



2011/2012 ANNUAL REPORT
BUSINESS PLAN **2012/2013**

getba

Greater East Tamaki
Business Association Inc.

2011/2012 ANNUAL REPORT

CHAIRMAN'S REPORT

EXECUTIVE REPORT

- 1** Advocacy and Economic Development
- 2** Crime Prevention
- 3** Business Support and Membership Liaison
- 4** Networking and Business Development
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COMMITTEE ELECTED MEMBERS

Phil Clarke, representing A Touch of Italy
Liz Groenewegen, Treasurer, representing RSM Prince. **Henry Jansen**, Secretary, representing Wynyard Wood.

David Lindsay, representing Lindsay and Associates. **Malcolm Meacham**, representing Hynds Pipe Systems.

Elsbeth Mount QSM, Chair, representing Manukau Institute of Technology.

Richard Poole, representing MiTek NZ Ltd.

UNELECTED MEMBERS

Jeremy Pellow, representing Auckland Council's Economic Development.

Wayne Huang, representing Howick Local Board. **Poutoa Papali'i**, representing Otara Papatoetoe Local Board.

EAST TAMAKI
THE LARGEST
INDUSTRIAL AREA
IN AUCKLAND

ANNUAL GENERAL MEETING OF THE ASSOCIATION 2012

CHAIRMAN'S REPORT

The 2011-2012 year has been one of great change.

Local Government has changed

GETBA has worked strenuously to represent the interests of business and property owners throughout the consultation process for the amalgamation of seven territorial local authorities into a single Auckland Council. Every aspect of ratepayers' interaction with local government is changing, from rates to water, rubbish and, increasingly, roading and transport. It is of concern that Council has taken great care to smooth the transition for the 700,000 odd residential ratepayers but has been less concerned about the much smaller number of business ratepayers, many of whom are facing significant increases in local authority charges. We have worked collaboratively with all major business organisations to stress the need for Council to deliver on its promise to be "business-friendly."

GETBA's status has changed

We are now officially the largest industrial area in Auckland and the East Tamaki Business Precinct Plan, which Council is in the process of finalising, will provide a blueprint for a whole-of-Council approach to supporting and stimulating business growth and success in East Tamaki. To those of you who took up the invitation from Council (posted to all property and business owners in the GETBA area), a big thank you: you have made the development of the plan significantly more robust. In all my years as a member of GETBA, the first question asked of us by outside agencies has been "how many members do you have?" it is great to be able to quantify our size and status so clearly.

GETBA has moved offices

After many years of hospitality from Wynyard Wood, both their circumstances and ours have changed and we have moved to excellent premises in Sir William Avenue. The offices are well-appointed and a great place to work.



The Chairman is moving on

I have decided not to stand for election to the GETBA Committee for the 2012-13 year. It has been a privilege and a great joy to be a member of GETBA since its inception. As a former property owner and current business representative from East Tamaki I have always been conscious of the needs and concerns of all our members and have tried to fairly represent and address your concerns and needs at all times. I leave GETBA in great heart and in excellent hands: your Committee has been diligent and has worked tirelessly to represent the needs of this great commercial and industrial precinct and your General Manager and her staff are outstanding.

East Tamaki is a very special industrial area

Its location in an area of rapid and largely recent growth, both residential and commercial, has been instrumental in developing a close-knit sense of community which is a real strength. The fact that GETBA was started by an enthusiastic group of business people nearly twenty years ago is testimony to that sense of community which distinguishes us from most other business associations that do not have our history or sense of unity.

Thank you for the privilege of working with you all. I know you will continue to be New Zealand's best place to do business.

Elsbeth Mount QSM

PROGRESS AGAINST THE BUSINESS PLAN 2011-2012

EXECUTIVE REPORT

1 Advocacy and Economic Development

GETBA has closely monitored the Super City's planning, liaised with key Auckland Council, Council Controlled Organisation and Local Board personnel, and other relevant stakeholder groups and influencers at both local and central government level, and kept the membership apprised of developments.

GETBA has researched and made submissions on the following local government draft plans:

- Howick and Otara Papatoetoe Three-Year Plans
- Auckland Long-Term Plan
- Economic Development Strategy
- Auckland Waste Management and Minimisation Plan.

In these submissions GETBA has lobbied for improved infrastructure, in particular roading and transport to meet the needs of this area, both as an employment hub and as a significant manufacturing and distribution centre. We emphasised the importance of freight corridors connecting with the port and airport and of public transport meeting the needs of employees. Auckland Transport funded and commenced work on a project with GETBA which included an accessibility review of our industrial area and a survey of East Tamaki workplaces. The Howick and



Papatoetoe Local Boards also contributed funding towards the contracting of a specialist to research and summarise the work undertaken in the area to date and develop a GETBA Transport Strategy.

We also lobbied against Auckland Council's planned differential rating and differential waste water charges, recommended recycling be extended to industrial areas, and lobbied successfully for East Tamaki to be a priority business area for the rollout of Ultra-Fast Broadband (UFB). GETBA is on Auckland Council's Digital Leadership Forum representing a wide range of stakeholders created to ensure optimum take-up and benefits are derived from the UFB initiative by all sections of the community.

