

2012/2013 ANNUAL REPORT

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a great place to do business

ANNUAL GENERAL MEETING OF THE ASSOCIATION 2013
CHAIRMAN'S REPORT

Third year of the super city

Auckland Council is nearly three years old, having formed on 1st November 2010. Since then, we have seen many changes with the seven previous councils being amalgamated into the new super city – this process is ongoing. GETBA has been closely engaged with Auckland Council on many of these changes, such as the introduction of the new wastewater charging regime. We have seen the introduction of several new 'plans' such as the high level draft Unitary Plan and the local East Tamaki Business Precinct Plan. GETBA has also been closely involved with these, ensuring the needs of our business members are understood and taken into account.



With GETBA now firmly established under the BID (Business Improvement District) partnership programme, and the team well-established in our new premises, the past 12 months has seen us deliver on all but one of the key tasks identified in the 2012-2013 Business Plan.

Keeping up with the changes

During a recent survey of our members as part of the development of the 2013-2016 Strategic Plan and 2013-2014 Business Plan, the most common request was the need to be kept up to date with the myriad of council policies and changes as well as future planning that will affect their business. This is no easy task, and yes, it is a pivotal role of GETBA. Via our website, newsletters, breakfasts, and seminars, GETBA is providing this critical communication link to our members, with the website becoming the key initial point of contact.

One year in the Chair role

I have now been in the role as Chair of GETBA's Executive Committee for one year, having been a committee member for the previous five years. After working in East Tamaki for over 30 years and being Managing Director of MiTek New Zealand Limited, a global engineering based company, I welcomed the opportunity to take the Chair role. The GETBA structure and team resources were already firmly in place, under the leadership of our very experienced and competent General Manager.

The main aim of the Committee is to provide guidance to the GETBA team to enable our 2000+ members to realise value from the range of services which GETBA provides. This range of services has grown steadily over the past three years, with the introduction in the last year of new initiatives including a Property Owners Forum, pilot ANPR camera project, work towards a much improved website, as well as close liaison with Auckland Council on many issues, including wastewater charges, transport, rating, and planning.

Looking ahead

Our Strategic Plan has set the direction for GETBA for the next three years and involved much

consultation with our members. The direction and objectives for the next 12 months are summarised in the 2013-2014 Business Plan which follows. Under the new four key strategies: Advocacy, Activities, Attraction and Accountability, you will see that we have a very busy year ahead, for GETBA to deliver on what our members want and see as value for money.

There is no doubt there are challenging times ahead. Manufacturing and other businesses will face the growing flow of products from offshore, driving the need to increase productivity and competitiveness and reduce operating costs. It is in this 'cost of doing business' area that many of our members look to GETBA to be their voice against rising costs and the many changes that we are yet to see. East Tamaki is a great place to do business, with a real sense of business community. At GETBA we look forward to working closely with you, our members, to assist you to meet these challenges.

Richard Poole

COMMITTEE ELECTED MEMBERS

- Richard Poole**, Chair, representing MiTek NZ Ltd
- Henry Jansen**, Secretary, representing Wynyard Wood
- Liz Groenewegen**, Treasurer, representing RSM Prince
- Phil Clarke**, representing A Touch of Italy
- David Lindsay**, representing Broady's NZ Ltd
- Brenda Hill**, representing Amare Safety Ltd
- Tony Coombe**, representing Stevenson Engineering (September 2012 - February 2013)
- Kim Luxton**, representing Hydestor Manufacturing Ltd (appointed from March 2013)

LOCAL BOARD REPRESENTATIVES

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

PROGRESS AGAINST THE BUSINESS PLAN 2012-2013

EXECUTIVE REPORT

1

ADVOCACY AND ECONOMIC DEVELOPMENT

GETBA has monitored Auckland Council's plans over the year liaising with key Council, Council Controlled Organisation (CCO) and Local Board personnel, and other relevant stakeholder groups and influencers at both Local and Central Government level, kept the membership appraised of developments and sought member feedback.

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

- Your Port – Your Say Consultation 2013
- Draft Unitary Plan 2013
- Draft Trade Waste Bylaw 2013
- Draft Annual Plan 2013/2014
- Watercare Non-Domestic Wastewater Tariff 2013
- Draft Regional Public Transport Plan 2012

This has involved many hundreds of hours of research and meetings with the authorities concerned, and other advocacy groups, some involving the time and input of members which we appreciate.

