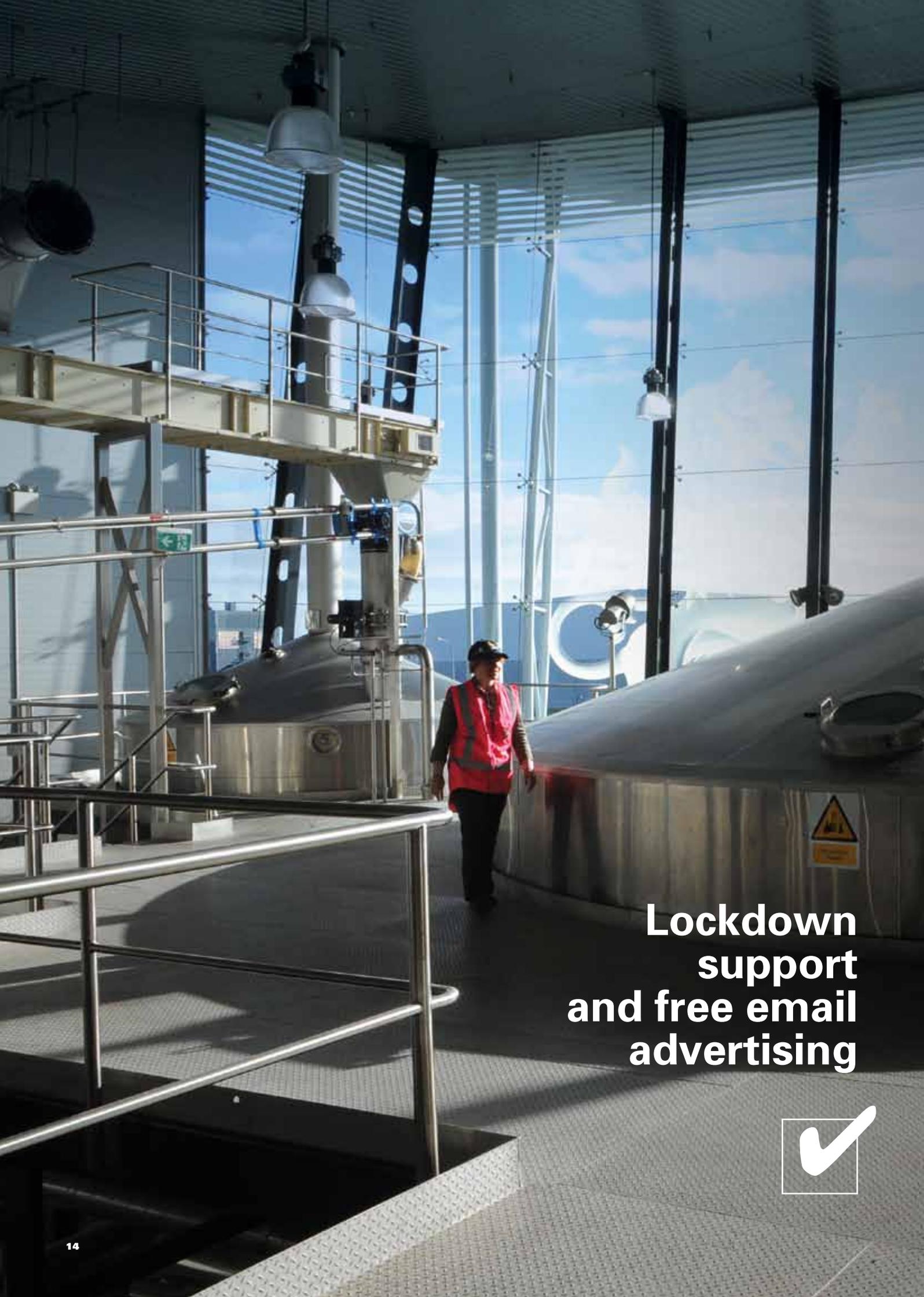
We have given the GETBA information sheet to Goodman and real estate firms to give to new property owners/tenants, which is also available in Chinese.

GETBA's Facebook page has grown steadily and is

an alternative platform to reach members who may not engage with us in other ways.

