



Greater East Tamaki
Business Association Inc.

ANNUAL REPORT
2018/

19

/2020
BUSINESS PLAN



ANNUAL REPORT
2018/

19

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ANNUAL GENERAL MEETING OF THE ASSOCIATION 2019

CHAIRMAN'S REPORT

The business landscape in New Zealand has changed significantly in the last year, with much of the uncertainty influencing our economy being driven by external factors; principally the increasing trade tariff war between US and China and of course Brexit. Business confidence remains doggedly flat or negative, while the actual economy continues to grow, albeit slightly more slowly. The growth forecast which was around 2.5% is now closer to the 2% mark, so while internal economic growth is solid, external economies (US/China/UK and Europe) are showing less resilience. Unemployment has just hit a low of 3.9%, arguably 'zero' level unemployment, while immigration numbers still appear unchecked at around 100,000 and many employers are signalling difficulty to find the right skilled candidates. While

inflation remains consistently very low, the reserve bank is forced to stimulate the economy with an OCR cut to 1.0%. Europe is no stranger to negative interest rates, German Bond and bank interest rates have been below 0% (read negative) for more than two years.

The costs of many years of underspending on infrastructure by previous Governments and Councils are huge, largely constrained by debt/GDP ratio arbitrarily set at 20%, remains a key constraint for economic development and business confidence (particularly in the construction industry). This is a period of global monetary 'easing' and uncertainty, with massive technological change driving and eroding growth at the same time.

The East Tamaki area is growing evidenced by new businesses entering the area including Goodman's Highbrook Business Park development, now nearing 80% capacity phase. However economic activity in the area generally is not so buoyant with businesses telling us of increased costs of transportation, premises and labour, with no opportunity to recover these costs without increasing prices. GETBA continues to best represent your interests and campaign hard for East Tamaki. We have made submissions to Auckland Council and Auckland Transport on plans impacting the area including the AMETI Eastern Busway, Airport to Botany Mass Transit, Ti Rakau Drive traffic lights, Draft Annual Plan 2019-2020, Trade Waste Bylaw, Waste Management and Minimisation Bylaw and the Speed Limits Bylaw.

Crime prevention remains a top priority, however, we have seen a small increase in the number of burglaries to 91 over the previous financial year, while this still represents a 77% reduction since 2006. A major contributor to the number of arrests made is the ANPR camera network monitoring stolen vehicles. We have upgraded/expanded cameras and coverage this year and intend to invest in more cameras to close the loop on entry and exit of vehicles to the area in the upcoming year.

With the re-opening of the Waipuna Conference Suites facility, we are back on track to provide more networking events which have been popularly supported. Our interest group for small business has become a self-sustaining, successful initiative this year. Subsidised St John First Aid courses have been well subscribed. This has been enhanced with the very well received St John's Mental Health First Aid Workshop. The GETBA Facebook page continues to increase our reach to more than 520 followers. This year we are replacing GETBA's ageing website technology to make it feature rich for users and enhancing event registration and payment ease.

We are very 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 investment in the context of the BID framework. Our member survey indicates 95% satisfaction rating. This year we are indicating our intention for a targeted rate increase for the 2020-2021 year (the first in 7 years) which will enable us to plan enhanced and new activities that are not externally funded, investments like additional ANPR cameras, and a long overdue

inflation adjustment. GETBA recognises 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. We see a continued role for networking, education, advocacy and raising awareness of these issues in our SME business community.

The Annual Report enables you to see where your investment has and will be focused, and what has been achieved over the past 12 months. We look forward to continuing to work closely with our business community to ensure that East Tamaki remains 'a great place to do business'.

I would like to take this opportunity to thank our GETBA sponsors for their ongoing support which has enabled GETBA to continue to provide the broad range of initiatives and activities. I would also like to thank the committee members for their voluntary time and input in steering and supporting our very competent GETBA team, who have achieved much over the past year.

Brendan Kelly
Chairman

COMMITTEE ELECTED MEMBERS

Brendan Kelly – Chairman

(Quest Highbrook) elected Chair from February 2019

Richard Poole (MiTek NZ Ltd) Chair until retirement February 2019

Henry Jansen – Secretary

(Wynyard Wood)

Liz Groenewegen – Treasurer

(RSM New Zealand)

David Lindsay (Broady's NZ Ltd)

Nick Biland (Plummer Compressors Ltd)

Kim Luxton (Hydestor Manufacturing Ltd) until retirement August 2018

Nick Steele (Boyd Visuals Ltd) appointed July 2018

Andrew Turner (Nautech Group) appointed March 2019

LOCAL BOARD REPRESENTATIVES

Mike Turinsky – Howick Local Board

Dawn Trenberth – Otara-Papatoetoe Local Board



PROGRESS AGAINST THE BUSINESS PLAN 2018/2019

EXECUTIVE REPORT

ADVOCACY

Representation to Local and Central Government

GETBA has 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.