GETBA has lobbied for improved infrastructure, in particular roading and transport to meet the needs of this large industrial employment hub. We stressed the economic importance of the East West Link/freight corridor to East Tamaki manufacturers and distributors, and of public transport meeting the needs of employees. We were instrumental in the allocation by the Howick Local Board of capex funding towards pedestrian and streetscape improvements to Crooks Road connecting to the future development of the Greenmount Landfill and one of the activity

hubs identified in the East Tamaki Business Precinct Plan. We were consulted on the Corridor Management Plan for East Tamaki Road – Springs Road – Harris Road. Auckland Transport contributed funding towards the employment of a Project Manager to undertake Project Commute, liaising directly with businesses on alternative ways for employees to get to and from work, as a way to reduce congestion.

We also lobbied against Auckland Council's planned business differential on rates and waste water charges. We researched the different options for the new wastewater tariff, held a member briefing prior to making a written submission and appearing at the verbal Hearing. We recommended the change be phased in over time to prevent businesses being severely impacted by any increases and to allow time for some businesses to review business processes – a need brought about by the volumetric component which incentivises water conservation. Watercare took this on board, phasing the new tariff in over three years. GETBA was one of only two organisations representing small-medium businesses at the Hearings.

We kept businesses abreast of Transpower's plans for underground cabling along Ti Rakau Drive. When Burswood businesses found that their businesses were being negatively impacted by Transpower's radio advertising to the public to stay away from Ti Rakau Drive, we negotiated for Transpower to insert advertisements in local newspapers advising 'Burswood is still open for business'.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Representation to Local Government (Auckland Council)	<ul style="list-style-type: none"> Inform and advocate on behalf of business Make written and oral submissions including the Auckland Unitary Plan Undertake agreed actions in the East Tamaki Business Precinct Plan (ETBPP) Influence the undertaking of agreed actions 	<ul style="list-style-type: none"> Auckland Council Howick and Otara-Papatoetoe Local Boards Council Controlled Organisations including Auckland Transport, Watercare and Auckland Tourism Events and Economic Development (ATEED) 	<ul style="list-style-type: none"> Feedback given to draft Unitary Plan Research, consultation undertaken and submissions presented to Auckland Council, Howick and Otara-Papatoetoe Local Boards, Auckland Transport and Watercare Applied for funding for a waste minimisation feasibility study as per ETBPP Meetings with Howick and Otara-Papatoetoe Local Boards 	✓
Representation to Central Government	<ul style="list-style-type: none"> Exert influence as required. Establish links with relevant government agencies Foster links with local MPs 	<ul style="list-style-type: none"> Government/ Ministry of Business Innovation and Employment (MBIE) Ministry of Pacific Island Affairs (MPA) Ministry of Ethnic Affairs NZ Transport Agency (NZTA) MPs 	<ul style="list-style-type: none"> Relationship building ongoing Continued to facilitate Government Ministers visits to local companies 	✓
Transport	<ul style="list-style-type: none"> Advocate for improved movement of freight and people: roading and public transport Complete the GETBA Transport Strategy Pursue next stages of Auckland Transport project Monitor progress on Auckland Manuaku Eastern Transport Initiative (AMETI) and other roading/intersection plans and advocate on behalf of business 	<ul style="list-style-type: none"> Auckland Transport (AT) 	<ul style="list-style-type: none"> Submission made and presented at Hearing on AT's public transport review GETBA overarching Transport Strategy document completed Transport project stage 2 completed with AT's State of Transport Report and funding towards Project Commute Ongoing consultation on AMETI and East West Link Progress reporting on above and other planned intersection/roading improvements 	✓
Electricity supply	<ul style="list-style-type: none"> Monitor progress of proposed underground cabling and advocate on behalf of business 	<ul style="list-style-type: none"> Transpower 	<ul style="list-style-type: none"> Effective representation, consultation and progress reporting on behalf of/to businesses Negotiated for local newspaper advertising "Burswood is still open for business" 	✓
Collaboration with other industrial associations	<ul style="list-style-type: none"> Work with other commercial industrial associations for consistency of message and a stronger voice 	<ul style="list-style-type: none"> Employers and Manufacturers Association (EMA) NZ Council for Infrastructure Development (NZCID) North Harbour Business Association (NHBA) Rosebank Business Association (RBA) Wiri Business Association Manukau Central Business Association Mahunga Drive Business Association Onehunga Business Association 	<ul style="list-style-type: none"> Regular contact on issues. Collaborated with Onehunga Business Association on the Transpower Transmission Corridor issue Collaborated with five other industrial associations on the feedback to the Draft Unitary Plan Collaborated with Wiri Business Association on the Southern Business Market 	✓

2

CRIME PREVENTION

Auckland Council's East Tamaki Business Precinct Plan, with input from GETBA and local businesses, was adopted in December 2012. GETBA is a lead, co-lead or partner in a number of initiatives designed to support business growth and economic development in this industrial area.

