

2025
-26

ANNUAL REPORT



2026-2027
BUSINESS PLAN

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CHAIRPERSON'S REPORT

A NEW CHAPTER FOR BUSINESS EAST TĀMAKI

Taking on the role of Chair following the AGM in October 2025, I am pleased to present this report for the year ended 30 June 2026, and one that, while challenging, demonstrated the remarkable resilience and adaptability of our East Tāmaki business community.

I want to acknowledge the significant contribution of my predecessor, Brendan Kelly, who served as Chair from February 2019 and stepped down at the 2025 AGM following the sale of his business. Brendan's steady leadership through multiple economic cycles, including the post-COVID recovery period and the prolonged recession of 2023–2025, has left Business East Tāmaki in a strong governance position.

I also acknowledge Andrew Turner of Nautech Electronics, who also stepped down from the board after many years of dedicated service. On behalf of the membership, thank you both.



ECONOMIC CONTEXT

The 2025–26 financial year has continued to be challenging for the New Zealand economy, as noted by Forsyth Barr economist Zoe Wallis in her presentation at the Post Budget Business East Tāmaki event in June 2026. The global economic environment continues to be shaped by geopolitical tensions, trade disruptions, and the lingering effects of prolonged tightening. Our data from Infometrics confirms that Auckland — and East Tāmaki in particular — experienced some of the toughest conditions in the country over recent years. Despite this, there are genuine signs of resilience, businesses that make up our community have continued — as they always do — to adapt, invest and find ways to move forward.

FINANCIAL PERFORMANCE

For the year ended 30 June 2026, Business East Tāmaki reported net surplus of \$16,009 for the year (prior year -\$7,699 deficit). This was against a budgeted loss of (\$20,683). Full year operating revenue was \$778,833 against a budget of \$772,76. Points to note – the crime prevention spend did not occur. Also, prudent management of event expenditure were two main variances in actual vs budget, and on the income side, magazine advertising was greater than anticipated with an increased receipt of \$8,250 over budget of \$4,900.

MANAGING OUR COST BASE — RESPONDING TO MEMBER FEEDBACK

At the 2025 AGM, members provided clear and direct feedback: we need to be rigorous in managing the BID's cost base and ensure every dollar of the targeted rate is delivering genuine value to members. I want to assure members that this feedback has been heard and is being acted upon.

The Board has taken concrete steps to reduce operating costs and improve efficiency. A staffing restructure has been implemented during the year, streamlining our team structure to better align resourcing with our core priorities while reducing overall personnel costs. This was not a decision taken lightly, we are grateful to all team members past and present for their contribution, but it reflects our commitment to operating as lean and effectively as possible on behalf of the membership.

Beyond staffing, we have reviewed expenditure across all operational areas with a fresh lens, focusing on identifying initiatives that deliver the highest impact for the broadest cross-section of our membership. Where activities have not demonstrated sufficient value or participation, we are redirecting those resources toward higher-priority programmes.

We remain committed to the principle that Business East Tāmaki must be lean, purposeful and transparent in how it manages public funding. Members can expect ongoing reporting on how expenditure aligns to the agreed business plan and the KPIs that guide our work.

The targeted rate remains the foundation of our funding, and any proposed increases will continue to be subject to member vote at each AGM. We take that responsibility seriously.

A YEAR OF STRONG PROGRAMME DELIVERY

Despite the economic headwinds, the team, delivered an impressive programme of activity across advocacy, networking, events, safety and member engagement. Highlights from the year included:

- Political briefings and post-budget updates, including engagements with Simeon Brown in his roles as Minister for Auckland, and a well-attended budget breakfast.
- A Wellness Series and an AI-focused workshop, reflecting growing member interest in innovation and workforce wellbeing.
- Meet Your Neighbours networking events, which continued to grow in popularity and attendance.
- Pink Ribbon Day and International Women's Day events, reinforcing our commitment to an inclusive and connected business community.
- The Small Business Group was revitalised, meeting on a six-weekly basis to provide peer support and practical guidance for smaller operators.

THE EAST AUCKLAND BUSINESS AWARDS

The RSM East Auckland Business Awards were a standout success, both as an event and as a reflection of the genuine quality of businesses operating in our district. The calibre of finalists and winners was exceptional, and one of the strongest themes to emerge from the judging process was the increasingly sophisticated way local businesses are embracing digital technology, not simply to keep up, but to solve real business challenges, improve customer experience, increase efficiency and reach new markets.

The most successful businesses were not chasing trends; they were using technology with clear purpose and measurable results — building digital capability directly into the heart of their operations, whether through smarter systems, AI applications, online customer platforms or better workforce management. This is East Tāmaki innovation at its best.

CRIME PREVENTION AND COMMUNITY SAFETY

Safety remains a top priority for our membership. The East Tamaki ANPR camera network continues to be a deterrent, despite waiting for approval to get the next two ANPR cameras installed. Our team continues to work closely with Ormiston Police and local security managers through regular meetings. These information sharing meetings are focused on driving down local crime rates, and the results are encouraging: crime trends in the East Tāmaki BID area continue to show an overall decline.