We researched, informed and consulted with members, and made the following submissions

which can be found on the GETBA website:

- AMETI Eastern Busway Stage 3 commercial section
- Ti Rakau Drive traffic light proposal
- Proposed Airport to Botany Mass Transit
- Auckland Council's Draft Annual Plan 2019-2020
- Auckland Transport's Speed Limits Bylaw 2019
- Auckland Council's 'Our Water Future' 2019
- Proposed Changes to Auckland Council's Trade Waste Bylaw 2013
- Proposed Waste Management and Minimisation Bylaw 2019

We have monitored central government plans and policies pertaining to business and met with local Members of Parliament.

We also followed up the concerns of some local importers with the Ministry of Primary Industries (MPI) proposal to heighten security requirements

for Approved Transitional Facilities (ATFs) – not a simple exercise especially for those situated in multi-unit blocks. We teamed up with other business precincts across Auckland to survey ATFs to gather further information. Possibly as a result of the push-back from ATFs this issue is in abeyance while the Minister undertakes a review.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Keep up-to-date with Council plans	Monitor and research Council plans	Members Other business associations	Information obtained	✓
Inform and advocate on behalf of local business	Inform and ask members for feedback	Members Other business associations	Members informed, feedback sought and submissions made	✓
Communicate results via multiple communication channels	Communicate via website, email, media, <i>Focus</i> magazine, LinkedIn and FaceBook	Members	Results communicated via multiple channels	✓
Retain links with Local Boards, MPs, Councillors and relevant agencies	Invite to/attend key meetings		Relationships established/maintained Meetings held	✓

Representation and conduit on infrastructure

GETBA has continued to alert members to proposed infrastructure changes impacting on the precinct and to push for improved infrastructure, particularly roading and transport infrastructure into and across East Tamaki.

GETBA supported the concept of an Airport to Botany Rapid Transit as it should improve connectivity to the East Tamaki employment hub and enable greater employment opportunities for job seekers in the south west. We opposed the additional proposed traffic light at the Howick and Eastern Bus entrance on Ti Rakau Drive believing it would extend the existing pinch point, and suggested a solution aligning with either of the existing intersections. We also objected to the proposed reduction of the speed limit on Highbrook Drive, recommending the dual carriageway could safely support an 80 kph speed limit.

We have kept members informed of AMETI Eastern Busway design and construction progress and submitted feedback on the latest designs for the AMETI Eastern Busway Stage 3 commercial section. 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.

Having developed a congestion hot spot map of the precinct we achieved some traction with Auckland Transport. The most significant being investigations supporting the need for improvements to the intersection of Kerwyn Avenue, Springs Road and Lady Ruby Drive which frequently experiences significant delays and queuing for traffic travelling in east-west directions, particularly during morning peak hours. As put forward by GETBA they plan to widen Lady Ruby Drive and Kerwyn Avenue on the southern side adding an additional west bound through lane and two westbound receiving lanes. They also propose pedestrian safety improvements.

In addition, three minor works proposals at unsafe intersections were publicly consulted on and scheduled to be actioned by June 2019. This schedule has not been met however so we continue to apply pressure. Progress is also slowly

being made on a safe engineering solution to the Trugood/Cryers intersection. We also gave feedback on the review of the 2013 Trade Waste Bylaw and the proposed Waste Management and Minimisation Bylaw 2019.

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

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Keep up-to-date with infrastructure plans on behalf of members	Liaise with Auckland Council, CCOs (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	✓
Inform and advocate on behalf of local business	Research, keep members informed, seek feedback and make submissions	Members	Members informed, feedback sought and relayed to CCOs concerned/submissions made	✓
Communicate results	Communicate results via multiple channels	Members	Results communicated	✓



Collaboration with other industrial associations

GETBA is one of 48 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.

The pathway towards improved engagement and more efficient communications with Council and its CCOs, agreed on by the Council and CCO CEO's in the previous year, is a work in progress. As mentioned earlier we also collaborated with other Auckland Business Associations in researching and responding to MPI's proposed ATF changes.

GETBA has participated with the other Auckland Business Associations at monthly meetings co-ordinated by the Auckland Council BID team for sharing information, ideas and best practice.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Best practice learning and sharing	Participate in collaborative sessions Document case studies of success and pro-actively share with others to establish industry leadership	Other business associations especially industrial	Regular contact Information shared Monthly meetings of Auckland business associations	✓
Influence to develop stronger voice on issues	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 getting more effective working relationship with 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?
Assist members confronted with an issue with Council/CCOs	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	✓
Communicate the troubleshooting concept	Communicate at functions and in communications	Members	Trouble shooting concept and examples communicated via multiple channels	✓
Record solutions to common issues	Record on the Customer Relationship Management (CRM) system	Members	History recorded and accessible in CRM and/or website	✓
Identify members willing to help others if necessary	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	✓

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ACTIVITIES

Business support: education, information and networking

GETBA has provided a conduit for local businesses and property owners to access up to date business information and learning opportunities via speakers at events, educational Forums, the GETBA website, eNewsletters and publications.

With property owners being a key GETBA stakeholder, we were delighted that Bayleys hosted their annual Property Update for GETBA members in October 2018, and we organised a Property Forum in June 2019, sponsored by Monteck Carter.