We carried out a member survey in June 2020 to get feedback on our services, identify the impact of COVID-19 and how GETBA could assist in the coming months. The responses confirmed our current areas of focus, showed that more than half were ready to attend events again, gave suggestions as to topics for seminars/webinars and requested more local awareness raising initiatives. We were pleased to receive a 97% satisfaction rating and positive feedback especially on our assistance during lockdown.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
<b>Connect with members who are new to the area</b>	Identify businesses new to the area 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 ongoing	✓
<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 Surveyed June 2020	✓



**Lockdown  
support  
and free email  
advertising**



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

We have continued to promote the area as a great place to do business, and to work, in strategically placed billboard advertising and through articles on local businesses in GETBA's *Focus* magazine. We have also advertised East Tamaki as a great place to do business in the NZ Manufacturer online magazine.

The GETBA website is also a vehicle for promoting East Tamaki and the businesses within it. In

December 2019 we went live with an improved, more intuitive and easily navigable website that is responsive to different devices. We discontinued the paid-for Enhanced Directory Listings and the Notice Board which had seen little uptake.

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.

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	Media	Area promoted via advertising and billboards	✓
	Promote area via <i>NZ Manufacturer</i> online magazine	Publishers		
<b>Website</b>	Maintain Google search engine optimisation	SEO specialist Website developer	GETBA website ranking maintained	✓

## Social media

Introduced in November 2017 to reach and engage with more or different members on a more relaxed and organic platform, GETBA's Facebook page has grown steadily to a total of

597 followers. Our Communications Manager has promoted the page, liked other local Facebook pages, tracked results and reviewed and adapted the strategy accordingly.

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>	Adapt Facebook strategy	Marketing consultant/social media partner	Strategy adapted accordingly	✓



## Return on Investment (ROI)

GETBA has demonstrated accountability in administering the targeted rate income to budget. A return on targeted rate investment continued to be a driver for decision making. The 97% satisfaction rating in the June 2020 survey and positive comments reflected GETBA's accountability for its activities.

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 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 a free waste assessment.

We also facilitated offers of power savings to members by Powerswap Ltd.

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 and published where possible	✓
<b>Communicate on website and other channels</b>	Publish value where relevant/quantifiable on the website	Members	Power savings opportunities published on GETBA website, email and <i>Focus</i> magazine	✓

## 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. 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 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.

The integrity of the GETBA database means that we have been able to use it as a tool to enable member to member marketing and provide support to local businesses.

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	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.

GETBA staffing remained at 4 FTE for 7.5 months of the year, comprising a General Manager, Operations Manager (2ic), Marketing,

Communications and Events Manager, and Administrator. The General Manager moved to a four day week from mid-February 2020, reducing staffing to 3.8 FTE.

We have continued to access external expertise as needed.

The staff worked remotely quite effectively during lockdown and the decision was made in June 2020 to introduce a remote working policy allowing for an element of remote working for current staff members.

# Constitutional and BID Partnership accountability



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	Ensured staffing adequate	✓
<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	✓

## Financial management and reporting

The Executive Committee met eleven times over the year and monitored expenditure against budget. Despite the impact of the pandemic on event and advertising income, we were able to cut costs and managed to very nearly break even at year-end.

GETBA's accounts were audited by Jolly Duncan and Wells and no issues were identified.

Eight Association sponsors renewed their sponsorship for the 2019-2020 year. We are very grateful to ANZ, Bayleys Real Estate, Crombie Lockwood, BNZ, Goodman, Matrix Security, RSM New Zealand and Wynyard Wood for their support of the East Tamaki business community in the past year. Crombie Lockwood withdrew during the pandemic and Forsyth Barr joined for a trial period.

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	8 of 9 sponsors renewed, 1 withdrew during COVID-19 2 members funded new ANPR camera WMIF funding for waste advisory service project	✓



30 JUNE 2020

# FINANCIAL STATEMENTS

The financial statements of the Greater East Tamaki Business Association Inc. for the year ended 30 June 2020 are available on application to the Association [gm@getba.org.nz](mailto:gm@getba.org.nz) and on the GETBA website.

