



Greater East Tamaki  
Business Association Inc.

## Feedback to the Otago Papatoetoe Local Economic Development Action Plan 2014-2017

**From:** Greater East Tamaki Business Association Inc. (GETBA)

### Contact details:

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### PREAMBLE

GETBA agrees with the plan objectives.

We are pleased to see the acknowledgement that while this plan creates a framework to guide actions in the Otago-Papatoetoe Local Board area, the process of economic development does not operate in geographic silos and that this plan sits within a sub-regional context for south (and we would say east) Auckland.

As a significant employment hub in south east Auckland GETBA supports each of the three strategic initiatives already underway in Otago-Papatoetoe outlined on page 8.

We support the plan's partnership approach, and approve of the proposed yearly review to monitor progress by the Local Board in implementing the plan's actions. This is vital to ensure progress is made.

### ACTIONS

Please see our feedback below each proposed action. We have focused on actions that pertain to the East Tamaki business precinct.

Ref	Actions and initiatives	Interested parties	Timescale	Status	Outcome
1.	Support for Business Improvement District partnership programmes as strong advocates for the needs of local businesses and as providing the platform for local economic growth.	AC (LED), GETBA, HCBA, MCBA, OBA, PBA	Ongoing	Underway	Vibrant town centres, growing and productive business areas.
<b>FEEDBACK:</b> Agreed – this support is valued.					

Ref	Actions and initiatives	Interested parties	Timescale	Status	Outcome
2.	Seek to increase the engagement with Business Improvement Districts on workforce skills development and youth pathways to employment.	ATEED, AC (CDAC-south, LED), GETBA, HCBA, MCBA, OBA, PBA	Ongoing	Underway	Young people have learning pathways that lead to further education and work.
<b>FEEDBACK:</b> Agreed. GETBA is active in this space and keen to collaborate on improving pathways to employment.					
4.	Support safety and security initiatives in retail, commercial and industrial areas including patrols, CPTED, ambassadors, CCTV, and crime prevention programmes.	GETBA, HCBA, MCBA, OBA, PBA, AC (CDAC-south), NZ Police, Ministry of Justice, Ministry of Social Development	Ongoing	Underway	Safe and secure town centres and business areas.
<b>FEEDBACK:</b> Agreed – GETBA has developed crime prevention resources with Ministry of Justice funding that we wish to make available to other local associations via the Local Board. Another economic development outcome of a low crime rate is better performing property areas.					
5.	<p>5.1 Work with the Greater East Tāmaki Business Association on the implementation of the East Tāmaki Business Precinct Plan.</p> <p>Priority actions are to:</p> <ul style="list-style-type: none"> <li>• Complete a skills audit.</li> <li>• Develop joint business initiatives to minimise waste.</li> <li>• Prepare a strategic stormwater plan to achieve improved sustainable outcomes in stormwater management.</li> <li>• Undertake collaborative advocacy, where appropriate, on transport and infrastructure issues.</li> <li>• Ensure projects and initiatives leverage the development of a long term strategic action plan for Ōtara Lake and waterways.</li> </ul> <p>5.2 Provide a status update on the implementation of the East Tāmaki Business Precinct Plan.</p>	GETBA, MIT, AC (LED, IES)	Ongoing	Underway	East Tamaki is a diverse, innovative and sustainable hub of high value manufacturing with a productive industrial workforce.
<b>FEEDBACK:</b> Agreed and appreciated. Progress on the Precinct Plan implementation has been slow where Council is the Lead stakeholder. GETBA has taken leadership in some areas such as waste minimisation.					