TRANSPORT AND INFRASTRUCTURE — PROGRESS AT LAST

After many years of advocacy and patience, there is genuine momentum on the transport front, and it is welcome news for our business community.

The launch of the new 37 bus service in April was a positive step for East Tāmaki businesses and employees, improving public transport access into our area. Auckland Transport is engaging directly with larger employers to help maximise the benefits of the new route, and we encourage businesses to promote this option to their teams.

The confirmation of route protection for the Airport to Botany rapid transit corridor is a significant milestone for Southeast Auckland. While full delivery remains some years away, the long-term trajectory for connectivity in our region is improving.

Adding to this positive picture, the Eastern Busway project is tracking ahead of schedule and under budget, a genuinely rare outcome for major public infrastructure. Our ongoing lobbying and coordination efforts in this space have contributed to keeping East Tāmaki business interests on the agenda.

Together, these developments signal that the transport needs of our business community are beginning to receive the sustained attention they have long deserved.

SPONSORSHIPS AND PARTNERSHIPS

The generous support of our sponsors continues to make a significant difference to what we are able to deliver for members. For the year, I am pleased to acknowledge:

Gold Sponsors: Goodman

Silver Sponsors: Forsyth Barr and BNZ

Bronze Sponsors: Freerange Works and Wynyard Wood

We also welcomed new sponsors: Alpine Print and NXP NZ. Our sponsors enable Business East Tāmaki to deliver a richer programme than the targeted rate alone would allow, and their commitment to this community is greatly appreciated.

We also acknowledge the ongoing support of the Howick Local Board, whose partnership and local advocacy remain invaluable.

GOVERNANCE AND BOARD

The Business East Tāmaki board enters the new year with renewed energy and a clear focus. I am grateful to my fellow board members for their commitment, their willingness to ask the hard questions, and their dedication to getting the governance of this organisation right.

As a new Chair, my priority is to ensure the board operates with clarity of purpose, strong financial oversight, and genuine accountability to the membership we serve. I look forward to working with the board, the team, and our broader business community throughout the year ahead.

LOOKING FORWARD

As we look ahead to the 2026–27 year, there is cautious optimism, tempered by the reality that significant uncertainty remains. The upcoming 2026 general election will inevitably shape the policy and investment environment for New Zealand businesses, and until the direction of the next government becomes clear, many of our members will be planning conservatively. For East Tāmaki, the key questions remain familiar ones: will infrastructure investment continue to gain momentum? Will regulatory settings support growth? Will the cost pressures on small and medium businesses ease further?

What we do know is that this community does not wait for certainty before it acts. East Tāmaki businesses continue to demonstrate the kind of innovation and resilience that makes this district a genuinely special place to do business, regardless of the political cycle.

Our focus will remain on delivering value, practical, meaningful support that makes a real difference to the businesses and people in our community. We will do that by listening carefully to our members, managing our resources responsibly, and championing the interests of East Tāmaki at every opportunity.

Finally, I want to acknowledge and thank our General Manager Ruth White and her small but incredibly efficient team. The quality and breadth of what Business East Tāmaki delivers, with a lean team operating under real resource constraints, is a credit to their professionalism, dedication and genuine care for this business community. On behalf of the board, thank you.

Lucy Hall
Chairperson, Business East Tāmaki

OUR COMMITTEE ELECTED MEMBERS

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

Lucy Hall, representing Highbrook Medical, elected Chair from October 2025

Henry Jansen, Secretary, representing Wynyard Wood

Lisa Murphy, Treasurer, representing RSM New Zealand

Emma Monaghan, representing Forsyth Barr Auckland East

Cozy Tsui, representing Topland NZ Ltd

Nick Biland, representing Plummer Compressors Ltd

Alan Lun, representing Mega Food Services Ltd

LOCAL BOARD REPRESENTATIVES (NON-VOTING)

Damian Light, Howick Local Board

Sandeep Saini, Otara-Papatoetoe Local Board



OUR SPONSORS AND FUNDING PARTNERSHIPS

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

GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSORS



FUNDING PARTNER



BUSINESS EAST TĀMAKI

WHO WE ARE

Business East Tāmaki (formerly Greater East Tāmaki Business Association (GETBA) is the local business association for East Tāmaki and a not-for-profit incorporated society funded through targeted rates. We proudly champion the Business Improvement District's (BID) 4,000 business and property owners and 44,000+ employees to create a better business environment so East Tāmaki businesses – small, medium, and large – can prosper.

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

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

OUR PURPOSE

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

OUR VISION

is that East Tāmaki is recognised as the most environmentally sustainable and innovative business district and the leading source of knowledge, education, thought leaders, advice and support for East Tāmaki businesses.

BUSINESS EAST TĀMAKI TEAM

Ruth White
General Manager

Shanu Gounder
Marketing, Communications
& Events Manager

Andrea Crawford
Membership Liaison

EXECUTIVE REPORT



Business East Tāmaki exists to champion the interests of our business community and help businesses thrive.