One such initiative is a feasibility study into commercial recycling for this industrial area for which we have applied to Auckland Council's Waste Minimisation and Innovation Fund.

Having lobbied for East Tamaki to be an early recipient of Ultrafast Broadband, we have informed and encouraged take-up by local businesses through events and different media channels. The investigation into the potential value of public space Wi-Fi is ongoing.

GETBA has continued to work closely with local Police, security companies and other key stakeholders on the GETBA crime prevention programme. There were 96 reported business burglaries in East Tamaki in the 2012-2013 financial year, a small reduction from 102 in the 2011-2012 financial year. There has been a reduction of 81% since 2006.

The Executive Officer Crime Prevention has worked with businesses and neighbouring areas where crime has become a problem and developed 'neighbourhood contact lists' for immediate information sharing to reduce the potential for repeat offending.

GETBA email alerts continue to be a visible and effective method of raising awareness of the need to be vigilant with regard to security measures and to suspicious behaviour. There have been a number of instances where crime has been averted or perpetrators apprehended by vigilant observance and prompt action.

The crime prevention message has also been communicated via our Newsletters with a page dedicated to crime prevention tips and resources in each issue as well as on our website.

The Security Managers Network monthly meetings run by the GETBA Executive Officer Crime Prevention are acknowledged by the Police, security companies and larger local companies represented, as an excellent forum for intelligence sharing.

GETBA has also completed the final year of a three year community safety project in partnership with the New Zealand Police and the Asian Council on Reducing Crime, funded by the Ministry of Justice. Focused on building crime prevention capability and resilience in the largely retail migrant Burswood precinct, this project has seen some wins come about in the final year. As a result of a comprehensive Crime Prevention Through Environmental Design (CPTED) analysis and report on the built environment provided by BECA we have seen the implementation of the report's recommendations by a number of

81% reduction in business burglaries since 2006

individual businesses and the Howick Local Board has allocated funding for Burswood Business Area enhancements to the public realm, to make it safer and create sense of place. Video clips in both English and Chinese simplifying the CPTED message via visual means were added to the resources developed and are available via the GETBA website and You Tube.

With assistance from Auckland Council and Nautech Electronics, GETBA commenced a 12 month pilot scheme that uses the latest automatic number plate recognition (ANPR) camera technology to monitor stolen vehicles. The wording 'Camera Monitored Area' appears on the six 'sense of place' street signs newly refurbished by Auckland Council.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Police liaison	Regular communication and meetings with NZ Police at all levels Collect and maintain statistical records	NZ Police	Regular liaison and communication Police acknowledge the value of the partnership Statistical records show reduction in business burglaries	✓
Security alerts	Email alert businesses of suspicious behaviour Encourage business vigilance and security procedures/crime prevention measures	NZ Police Security companies Business owners	Email alerts sent promptly Culture of reporting of incidents/suspicious behaviour Business burglaries continue to trend down	✓
Security managers network	Monthly meetings Sharing of intelligence	NZ 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	Business owners Security companies	Culture of reporting of incidents/suspicious behaviour Advice given, 'neighbourhood contact lists' developed in crime-prone areas	✓
Security resources	Provide security/crime prevention educational resources for local businesses Update web resources Investigate new resources	NZ Police Security specialists	Web resources updated Crime prevention tick/cross tips published in newsletters Initiated ANPR camera pilot	✓
Ministry of Justice funded community safety project in Burswood	Encourage and monitor the implementation of BECA CPTED report recommendations Research and develop crime prevention resources Complete and promote the CPTED video clip resources Track crime data	Ministry of Justice NZ Police Asian Council on Reducing Crime Auckland Council BECA - CPTED Consultants	Six monthly reporting met CPTED findings relayed to businesses and implementation encouraged and monitored – some significant wins Howick Local Board funding to enhancements in the Burswood business area public realm allocated Video clips reinforcing CPTED best practice principles targeted at retail migrant store owners completed and accessible online	✓



3 BUSINESS SUPPORT AND MEMBERSHIP LIAISON

The GETBA website has a comprehensive Business Resources section where members can link to useful business information on Auckland Council regulations and compliance processes, government assistance, economic commentaries, and GETBA's Emergency Response Plan. The section also has information on education and training providers, the local commercial property market, and we added FAQ's to help members understand more about ultrafast broadband (UFB).