Business Owners' Forum events this year covered the topical themes of Flexible Working, How to be Exit-Ready and Sustainability. We are very grateful to the series sponsor, BNZ Partners, and promotional partners BDO, Chandler MacLeod, Denham Bramwell, POD Consulting, RSM New Zealand, The Breakthrough Co and Wynyard Wood.

The temporary closure of the Waipuna Conference Suites Highbrook meant that we only held one Breakfast in the past year, in March 2019, sponsored by Kiwibank featuring presentations by their Chief Economist Jarod Kerr and the inspirational Kiwibank Young New Zealander of the Year, Kendall Flutey.

Networking opportunities were still available through six Business Showcase events hosted onsite by Cloud39, Mitre 10 Mega, Transnet, Facticeon, The Quest and Waipuna Conference Suites jointly, and East Auckland Hyundai.

Six People Essentials seminars were fully subscribed. This practical people-management series, delivered by Pod Consulting, has been running since 2010.

We also introduced a new Business Bites seminar series in 2019 targeted at SME business

owner/managers covering the basics for a successful business and delivered in bite-sized chunks. The first three seminars on Keeping your Fingers on the Numbers, Going Social, and Delivering Results with Digital Communications, were fully subscribed.

The St John First Aid courses, subsidised by GETBA and held locally, have been very popular, with seven Level 1 courses (the Worksafe NZ minimum qualification requirement for a workplace first aider) being held in this period.

In June, in light of the new Domestic Violence legislation obligating employers to support employees who are, or may have been, a victim of domestic violence, we introduced and subsidised a new St John Mental Health First Aid Workshop which has had excellent feedback.

We also promoted the value of defibrillators, highlighting the Automated External Defibrillator (AED) Locations website showing the closest defibrillators within East Tamaki.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Provide opportunities to educate, inform and for networking	Provide Breakfasts, Business Owners Forum, Property Owners Forum, Business Showcase events	Members Sponsors/ promotional partners	1 Breakfast 3 Business Owners Forums 1 Property Owners Forum 6 Business Showcase events Bayleys Property Market Update	✓
Inform on local and wider issues or opportunities	Through <i>Focus</i> magazine, email, website, and business showcase events as appropriate	Members	Regular communication	✓
Provide links to business resources	Monitor, add links to website and communicate	ATEED Government agencies	Web links kept current	✓
	Promote waste minimisation initiatives	Waste sector Otara 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 Youth Connections 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 UFB and cyber security	Connect Smart	Cyber security promoted	
Skills development	Provide People Essentials series	Pod Consulting	People Essentials series delivered Introduced Business Bites seminars	✓
	Offer St John First Aid courses for members	St John	7 First Aid courses 1 Mental Health First Aid course	
	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.

We also kept members informed via GETBA's website, emails, Facebook, LinkedIn and FOCUS magazine, which is posted three times a year to business owners. Each magazine issue was themed – Food and Beverage, Flexible Working, and Sustainability - as well as informing members on regular work-streams.

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 applied for and received funding from Auckland Council's Waste

Minimisation and Innovation Fund (WMIF) to provide a free Waste Advisory Service during 2019. Wilkinson Environmental Ltd were contracted to make site visits and advise companies on how to minimise the waste currently sent to landfill. The project started in March 2019 and by June nine companies had been visited and it was estimated that of a combined 316 tonnes going to landfill a year, 52 tonnes or 17% of that could be diverted for recycling.

We also held a free pallet collection in November 2018 resulting in 90 tonnes of wood waste being diverted from landfill to recycling (a total of 419.5 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 have continued to raise awareness of the issue of youth unemployment and initiatives to assist. GETBA's General Manager is a member of the steering group of the Youth Employability Project/Licence to Work led by COMET. We have encouraged businesses to provide work experience/internships and where possible, employment.

Common interest groups

The Small Business Owners Interest Group has been piloted over the past year. The group of about 12 small business owners has met monthly with a focus on peer support by sharing information and ideas to tackle common challenges. We have also run more Business Showcase events enabling more networking opportunities for small business owners.

Following the Business Owners Forum on Sustainability in May 2019 we canvassed with attendees the

possibility of a Sustainability Interest Group. There was not sufficient interest shown to go ahead at this stage, however we will continue to inform and educate members on this topic.

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 there is potential to set up an online group if desired.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Interest groups for peer support, networking and problem solving	Investigate a small business owners group	Members	Small business owners group established	✓
	Refresh & incorporate small business focused networking into existing offerings		More Business Showcase events	✓
Social media groups	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 91 reported business burglaries in the East Tamaki business precinct in the 2018-2019 financial year, a slight increase on the previous financial year (82) but still a 77% reduction since 2006 when we began monitoring burglary statistics.



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. The Security Managers Network (pictured above), comprised of Police, security company managers and loss prevention managers from local businesses, met monthly for the sharing of intelligence.