Throughout 2025-26, we continued to advocate on issues that matter, build connections between businesses and stakeholders, and deliver practical initiatives that support a safer, stronger and more successful East Tāmaki.

The following report highlights the outcomes achieved across our three core areas of focus: Advocacy, Leadership, and Member Services & Support.



01 ADVOCACY

Business East Tāmaki's advocacy is focused on keeping the needs of local businesses visible in the decisions that affect access, infrastructure, investment and the wider business environment. During the year, we created direct opportunities for members to hear from and engage with national and local decision-makers, while also representing member views through meetings, consultation and ongoing stakeholder relationships.

GOVERNMENT ENGAGEMENT

Our programme included events and discussions with Prime Minister Christopher Luxon, Deputy Prime Minister and ACT Party Leader David Seymour, Hon Chris Bishop in his capacity as Minister for Transport, and Hon Simeon Brown. These engagements gave members access to national decision-makers and provided opportunities to raise the practical issues affecting businesses in East Tāmaki.

Throughout the year, Business East Tāmaki helped facilitate visits and meetings between the Prime Minister, Ministers and other political representatives and a range of East Tāmaki businesses. These engagements provided opportunities for businesses to discuss issues relevant to their operations, showcase their contribution to the local and national economy, and celebrate their successes. They also demonstrated a commitment from decision-makers to engage directly with East Tāmaki businesses and better understand the opportunities and challenges they face.

“

**Worthwhile speakers
with both national and
local relevance**

”

TRANSPORT AND INFRASTRUCTURE

“

**Very informative and
great to listen to Chris
Bishop. Thank you BET**

”



Reliable access to East Tāmaki remains a major issue for employers, workers, customers and the movement of freight. We maintained regular contact with Auckland Transport and the Eastern Busway team, shared project information with members and continued to advocate for transport planning that recognises East Tāmaki's economic contribution to Auckland and New Zealand.

At an October event, Hon Chris Bishop appeared alongside Auckland Transport Chief Executive Dean Kimpton and Eastern Busway Project Director Matt Zame. Bringing the three speakers together gave businesses a coordinated update on government priorities, Auckland's transport programme and progress on the Eastern Busway¹¹



We also kept the transport options in front of the business community through updates, events and digital communications. This included information about a new bus route, the number 37 that commenced in April 2026 and will improve public transport access to parts of East Tāmaki that have historically had limited service. On the completion of the Eastern Busway, the new 37 route will then link up to join Burswood and the Eastern Busway.

We kept businesses informed about proposed Auckland Transport changes, including improvements to Accent Drive, and ensured affected businesses had the opportunity to understand the proposals and provide feedback. We promoted the public consultation and submitted the feedback we received.

ENVIRONMENTAL ADVOCACY AND LOCAL ISSUES

Our advocacy included environmental and amenity issues that affect businesses across East Tāmaki. Working with the Howick Local Board, we raised awareness of illegal dumping, promoted responsible waste disposal and made it easier for businesses to report incidents through our website. Graffiti reports were also referred promptly for removal, while our pallet and e-waste collections provided practical disposal alternatives.

Protecting local waterways was another important focus. Through our magazine and member communications, we explained how everyday business activities can affect stormwater drains and the Tāmaki Estuary. Working closely with Wilkinson Environmental, we also developed and promoted pollution-prevention videos in English and Mandarin covering safe washing and chemical storage, drain identification, spill-response planning and staff training.

More than 500 East Tāmaki businesses have been visited through the Pollution Prevention Programme since 2022, with 65 per cent of those requiring improvements, subsequently completing the recommended changes.



02 LEADERSHIP

Our leadership role is about bringing people and organisations together around issues that no single business can address alone. During 2025–26, this included building stronger pathways between schools and employers, supporting practical environmental action, promoting workplace wellbeing and creating opportunities for businesses to learn from one another.

FUTURE CONNECT AND YOUTH PATHWAYS

“

Connecting education and industry helps young people understand the opportunities available within East Auckland while supporting employers to engage with future talent.

”



Inspiring Future Careers

What does a career in engineering, healthcare, manufacturing, construction or artificial intelligence actually look like?

For more than 100 local students, Future Connect helped answer that question.

The initiative connected four East Auckland secondary schools with 24 businesses, creating opportunities for students to meet employers, hear career stories and gain practical insights into the world of work.

The result was more than just a networking event. It was an opportunity to broaden horizons, challenge assumptions and showcase the diverse career opportunities available within East Auckland's business community.

Feedback highlighted the value of the programme, with 88% of students saying they felt more prepared for the workforce after attending, while 81% of employers reported feeling more youth-ready.

By helping young people better understand the opportunities available to them, Future Connect is supporting a stronger future workforce for East Auckland.

“

**I just wanted to say
AWESOME JOB. I love what
you are doing to help lift the
next generation.**

”



PRACTICAL ENVIRONMENTAL LEADERSHIP

Turning Waste into Better Outcomes

Simple, practical environmental programmes continue to make a measurable difference across the business district.