GETBA has liaised with organisations such as Auckland Tourism Events and Economic Development (ATEED), Manukau Institute of Technology (MIT), the

Employers and Manufacturers Association (EMA) and the Ministry of Business Innovation and Employment (MBIE) to provide a conduit to relevant services and updates of use to East Tamaki businesses.

The Emergency Response Group responsible for GETBA's Emergency Response Plan developed for the East Tamaki business community, has undertaken Coordinated Incident Management System (CIMS) training and an exercise is planned for August. The top tier of the tele-tree network has been established and we have continued to acquire cell phone contact numbers for SMS text alerts. We have continued to encourage

businesses to undertake business continuity planning (BCP) for their own businesses, and have promoted the business resilience website which has a BCP online tool. Our plan has been loaded onto the Readynet website.

GETBA has continued to trouble-shoot on behalf of individuals or groups of businesses where relevant local issues have arisen, including unsafe container unloading on roads, rubbish, graffiti, broadband

service, underground cabling impact, and the implementation of a u-turn sign at the corner of Harris Road and Ti Rakau Drive.

With the employment of a project manager in November, we have been able to resume visits to local businesses, in relation to specific projects. Proactive contact has otherwise been mainly by phone in relation to database updating. More face to face liaison is planned for 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 MBIE MIT Bayleys BNZ Local businesses	Information updated regularly on Business Resources section of the website, and also disseminated via bi-monthly email newsletter and tri-annual hard copy newsletter case studies	✓
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 Response Group (ERG) Local businesses	Plan completed and is in the process of being updated one year on Tele-tree top tier established GETBA ERG CIMS2 training undertaken Desktop exercise scheduled for August	✓
Trouble-shooting on behalf of business	Research and seek to resolve issues	Auckland Council and CCOs 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 in place as part of Strategic Plan Project-based visits to businesses Four surveys undertaken during the year	✓

From knowing absolutely no-one on a face-to-face basis in our business community, I have, through GETBA, been getting to know a variety of business owners. The information sharing and 'sense of community' is great!

Catherine McWatt, Executive Director, McWatt Group Ltd

4 NETWORKING AND BUSINESS DEVELOPMENT

GETBA has continued to provide for networking, skills development and a sense of community among businesses; all well supported by members. Sponsorship has helped to keep these accessible to all members, and where there is a fee, the fee charged has been well under the true cost and comparative value.

The panel-based Business Owners Forum targeted at owner managers wanting to take their business to the next level, continues to draw an average of 60-70 attendees per Forum. Topics covered in the past year have included: buying and selling a business, essential technology for small business, engaging staff, achieving better governance, and

operational excellence. The Forum is sponsored by BNZ Partners and supported by BDO, Brookfields, Randstad, RSM Prince, The Breakthrough Company, Pod Consulting and Wynyard Wood.

The first issues-based Property Owners Forum was held on the Unitary Plan in April 2013 and was well received. More are planned in future.

Breakfast speakers over the past year have included Sir Stephen Tindall, New Zealand Venture Investment Fund CEO Franceska Banga, Drugscene Ltd's Cam Stokes, Sir Owen Glenn, EMA CEO Kim Campbell, Mayor Len Brown, Fletcher Aluminium's Josh Mainwearing, and The National Business



KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Skills development	Provide skill development opportunities as determined by need, and be a conduit to education and training opportunities for members Survey current state of businesses use of technology and potential for digital enablement Encourage UFB take-up Link businesses with education and employment opportunities	Training providers Elephant HR and Training MIT ATEED	Ten Management Bites sessions and Five Business Owners Forums MIT short courses promoted via website and eNewsletters Promotion of ATEED and other skill development opportunities Businesses surveyed resulting in focus on Technology Technology Bites education series planned UFB promoted via Breakfast, articles, website, and Technology Forum MIT online portal promoted to members	✓
Networking opportunities	Business Showcase events – target four per year Regular breakfasts with time allowed for networking – target seven per year Business Owners Forum New networking opportunities considered	Local businesses Presenters Sponsors	Four Business Showcase events held Seven Breakfasts held Five Business Owners Forums held	✓
Interest group development	Consider topical issues/ common interest areas as basis for interest groups Research interest in cluster development Research interest in exposition opportunities	Local businesses Government agencies Other business associations	Unitary Plan basis for sub group on a resolve and dissolve basis Researched interest in technology Participated in the Southern Business Market (Expo)	<i>Interest group for young business owners, technology, and waste minimisation in planning stages East Tamaki Expo in planning stages</i>

Review Editor in Chief Neville Gibson at our Post Budget breakfast. The following companies sponsored GETBA breakfasts taking advantage of the profile opportunity: ANZ Bank, Highbrook Park Trust, Vodafone Events Centre, Kelly Services, RSM Prince and MIT. Over 600 members attended GETBA breakfasts during the year.

Business Showcase events were hosted by Bayleys, Coverstaff, Pod Consulting and ECOLight.

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

We have promoted other skills development opportunities offered by organisations such as Manukau Institute of Technology (MIT) and Auckland Tourism Events and Economic Development (ATEED) as appropriate. GETBA is part of Auckland Council's Digital Leadership Forum representing business and we used different communication

channels including a Forum, web page, articles, and case studies to inform local businesses about the benefits of UFB and encourage take-up.

GETBA has a Memorandum of Understanding with MIT to work on common goals and link local businesses with the resources of the Institute including workplace projects, graduates, internships, apprenticeships and short courses. We have promoted these links via the website, newsletter and the June 2012 Breakfast which focused on addressing high youth unemployment.

We have researched interest in technology as a special interest group and will do the same with regard to specific projects including cycling (as part of the Commute project) and waste minimisation in the coming months.

We promoted participation in the Southern Business Market at Vodafone Events Centre with almost one third of exhibitors coming from GETBA, and researched other Business Association expositions with the view to holding a GETBA Expo in the coming year.

5 MARKETING AND COMMUNICATION

GETBA has promoted East Tamaki as 'a great place to do business' and encouraged a 'buy local' ethos. The Keeping it Local weekly email initiative continues to be in demand and has a high recognition factor. This spotlight gives local businesses a profile opportunity at a low cost and encourages members to support local business. We also recently conveyed this message over a two month period via a high profile billboard at the top of Harris Road.

As a partner in the Business Improvement District Partnership Programme we are also tasked with attracting business and employment into the area. While the website is an avenue for this, we also took a proactive stance promoting East Tamaki as a business location on a billboard on the south eastern arterial highway (SEART) over a three month period. This is also a benefit to East Tamaki property owners.

We undertook a survey in late 2012 to find out how much East Tamaki businesses understood about rapidly developing internet technologies, which also sought feedback on our current communications and on whether local businesses were interested in being communicated with from GETBA via social media. The results showed interest in being informed and educated on changes in technology and social media, but pointed to LinkedIn being the only social media platform that members would consider engaging with GETBA and fellow members on, which we will progress under our digital communications strategy.

The response to GETBA's communications review was overwhelmingly in favour of our email communications channel with members. The Customer Relationship Management (CRM) system drives the email communication and we have made refinements to the emails for ease of



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/audience	Outreach CRM	Digital survey showed email communications well received Bi-monthly eNewsletters Refinement of email banners by communication type Database segmentation ongoing	✓
Newsletter	Expand to three hard copy newsletters per year to communicate news, interesting articles, local business achievements and GETBA activities – conveying the ROI to members	Local businesses Contributors Creative designer Writer Printer	Three newsletters distributed – latest increased to 20 pages Refined the delivery methodology from hand delivery to flow-wrap post to maximise receipt	✓
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	Consultants Web designer Web developer	Upgrade of the GETBA website to be more dynamic, user friendly and flexible Communications reviewed Survey of businesses undertaken re: technology platforms and social media platforms resulting in GETBA digital strategy	✓
Public relations	Proactive media opportunities to raise the profile of the area and raise awareness of issues Respond to media requests	Local papers	Strong media presence on advocacy issues and crime prevention	✓
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	Weekly Keeping it Local email Breakfast sponsorships, Business Showcase and Members Moment opportunities filled 30 stands taken by GETBA companies at the Southern Business Market and Seminar programme organised by GETBA A monthly Featured Business banner will be part of the new website	✓

recognition of different types of communication, and we have continued to look for opportunities to segment 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 is undergoing an upgrade to be easier to use, more dynamic and with greater flexibility for editing.