► [getba.org.nz](http://getba.org.nz)



# BUSINESS PLAN 20/2021

## BACKGROUND

### BUSINESS PLAN

- 1 ADVOCACY
- 2 ACTIVITIES
- 3 ATTRACTION
- 4 ACCOUNTABILITY

## BUDGET



# BACKGROUND

The East Tamaki business precinct is the largest and one of the fastest growing industrial areas in New Zealand, contributing:

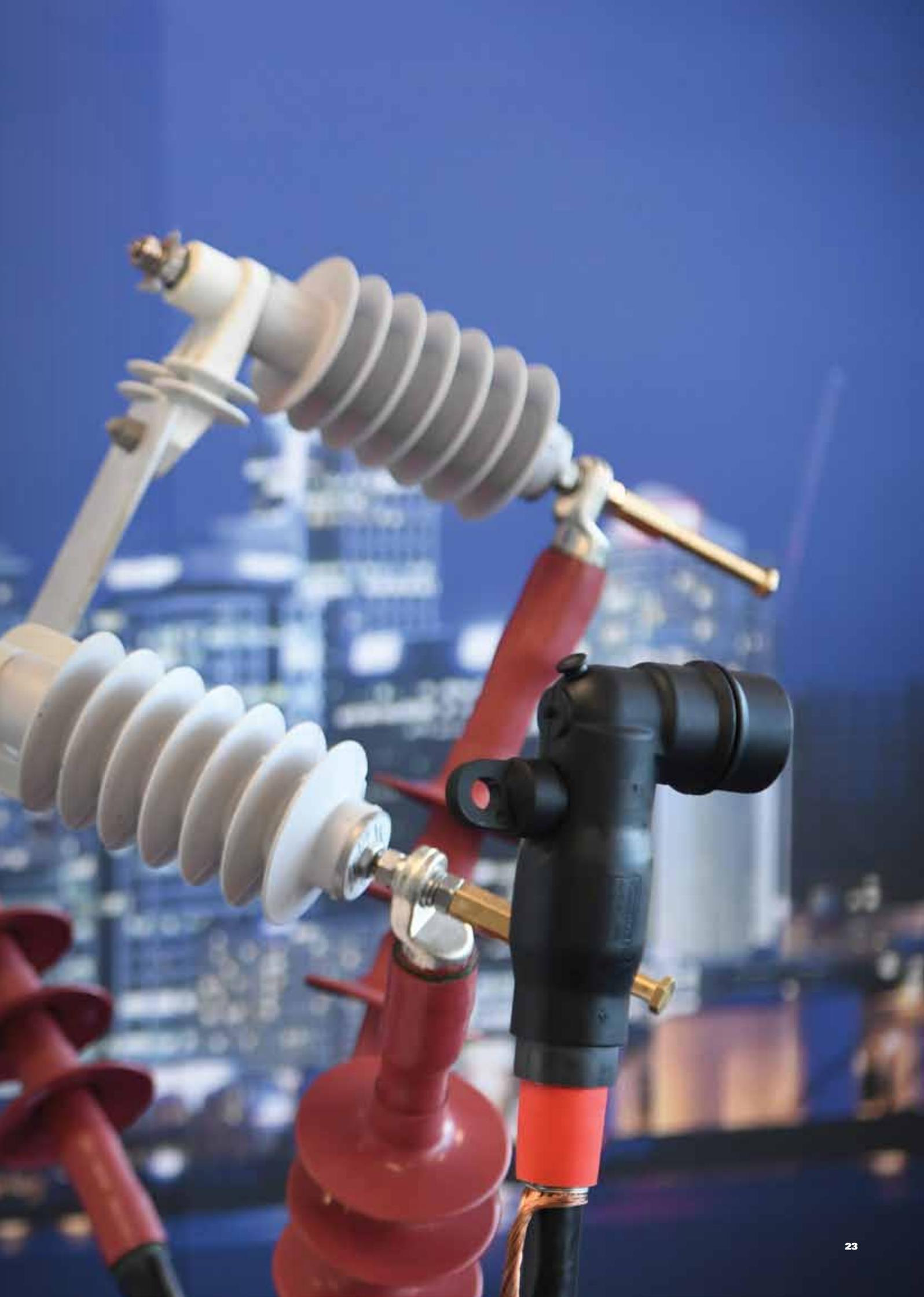
**\$3** BILLION  
TO THE ECONOMY ANNUALLY

**\$19** MILLION  
IN RATES ANNUALLY

**30,000+**  
JOBS

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.