Through our annual pallet collection, 61 businesses worked together to divert thousands of pallets from landfill, while our e-waste collection enabled businesses to safely recycle more than five tonnes of electronic waste.

By coordinating demand across the district and fully subsidising these services, Business East Tāmaki helps remove barriers to participation and makes environmental stewardship accessible for businesses of all sizes.



“

Thank you for providing such a valuable collection service in the East Tamaki area — it's greatly appreciated by us here at Alpine Print.

”



3,350 Pallets Collected

2,650 recycled and diverted from landfill



5,155 kg E-Waste Recycled

1,478 kg greenhouse gas emissions avoided

Environmental Impact by the Numbers

61

Businesses in pallet programme

79%

Of collected pallets recycled

40

Businesses participated in e-waste collection

5.1

tonnes Electronic waste diverted



WORKPLACE WELLBEING AND INCLUSION

Workplace wellbeing remained part of our member education and communications programme. The year began with the completion of a multi-session wellness series, and regular wellbeing content was shared through our digital channels. We reviewed engagement throughout the year and adjusted the content mix to place greater emphasis on the local information and updates members were responding to most strongly.

EmpowHER continued to provide a dedicated space for women in business to connect and learn from one another. Sessions during the year explored themes including volunteering, career development and bringing together a panel of experts to share insights on everyday factors that influence women's health.

2025-26 Focus Areas



Wellbeing Education

Completion of a multi-session workplace wellness programme.



Connection & Support

Creating opportunities for members to share experiences and learn from experts.



Continuous Learning

Regular wellbeing content and resources shared through digital channels.



EmpowHer

Three events focused on connection, development and wellbeing for women in business.



COLLABORATION AND COMMUNITY LEADERSHIP

Business East Tāmaki's impact is strengthened through collaboration.

Throughout 2025-26, we continued to work alongside businesses, schools, community organisations and partner agencies to create opportunities that benefit both our members and the wider East Auckland community. Whether supporting workforce development, promoting local initiatives or helping connect people with practical resources, partnerships remained central to how we deliver value.

We also continued to support a range of community-focused initiatives, including the Highbrook Watersports Centre, Goodman Highbrook Fun Run Walk, Jammies for June, Gumboot Friday and the annual Christmas Toy Collection. These activities help strengthen community connections while reinforcing East Tāmaki's reputation as a vibrant and engaged business district.

By working collaboratively, we are able to extend our reach, amplify local initiatives and contribute to outcomes that are greater than any one organisation could achieve alone.



03 MEMBER VALUE

Member services and support cover the practical ways we connect, inform, promote and assist East Tāmaki businesses. This work ranges from large events and public communications to individual business visits, referrals and help with local issues. It is also where we hear directly from members about the pressures they are facing and the support they value most.

EVENTS NETWORKS AND TRAINING – AT A GLANCE

29 Events Delivered

Networking

- 5 Meet Your Neighbours
- 3 EmpowHER
- 1 Future Connect

Learning

- 4 Workshops
- 1 First Aid Course
- 1 Safer Plates Workshop

Business Growth

- 4 Keynote Events
- 2 Business Showcases
- RSM East Auckland Business Awards

“

The is the first time I have attended one of your events and it was a fantastic evening — the kind that reminds you just how vibrant and diverse our local business community really is.

“

The Small Business Group has become a trusted forum where owners and managers can share challenges, ideas and solutions.

”

I had the pleasure of meeting some wonderful people and hearing about some interesting businesses. Events like this are invaluable for building the relationships that make our community stronger, and I left with some genuinely valuable new connections.

”

“

The AI Presentation was a wonderful insight to the ever changing of world of AI. I commend the ET Business Organisation on this amazing event.

”

Throughout 2025-26, members came together through keynote events, workshops, showcases, networking functions and peer support groups. Topics ranged from financial literacy and workplace wellness to AI, first aid and economic outlooks, ensuring businesses had access to both strategic insights and practical tools.

RSM EAST AUCKLAND BUSINESS AWARDS

The 2026 RSM East Auckland Business Awards were a major highlight of the year, recognising achievement and showcasing businesses from across East Auckland. Improvements included a new online entry and judging platform, refreshed categories, two judges per category and a finalists booklet.

The Awards were supported by a wide group of sponsors and partners, led by naming-rights sponsor RSM. Promotion included member communications, social media, local media coverage, digital billboards and event signage, with sponsors and partners also promoting the Awards through their own networks.

The sold-out Awards evening on 19 March brought together more than 260 guests, including Prime Minister Christopher Luxon. The Supreme Award going to a business from the Industry and Manufacturing category highlighted the strength of East Auckland's industrial sector.

“

Loved that it was an opportunity to connect with other local businesses, meet new people, and reconnect with others. The speaker was inspiring and having the Prime Minister added an extra special element to the evening.