GETBA has facilitated Auckland Council's consultation with businesses in the development of an East Tamaki Business Precinct Plan (ETBPP). The plan is still in draft form and is due for adoption in December 2012 and will support business growth and economic development in this industrial area.

We kept abreast of Transpower plans for underground cabling along Ti Rakau Drive and arranged a briefing and conduit for communication to affected businesses.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Representation to Local Government (Auckland Council)	<p>Inform and advocate on behalf of business</p> <p>Make written and oral submissions</p> <p>Ensure business/property owner input into the East Tamaki Business Precinct Plan</p>	<p>Auckland Council</p> <p>Howick and Otara Papatoetoe Local Boards</p> <p>Auckland Tourism Events and Economic Development</p> <p>Watercare</p>	<p>Research and consultation undertaken and submissions presented</p> <p>Priority UFB rollout area</p> <p>Facilitated business consultation and input into the ETBPP</p> <p>Meetings with Howick and Otara Papatoetoe Local Boards and Councillors</p>	✓
Representation to Central Government	<p>Exert influence as required</p> <p>Establish links with relevant government agencies</p> <p>Foster links with local MPs</p>	<p>Government</p> <p>Ministry of Business Innovation and Employment</p> <p>Ministry of Pacific Island Affairs</p> <p>Ministry of Ethnic Affairs</p> <p>New Zealand Transport Agency (NZTA)</p> <p>MPs</p>	<p>Relationships established with relevant agencies</p> <p>Facilitated Government Ministers visits to local companies</p>	✓
Transport	<p>Advocate for improved movement of freight and people: roading and public transport</p> <p>Develop a GETBA Transport Strategy</p> <p>Pursue project with Auckland Transport</p> <p>Monitor progress on Auckland Manukau Eastern Transport Initiative (AMETI), the East West link and other roading/intersection plans and advocate on behalf of business</p>	<p>Auckland Transport</p> <p>Auckland Business Forum</p> <p>National Road Carriers Inc</p> <p>NZTA</p>	<p>Submissions made</p> <p>GETBA overarching Transport Strategy completed</p> <p>Auckland Transport project stage 1: accessibility review and workplace survey completed</p> <p>Consulted on AMETI</p>	✓
Electricity Supply	<p>Monitor progress of proposed underground cabling and advocate on behalf of business</p>	<p>Transpower</p>	<p>Effective representation, consultation, communication updates and business briefing</p>	✓
Collaboration with other industrial associations	<p>Work with other commercial industrial associations for consistency of message and a stronger voice</p>	<p>Employers and Manufacturers Association</p> <p>New Zealand Council for Infrastructure Development</p> <p>North Harbour Business Association</p> <p>Rosebank Business Association</p> <p>Wiri Business Association</p> <p>Manukau Central Business Association</p>	<p>Regular contact</p> <p>Collaboration on submissions</p>	✓

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Crime Prevention

GETBA has continued to work closely with local Police, security companies and other key stakeholders on the GETBA crime prevention programme. There were 126 reported business burglaries in East Tamaki in the 2011-2012 financial year compared with 168 in the 2010-2011 financial year.

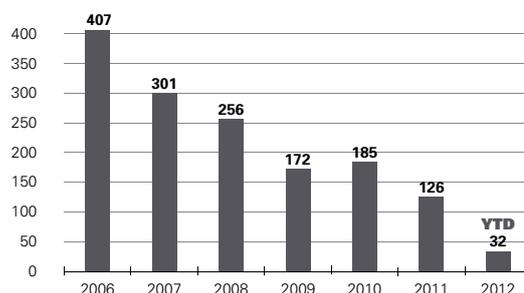
GETBA email alerts continue to be effective in raising awareness of the need to be vigilant with regard to security measures and to suspicious behaviour. There have been a number of reported instances where crime has been averted and other instances where perpetrators have been caught by vigilant observance and prompt alerts.

The Security Managers Network monthly meetings run by the GETBA Executive Officer Crime Prevention continue to provide an excellent forum

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Police Liaison	Regular communication and meetings with New Zealand Police at all levels	New Zealand Police	Regular liaison and communication Partnership valued Statistical records show reduction in business burglaries	✓
Security Alerts	Email alert businesses of suspicious behaviour Encourage business vigilance Promote security procedures/crime prevention measures	New Zealand Police Security companies Business owners	Email alerts sent promptly Business vigilance Culture of reporting of incidents/suspicious behaviour Reduction in business burglaries	✓
Security Managers Network	Monthly meetings Sharing of intelligence	New Zealand Police Security companies Botany Crime Watch Patrols Security/loss prevention personnel from larger companies	Monthly meetings well attended Intelligence sharing recognised	✓
Neighbourhood Support	Proactively assisting local businesses with advice and processes for preventing crime Encouraging vigilance	Business owners Security companies	Culture of reporting of incidents/suspicious behaviour Advice given Resources provided	✓
Security Resources	Provide security/crime prevention educational resources for local businesses Update web resources Investigate new resources	New Zealand Police Security specialists	Web resources updated Crime prevention tools published in newsletters SelectaDNA researched	✓
Ministry of Justice funded Community Safety Project in Burswood	Undertake Crime Prevention Through Environmental Design (CPTED) assessments of properties and encourage and monitor the implementation of findings Research and develop crime prevention resources Track crime data	Ministry of Justice New Zealand Police Asian Council on Reducing Crime Auckland Council BECA – CPTED Consultant	Six monthly reporting met CPTED assessment and report Findings relayed to businesses and implementation encouraged and monitored Initiated the development of video clips reinforcing CPTED best practice principles targeted at retail migrant store owners	✓

for intelligence sharing between Police, security companies and larger local companies represented. Guest speakers provide information on topical security related issues and interventions.