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.



JULY 2020-JUNE 2021

# BUSINESS PLAN

The Business Plan has been developed in the context of the global COVID-19 pandemic and resulting economic downturn.

Business impacts have been buffered to a degree by central government interventions such as the wage subsidy, but the coming year will be tough for most businesses. GETBA will focus our endeavours over that period to support East Tamaki businesses in their recovery.

In June 2020 we undertook a member survey which has helped identify where GETBA could focus our service offerings and assistance, and the Business Plan is influenced by the feedback we received.

---

**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 advocate for the East Tamaki business precinct to be well served under Auckland Council's Emergency Budget 2020-2021. In the current pandemic-affected economic environment of reduced spending/budget cuts, we will endeavour to influence prioritisation in our favour.

We will keep members informed about Council plans for development in this area, and the implications of those plans. We will research proposed changes and issues and consult with members, liaise with local Councillors, relevant

Council officers and Local Board members, and make submissions.

Ongoing areas of focus are improved roading and transport, a business-friendly regulatory framework, the continued reduction of the rating business differential, and the protection of industrial land. We will also monitor central government plans and policies impacting on business and advocate on members' behalf liaising with our local MP and relevant influencers including the EMA and Auckland Business Chamber.

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, relevant agencies and influencer business organisations</b>	Invite to/attend key meetings	EMA Auckland Business Chamber	Relationships established/maintained Meetings held	Ongoing

## Representation and conduit on infrastructure

GETBA sees investment in infrastructure improvements being crucial to stimulate the region's economic recovery. Pausing projects or cutting projects altogether will increase costs down the track and set Auckland back, with the danger of the economy contracting as a result – not what is needed for a growing city, or our businesses.

The Greater East Tamaki business precinct is a significant economic contributor and employment hub, serving a Howick Ward population of 140,000, so it's vital that we have the necessary infrastructure to support it. We will advocate for improved roading and public transport to enable the more efficient movement of freight and people in and out of the business precinct.

In particular, we will push for prioritisation of the AMETI Eastern Busway project so that stages 2-4 are completed as soon as possible. We'll endeavour to ensure that there are no delays to the Smales Rd/Allens Rd widening and intersection improvement project which is included in the latter half of the Regional Land Transport Plan 2018-2028, and push for the soonest possible delivery of the agreed works to address congestion at hot spot intersections including Springs Rd/Kerwyn Ave/Lady Ruby Dr, Cryers Rd/Trugood Dr and Ormiston Rd/Preston Rd.

We will advocate for the proposed rapid transit from the Airport to Botany (A2B) and monitor progress on a revised East-West Connections.

GETBA will also continue to lobby for the future development of the Greenmount Landfill into a useable local amenity within the shortest possible time frame.

We will keep members informed of progress.

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 Council Controlled Organisations (CCOs) on common issues, taking advantage of the collective strength, and providing consistency of message.

continue to work with Council and its CCOs towards achieving mutually beneficial improved engagement and outcomes and more efficient communications channels.

As part of a small working group acting on behalf of the 50 Auckland BIDs we will

We will also continue to meet and share ideas and best practice with other Business Associations, particularly in relation to assisting our business precinct in the economic recovery from COVID-19.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Best practice learning and sharing</b>	Participate in collaborative sessions	Other business associations	Regular contact	Ongoing
	Document case studies of success and share with others to establish industry leadership		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	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, Council Controlled Organisations (CCOs) and other relevant infrastructure providers on regulatory or infrastructure supply issues.

We will promote this service to members, and record issues on GETBA's 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

## 2 ACTIVITIES

### Business support: education, information and networking

---

GETBA will focus our endeavours in the coming year to supporting East Tamaki businesses in their recovery. We will provide links to business assistance, inform and educate members, share business recovery stories, through our events and seminar programmes and range of communications channels including the GETBA website, publications and social media. Being kept informed by GETBA was the most accessed and appreciated service provided by GETBA in the June 2020 survey.

We will adapt GETBA's events and seminar programme especially in the first part of the year to focus on assisting businesses as they work through the COVID-19 economic downturn. Our first Business Owners Forum will focus on the recovery.