”

2026 Business Awards at a glance

Financially sustainable

The Awards covered their costs and achieved a small surplus

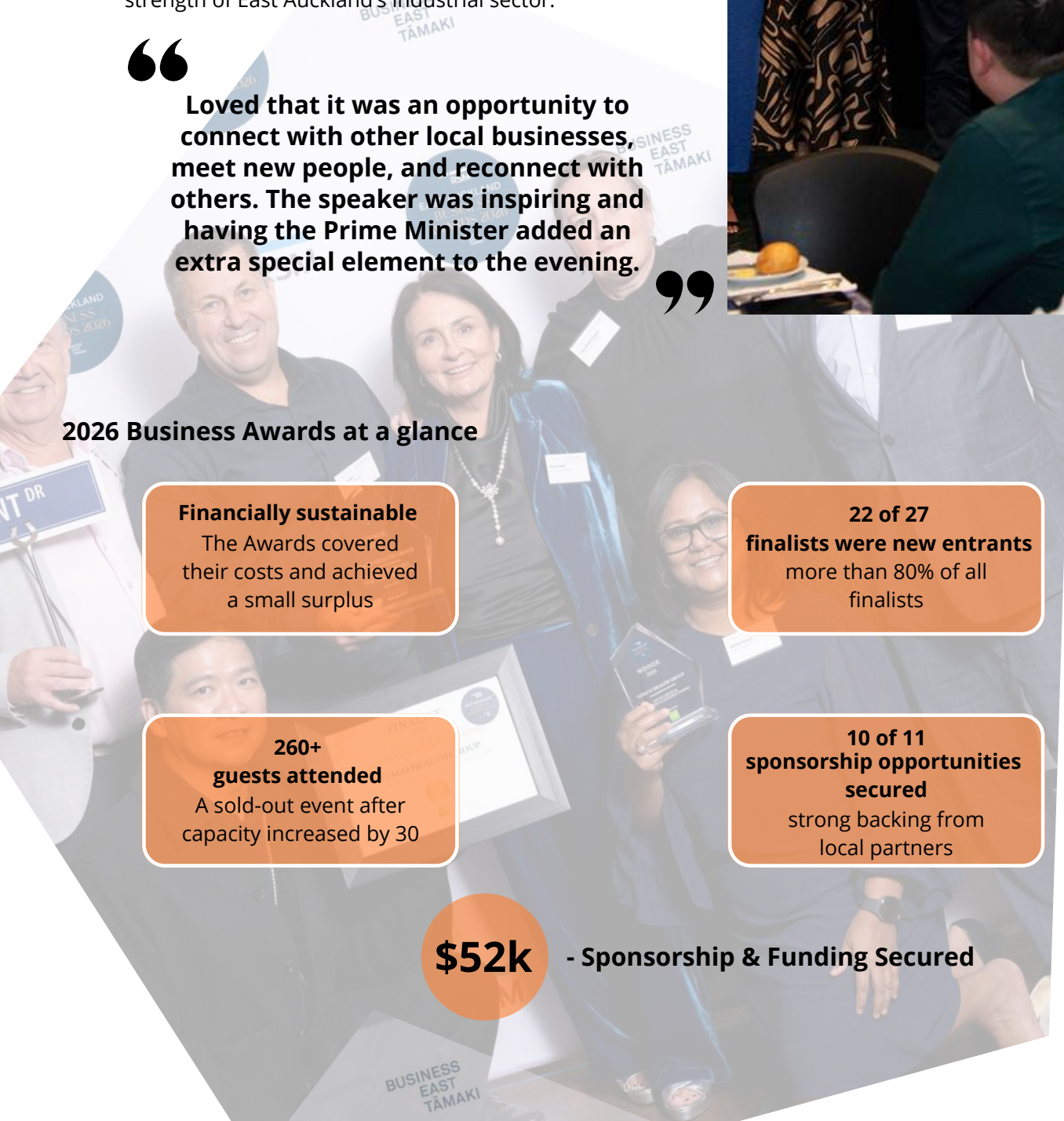
22 of 27
finalists were new entrants
more than 80% of all finalists

260+
guests attended
A sold-out event after capacity increased by 30

10 of 11
sponsorship opportunities secured
strong backing from local partners

\$52k

- Sponsorship & Funding Secured



COMMUNICATIONS AND BUSINESS PROMOTION

2025-26 Communications by the Numbers

65% Highest e-news open rate recorded

2,300 Monthly Business Directory views

1,700 Monthly website views

870 LinkedIn followers

1,870 Facebook followers

206 Buy Local Group members

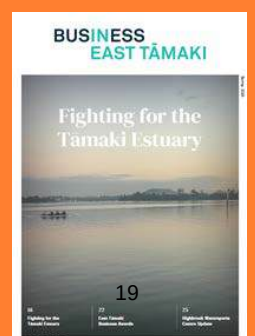
“Business East Tāmaki's communications keep us informed about what's happening across the area and help us stay connected with the wider business community.”

Channels We Use:



Business East Tamaki Magazine

Our quarterly magazine continues to showcase success stories, thought leadership and community updates. Themes for the 2025-26 year included Fighting for the Tamaki Estuary, The Power of Giving Back, 2026 Business Awards and Digital Business Trends.