GETBA has also completed the second year of a three-year Community Safety Project in partnership with the New Zealand Police and the Asian Council on Reducing Crime, and funded by the Ministry of Justice. This project is focused on building crime prevention capability and resilience in the largely retail migrant Burswood precinct. A comprehensive Crime Prevention Through Environmental Design (CPTED) analysis and report on the built environment was provided by BECA Consulting and we have encouraged and monitored the implementation of the report's findings on both a



Number of burglaries per year in the GETBA area

one on one and collective basis. Resources have been developed that simplify the CPTED message through visual means. These include a flyer to illustrate best and poor practice, and educational video clips which will be available via the GETBA website and mobile media platforms.

Business Support & Membership Liaison

The GETBA website has developed a comprehensive Business Resources section where members can link to useful business information and support. These have been updated as required and relate to business advice, grants or subsidised government assistance, skills development, mentoring, local government processes, property updates and economic commentaries, research and reports.

GETBA has also liaised with organisations such as Auckland Tourism Events and Economic Development (ATEED), New Zealand Trade and Enterprise (NZTE), New Zealand Manufacturers and Exporters Association, Employers and Manufacturers Association and the Ministry of Business, Innovation and Employment to provide a conduit to relevant services that can assist East Tamaki businesses.

GETBA has completed the **Neighbourhood Response Plan** developed for the East Tamaki business community, to the point where there is only the tele-tree network still to complete. This aspect, while desirable in the event

that telecommunication networks are down, is not a requirement for the Plan to be activated. We have also encouraged businesses to undertake business continuity planning (BCP) for their own businesses, and have collaborated with Auckland Council Civil Defence and Emergency Management on the development of a business resilience website which will include a BCP online tool. This is still under development.



GETBA has continued to trouble-shoot on behalf of individual or groups of businesses where relevant local issues have arisen.

While some member businesses have been visited, the extent envisaged has not been possible due to inadequate resources. This will be addressed in the coming year.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Links to business resources	Inform members of resources and opportunities to access information, grants, advice etc.	ATEED NZTE Government agencies such as Technology New Zealand, Ministry of Business, Innovation and Employment Manukau Institute of Technology (MIT) Bayleys BNZ Local businesses	Information disseminated via bi monthly email newsletter, bi-annual hard copy Newsletter case studies and web site business resources pages	✓
Emergency preparedness	Complete the Neighbourhood Response Plan Raise awareness of the Plan Encourage businesses to develop business continuity plans for their business	Auckland Council Civil Defence Emergency Management (CDEM) Emergency Services GETBA Emergency Response Group (ERG) Local businesses Canterbury Employers Chamber of Commerce	Basic Plan completed GETBA ERG Co-ordinated Incident Management System (CIMS2) training undertaken Breakfast focusing on Business Continuity Planning sponsored by CDEM with guest speaker CEO of the Canterbury Employers Chamber of Commerce Testing of CDEM business resilience website	✓
Trouble-shooting on behalf of business	Research and seek to resolve issues	Auckland Council & Council Controlled Organisations Infrastructure providers	Assistance/advice provided via conduit to local authority or infrastructure provider	✓
Membership Liaison	Visiting programme	Local businesses	Limited visitation undertaken with available resources	<i>Existing resourcing inadequate for full liaison programme</i>

4 Networking & Business Development

Providing for networking, skills development and a sense of community among businesses is a priority for GETBA, and one that the new Business Owners Forum is delivering on, as survey feedback illustrates. Introduced in June 2011 to target owner managers wanting to take their business to the next level, participation in this facilitated panel-based event, has exceeded expectations with an average of 60 attendees per forum. The Forum is sponsored by BNZ Partners and supported by BDO, Brookfields, Randstad, RSM Prince, The Breakthrough Company and Wynyard Wood.

The 'Management Bites' series in partnership with Elephant HR and Training, targeted at assisting small medium enterprises with practical tools for managing staff, continued to attract good numbers and excellent evaluations attesting to its relevance.

GETBA has a Memorandum of Understanding with Manukau Institute of Technology and has agreed to be a partner on their new online portal as a way of linking local businesses with the resources of the Institute. Businesses can access students for workplace projects, graduates, discounted short

From left to right:
Breakfast speakers
Mainfreight CEO Don Braid,
Auckland Mayor Len Brown,
and business commentator
and columnist Rod Oram



courses, articles in particular interest areas and participate in online forums.

A number of GETBA events have been themed around improving workplace productivity and have included Nufarm delivering a Lean Case Study at a Breakfast. Business Showcase events were hosted by Bayleys Commercial Industrial Real Estate and GEON.