7.	Support and promote the delivery of local business events, awards and networking functions to businesses in the Ōtara-Papatoetoe Local Board area.	ATEED, GETBA, HCBA, MCBA, OBA, PBA	Ongoing	Underway	Business in Otago-Papatoetoe are well connected, best practice is shared and networking offers new growth opportunities.
<b>FEEDBACK:</b> Agreed.					
9.	Work with businesses and communities to maximise benefits from digital technologies:  9.1 Provide financial support and technical advice for business associations to provide information about ICT (with a focus on broadband enabled technologies and ultra-fast broadband) through awareness and education programmes.  9.2 Identify suitable locations for public internet access (WiFi) and explore mechanisms for delivering that service. Key locations to explore will include Manukau city centre and other town centres.	GETBA, MCBA, AC(RDPI)	Ongoing  Ongoing	Underway  Underway	Improve the uptake of UFB services by businesses in Otago-Papatoetoe. Best practice is shared and more businesses understand, and use ICT to improve productivity. Improve internet access opportunities for residents.
<b>FEEDBACK:</b> Agreed. GETBA has been active in this space but uptake by business generally has been slow. Case studies showing the benefits of UFB uptake work best.					
12.	Implement the Industrial South Integrated Business Precinct Plan focussing on the retention, expansion and attraction of export-focused businesses, skills and training, infrastructure provision, and the efficient movement of people and goods.	AC (LED), ATEED, AT, GETBA, MCBA	Years 2–10	New projects will be scoped as part of the implementation of the ISBPP	Industrial areas in Otago-Papatoetoe continue to be diverse, innovative and sustainable business locations and are key drivers for the Auckland economy.
<b>FEEDBACK:</b> Agreed. Needs to be a focus on protecting industrial land, and providing for future industrial land.					
17.	Investigate the establishment of a business and innovation hub in Ōtara-Papatoetoe.	AC (LED, RDPI), ATEED, GETBA, HCBA, MCBA, OBA, PBA	Year 2+	Unfunded	Supportive environment for entrepreneurs and business start-ups and business growth.
<b>FEEDBACK:</b> This is something that could meet a need in the creative/technology sector in Otago-Papatoetoe. Highbrook could be a potential location for a tech focused innovation hub in years to come.					

Ref	Actions and initiatives	Interested parties	Timescale	Status	Outcome
21.	<p>Additional programmes have been identified that build on the achievements and address current gaps in the Ōtara-Papatoetoe skills ecosystem:</p> <p><b>21.1 Driver Licence initiative.</b> Scope a business sponsorship or pledge to help young people gain their licence. The initiative would complement or extend existing driver licence schemes. A driver licence initiative would relate to schools, PTEs and business.</p> <p><b>21.2 Map the existing skills ecosystem</b> in the area. This would lead to opportunities for greater coherence and increased collaboration. Mapping would involve MSD. The audience would include the Youth Guarantee network, career advisors and Deputy Principals.</p> <p><b>21.3 Establish a virtual ‘one stop shop’</b> that bridges schools, PTEs, business associations and employers, Gateway and the six vocational pathways:</p> <ul style="list-style-type: none"> <li>- Employers could offer support funding/sponsorship, leadership, mentoring and advice, Gateway placements, work experience, part time work, and full time jobs.</li> <li>- School, tertiaries and PTEs could log their requirements e.g. for Gateway placements.</li> </ul> <p><b>21.4 Reach out to influence work attitudes</b> of young people through community leaders.</p>	Youth Traction Hub, Youth Connections, AC (CDAC-south), ATEED, COMET, MSD, schools, PTEs, TWoA, MIT, AUT, Government agencies, TEC, GETBA, MCBA	<p>Year 1</p> <p>Year 1</p> <p>Year 1</p> <p>Year 2+</p>	<p>Funding being sought through Youth Traction Plan</p> <p>Unfunded</p> <p>Unfunded</p> <p>New project</p>	Young people have learning pathways that lead to further education and work.
<p><b>FEEDBACK:</b> GETBA is very supportive of the work being done to reduce the percentage of young people not in education employment or training (NEET) which these proposed plans will build upon. We are keen to collaborate on improving pathways to employment.</p>					

In addition to these proposed actions specific to East Tamaki, we support advocacy for transport improvements that will assist economic development, particularly the East West Link (Ref 13.1).

GETBA also act as a conduit for East Tamaki businesses to access useful information and resources to assist them to grow their business, including ATEED, NZTE and Callaghan Innovation services (Refs 6 and 14 promote – not deliver). This also applies to Ref 22.

Ref 26. GETBA would probably not consider tourism to be applicable to our industrial precinct except as it may relate to Highbrook Park in the future.