DIRECT MEMBER ENGAGEMENT

Business visits and direct conversations remained an important part of our service. The team welcomed new businesses, followed up changes of ownership, introduced members to relevant services and gathered feedback on local and operational issues. This contact also helped us identify new businesses that had not yet connected with the association and ensure our member records remained current.

“**Thank you for taking the time to meet with us and for sharing all the information and links. We really appreciate the warm welcome and look forward to being involved with Business East Tāmaki and attending the upcoming events.**”

Rather than relying on a single satisfaction measure, we continued to use business visits, event feedback, targeted surveys and day-to-day conversations to build a more useful picture of member needs. This approach gives the team richer information and allows support to be adapted as priorities change.

MEMBER VOICE

Member feedback throughout the year reinforced the value of practical information, well-run events and the connections created through Business East Tāmaki.

“**Thank you so much for your lovely email and for the warm welcome to the East Tamaki Business Community. It was a pleasure speaking with you as well, and I really appreciate you sharing all the information about Business East Tamaki, the upcoming events, and the support available to local businesses.**”

”

“**We’re so proud to be part of such an active and supportive community. It’s truly special to see how engaged and encouraging everyone is. Having organizations like yours makes a real difference, and we’re always happy to support. Thank you again for all the work you and your team do — we’re really looking forward to the night.**”

”

“**Thank you for taking the time to speak with me today. I really enjoyed learning more about Business ET, the work you’re doing to support local businesses, and your commitment to helping members grow through collaboration, education, and access to valuable resources.**”

”

“**Thank you so much for your lovely email. It was great catching up with you last week. I really appreciate you taking the time to visit our showroom and learn more about Jagas Paving & Precast.**”

”

CRIME PREVENTION AND SECURITY

Keeping East Tāmaki safe remains a priority for Business East Tāmaki and our members.

Throughout 2025-26, we continued to work closely with Ormiston Police, security providers, property owners and businesses to monitor local crime trends, share intelligence and support practical crime-prevention initiatives across the district.

Recognising the value of timely information, we increased our crime-prevention communications during the year. While businesses receive a high volume of information every day, member feedback confirmed that regular updates about local incidents, trends and suspicious activity are highly valued. The willingness of businesses to report concerns and share information has contributed to several successful Police outcomes.

A record number of businesses also participated in our annual Safer Plates initiative, helping vehicle owners protect themselves against number plate theft through the installation of tamper-resistant screws.

“

Creating a safer business district requires strong partnerships between businesses, Police, property owners and the wider community.

”



ADVOCATING FOR BETTER SECURITY INFRASTRUCTURE

A key focus this year has been progressing additional ANPR (Automatic Number Plate Recognition) camera coverage on a major route into and out of East Tāmaki.

While funding has been secured and Police support remains strong, installation continues to be delayed by Auckland Transport's encroachment approval process. Business East Tāmaki has continued to advocate for progress alongside local stakeholders and will maintain pressure until this important crime-prevention infrastructure can be delivered.

While overall reported crime reduced during 2026 and retail crime was significantly lower than the previous year, increases in petrol drive-offs and burglaries, together with rising aggression towards retail staff, highlight the need for continued vigilance, information sharing and investment in crime-prevention measures.

What We Heard	What We Did
Businesses wanted more timely crime information	Increased crime-prevention communications
Concerns about vehicle theft and offending	Delivered a record Safer Plates event
Need for stronger monitoring at key entry points	Continued advocacy for additional ANPR cameras
Ongoing concerns around crime and anti-social behaviour	Worked closely with Police and security partners

“

It was a fantastic Event, the best we have had, and the commitment from the Police also has a significant impact on the enthusiasm of our team.

”



“

Thank you very much and the content is very useful, timely and appropriate toward maintaining our ongoing robust security posture.

”



BUSINESS EAST TAMAKI

STRATEGIC

PLAN 2026-2029

PURPOSE

To make it easier for businesses to do business by providing advocacy, connections, information and practical support.

ECONOMIC CONTEXT

East Tamaki is recognised as Auckland's leading business and manufacturing district. A place where businesses thrive, people can access meaningful career opportunities, and investment supports future growth.



1. SKILLS, EMPLOYMENT AND YOUTH PATHWAYS

Three-year outcome: More local people, particularly young people and rangatahi, are connected with employment, training and career opportunities in East Tamaki.

We will focus on

- Strengthening Future Connect as a year-round pathway linking employers, schools, training providers and young people.
- Building strong partnerships across education, employment and community networks.
- Understanding current and emerging workforce needs.
- Creating meaningful opportunities for career exploration, workplace experience and employment.
- Promoting East Tamaki as a destination for skilled careers.

Signs of progress

- Increased participation by employers, schools and training providers.
- More young people connect with local career opportunities.
- Participants progress into work experience, training or employment.
- East Tamaki is increasingly recognised as a destination for skilled careers.



2. ACCESS, TRANSPORT AND INFRASTRUCTURE

Three-year outcome: East Tamaki has stronger transport connections and infrastructure that support business growth, workforce access and freight movement.