GETBA has contacted each business burgled and if warranted has made site visits with the Botany Community Constable to 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 *Focus* magazine, emails and the targeted distribution of security resources, including signs (no cash on premises; lock vehicles hide valuables) 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 grateful to the Howick Local Board for funding a dual-lane camera installed in January 2019 on one of the main entry points to the Howick Ward bordering our precinct.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Crime prevention awareness	Send security alerts to businesses	NZ Police Security companies	Email alerts sent promptly	✓
	Communicate crime prevention message via magazine and website	Business owners Asian Council on Reducing Crime (ACRC)	Crime prevention spread in each GETBA magazine Web resources kept up-to-date	
Police and security liaison	Maintain relationships and intelligence sharing with Police, security companies and businesses	NZ Police Security companies Security/loss prevention roles within larger local businesses	Regular liaison and sharing of information with Police Value of partnership acknowledged by Police and security managers	✓
	Monthly Security Managers Network		Network meetings held	
Resources to reach more businesses	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		Funding granted for additional ANPR camera	
Deliver on Return on Investment (ROI)	Monitor and communicate statistics	NZ Police Local businesses	Statistics monitored and communicated	✓
	Carry out security checks for businesses burgled		Security checks carried out	

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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, including short cuts to local outlet stores and eateries.

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

We have also encouraged a local focus and sense of community through our Facebook page, *Focus* magazine with articles on local businesses, and website features such as the Notice Board, Local News, Jobs Board, What's On and Properties for Sale and Lease.

We have given members opportunities to raise their visibility through Keep it Local promotional emails, *Focus* magazine advertising, enhanced listings on the Business Directory which rotate on

the website Homepage and sponsorship. We sent 40 Keep it Local emails helping members promote their products and services to other members. We also ran the pre-Christmas sales promotion again in November-December 2018.

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.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Keeping it Local awareness	Promote the Keep It Local ethos and initiatives (Notice Board, Jobs Board, For Sale and Lease etc)	Local businesses	Keep it Local recognised by members	✓
Promote local businesses which also generates revenue	Promote email spotlight on businesses	Local businesses	32 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, especially enhanced listing		Website directory and enhanced listings improved and promoted	

Reach more members

The street by street database gap analysis as well as general observation has enabled us to identify and contact businesses that are new to the area, to introduce GETBA's services. In the last financial year 125 businesses were identified as being new to the area, contacted and encouraged to participate in GETBA activities.

We identified 43 as having left the area; 15 businesses were visited and 537 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.

We carried out a member survey in June 2019 to get feedback on our services, identify the challenges facing businesses in the coming year and ascertain whether there was anything we were missing by way of services. The responses confirmed our current areas of focus and identified the main challenges facing business as difficulties getting skilled staff, traffic congestion and central government policies bringing about rising costs. We were pleased to receive a 95% satisfaction rating.

GETBA's Facebook page has grown steadily and is an alternative platform to reach members who may not engage with us in other ways.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Connect with members who are new to the area	Identify businesses not aware of our services Encourage spreading the word	Active businesses Property companies	More businesses know about GETBA services	✓
Incorporate high interest areas / topics	Monitor opportunity for high interest areas / topics	Local businesses	Small business interest group piloted and ongoing	✓
Regular liaison including surveys	Awareness raising contact Surveys to connect and ask for feedback Attend networking events in East Tamaki	Local businesses	Liaison and networking undertaken Surveyed June 2019	✓

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.

With the existing GETBA website becoming a large online source of content and the architecture ageing, in March 2019 we began the process of developing a new website. We took the opportunity to monitor which aspects of the website were in demand and which not so much. As a result, we made the decision to discontinue

the paid-for Enhanced Directory Listings and the Notice Board which had seen little uptake.

The new site will be more intuitive and enable users to navigate more easily, especially from the Homepage, and be responsive to different devices. It will integrate with an up-to-date easy-to-use Content Management System so that we can self-manage the site.

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 (average 86%).

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Public relations focus	Establish and maintain connections with key publications	Media Publishers	Stories run in media	✓
Advertising	Pursue strategically placed advertising and billboard as funds allow Promote area via <i>NZ Manufacturer</i> online magazine	Media Publishers	Area promoted via advertising and billboards	✓
Website	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. In the last year the page attracted 348 new followers, to a total of 525. 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?
Social media used to reach and engage with more members	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	✓
Pilot Facebook strategy	Develop and pilot a Facebook strategy	Marketing consultant/social media partner	Strategy piloted, results tracked and strategy adapted accordingly	✓



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ACCOUNTABILITY

Return on Investment (ROI)

It is important to GETBA that we can demonstrate to both business owners and property owners a return on their target rate investment. Decision making on all activities is driven by whether there will be a return on investment for our stakeholders.

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 Smart Power and Powerswap Ltd.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
ROI on all tasks undertaken	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	✓
Communicate on website and other channels	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.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Keep up-to-date information	Proactively seek to be informed of businesses moving into the area	Property companies Body corporates	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	
Ensure linkages with real estate companies to keep up-to-date	Link up with leasing companies	Real estate firms	Links ongoing	✓
Refine the CRM database as required	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.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Review the Strategic Plan for relevance	Monitor and amend where necessary	Committee	Adapted where necessary	✓
Ensure adequate staffing to support the strategic plan	Monitor and adapt as required	Committee	Performance reviews and professional development or coaching undertaken	✓
Governance and administration in accordance with the GETBA constitution and BID Programme Policy	Adhere to the Constitution and BID policy Update as required	Committee Auckland Council	Constitution and BID Partnering Agreement adhered to	✓

GETBA staffing remained at 4 FTE for the year, comprising a General Manager, Operations Manager (2ic), Marketing, Communications and Events Manager, and Administrator. The Marketing, Communications and Events Manager went

on maternity leave in February 2019 and cover was secured for her role. Performance reviews and coaching have been undertaken. We have continued to access external expertise as needed.

