



## Annual General Meeting of the Association 25<sup>th</sup> August 2010

### Chairman's Report

It is a privilege to present the Annual Report for the year July 2009 to June 2010.

Your committee has met twelve times since the Special General Meeting of 12<sup>th</sup> August 2009. We acknowledge the generosity of Hynds Group and MiTek NZ Ltd in hosting these meetings over the year.

A feature of the Committee structure under the Business Improvement District structure has been the addition to the Committee of a Manukau City Councillor, a Community Board member and a Council Officer. It is a pleasure to report that the presence of these Committee members has added significantly to our deliberations. It has been most useful to have direct communication with both Elected Members of Council and Community Board and with Council staff and to receive monthly reports from Council.

Your Committee has given scrutiny and guidance on a monthly basis to the Executive team as it has worked through the Business Plan for 2009/10. At times, subcommittees have had to work long hours to provide governance for the appointment process and for projects.

In January 2010, Jane Tongatule was appointed General Manager of GETBA. She has brought to the association a formidable record of experience and innovation in business support and development. Under her guidance, the work streams outlined in the 2009-2010 Business Plan have made significant progress and we look forward to continued developments ahead.

Throughout its history, GETBA has been characterised by practical, down-to-earth projects and activities that address real problems and offer down-to-earth solutions. Your association has its feet on the ground and has sought to produce resources for members not reports about them. The focus has been industrial and commercial: East Tamaki companies make products, export, import, service and expedite the activities that make New Zealand grow.

As an association, we have worked to make it safer and easier to work productively in East Tamaki, to act as a conduit for information about business support, to represent businesses and property owners to external agencies and local government and to provide opportunities for business people to network.

East Tamaki is a critical part of New Zealand's economic fabric. With close to four thousand businesses and properties, it generates over \$3 billion for the New Zealand economy each year, over \$15 million in rates and well over 30,000 jobs with projected jobs of 45,000 on completion of Highbrook Business Park. Its industries represent the spectrum of economic activity from the most innovative and hi-tech international companies to small service industries with a local focus: all are important and all are valued.

What is clear, as we move to a unitary Auckland Council, is that the changes need to be carefully audited for their implications for business. The role of Local Boards in the governance of Business Improvement Districts is still unclear. For a major industrial area such as East Tamaki, it is critical that decision making needs to be at a regional rather than local level: East Tamaki has much more in common with the other major industrial zones of the Auckland region than is able to be addressed at the level of the two Local Boards within whose boundaries we currently lie.

Elspeth Mount

**Executive Chairman**

25<sup>th</sup> August 2010

## **Greater East Tamaki Business Association Inc.**

### **Committee members 2009-2010**

Chair: Elspeth Mount (representing Manukau Institute of Technology)

Secretary: Henry Jansen (representing Wynyard Wood, Lawyers and Notaries)

Treasurer: David Lindsay (representing Lindsay and Associates Accountants)

Committee: Phil Clarke (representing A Touch of Italy)

Linden Johnson (representing Point View Property Management Ltd)

Malcolm Meacham (representing Hynds Group) co-opted

Richard Poole (representing MiTekNZ Ltd)

Cr. Maggie Burrill (Manukau City Councillor)

Dyann Calverley (Chair, Botany Community Board)

Jeremy Pellow (Manukau City Council Officer)

Executive Team: Jane Tongatule General Manager

Coralee Carr Executive Officer

## **Executive Report: Progress against the Business Plan.**

The inaugural year of target rate funding saw the Association begin to develop the formal infrastructure to address the issues facing one of New Zealand's largest commercial industrial areas. A General Manager was appointed for the start of 2010 and projects initiated to improve systems and progress the work streams identified under the 2009 Business Improvement District (BID) consultation. In April 2010 two independently facilitated Focus Groups were held which confirmed the direction being taken and also provided some new ideas and input for the future.

### **2009-2010 Workstreams**

#### **Advocacy and Economic Development**

GETBA has closely monitored the local government reorganisation, liaised with key local and central government personnel, kept the membership apprised of developments, and made submissions as part of the consultation process. Opportunities have been taken to appraise the Mayoral candidates of GETBA concerns regarding the influence of Local Boards and preferred channels for influencing BID policy and economic development issues under the new Super City.

GETBA has researched planned infrastructure developments impacting on East Tamaki business and liaised closely with local government and the relevant external agencies on these matters. Submissions were made on behalf of affected East Tamaki businesses on the widening of Smales and Allens Roads, and planned undergrounding cabling along Ti Rakau Drive by Transpower.

GETBA has also been closely involved in pressuring for improved transport options for the East Tamaki area, through liaison with the Auckland Regional Transport Authority and Manukau City Council, and is involved in research projects investigating travel planning in the area.

GETBA has a business stakeholder role on the steering group of Mayor Len Brown's Manukau Youth Initiative project, a new initiative that is designed to ensure that all young people in the Manukau region are in further education, training, employment or other meaningful activity.