Breakfast speakers over the past year have included New Zealand Council for Infrastructure Development CEO Stephen Sellwood, Mainfreight CEO Don Braid, Auckland Mayor Len Brown, Canterbury

Employers Chamber of Commerce CEO Peter Townsend, Crown Fibre Holdings Strategy Director Rohan MacMahon and business commentator and columnist Rod Oram at our Post Budget breakfast. The following companies sponsored GETBA breakfast taking advantage of the profile opportunity – ATEED, Transpower, ASB Bank, Kiwibank, Civil Defence and Emergency Management, BDO and Orcon. Over 600 members attended GETBA breakfasts during the year.

Sponsorship of events where possible, has assisted in making the GETBA budget go further and making the events accessible especially to small medium enterprises.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Skills Development	Provide, or be a conduit to, education and training opportunities for members Link businesses with education and employment opportunities	Training providers Elephant HR and Training MIT ATEED	Ten Management Bites Five Business Owners Forums Promotion of MIT short courses Promotion of other training opportunities determined by relevance MIT online portal	✓
Networking Opportunities	Four Business Showcase events per year Seven Breakfasts per year Inform members on topical issues Mix of high profile speakers and relevant case studies	Local businesses Presenters Sponsors	Two Business Showcase events Seven Breakfasts and timeframe extended to facilitate networking	<i>Two of four Business Owners Forum planning took precedence</i>
Interest Group Development	Consider topical issues/ common interest areas as basis for interest groups	Local businesses	A potential technology interest group has met once	<i>Inadequate resources to maximise</i>

“ We have attended four **Business Owners Forums** so far and have found them enriching in several respects. The subjects covered have been extremely relevant to us as a small business and the presenters have been highly informative, authentic, entertaining and very candid. We have also valued the opportunity to meet other business owners in a relaxed and comfortable setting. These forums provide us with a “sense of belonging” to a community whose members share similar experiences, frustrations and uncertainties – this helps reduce our stress levels and feelings of isolation!
Trish Gillespie and Geoff Paterson, Directors, Northern Sheetmetals Ltd **”**

A large stack of white and blue pipes in an outdoor storage yard under a clear blue sky. The pipes are arranged in neat rows, with some larger pipes in the foreground and smaller ones in the background. The sky is a clear, bright blue.

‘ EAST TAMAKI
A GREAT PLACE
TO DO BUSINESS ’

5 Marketing and Communication

GETBA has an on-going focus on promoting East Tamaki as 'a great place to do business' and 'a great place to work' to create a sense of community within the area and also to attract business and employment into the area. We have attracted 26 new Associate members during the year who wish to be part of this vibrant business community.

In early 2012 we introduced a **Keeping it Local** initiative which encourages members to support local business and gives businesses a profile opportunity at a low cost. Each week we have put the email spotlight on a different business and we have a wait-list of companies wanting to take advantage of this opportunity.

The Customer Relationship Management (CRM) system drives our email communication with members and we have begun segmenting the

database to be able to direct communication in a more targeted fashion. The CRM system is integrated with the website and the database drives the business directory on the GETBA website. Google analytics shows that the directory page is the most visited page of the website. The website home page was upgraded for ease of use and web pages regularly reviewed and updated.

In addition to the bi-monthly eNewsletters, we also published for the first time two, 16-page, full colour, newsletters which we delivered to East Tamaki businesses and these have been very well received.

GETBA has made a conscious effort to raise its profile in the local media and have been approached regularly for stories in relation to projects and advocacy issues.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
CRM email communication	Regular emails to promote GETBA events, seminars, information, activities, news etc Segment database for different purposes/audiences	Outreach CRM	Emails Bi monthly eNewsletter	✓
Newsletter	Introduce a hard copy newsletter to communicate news, interesting articles, local business achievements and GETBA activities – conveying the return on investment to members	Local businesses Contributors Creative designer Writer Printer	Two full colour, 16-page newsletters well received Provided profile/advertising opportunities for associate members	✓
Website	Evaluate regularly and upgrade/enhance as needed	Netinsites	Home page upgraded New features added	✓
Public Relations	Proactive media opportunities to raise the profile of the area and raise awareness of issues Respond to media requests	Local papers	Media presence maximised	✓
Member profile opportunities	Enable members to promote their business to one another Encourage 'buy local' ethos Investigate a 'buy local' marketing opportunity for members	Local businesses	'Keeping it Local' email initiative launched Breakfast sponsorship opportunities 'Members Moment' at Breakfasts 'Community Moment' at Breakfast initiated	✓

6 GETBA Infrastructure

GETBA has undertaken on-going refinement of the systems and processes necessary to manage and administer a larger membership base. This includes the CRM database. The personal delivery of the October 2011 newsletter by MIT business students was used as an opportunity to update member information. In future years database updating will be part of the new Office Administrator role.

Staffing consisted of General Manager Jane Tongatule (full time), Office Manager Executive Assistant Christine Goodman (30 hours/week) and Executive Officer Crime Prevention Coralee Carr

(3 days per week). Increased funding for the 2012-2013 year enabled us to recruit a full time Office Administrator who commenced mid-June 2012 in time for the new financial year. GETBA moved into larger but more cost effective premises, on level 1 of 1 Sir William Avenue, in June 2012.

IT risk is managed by the use of a cloud archiving system, for most files and the GETBA webmaster and regular back-ups.

GETBA is recognised as a leader within Auckland in the development and delivery of services to a commercial industrial area.