Having been given the green light by members in the June 2020 survey to resume face-to-face events in Level 1, we will, COVID alert-level permitting, resume Breakfast events, the Business Owners Forum series (sponsored by BNZ), Business Showcase events and at least one Property Forum. Business Showcase events give opportunities for host companies to raise the visibility of their business while enabling members to network, and we will look for opportunities to align hosts with member needs and interest areas. We will resume St John First Aid courses including the new Mental Health First Aid course, appropriate at this time. We will resume the regular People Essentials HR series and Business Bites seminars when the time is right. We will incorporate webinar delivery when alert levels preclude in-person events and seminars. GETBA subsidises the cost of most events and seminars.

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

technology. We are also conscious of the need to inform and support businesses in the transition to a low-emissions economy and help build business resilience to climate change. We will also promote alternative ways to commute other than the single occupant vehicle.

We will promote GETBA's waste minimisation initiatives, encouraging uptake of our online resources through our range of communication channels. 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.

We will continue to liaise with Auckland Council's Auckland Emergency Management (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 as a way of building resilience in our business community.

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 encourage local businesses to provide work experience, internships and employment opportunities to young people, and explore a local employment project.

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	Minimum 4 Breakfasts	By year-end (alert-level permitting)
			4 Business Owners Forums	
			1 Property Owners Forum	
			Business Showcase events	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 and carbon zero initiatives	Waste sector Otago Waterways and Lake Trust	Raised awareness Free waste advisory service uptake	
	Promote emerging technologies esp. to SMEs	ATEED Subject specialists	Promote uptake of emerging technologies	
	Partner with agencies and education sector to assist employment	COMET, ATEED, MIT, Youth Connections 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	
<b>Skills development</b>	Provide educational seminars and webinars	Pod Consulting/ Advice First Subject experts	Seminars and webinars run	By year-end
	Promote other information and education opportunities	Education and Training providers including MIT, ATEED	Other skills development opportunities promoted to members	Ongoing

## Networking with common interest groups

We will promote the Small Business Interest Group as a source of peer support, networking and problem solving in a time of economic downturn. We will monitor the opportunity for new interest groups. 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 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>	Monitor the small business owners group	Members	Small business owners group sustained	By year-end
	Refresh and incorporate small business focused networking into existing offerings		Opportunities for small business networking at GETBA events	
<b>Social media groups</b>	Incorporate into new social media/Facebook strategy	Members Marketing consultant/ social media partner	Demand for social media groups monitored	Ongoing

## 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 NZ Police at both the strategic and operational level, and the input of security firms and local loss prevention managers that make up GETBA's Security Managers' Network.

We will continue to provide timely email security alerts, generated either by the Police or vigilant members, and educate members on the importance of spotting 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 offer 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. We will monitor potential additional sites.

We will assess other initiatives for their benefit to our membership subject to funding and depending upon Police intelligence.

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	Business owners Manukau Beautification Charitable Trust	Crime prevention information 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	Regular liaison and sharing of information with NZ Police Value acknowledged by Police and security managers	Ongoing
	Monthly Security Managers Network	Security/loss prevention roles within larger local businesses	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 Monitor ANPR camera network for expansion if required and 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
	Burgled businesses followed up and advice/security checks offered		Phone or site visits and recommendations communicated	

# 3 ATTRACTION

## Keeping it Local business support

At this time, it's more important than ever that GETBA encourages a sense of community among local businesses.

GETBA's longstanding 'Keep it Local' ethos encourages members to support one another by buying locally and employing locally where possible. This focus on supporting local is especially relevant in the wake of COVID-19 and was prominent in the recent survey as a way that GETBA could help in the recovery phase.

So, we will refresh our 'local' brand messaging and promote the online business directory more often,

as well as the other local platforms including EDM promotional emails, social posts, Jobs Board, and For Sale and Lease web pages, magazine advertising, 'member's moment' at GETBA Breakfasts, Business Showcase hosting and sponsorship opportunities. We will feature the refreshed 'buy local' messaging in our billboard advertising.