#### **Crime Prevention**

GETBA has continued to work closely with local Police and security companies on the successful crime prevention partnership programme. There has been a greater than 50% reduction in burglaries in the East Tamaki commercial industrial area since 2006 when GETBA instituted a comprehensive crime prevention programme in partnership with NZ Police and security providers, with \$200,000 funding from the Ministry of Justice Crime Prevention Unit for the two year project.

GETBA email alerts continue to prove to be effective. There have been a number of instances where crime has been averted and other instances where perpetrators have been caught by vigilant observance and prompt alerts. There were 225 reported burglaries in the GETBA area in the 2008-2009 financial year compared with 158 in the 2009-2010 financial year. Increased police resourcing has assisted in both the drop in reported burglaries and a corresponding increase in the apprehension of offenders.

GETBA has facilitated preventative measures where appropriate on both a one on one basis and particular areas such as Botany Junction.

The security resources on the website, historically password protected, have been made accessible.

## **Business Support and Membership Liaison**

903 East Tamaki businesses have been visited in the past year by Executive Officer Coralee Carr. In the course of these visits she has sought feedback on the business climate and been appraised of issues affecting business and taken follow up action where required with Manukau City Council or other relevant agencies on behalf of affected businesses. Having a conduit to the local authority in the form of a Business Improvement District Co-ordinator has been an advantage when dealing with such issues.

The current website is in the process of being upgraded as a better source of business information and support.

## **Networking and Business Development**

GETBA continued to run regular breakfast meetings with an improved format and between 70 and 120 attendees. A sponsor was sourced for each breakfast. This sponsorship is a profile opportunity for members as is the regular Member's Moment. The first half of 2010 saw guest speakers chosen on the basis of relevance to the impending Super City changes. The intention being to ensure members were informed of developments and also that the potential key players in the new Auckland City would be fully aware of the economic significance of East Tamaki and the issues facing the East Tamaki commercial industrial area.

The Post Budget breakfast saw the largest attendance at a GETBA breakfast with 120 attendees.

GETBA has secured the Prime Minister as guest speaker in August which will be held at the TelstraClear Pacific Events Centre. Again this is an opportunity to raise awareness of the economic importance of East Tamaki business, and to hear the Government's vision for industry.

The focus group feedback reinforced the need to provide more networking opportunities and to diversify the offerings available to a larger and broader membership base.

A regular Business Showcase event programme was introduced giving host companies an opportunity to profile their business on their premises, and attendees the opportunity to network and do business with other East Tamaki businesses.

The Management Bites series of eight seminars was introduced in partnership with Elephant HR and Training. Targeted at assisting Small Medium Enterprises with practical tools to deal with people management issues it is proving popular, relevant and useful.

Further event formats and seminars are planned.

## **Marketing and Website Development**

A contestable process saw a web developer chosen for the re-development of GETBA's ten year old website. As the analysis and preparation for the website upgrade progressed it became clear that a more robust database system was required to effectively and efficiently administer the larger Business Improvement District membership base.

An appropriate Customer Relationship Management (CRM) system that will meet GETBA's needs and be affordable has been sourced and is in the process of configuration and implementation. An initial data update has been undertaken. With the Customer Relationship Management database driving the new and improved East Tamaki business directory on the upgraded GETBA website, it is important that member information is accurate.

Similarly while there was no intention originally to embark on a new brand identity, it became opportune timing with the re-design of the website. Also the Focus Groups identified the need to create a more contemporary and progressive image for the Association moving forward. The new brand and positioning statement are very much aligned with the broader Business Improvement District goals of promoting the area and attracting business and employment into the area. Stationery, electronic templates and other collateral material including signage has been updated and a new brochure has been designed.

While it was anticipated that the new website and directory would be completed in the first quarter of 2010, the additional database component and creative design element has added to the complexity of the project. This interrelated project involves three different components/suppliers and is a complex and time consuming one.

While the website upgrade is in progress we have not incorporated the new branding or updated member data, but have updated the sections affected by targeted rating, archived old news items, made the security resources accessible, and continue to populate the What's Happening section.

### **GETBA Infrastructure**

Initiating the development of an efficient and effective infrastructure to meet the requirements of Business Improvement Districts in administering and managing a larger membership base has been a top priority. The requirement to establish an accurate register of all members and to keep it updated, together with the desire to maximise participation opportunities for, and communication with, more people within East Tamaki businesses, drove the decision to implement a new Customer Relationship Management system. This system has the additional functionality required to take GETBA to the next level of professionalism, service delivery and reporting.

GETBA now has two serviced offices in the premises of local legal firm Wynyard Wood. Appropriate signage has been secured.

The General Manager has put in place some HR and office systems, procedures and guidelines, and research is being undertaken into the use of cloud computing and on-demand business applications. IT risk is managed by the GETBA webmaster and regular back-ups.