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KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Database Management	Keep an up to date register of members	Outreach CRM	CRM system refined	✓
Governance, management and administration of the Association's activities	In accordance with the GETBA Constitution Review of targeted rate	Committee Executive management	Targeted rate reviewed in line with Auckland Council goal of consistency across legacy Councils	✓
Staffing	Ensure resources sufficient to effectively manage GETBA activities Professional development as required	Committee Executive management Auckland Council Employers and Manufacturers Association	Target rate reviewed and budget increased to ensure sufficient resources for 2012-13 year and beyond Performance reviews undertaken of all staff Seminars/workshops/ Forums attended by Chair and staff	✓
Financial Management	Ensure sound financial management Investigate accounting software Audited accounts	Committee Executive management RSM Prince CST Nexia – auditor	XERO adopted and integrated with CRM database for more seamless invoicing, processing of accounts and reporting Accounts audited Fraud Policy adopted	✓

FINANCIAL STATEMENTS

The annual financial statements of the Greater East Tamaki Business Association Inc. for the year ended 30 June 2012 are available on application to the Association gm@getba.org.nz and are also available on the GETBA website www.getba.org.nz

2012/2013 BUSINESS PLAN

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BACKGROUND

EXECUTIVE SUMMARY

BUSINESS PLAN

- 1** Advocacy and Economic Development
- 2** Crime Prevention
- 3** Business Support and Membership Liaison
- 4** Networking and Business Development
- 5** Marketing and Communication
- 6** GETBA Infrastructure

BUDGET



BACKGROUND

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

- \$3 billion to the New Zealand economy annually
- \$19 million in rates annually
- 30,000 jobs projected to rise to 45,000 on completion of Highbrook Business Park.

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 commercial industrial community as a whole.

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 some 3000 business and property owners in East Tamaki.

GETBA's role is to advocate for business and property owners in the economic development of the area, provide a conduit to business support and information, promote the area as a great place to

do business and to work, and attract new business and employment into the area.

With the step up from a voluntary membership of 600+ businesses to a target rated membership of some 3000 businesses and property owners, 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.

This Business Plan should be read in conjunction with the Strategic Plan 2009-2014, a more comprehensive document which outlines the long term planning for the Association, addressing the dual criteria of:

- guiding the affairs of New Zealand's largest industrial area at a time of great administrative change in the Auckland Region and
- progressing the workstreams identified in the extensive consultation process for the adoption of Business Improvement District funding, and from the feedback and input of Focus Groups held in April 2010.

The strategic plan will be reviewed in the coming year.

EXECUTIVE SUMMARY

GETBA's role is to advocate for business and property owners in the economic development of the area, provide a conduit to business support and information, networking and business development opportunities, promote the area as a great place to do business and to work, and attract new business and employment into the area.

Since transitioning to a target rate funded organisation in late 2009, the Association has been

developing new systems and resources necessary to manage and administer the larger membership base of more than 2,000 businesses and property owners. We have also developed several new service offerings and projects to meet their diverse needs and address the challenges and opportunities facing Auckland's largest industrial area.

Increased funding for the 2012-13 year will enable the refinement and optimisation of these new

systems and resources, and further progress on expanding the range of services and projects within the following workstreams:

- Advocacy and Economic Development
- Crime Prevention
- Business Support and Membership Liaison
- Networking and Business Development
- Marketing and Communication
- GETBA Infrastructure.

The Strategic Plan will be reviewed in the coming year, and there will be actions for implementation

in the East Tamaki Business Precinct plan once adopted in December 2012, so these workstreams may be amended/added to.

GETBA will continue to foster relationships with key stakeholders and influencers, liaising with local government and also central government at a policy level, with economic development agencies, relevant business and industry associations and core infrastructure service providers, to proactively advocate for and facilitate the economic development of the area.

BUSINESS PLAN

1 Advocacy and Economic Development

Identified as a prime concern in consultation, the representation of the needs and concerns particularly of small to medium businesses which are most often those who have fewest resources to represent themselves, is an on-going priority. Effective advocacy will ensure the needs of local businesses and property owners are understood and given due attention.

Representation to local and central Government

GETBA will continue to be a source of information to members about Auckland Council's plans for the development of this industrial area, the implications of those plans, and will make submissions on behalf of the businesses to remove impediments to economic development, and enhance property values. We will research and make a submission to the Auckland Unitary Plan.

GETBA will collaborate with Auckland Council and the Howick and Otara Papatoetoe Local Boards on the Draft Precinct Plan for the East Tamaki area, ensuring the views of businesses are reflected in the final Plan to be adopted in December 2012, and that the agreed actions are followed through.

GETBA will liaise with and make representation where necessary to core infrastructure suppliers and Council Controlled Organisations. It is critical that the infrastructure services and the cost of those services provided to East Tamaki by the new administrative bodies, be audited and critiqued by informed business representation. Ongoing advocacy projects include the planned underground cabling of Ti Rakau Drive by Transpower, AMETI and other roading/intersection improvements, and waste water charging under WaterCare Services Ltd.

Other local government compliance and resource consent issues that impact on either groups of businesses or individual businesses from time to time will be dealt with as they arise. Having a conduit to the local authority in the form of a Business Improvement District (BID) Co-ordinator is an advantage when dealing with such issues.