GETBA's hard copy newsletter was increased to

three issues during the year, the most recent being 20 pages, and delivery methodology changed from hand delivery to being flow-wrapped and posted to business owners for optimal receipt.

As a new profile opportunity for members we promoted the Southern Business Market at the Vodafone Events Centre, and 32 businesses took up this opportunity. We are planning a GETBA Expo in the coming year thanks to the arrival in the area of a suitable function venue.

GETBA has had good exposure in the local papers with stories on projects and advocacy issues.

6

GETBA INFRASTRUCTURE

The GETBA Executive Committee responsible for governance met eleven times for regular monthly meetings with an additional two meetings on the new Strategic Plan 2013-2016. At each of the monthly meetings expenditure was monitored against budget. A sub-committee also considered the feasibility of introducing postal and proxy voting at the request of two members. The resulting special resolutions will be made at the next AGM/SGM.

Consultants were hired to undertake the review of the 2009-2014 Strategic Plan and development of the new Strategic Plan 2013-2016 in June 2013. They did so in consultation with local businesses and property owners via survey, focus groups, and face to face interviews. Feedback showed a high level of satisfaction with the association.

The staffing level was 3.3 full-time equivalent at the beginning of the financial year increasing to 4.2

with the employment in November 2012 of a full time Project/Liaison Manager to assist the General Manager in the management and execution of specific projects and with membership liaison. Auckland Transport contributed \$15,000 towards the funding of this staff member.

At the end of the financial year staffing consisted of General Manager Jane Tongatule (full time), Project/Liaison Manager Troy Greenfield (full time), Office Manager/Executive Assistant Christine Goodman (30 hours per week reduced to 24 hours over four days per week in January 2013), Executive Officer Crime Prevention Coralee Carr (24 hours over three days per week) and Office Administrator Fiona Kitchin (full time reduced to 32.8 hours in June 2013).

Performance reviews have been undertaken of all staff. Staff retention sits at 100%.

KEY RESULT AREA	TASKS	PARTNERS	OUTCOMES	DID WE DELIVER?
Database management	Keep an up to date register of members	Outreach CRM	Regular updating of CRM database CRM system refinement ongoing	✓
Governance, management and administration of the Association's activities	In accordance with the GETBA Constitution Review of GETBA Strategic Plan	Committee Executive management	Strategic Plan 2009-2014 reviewed and new Strategic Plan 2013-2016 developed by consultants in consultation with business/property owners	✓
Staffing	Ensure resources sufficient to effectively manage GETBA activities Professional development as required	Committee Executive management Auckland Council EMA	Staff retention high New staff member appointed to manage projects and boost membership liaison capacity Performance reviews undertaken of all staff Professional development undertaken by staff	✓
Financial management	Ensure sound financial management Audited accounts	Committee Executive management RSM Prince Nexia auditor	Small surplus due to contingency unspent Committee monitor expenditure against budget monthly Accounts audited – no issues Efficient processes and reporting using Xero	✓



The new premises at 1 Sir William Avenue have provided the necessary accommodation and storage space, and a professional headquarters for the association, including a shared board-room facility.

Updating the database of member businesses is a constant challenge and has been undertaken by a combination of regular visual drive-by's, ongoing database gap analysis/follow-up contact by the administrator, and newsletter return mail. For property owner records we rely on the Council and update annually with a data update form

accompanying our AGM notification mailout. In coming months we will initiate a more proactive strategy with property companies.

IT risk is managed by the use of Dropbox, a cloud system, for most files and regular back-ups. We are in the process of analysing our office/IT systems and investigating optimal systems for the future.

GETBA has begun researching BID programmes globally and is recognised as a leader within Auckland in the management and delivery of services to a commercial industrial area.

30 JUNE 2013

FINANCIAL STATEMENTS

The annual financial statements of the Greater East Tamaki Business Association Inc. for the year ended 30 June 2013 are available on application to the Association gm@getba.org.nz and are also available on the GETBA website www.getba.org.nz