Financial management and reporting

The Executive Committee met eleven times over the year and monitored expenditure against budget. GETBA's accounts were audited by Jolly Duncan and Wells and no issues identified.

Nine of the original ten Association sponsors renewed their sponsorship for the 2018-2019 year.

We are very grateful to ANZ, Bayleys Real Estate, Crombie Lockwood, BNZ Partners, Goodman, Matrix Security, Monteck Carter, RSM New Zealand and Wynyard Wood for their support of the East Tamaki business community.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Ensure sound financial management	Set budget Review against budget Adjust where required	Committee Accountant and auditor	Monthly review against budget Accounts audited	✓
Maintain sponsorship and source new revenue streams to support new initiatives and protect against loss of funding as required	Renew association sponsorships annually Monitor additional local and central government funding as required	Sponsors	9 of 10 sponsors renewed Howick Local Board funded new ANPR camera WMIF funding secured for waste advisory service project	✓

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FINANCIAL STATEMENTS

The financial statements of the Greater East Tamaki Business Association Inc. for the year ended 30 June 2019 are available on application to the Association gm@getba.org.nz and on the GETBA website.

► getba.org.nz



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/2020
BUSINESS PLAN

BACKGROUND

BUSINESS PLAN

- 1 ADVOCACY
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- 4 ACCOUNTABILITY

