



Greater East Tamaki
Business Association Inc.

GETBA Strategic Plan

2013 – 2016

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Greater East Tamaki
Business Association Inc.

Objective

To deliver a 3 year Strategic Plan focused on enhancing
GETBA in the local area and delivering upon:

Helping 'East Tamaki' be a great place to do business

S.W.O.T.

STRENGTHS

- “ Advocacy and results from advocacy
- “ BID funding
- “ Crime Prevention program results and the visibility this programme has created
- “ Strong partnership with Auckland Council
- “ Operating in the East Tamaki area
- “ Capability of team to run events, seminars, education, networking (ACTIVITIES)
- “ Communication to members including the website
- “ Capability of GM at advocacy and strategic execution
- “ Members database and business directory

OPPORTUNITIES

- “ Encourage more participation from members
- “ Create greater visibility of current programmes or services
- “ Educate/Inform on wider topics
- “ Deliver information/ programmes to enhance the total area.
- “ Educate on the benefits of being a GETBA member
- “ Increase revenue from Associate members

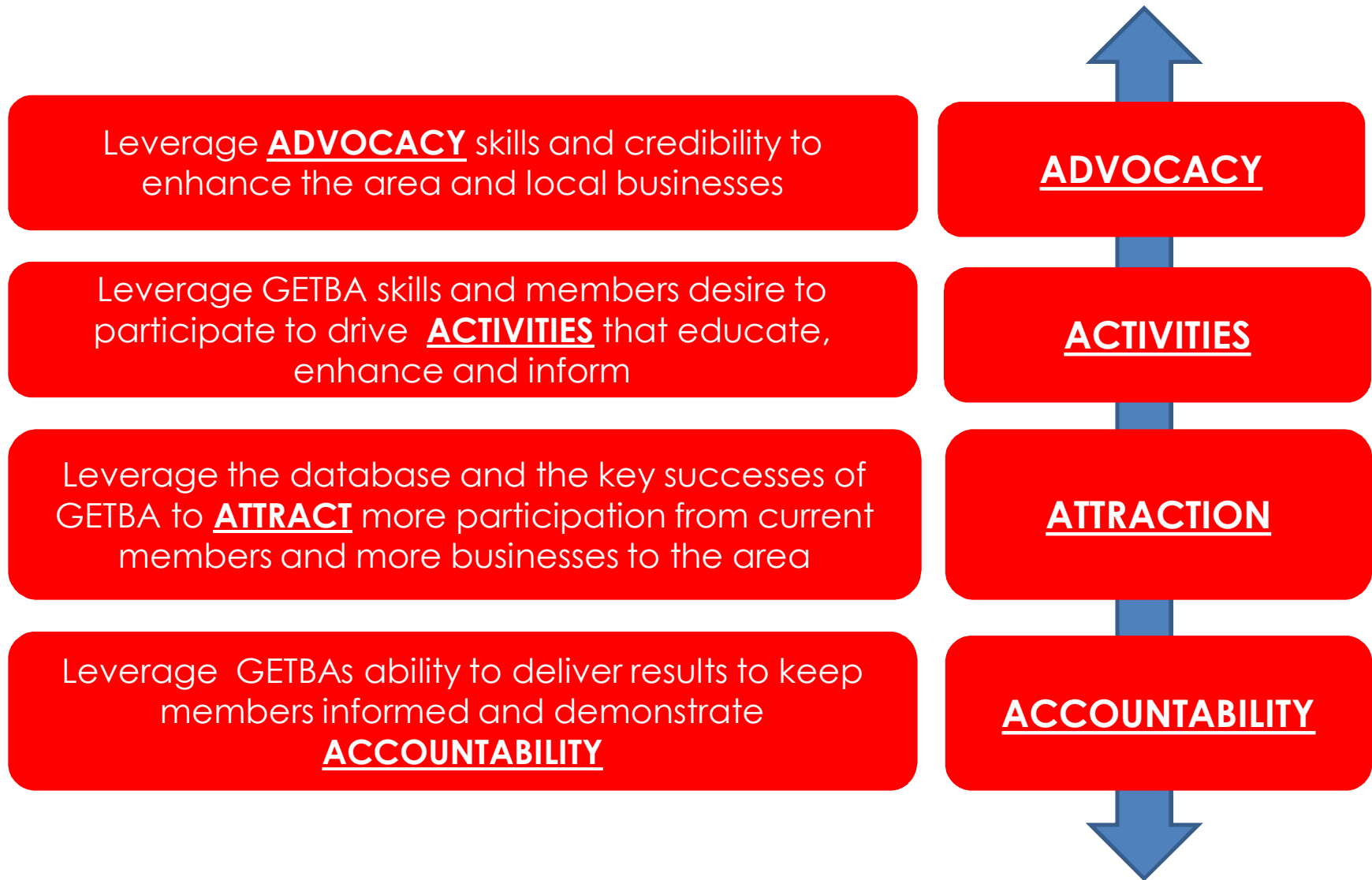
WEAKNESSES

- “ Funding is now almost capped so more participation may mean the services diminish
- “ Some don't like paying through targeted rates or see the benefit
- “ GM only role delivering in the Strategic space
- “ A long term project requiring significant resourcing can take resource from other projects.

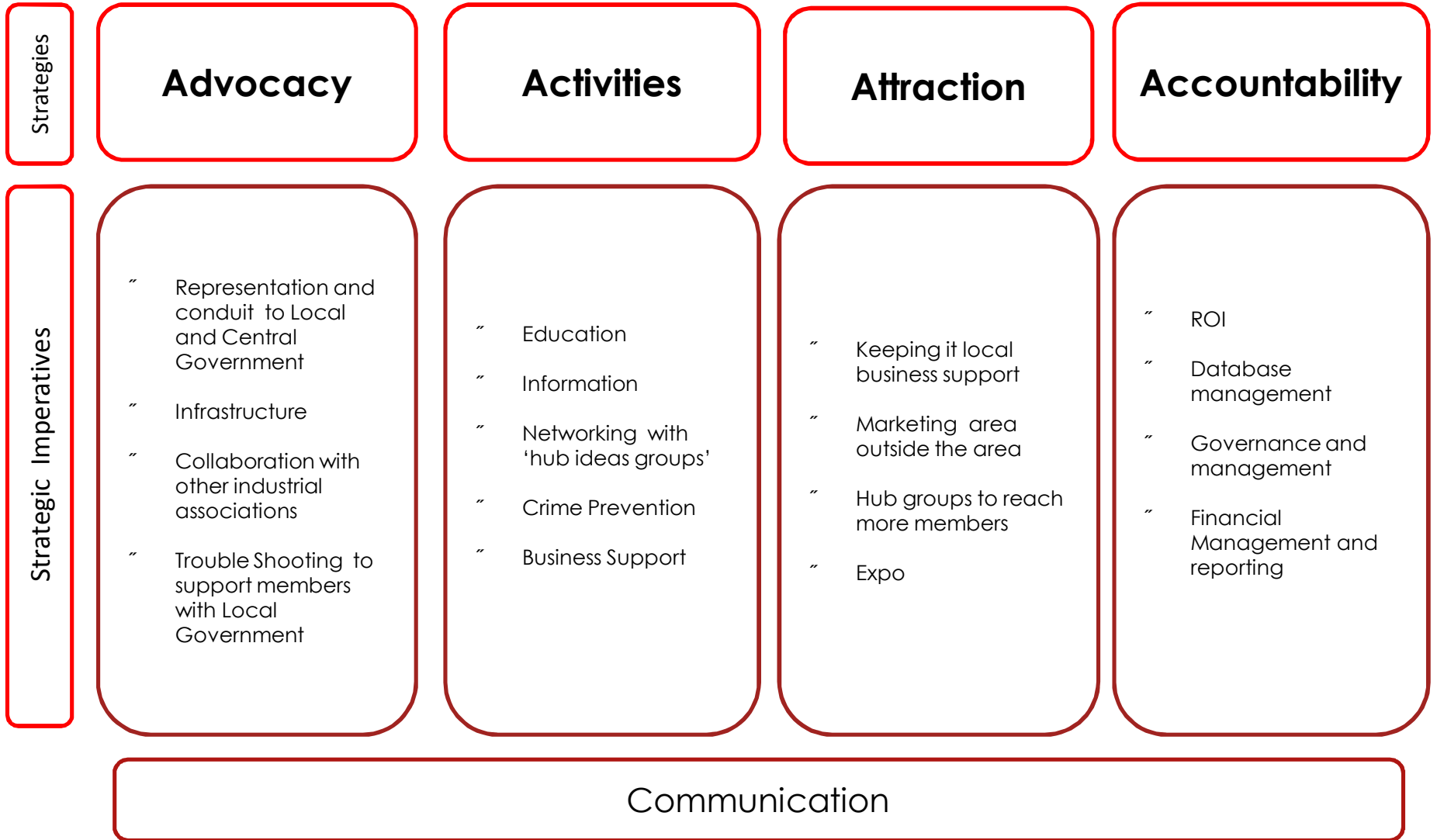
THREATS

- “ More funding from Local Boards or other is pulled
- “ Funding from targeted rates is reduced