We will focus on

- Strengthening recognition of East Tamaki's economic contribution.
- Influencing transport and infrastructure planning.
- Advocating for improvements that enhance freight efficiency, workforce access, safety and reliability.
- Supporting practical transport initiatives that improve access to and within East Tamaki.

Signs of progress

- East Tamaki's needs are considered in decision-making.
- Investment priorities better align with business and freight requirements.
- Access improves for workers, visitors and freight operators.
- Transport improvements support growth and future development.

3. A SAFE AND FUTURE-READY BUSINESS DISTRICT

Three-year outcome: East Tamaki is a safe, well-managed and prepared business district where businesses can operate with confidence.

We will focus on

- Improving safety through collaboration, prevention and shared responsibility.
- Connecting businesses with timely information, support and resources.
- Strengthening preparedness for disruptions and future challenges.
- Supporting initiatives that enhance the district's environment and appeal.

Signs of progress

- Businesses feel safer and better informed.
- Strong partnerships contribute to improved safety outcomes.
- Businesses are better prepared for disruptions and emergencies.
- East Tamaki and Highbrook remain a highly regarded location for business and industry

4. A CONNECTED AND ENGAGED BUSINESS COMMUNITY

Three-year outcome: More East Tamaki businesses are actively connected with Business East Tamaki and with one another, receiving support, information and opportunities that help them succeed.

We will focus on

- Building strong relationships with members.
- Creating opportunities for businesses to connect and collaborate.
- Delivering relevant programmes, events, information and advocacy.
- Facilitating access to influential decision makers and strategic stakeholders on issues affecting East Tamaki businesses.
- Strengthening relationships with key community stakeholders and partners to achieve shared outcomes for East Tamaki.
- Using technology, data and digital systems to improve member experience, service delivery and organisational effectiveness.

Signs of progress

- More businesses actively engage with Business East Tamaki and neighbouring businesses.
- Members report strong value and satisfaction.
- Businesses are increasingly connected to relevant opportunities and each other.
- Member insights shape programmes, services and advocacy.
- Systems support a consistent and responsive member experience.



BUSINESS EAST TAMAKI

BUSINESS PLAN

2026-2027

SUPPORTING THE STRATEGIC PLAN 2026-2029

This business plan translates strategic priorities into annual objectives, actions and measurable outcomes.

1. SKILLS, EMPLOYMENT AND YOUTH PATHWAYS

Annual Objective: Strengthen connections between employers, schools, training providers and young people while improving understanding of workforce needs and career opportunities within East Tāmaki.

FOCUS AREA	KEY ACTIONS	KPI/TARGET
Future Connect	Grow Future Connect from an annual event into a year-round engagement programme linking employers, schools and training providers.	Maintain and grow Future Connect participation, achieving attendance of at least 30 businesses and 6 East Auckland Schools.
Education and Community Partnerships	Maintain active partnerships with schools, tertiary providers, employment agencies, community organisations and other stakeholders that contribute to workforce development and career pathways.	10+ active partnerships maintained.
Career Exposure & Pathways	Coordinate workplace visits, industry exposure opportunities, work experience placements and employer introductions.	Measure and track the number of meaningful industry and student connections facilitated enabling the setting of future growth targets.
Workforce Intelligence	Capture employer workforce challenges, skills shortages and future workforce requirements.	Workforce intelligence is gathered through multiple channels, including business visits, event feedback, targeted surveys and direct member engagement.
Promotion of Local Careers	Showcase East Tāmaki industries and career pathways through communications, events and case studies.	Career promotion activity delivered throughout the year through our various engagement channels.
Inclusive Employment Practices	Promote workforce practices that help businesses attract and retain talent.	Establish a baseline measure of business engagement with inclusive employment and workforce best-practice resources to inform future participation targets.

2. ACCESS, TRANSPORT AND INFRASTRUCTURE

Annual Objective: Represent business interests and advocate for transport and infrastructure improvements that support workforce access, freight movement and economic growth.

FOCUS AREA	KEY ACTIONS	KPI/TARGET
Economic Advocacy	Advocate for investment decisions that recognise East Tamaki's contribution to regional and national productivity and economic growth.	Evidence of East Tamaki's economic impact is incorporated into advocacy submissions, business cases and stakeholder engagement.
Transport and Infrastructure Advocacy	Advocate for investment in transport and infrastructure projects that deliver measurable economic, freight and workforce outcomes for East Tamaki.	Business interests are represented in relevant transport and infrastructure consultations affecting East Tamaki, supported by evidence-based advocacy.
Major Projects	Represent business interests on major infrastructure projects and strategic transport initiatives, advocating for lessons learned, improved project delivery and positive economic, freight and workforce outcomes.	East Tāmaki business priorities and lessons from major projects reflected in consultations, stakeholder engagement and project planning processes.
Sustainable Transport	Implement achievable actions from the East Tāmaki Sustainable Transport Plan.	Actions completed or progressed.
Member Communications	Provide updates on transport projects, disruptions and planned improvements.	Relevant transport and infrastructure information is communicated to members in a timely manner to support business planning and operational decision making.