BUDGET

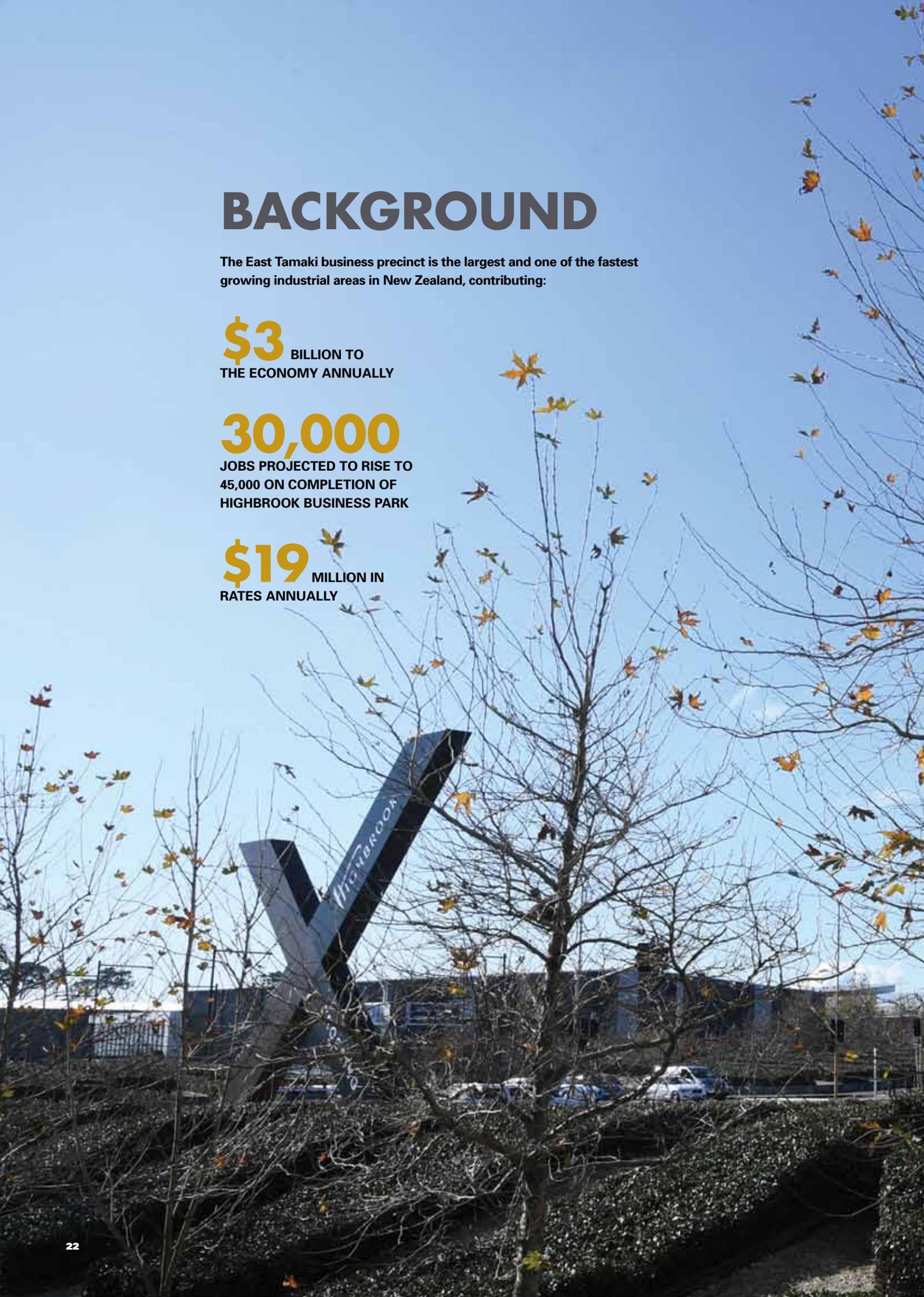
BACKGROUND

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

30,000
JOBS PROJECTED TO RISE TO
45,000 ON COMPLETION OF
HIGHBROOK BUSINESS PARK

\$19 MILLION IN
RATES ANNUALLY





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. The crime prevention and advocacy services especially were of benefit not just to the 600+ paying members but to the whole business community.

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 3000 business and property owners in East Tamaki.

It was recognised that the Association needed to develop a higher level of internal infrastructure to manage and administer the enlarged workload and a broader range of offerings. GETBA employed a General Manager in early 2010 to drive this expansion. Since then the association has developed new service offerings and projects to meet the diverse needs, challenges and opportunities facing business and property owners in Auckland's largest industrial area.

This Business Plan should be read in conjunction with the GETBA Strategic Plan 2017-2021, recently revised, which outlines the long-term planning for the Association. The Plan is also influenced by feedback from the member survey undertaken in June 2019.

JULY 2019-JUNE 2020

BUSINESS PLAN

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 monitor and keep members informed about Auckland Council plans for the development of this industrial precinct, 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 on relevant new Council and Local Board plans and changes.

Ongoing areas of focus are improved roading and transport, a business-friendly regulatory framework, the reduction of the rating business differential, and the protection of industrial land.

GETBA will continue to monitor the implementation of actions agreed upon by Auckland Council in the East Tamaki Business Precinct Plan adopted by Council in December 2012.

We will also monitor central government plans and policies impacting on business and liaise with our local MP and relevant influencers. Our June 2019 member survey showed that there's concern at the negative impact government policies are having on businesses with rising costs and ongoing staff shortages. Minister of Finance Hon Grant Robertson has agreed to speak at a GETBA Breakfast in September.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Keep up-to-date with Council plans	Monitor and research Council plans	Members	Information obtained	Ongoing/as relevant
Inform and advocate on behalf of local businesses	Inform and ask members for feedback	Members Other business associations	Submissions made	Ongoing/as relevant
Communicate results via multi communication channels	Communicate via website, email, media, <i>Focus</i> magazine, LinkedIn	Members	Results communicated via multiple channels	Ongoing/as relevant
Retain links with local boards, MPs, councillors and relevant agencies	Invite to/attend key meetings		Relationships established/maintained Meetings held	Annual

Representation and conduit on infrastructure

GETBA will liaise with, and make representation where necessary, to core infrastructure suppliers and Council Controlled Organisations (CCOs).

In our recent member survey traffic congestion was identified as a significant impediment to East Tamaki business' ability to attract and retain staff, and to productivity. We will continue to advocate for improved roading and public transport to enable the more efficient movement of freight and people in and out of East Tamaki.

In particular, we will continue to monitor progress with the AMETI Eastern Busway project and

represent the interests of commercial property owners and businesses impacted, keeping members informed of progress. We will monitor and promote the proposed rapid transit from the Airport to Botany and put pressure on Auckland Transport and NZTA for a revised East West Connections solution.

We will also continue to liaise with Auckland Transport on the agreed works to address congestion hot spot intersections including Springs Rd/Kerwyn Ave/Lady Ruby Drive and Cryers Road/Trugood Drive. We'll also monitor the progress of the Smales Allens road widening and intersection improvement project which is

included in the latter half of the Regional Land Transport Plan 2018-2028. We will also promote alternative ways to commute other than the single occupant vehicle.

GETBA will continue to represent member interests in the future development of the Greenmount Landfill into a useable local amenity within the shortest possible timeframe.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Keep up-to-date with infrastructure plans on behalf of members	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
Inform and advocate on behalf of local businesses	Research, keep members informed, seek feedback and make submissions	Members	Members informed, feedback sought, submissions made	Ongoing/as relevant
Communicate results	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.

As part of a small working group acting on behalf of the 48 Auckland BIDs we will continue to work with Council and its CCOs to achieve mutually beneficial outcomes, improved engagement, and more efficient communications channels. We will also continue to meet and share ideas and best practice with other Business Associations.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Best practice learning and sharing	Participate in collaborative sessions	Other business associations	Regular contact Information shared	Ongoing
	Document case studies of success and share with others to establish industry leadership			As required
Influence to develop stronger voice on issues	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 at strategic and operational levels	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
Assist members confronted with an issue with Council / CCOs	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
Communicate the troubleshooting concept	Communicate at functions and in communications	Members	Troubleshooting concept communicated via multiple channels	Ongoing
Record solutions to common issues	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

Being kept informed by GETBA was the most accessed and appreciated service provided by GETBA in our recent survey, so we will continue to support businesses by connecting them to useful sources of information and business assistance, especially considering the needs of small business owners.