Transport issues

Transport issues have been identified as a significant issue for East Tamaki business' ability to attract and retain staff. Issues with traffic flows

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES
Representation to Local Government (Auckland Council)	<p>Inform and advocate on behalf of business</p> <p>Make written and oral submissions including the Auckland Unitary Plan</p> <p>Undertake agreed actions in the East Tamaki Business Precinct Plan (ETBPP)</p> <p>Influence the undertaking of agreed actions of other stakeholders in the ETBPP</p>	<p>Auckland Council</p> <p>Howick and Otara Papatoetoe Local Boards</p> <p>Council controlled organisations including Auckland Transport, Watercare and Auckland Tourism, Events and Economic Development (ATEED)</p>	<p>Submission on Auckland Unitary Plan</p> <p>ETBPP actions facilitated/implemented where possible</p> <p>Memorandum of Understanding and ongoing regular liaison with Howick and Otara Papatoetoe Local Boards</p>
Representation to Central Government	<p>Exert influence as required</p> <p>Establish links with relevant government agencies</p> <p>Foster links with local MPs</p>	<p>Ministry of Business, Innovation and Employment</p> <p>Ministry of Pacific Island Affairs</p> <p>Ministry of Ethnic Affairs</p> <p>New Zealand Transport Agency (NZTA)</p> <p>MPs</p>	<p>Relationships established with relevant agencies</p> <p>Linkages with Government Ministers facilitated eg visits to local companies</p> <p>Guest speakers at events</p>
Transport	<p>Advocate for improved movement of freight and people: roading and public transport</p> <p>Complete the GETBA Transport Strategy</p> <p>Pursue next stages of the Auckland Transport project</p> <p>Monitor progress on AMETI and other roading/intersection plans and advocate on behalf of business</p>	<p>Auckland Transport</p>	<p>Submissions made</p> <p>GETBA Transport Strategy completed</p> <p>Auckland Transport project stage two completed</p> <p>GETBA added to AMETI Consultation Group</p>
Electricity Supply	<p>Monitor progress of proposed underground cabling and advocate on behalf of business</p>	<p>Transpower</p>	<p>Effective representation, consultation, and communication updates</p>
Collaboration with other industrial associations	<p>Work with other commercial industrial associations for consistency of message and a stronger voice</p>	<p>Employers and Manufacturers Association (EMA)</p> <p>North Harbour Business Association</p> <p>Rosebank Business Association</p> <p>Wiri Business Association</p> <p>Manukau Central Business Association</p> <p>Auckland Regional Chamber of Commerce</p>	<p>Regular contact</p> <p>Collaboration on submissions</p>

have also been identified as impacting negatively on productivity. While a regional issue of strategic importance which GETBA is already working on with the relevant regional organisations, at the local level ongoing Travel Planning (reviewing staff travel movements and public transport that runs through East Tamaki and investigating alternative travel options) is a priority, and a significant opportunity to improve the attractiveness of East Tamaki as an employment destination. Funding will be sought where appropriate.

Ultrafast Broadband

Having ensured that East Tamaki is a priority business area for the rollout of Ultra-Fast Broadband (UFB), GETBA will raise awareness of the benefits for business, encourage UFB take-up and digital enablement. We will also investigate the potential use and value of open space wi-fi in East Tamaki.

GETBA will continue to collaborate with other industrial BIDs across Auckland to take advantage of their collective strength.

2 Crime Prevention

Although there has been an 80% reduction in reported business burglaries in the East Tamaki industrial area since 2006, crime prevention will continue to be a high priority. Continued vigilance by all the partners (GETBA, New Zealand Police, security companies, local businesses) is important to ensure these gains are not lost.

Crime Prevention Programme

- **Police Liaison:** this valued partnership will continue to be developed as this has been proven to be a useful resource to forestall criminal activity as well as to address concerns of members.
- **Security Alerts:** GETBA will continue to provide timely email alerts about crime and suspicious behaviour in the area. SMS capability is now also available and there will be a concerted effort to gather mobile phone numbers.
- **Security Managers' Network:** this innovative and collaborative approach to ensure the best possible service to business and share intelligence between the Police, security company management and personnel responsible for security in larger organisations will continue.
- **Neighbourhood Support:** in addition to the one on one service already in place, GETBA will respond to the specific security concerns and needs of streets or areas as they arise, and encourage on-going vigilance by businesses.
- **Web Resources:** useful information and resources on security, accessible on the GETBA website, will be updated for currency.
- GETBA will investigate further avenues for preventing crime including the use of automatic number plate recognition (ANPR) traffic cameras.



KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES
Police Liaison	Regular communication and meetings with New Zealand Police at all levels Collect and maintain statistical records	New Zealand Police	Regular liaison and communication Value of partnership with Police acknowledged Statistical records show reduction in business burglaries
Security Alerts	Email alert businesses of suspicious behaviour Encourage business vigilance and security procedures/crime prevention measures	New Zealand Police Security companies Business owners	Email alerts sent promptly Business vigilance Ongoing reduction in business burglaries
Security Managers Network	Monthly meetings Sharing of intelligence	New Zealand Police Security companies Botany Crime Watch Patrols Security/loss prevention personnel from larger companies	Monthly meetings well attended Value of intelligence sharing recognised
Neighbourhood Support	Proactively assisting local businesses with advice and processes for preventing crime Encouraging vigilance Provide security/crime prevention educational resources for local businesses Update web resources Investigate new resources including the use of ANPR traffic cameras	Business owners Security companies	Culture of reporting of incidents/suspicious behaviour
Security Resources	Provide security/crime prevention educational resources for local businesses Update web resources Investigate new resources	New Zealand Police Security specialists	Web resources updated Crime prevention tools published in newsletters
Ministry of Justice funded Community Safety Project in Burswood	Encourage and monitor the implementation of BECA Crime Prevention Through Environmental Design (CPTED) report recommendations Research and develop crime prevention resources Complete and promote the CPTED video clip resources Track crime data	Ministry of Justice New Zealand Police Asian Council on Reducing Crime Auckland Council BECA - CPTED consultants	Six-monthly reporting met CPTED assessment and report Findings relayed to businesses and implementation encouraged and monitored Initiated the development of video clips reinforcing CPTED best practice principles targeted at retail migrant store owners

Community Safety Project

GETBA will implement the final year of the three-year Community Safety Project focused on the Burswood retail migrant precinct in partnership with NZ Police and the Asian Council on Reducing Crime, funded by the Ministry of Justice. This includes continuing to encourage property and business owners to adopt the BECA

Crime Prevention Through Environmental Design (CPTED) recommendations. In addition customised video clips providing simple practical 'common sense' CPTED tips and tools that are 'good for business' will be available via the website and other appropriate social media platforms including YouTube.

3 Business Support and Membership Liaison

Links to business resources

GETBA will continue to provide a conduit for local businesses and property owners to access up to date business assistance, support and information.

Emergency preparedness

GETBA has completed the Neighbourhood Response Plan developed for the East Tamaki business community, to the extent that it is ready to be activated. However we plan to develop a telephone-tree/neighbourhood contact system for use in the event that telecommunication networks are down, and at least one exercise in the coming year. We will also continue to actively encourage businesses to undertake business

continuity planning (BCP) and liaise with Civil Defence and Emergency Management on the business resilience website and online BCP tool.

Membership liaison

Being a visible and listening presence remains one of the most valuable services undertaken by GETBA. We will develop a membership liaison strategy including a visiting programme to exchange information and ascertain issues affecting business and property owners.

Trouble-shooting

GETBA will continue to trouble-shoot on behalf of members with the local authority on local issues.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES
Links to business resources	Inform members of resources and opportunities to access information, grants, advice etc	ATEED NZTE Government agencies such as Technology New Zealand, Ministry of Business Innovation and Employment MIT Bayleys BNZ Local businesses	Current information disseminated via bi-monthly email newsletter, tri-annual hard copy Newsletter case studies and web site business resources pages
Emergency preparedness	Complete the Neighbourhood Response Plan Raise awareness of the Plan Encourage businesses to develop business continuity plans for their business	Auckland Council CDEM Emergency Services GETBA Emergency Management Group Local businesses	Tele-tree network completed Exercise undertaken
Trouble-shooting on behalf of business	Research and seek to resolve issues	Auckland Council and Council Controlled Organisations Infrastructure providers	Assistance/advice provided via conduit to local authority or infrastructure provider
Membership Liaison	Develop a membership liaison strategy Visiting programme Minimum of one membership survey	Local businesses	Strategy and visiting programme in place

4 Networking and Business Development

Encouraging networking, skills development, and a sense of community among businesses is a strong priority, as a way of building resilience and promoting growth in the SME sector at a time of continuing economic uncertainty.

Events

Regular Business Breakfasts will continue with a variety of guest speakers and informative case studies. Business Showcase events hosted by local businesses will also continue according to the demand to host. These events give the host company an opportunity to raise the profile of their business, and attendees the opportunity to network with other East Tamaki businesses.

Skills development

The popular panel-based Business Owners Forum, sponsored by BNZ Partners, targeted at business owner managers who want to take their business to the next level, and the Management Bites series run in partnership with Elephant HR and Training, will continue. Other skills development opportunities

will be considered based upon need/demand.

Under GETBA's Memorandum of Understanding with Manukau Institute of Technology (MIT) we will continue to be a conduit to MIT short courses, and also to the newly developed business portal accessible at www.businessatmanukau.co.nz to all local businesses. Through GETBA's partnership in the portal, businesses will be able to get in contact with MIT students for workplace projects, graduates, articles in particular interest areas and participate in online forums. As a significant employment hub GETBA will support Auckland Council's Southern Initiative by collaborating with MIT and other relevant stakeholders in addressing the problem of youth unemployment. Initiatives to foster employment will be considered.