We will also research other platforms for raising awareness of local businesses and promoting 'local'. GETBA will facilitate the telling of local success stories, illustrate best practice and enable member to member marketing through our active event programme and *Focus* magazine.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Keeping it Local awareness</b>	Promote the keep it local ethos and initiatives (Business Directory, Jobs Board, For Sale and Lease etc)	Local businesses	Keep it Local ethos recognised by members	Ongoing
<b>Promote local businesses which also generates revenue</b>	Promote email direct marketing of local businesses	Local businesses	Regular Buy Local emails	Ongoing
	Promote the sponsored for sale and lease facility		For sale and lease promoted regularly	
	Promote <i>Focus</i> magazine advertising		Magazine advertising uptake	
	Promote Breakfast sponsorship		Sponsor for Breakfast events	

## 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.

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

We will liaise with and seek feedback from members and undertake an annual survey.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Connect with members who are new to the area</b>	Identify businesses new to the area 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, be located, and to work, through our different communications channels, our events programme and through strategically placed advertising and billboards.

We will pursue promotional opportunities for East Tamaki and local businesses in the media and

publish positive stories in *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. We will monitor traffic and engagement using Google analytics 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 billboards 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	SEO specialist Web development company	GETBA website ranking maintained	Ongoing

## Social media

---

We will use social media to reach and engage with more members. GETBA introduced Facebook in November 2017 as an additional, more relaxed, organic platform to communicate with members. We will continue to 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.

There has been very little interest or demand for potential new social media platforms such as Twitter and Instagram.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
<b>Social media used to reach and engage with more members</b>	Regular LinkedIn and Facebook social media posts	Marketing consultant/social media partner Local businesses	More/different members reached or engaged via social media	Ongoing
<b>Facebook strategy</b>	Monitor and adapt Facebook strategy	Marketing consultant/social media partner	Strategy monitored, 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 an annual survey.

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

---

GETBA's database is a key strategic asset in that it enables GETBA to communicate effectively with members and to assist local businesses to market locally. 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.

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

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 will track participation/engagement levels. We will also look for opportunities to refine the capability of the CRM database as required.

## Governance and management

GETBA's organisational structure comprises an Executive Committee in a voluntary governance, financial oversight, and executive support role, and a small Executive team at July 2020 of 3.8 FTE, comprised of a General Manager (0.8), Operations Manager (and 2IC), Marketing, Communications and Events Manager, and Administrator.

It is envisaged that this staffing level is the right size for the high level of activity planned by GETBA. Following the success of staff working from home during the pandemic, GETBA has adopted a remote working policy and agreed with

the current staff that they will work three days in the office and two days from home each week.

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.

GETBA's Strategic Plan is due for renewal in 2021.

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 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.

GETBA is endeavouring to renew as many existing sponsors as possible for the 2020-2021 year but the economic environment is such that we will

need to look for potential new sponsors as well. We will work with Association sponsors to help them leverage their sponsorship effectively for the benefit of both sponsors and members. Towards the end of the financial year we will seek to renew or replace the sponsors for the following year.

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</b>	Renew association sponsorships annually		Sponsor income renewed	Annual
	Monitor additional local and central government funding as required		New revenue streams if required	As required

JULY 2020-JUNE 2021

# BUDGET

INCOME	NZ\$
Targeted Rates	\$545,000.00
Howick Local Board Grant	\$15,000.00
Events/Seminars	\$31,200.00
Sponsorships	\$16,300.00
Advertising	\$20,400.00
Other	\$12,300.00
<b>TOTAL INCOME</b>	<b>\$640,200.00</b>

EXPENDITURE	NZ\$
Communications	\$73,550.00
Infrastructure	\$52,138.00
Event and Seminar Expenses	\$67,540.00
Professional Fees	\$36,787.00
General Expenses	\$21,200.00
Crime Prevention	\$10,500.00
Salaries	\$347,200.00
Depreciation	\$21,285.00
Contingency	\$10,000.00
<b>TOTAL EXPENDITURE</b>	<b>\$640,200.00</b>

*All amounts are exclusive of GST.*



# EAST TAMAKI

A great place  
to do business

**getba**

Greater East Tamaki  
Business Association Inc.

PO Box 58 260 Botany

Auckland 2163

P 09 273 6274

E gm@getba.org.nz

**getba.org.nz**





Greater East Tamaki  
Business Association Inc.

ANNUAL REPORT  
2019/ **2020** /2021  
BUSINESS PLAN