We will provide links to business resources and will inform and educate members through our events and seminar programmes and range of communications channels including the GETBA website, publications and social media. We will continue to promote GETBA's Facebook page as a vehicle for our sponsors and members generally, to contribute to members' business growth and development by posting on this more organic platform.

GETBA's events and seminar programme will include Breakfast events, the Business Owners Forum series (sponsored by BNZ Partners), at least one Property Forum, the People Essentials series supplemented by Business Bites seminars as needed. Business Showcase events will give opportunities for host companies to raise the visibility of their business while enabling members to network. We will continue to offer St John First Aid courses including the new Mental Health First Aid course. GETBA subsidises the cost of these events and seminars. However, it is becoming more difficult to find presenters/speakers that are willing to speak for no fee, especially high-profile speakers and we endeavour where possible to use free venues for our seminars.

We will 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, technology and cyber security.

We are conscious of the changing future of work and the limited exposure to, and slow uptake of, available emerging technologies especially by SMEs.

With productivity already very low it's important that businesses respond to these opportunities so as not to be left behind, and to ensure employees have the skills to participate in the digital economy. While GETBA endeavours to raise awareness of new technologies through information and seminars, we will work with ATEED to see how we may assist in a more targeted fashion.

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.

FREE WASTE ADVISORY SERVICE 
Otago East Tairāwhiti Business Association Inc.

The government has signalled that waste disposal costs will increase in the near future. GETBA has received funding from Auckland Council's Waste Minimisation Fund and contracted Wilkinson Environmental Ltd to deliver a waste minimisation programme to its members.

There are many ways to reduce your waste, meaning lower waste bills, less carbon emissions and a cleaner environment.

GETBA is running a free site-specific advisory service in 2019 to help member businesses to reduce or eliminate waste, saving them resources and money.

1.2 MILLION TONNES/ YEAR
Goes to Auckland landfills 

We fill an area as big as Eden Park and twice as high as the Sky Tower every year.

80%
of Auckland landfills come from commercial waste

\$ 100-200 PER TONNE
Commercial waste disposal costs
The true cost of waste to a business is up to 10x that when factoring purchase and processing costs.

We will promote GETBA's waste minimisation initiatives, especially the Free Waste Advisory Service which is funded until the end of 2019. We'll encourage uptake of our online resources through our range of communication channels and provide at least one free pallet collection. We will continue to represent GETBA stakeholders on the Otago 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 represent employers on the COMET-led multi-stakeholder steering group piloting the Youth Employability Programme/Licence to Work and encourage local businesses to provide work experience, internships and employment opportunities to young people.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Provide opportunities to educate, inform and for networking	Provide Breakfast, Business Owners Forum, Property Owners Forum, Business Showcase events	Members Sponsors/ promotional partners	Min. 4 Breakfasts	By year end
			4 Business Owners Forums	
			1 Property Owners Forum	
			Business Showcase events	As required
Inform on local and wider issues or opportunities	Inform through various communications channels	Members	Regular communication	Ongoing/as relevant
Provide links to business resources	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 Otara Waterways and Lake Trust	Raised awareness Free waste advisory service uptake	
	Promote emerging technologies esp to SMEs	ATEED	Promote uptake of emerging technologies	
	Partner with agencies and education sector to assist employment	COMET, ATEED, Youth Connections, MIT 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	
Skills development	Provide People Essentials series	Pod Consulting	People Essentials run	Ongoing
	Business Bites seminars	Subject experts	Seminars run	As required
	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 monitor the progress of the new Small Business Interest Group as a source of peer support, networking and problem solving, over the coming year. 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
Interest groups for peer support, networking and problem solving	Monitor the small business owners group Refresh & incorporate small business focused networking into existing offerings	Members	Small business owners group trialled Small business focused events trialled	Ongoing
Social media groups	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 undertake 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 replace older technology with a new dual lane camera at one of the main entry points to the precinct.

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
Crime prevention awareness	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 spread in each magazine Web resources	
Police and security liaison	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 of partnership acknowledged by Police and security managers	Ongoing
	Monthly Security Managers Network	Security/loss prevention roles within larger local businesses	Network meetings held	Monthly
Resources to reach more businesses	Distribute crime prevention resources; develop more as funding allows Promote tamper proof number plate screw service Expand ANPR camera network as funds allow	Funding partner Local businesses NZ Police	Resources distributed/promoted	Ongoing
Deliver on Return on Investment	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

GETBA's 'Keep it Local' ethos encourages local businesses to support one another by buying locally and employing locally, where possible.

We will continue to promote this ethos as an avenue for business development and for building a sense of community among businesses. GETBA's Facebook communications platform is also a vehicle for fostering a local sense of community.