3. A SAFE AND FUTURE-READY BUSINESS DISTRICT

Annual Objective: Support a safe, prepared and well-managed business district through collaboration, information sharing, preparedness initiatives and practical environmental projects.

FOCUS AREA	KEY ACTIONS	KPI/TARGET
Safety Partnerships	Coordinate with NZ Police, security providers, property managers and key partners on district safety issues.	Regular safety meetings and collaborative initiatives.
ANPR Network	Strengthen the operational effectiveness of the East Tāmaki ANPR network through consistent technology, maintenance and coverage.	Delivery of a coordinated ANPR network with consistent service, reliability and comprehensive area coverage.
Crime Prevention & Information Sharing	Monitor emerging risks and provide Security Updates and relevant advice to businesses.	Facilitate effective information sharing between businesses, Police and key stakeholders that supports crime prevention and incident response.
Business Preparedness	Promote emergency preparedness and business continuity planning.	Establish a baseline measure of business engagement with emergency preparedness resources, communications and business continuity initiatives.
Environmental Initiatives	Continue practical initiatives such as e-waste collection, pallet recycling and waste reduction programmes.	Participation levels maintained or increased.
Community Environment Projects	Explore biodiversity and environmental projects with businesses and community partners.	Projects supported and visible outcomes delivered.

4. A CONNECTED AND ENGAGED BUSINESS COMMUNITY

Annual Objective: Strengthen relationships with members and create opportunities for businesses to connect, learn, collaborate and benefit from membership.

FOCUS AREA	KEY ACTIONS	KPI/TARGET
Member Engagement	Undertake proactive business visits and regular follow-up activity.	Business intelligence and member insights translated into measurable actions, referrals, connections and advocacy outcomes.
Events & Networking	Deliver events, forums and networking opportunities that build capability and connections.	Business engagement evidenced through attendance, member feedback and documented business-to-business activity.
Strategic Relationships and Influence	Facilitate access to senior decision makers, government representatives and strategic stakeholders to ensure East Tamaki business interests are heard and considered.	Meaningful engagement opportunities are provided between members and senior decision makers, with East Tamaki priorities represented through advocacy, events and stakeholder engagement activities.
Community and Stakeholder Relationships	Develop and maintain constructive relationships with community stakeholders, to support shared outcomes and strengthen East Tamaki's role within the wider community.	Ongoing engagement with key community stakeholders and participation in relevant partnership opportunities.
Business Directory	Improve visibility of member businesses, support referrals and commercial opportunities.	Evidence of increased directory activity as a result of the upgraded digital transformation.
Communications	Provide relevant, timely and useful information to members.	Maintained at 40% or more for monthly e-news. Magazine and other advertising revenue shows an uptake from 2025-26 figures.
Membership Retention & Growth	Maintain strong membership participation and retention.	Retention and engagement targets achieved.
Digital Transformation and Member Value	Deliver BET's digital transformation programme to improve member experience, organisational capability and service delivery.	Website, CRM and digital systems implemented successfully, delivering improved member experience, operational efficiency and organisational value.

BUSINESS EAST TAMAKI

BUDGET 2026 -2027 AND DRAFT BUDGET 2027-2028

INCOME	2026-2027	2027-2028 (DRAFT)
Associate Member Subs	\$8,600	\$8,600
Howick Local Board (HLB) Grant	\$10,000	\$10,000
Sponsorship	\$53,750	\$91,000*
BID targeted rate grant	\$630,360	\$630,360
Proposed increase to BID targeted rate	3% increase	0% increase
Interest Receivable	\$6,240	\$6,500
Events/Seminars	\$17,700	\$31,500**
Advertising	\$22,700	\$21,000
TOTAL INCOME	\$749,350	\$798,960
EXPENDITURE	2026-2027	2027-2028
Communications/Events	\$35,600	\$94,000***
Crime Prevention	\$13,660	\$14,500
General Expenses	\$44,809	\$47,000
Infrastructure	\$57,897	\$60,000
Marketing/Website	\$68,910	\$72,000
Professional Fees	\$29,720	\$31,000
Projects	\$57,848	\$51,000
Salaries	\$404,905	\$404,905
Contingency	\$3,600	\$3,600
TOTAL EXPENDITURE	\$716,949	\$778,005
NET PROFIT	\$32,701	\$20,955

BUDGET 2026/27 - 2027/28 VARIANCES

Business East Tamaki is committed to financial and operational transparency and the draft budget for 2026-27 is aligned with the 2026-27 business plan.

Income:

* Sponsorship – the increase in 2027/28 to incorporate additional income from East Auckland Business Awards.

** Events/Seminars - income increase to allow for Business Awards ticket sales.

Expenditure:

*** Communications/Events – Increase in expenses attributed to the addition of the Business Awards.

The expense lines have increased by approximately 5% which the Executive Committee believe is reasonable to allow for anticipated inflation up to June 2028 and in order to deliver on our business plan objectives.

Financial Statements to year end 30 June 2026

Comprehensive financial statements, full audited accounts and report to year end 30 June 2026 are available on the Business East Tamaki website **www.businessET.org.nz** or on request.



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