Interest group development

Opportunities for interest group and/or cluster development will be proactively sought and monitored and addressed as issues and topics become relevant.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES
Skills Development	<p>Provide skill development opportunities as determined by need, and be a conduit to education and training opportunities for members</p> <p>Survey current state of businesses use of technology and potential for digital enablement</p> <p>Encourage UFB take-up</p> <p>Link business with education and employment opportunities</p>	<p>Training providers</p> <p>Elephant HR and Training</p> <p>MIT</p> <p>ATEED</p>	<p>Ten Management Bites well attended</p> <p>Five Business Owners Forums well attended</p> <p>MIT short courses promoted to members</p> <p>Other training opportunities promoted to members as determined by relevance</p> <p>Optimal UFB take-up by businesses</p> <p>MIT online portal promoted to members</p>
Networking Opportunities	<p>Business Showcase events – target four per year</p> <p>Regular breakfasts with time allowed for networking – target seven per year</p> <p>Business Owners Forum</p> <p>New networking opportunities considered</p>	<p>Local businesses</p> <p>Presenters</p> <p>Sponsors</p>	<p>Four Business Showcase events</p> <p>Seven breakfasts</p> <p>Five Business Owners Forums</p>
Interest Group Development	<p>Consider topical issues/common interest areas as basis for interest groups</p> <p>Research interest in cluster development</p> <p>Research interest in exposition opportunities</p>	<p>Local businesses</p> <p>Government agencies</p>	<p>Research undertaken</p>

5 Marketing and Communication

GETBA will 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 locally and globally. We will continue to evaluate and enhance the GETBA website as the cornerstone of our communication and promotional activities, including the Business Directory which provides businesses with a public profile for their products and services.

We will also investigate a working group to market GETBA beyond its boundaries, including internationally, and consider other 'keeping it local' marketing opportunities for businesses to promote their products and services to one another. We will participate in the Southern Business Market.

We will distribute bi-monthly eNewsletters and publish three hard copy Newsletter issues during the year. These avenues provide timely news, information and project updates, celebrate local achievements and foster a sense of community.

We value good media relationships and will also proactively seek opportunities for leveraging strategic partnerships and sponsorships.

GETBA will also survey the membership as to current social media uptake, evaluate appropriate social media platforms, and review our communications strategy to incorporate social media platforms if appropriate and relevant to the needs of the membership.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES
CRM email communication	Regular emails to promote GETBA events, seminars, information, activities, news, etc Segment database for different purposes/audiences	Outreach	Regular timely emails sent Bi-monthly eNewsletter Additional segmentations
Newsletter	Expand to three hard copy newsletters to communicate news, interesting articles, local business achievements and GETBA activities – conveying the return on investment to members	Local businesses Contributors Creative designer Writer Printer	Three full colour, 16-page newsletters distributed
Website /Social Media	Evaluate website regularly and upgrade/enhance as needed Survey use of social media platforms by our members Evaluate social media platforms for relevance Review current communications strategy and incorporate social media as appropriate	Netinsites Digital/social media specialists	New website features added Membership surveyed as to use of social media platforms Social media platforms evaluated Communications strategy reviewed Social media platforms introduced if relevant
Public Relations	Proactive media opportunities to raise the profile of the area and raise awareness of issues Respond to media requests	Local papers	Media presence maximised
Member profile opportunities	Enable members to promote their business to one another Encourage 'buy local' ethos Investigate an additional 'keeping it local' marketing opportunity for members Participate in the Southern Business Market	Local businesses	New buy local initiative considered Breakfast sponsorship opportunities filled 'Members Moment' at Breakfasts filled Southern Business Market stands filled

6 GETBA Infrastructure

GETBA's organisational structure comprises an Executive Committee in a governance and executive support role, and a small Executive team led by the General Manager. The additional funding available for the coming year means that GETBA will be assured of adequate personnel resources to manage and administer the large membership base and programme of activities and projects.

GETBA is recognised as a leader within Auckland in the development and delivery of services to a commercial industrial area, and we will continue to attract new Associate members during the coming year who wish to be part of this vibrant business community.

GETBA is required to maintain an accurate register of members and will endeavour to ensure the currency of our CRM database via a combination of phone, visiting, email, and mail in the case of local authority property records. We will continue to refine the capability of the CRM database to enable segmentation of member data, tracking of interaction and activity, and greater participation opportunities for, and communication with, more people within member businesses than has been possible in the past.

In the coming year we will undertake a review of the GETBA Strategic Plan 2009-2014. We will also research best practice BID programmes globally, and will undertake a satisfaction survey with the membership.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES
Database Management	Keep an up-to-date register of members	Outreach CRM	Regular updating of CRM database Additional segmentations
Governance, management and administration of the Association's activities	In accordance with the GETBA Constitution Review the GETBA strategic plan 2009-2014	Committee Executive management	Favourable membership satisfaction survey Revised GETBA strategic plan
Staffing	Ensure resources sufficient to effectively manage GETBA activities Professional development as required	Committee Executive management Auckland Council	Favourable staff satisfaction survey Favourable staff turnover/retention level
Financial Management	Ensure sound financial management Audited accounts	Committee Executive management RSM Prince CST Nexia – auditor	Efficient processes and reporting Positive audit report

JULY 2012 - JUNE 2013

BUDGET

INCOME	NZ\$
Targeted Rates	500,000
Local Board Grant	30,000
Ministry of Justice Grant for Community Safety Project	61,799
Auckland Transport Grant	15,000
Other (associate membership, events, seminars, enhanced listings, etc)	46,320
Total	653,119

EXPENDITURE	NZ\$
Advocacy and Economic Development	135,000
Crime Prevention	93,119
Business Support and Membership Liaison	115,000
Networking and Business Development	105,000
Marketing and Communications	100,000
GETBA Infrastructure	105,000
Total	653,119

All amounts are exclusive of GST.

East Tamaki - a great
place to do business



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