GETBA will continue to promote East Tamaki as a great place to do business and to work and provide a platform for local businesses to raise the profile of their businesses. These include the 'Keep it Local' promotional emails, Jobs Board, For Sale and Lease, Business Directory, outlet stores and eateries promotion, magazine advertising, 'member's moment' at GETBA Breakfasts, Breakfast sponsorship and Business Showcase hosting opportunities.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Keeping it Local awareness	Promote the Keep it Local ethos and initiatives	Local businesses	Keep it Local ethos recognised by members	Ongoing
Promote local businesses which also generates revenue	Promote email spotlight on local businesses	Local businesses	Regular Keep it Local emails	Ongoing
	Promote <i>Focus</i> magazine advertising		Magazine advertising uptake	
	Promote Breakfast sponsorship		Sponsor for Breakfast events	
	Promote the website business directory, especially enhanced listings		Website directory and enhanced listings promoted	

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. The Chair of the Asian Council on Reducing Crime, Rosa Chow, has offered to accompany us on our visits to Chinese business owners.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Connect with members who are new to the area	Identify businesses new to the area Encourage spreading the word	Active businesses Property companies	More businesses know about GETBA services	Ongoing
Special interest groups, areas/ topics	Monitor opportunity for interest groups and high interest areas/topics	Local businesses	New interest groups considered High interest topics covered	Ongoing
Regular liaison including surveys	Awareness raising visits Surveys to connect and ask for feedback Staff attend networking events in East Tamaki	Local businesses	Liaison undertaken	Ongoing

We will continue to ascertain opportunities for special interest groups and incorporate high interest areas/topics into our communications and

event programme. We will continue to liaise with and seek feedback from members.

Marketing the area as a great place to do business

We will promote East Tamaki as a great place to do business, and to locate, through our usual communications channels and through strategically placed advertising and billboards, as funds allow.

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. The new responsive site will go live in September. We will monitor traffic and engagement using google analytics and ensure that we maintain Google rankings.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Public relations focus	Establish and maintain connections with key publications	Media Publishers	Stories run in media	Ongoing
Advertising	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		
Website optimised	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 is already active on LinkedIn and the Facebook page (introduced in November 2017) is an additional, more relaxed, organic platform to communicate with members. We will 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.

We queried potential new social media platforms including twitter and Instagram in our recent survey but there was very little interest or demand for these.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Social media used to reach and engage with more members	Regular LinkedIn and Facebook social media posts	Marketing consultant/social media partner Local businesses	More/different members reached or engaged via social media	Ongoing
Facebook strategy	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 surveys at least every second year.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
ROI on all tasks undertaken	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
Communicate ROI on website and other channels	Publish value where relevant/quantifiable on the website		Value published on GETBA website where relevant	Ongoing

Database management

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

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Keep up-to-date information	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
Ensure linkages with real estate companies to keep up-to-date	Link up with leasing companies	Real estate firms	Links established	Ongoing
Refine the CRM database as required	Refine CRM for monitoring participation, issues, feedback and improved targeting, segmentation	CRM partner	Regular monitoring of participation, issues and feedback	Ongoing

Governance and management

GETBA's organisational structure comprises an Executive Committee in a governance, financial oversight, and executive support role, and a small Executive team at July 2018 of 4 FTE, comprised of a General Manager, Operations Manager (and 2IC), Marketing, Communications and Events Manager, and Administrator.

It is envisaged that current staffing levels together with contracted specialist expertise should be adequate for the coming year's proposed plans.

Potential new projects will be assessed so as not to put pressure on staffing resources.

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.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Review the strategic plan for relevance	Monitor and amend where necessary	Committee	Strategic Plan adapted where necessary	Annual/Ongoing
Ensure adequate staffing to support the Strategic Plan	Monitor and adapt as required	Committee	Professional development and coaching undertaken as required	Ongoing
Governance and administration in accordance with the GETBA Constitution and BID Programme Policy	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 each month.

GETBA will work with Association sponsors to help them leverage their sponsorship effectively for the benefit of both sponsors and members and seek to renew or replace the sponsors for the following year.

The Greater East Tamaki area is growing but

with no increase in the targeted rate Budget of \$500,000 since 2012, our funding has not kept pace, and we find that we are having to restrict the activities and services that we can provide. As is our custom we propose a balanced budget for the 2019-2020 year which means we have not been able to plan additional, enhanced or new activities that are not externally funded. However, we plan the first increase in seven years for the 2020-2021 year.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	TIME FRAMES
Ensure sound financial management	Set budget Review against budget Adjust where required	Committee Accountant and auditor	Audited accounts	Annual/Ongoing
Maintain sponsorship and source new revenue streams to support new initiatives and protect against loss of funding	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 2019-JUNE 2020

BUDGET

INCOME	NZ\$
Targeted Rates	\$500,000.00
Howick Local Board Grant	\$15,000.00
Events/Seminars	\$29,700.00
Sponsorships	\$28,600.00
Advertising	\$24,900.00
Other (associate membership, events, seminars etc)	\$13,500.00
TOTAL INCOME	\$611,700.00

EXPENDITURE	NZ\$
Communications	\$75,100.00
Infrastructure	\$59,000.00
Event & Seminar Expenses	\$49,400.00
Professional Fees	\$35,000.00
General Expenses	\$25,300.00
Crime Prevention	\$8,000.00
Salaries	\$340,325.00
Depreciation	\$19,575.00
TOTAL EXPENDITURE	\$611,700.00

All amounts are exclusive of GST.



EAST TAMAKI

A great place
to do business



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