Key Leverage Points



Objective:
Helping 'East Tamaki' be a great place to do business



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Strategy

ADVOCATE
to enhance the area and local businesses

Strategic Imperatives

Representation and conduit to Local and Central Government

Representation and conduit on infrastructure

Collaboration with other industrial associations

Trouble shooting to support members with Local Government

Key Results Area

- Inform and advocate on behalf of local business
- Make written and oral submissions
- Retain links with local MP's and relevant agencies
- Communicate results via multi communications mediums

- Inform and advocate on behalf of local business
- Make written and oral submissions
- Keep up to date with infrastructure plans on behalf of members

- Best practice learning and sharing
- Influence to develop stronger voice to local and central government on issues

- Start a trouble shooting 'bank' to educate members on successes and how to for themselves
- Communicate the trouble shooting concept
- Start trouble shooting super users resource

Communication

Objective:
Helping 'East Tamaki' be a great place to do business

Strategies

Deliver
ACTIVITIES
that make doing business easier and safer

Strategic Imperatives

Education and Information

Networking with 'Hub ideas groups'

Crime Prevention

Business Support

Key Results Area

- Educate and inform on improving business productivity and business growth opportunities
- Inform on local and wider issues or opportunities

- Develop 'high/special interest groups' to hub ideas or solutions

- Crime prevention awareness
- Resources to reach more businesses
- Deliver an ROI or communication on crime prevention
- Police and Security Liaison

- Provide links to business resources and hiring resources (Jobs board)
- Skills development

Communication

Objective:
Helping 'East Tamaki' be a great place to do business

Strategies

ATTRACT
more member engagement and more businesses to the area

Strategic Imperatives

Keeping it local business support

Reach more members

Marketing area outside the area

EXPO

Key Results Area

- Keeping it local awareness
- Promote local businesses which also generates revenue

- Connect with members who are lapsed or new via Hub groups
- Special local interests events
- Regular liaison including surveys

- PR focus
- Website

- Promoting businesses within the area and marketing outside the area
- Offering education and information

Communication

Objective:
Helping 'East Tamaki' be a great place to do business

Strategies

Demonstrate
ACCOUNTABILITY
through all activities to gain enhanced engagement from local members

Strategic Imperatives

ROI

Database management

Governance and Management

Financial Management and reporting

Key Results Area

- ROI Develop a 'members' benefit – Insurance (or other service)
- ROI on all tasks undertaken
- Communicate on website and through other communication channels

- Expand information to include feedback
- Keep up to date information
- Ensure linkage with leasing companies to keep up to date

- Review the strategic plan every year for relevance
- Ensure adequate staffing to support the strategic plan
- Governance and administration in accordance with the GETBA constitution and BID Programme policy
- Ensure the Emergency response plan is current

- Ensure sound financial management
- Look for new revenue streams to support new initiatives and protect against loss of funding

Communication

Objective:
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Weakness

PLAN for weakness:

Funding is now almost capped so more participation may mean the services diminish

Actions to address

Explore new funding options as required

Ensure activities can cope with increased participation

Deliver the strategic plan allowing for hub groups to manage increased engagement

Review weakness each year for relevance

Timeframe

On going over 3 years

Annual

Communication

Objective:
Helping 'East Tamaki' be a great place to do business

Weakness

PLAN for weakness:
Some don't like paying through targeted rates or see the benefit

Actions to address

Identify members who don't see the benefit

Communicate the benefits through the strategic plan

Communicate the ROI through the strategic plan

Continue to measure

Timeframe

On going over 3 years

Annually

Communication

Objective:
Helping 'East Tamaki' be a great place to do business

Weakness

PLAN for weakness:
GM only role delivering in the Strategic space

Actions to address

Review roles in the organisation

Identify roles that could step into the Strategic space

Coach and develop

Deliver a succession plan for roles

Timeframe

F14

On going

Annual

Communication

Objective:
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Weakness

PLAN for weakness:

A long term project requiring significant resourcing can take resource from other projects

Actions to address

Review any high resource projects

Identify how they could become lower resourced or benefit entire area

Monitor projects

Develop a criteria for assessing high resource projects and review

Timeframe

F14

On going

Annually

Communication