



Business Plan July 2011-June 2012

Introduction

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

- \$3 billion to the NZ 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 neighbourhood support, 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. The resulting GETBA Business Improvement District (BID) now represents an enlarged membership base of some 3000 business and property owners in East Tamaki.

GETBA's role as a Business Improvement District is to advocate for business and property owners in the economic development of the area, provide a conduit to business support, 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 infrastructure to manage and administer the enlarged workload of a BID and a broader range of offerings.

The Business Plan should be read in conjunction with the Strategic Plan, 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 work streams identified in the extensive consultation process for the establishment of the Business Improvement District, and from the feedback and input of Focus Groups held in April 2010.

Executive Summary

The initial two years of target rate funding saw the Association develop the formal infrastructure to address the issues facing one of New Zealand's largest industrial areas with new systems and resources to accommodate the larger membership base, and some new service offerings developed to meet their diverse needs.

The year ahead will see the refinement and optimisation of these new systems and resources, and further progress on expanding the range of services within the work streams outlined below.

The Business Plan:

1. Advocacy and Economic Development

Identified as a prime concern in consultation, an ongoing priority will be the representation of the needs and concerns of small to medium businesses which are most often those who have fewest resources to represent themselves. GETBA will continue to proactively liaise 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 advocate for and facilitate the economic development of the area.

- 1.1 GETBA will 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 in the area to the Auckland Spatial Plan and the Auckland 10 Year Plan and Otara Papatoetoe Local Board and the Howick Local Board Plans.
- 1.2 GETBA will collaborate with Auckland Council and the Howick Local Board on the development of a Precinct Plan for the East Tamaki area, ensuring consultation with businesses in the development of the Plan. Integral to advocating for the economic development of the area is an understanding of the statistical make-up and economic performance of the area. This will be part of the Precinct Plan development.
- 1.3 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, the widening of Smales and Allens Roads, and waste water charging under WaterCare Services Ltd.
- 1.4 GETBA will collaborate with other industrial BIDs across Auckland to take advantage of their collective strength. GETBA is a representative on the Reference Group which is being consulted upon the Auckland Council Review of BID Policy.
- 1.5 Transport issues have been identified as a significant issue for East Tamaki business' ability to attract and retain staff. Issues with traffic flows 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. This will be done in collaboration with local authorities and key players with existing travel plans including MIT, Goodman/Highbrook Business Park, and Botany Town Centre, and funding sought where appropriate.

- 1.6 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 Co-ordinator is an advantage when dealing with such issues.

2. Crime Prevention

As the second most critical area of concern, and the most visible and valued service to members, this will continue to receive the highest priority. There has been a greater than 50% reduction in burglaries in the East Tamaki industrial area since 2006.

2.1 Crime Prevention Programme:

- 2.1.1. Security Alerts: GETBA will continue to provide email alerts. Sms capability is now also available and there will be a concerted effort to gather mobile phone numbers.
 - 2.1.2. 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.
 - 2.1.3. Security Managers' Programme: this innovative and collaborative approach to ensuring the best possible service to business will continue. Personnel responsible for security in larger organisations will be integrated with external security company representation as appropriate.
 - 2.1.4. 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.
 - 2.1.5. Web Resources: useful information and resources on security, accessible on the GETBA website, will be updated for currency.
 - 2.1.6. GETBA will investigate further avenues for preventing crime, such as selectaDNA.
- 2.2 GETBA will implement the second year of the three year Community Safety Project focused on the Ti Rakau/Burswood/Torrens predominantly retail migrant precinct in partnership with NZ Police and the Asian Council on Reducing Crime, funded by the Ministry of Justice. This will include working with property and business owners on the CPTED recommendations and lobbying for a revitalisation of the public space.

3. Business Support and Membership Liaison

GETBA will provide a conduit for local businesses to access business assistance, support and information, and trouble shoot on behalf of businesses with the local authority. This was also identified in the consultation as a desired service to business.

- 3.1. Emergency preparedness: GETBA will complete the GETBA Neighbourhood Response Plan, the first for an industrial area, in collaboration with Auckland Council Civil Defence. This will involve the compilation of a Telephone Tree/Neighbourhood Contact system for use in the event technology is unavailable, and at least one exercise in the coming year.
- 3.2. GETBA will provide web based resources and links to sites and information such as economic commentaries, infrastructure developments in the area, the central government portal, government agencies, business advice, business mentoring, economic development and funding opportunities, legislative compliance updates, topical issues, relevant press releases, local government information on relevant topics such as advance notice of resource consents and consent processes etc. A web portal is also being pursued under the Memorandum of Understanding with Manukau Institute of Technology.
- 3.3. Membership liaison: While seeking subscriptions is no longer required, being a visible and listening presence remains one of the most valuable services undertaken by GETBA. A visiting programme to exchange information and ascertain issues affecting business will also enable data updating.
- 3.4. GETBA will trouble-shoot on behalf of members with the local authority on local issues. Having a conduit to Council in the form of a BID Co-ordinator is an advantage when dealing with such issues.

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 at a time of continuing economic uncertainty.

4.1. Event programme

- 4.1.1. Regular breakfasts will continue with a variety of guest speakers and informative case studies. Feedback shows members want informative, relevant speakers.
- 4.1.2. Business Showcase events held on the host company's premises, initiated in early 2010 will continue according to demand. These events give the host company an opportunity to profile their business, and attendees the opportunity to network with other East Tamaki businesses.

4.2. Workshops and panel-based forums will be one of the means of addressing the needs of Small Medium Enterprises to deal with a wide range of business information and compliance requirements.

4.2.1. A new Small Business Forum series was initiated in June 2011 and has been well received and will continue. This panel based discussion forum is designed for business owner managers who want to take their business to the next level.

4.2.2. The Management Bites series initiated in early 2010 will continue, and opportunities to collaborate with Manukau Institute of Technology will be pursued.

4.2.3. Another informative panel-based series is planned, on topical subject areas such as technology and sustainability.

4.3. Interest group development: Other areas of interest identified in the Focus Groups will be investigated and addressed as they become significant and/or resources allow.

5. Marketing and Website Development

One of the broad goals of a Business Improvement District is to attract new business and employment into the area. GETBA will promote East Tamaki as a great place to do business and to work, and provide a platform for local businesses to profile their businesses to the world.

5.1. The upgraded GETBA Website is the cornerstone of our communication and promotional activities and the Business Directory provides businesses with a public profile for their products and services.

5.2. GETBA will continue to evaluate and enhance the website as resources allow.

5.3. GETBA will investigate a 'buy local' marketing opportunity for businesses to promote their products and services to one another. This is likely to be an email rather than web based service.

5.4. GETBA will investigate a working group to market GETBA beyond its boundaries, including internationally, subject to resources.

5.5. GETBA will publish two hard copy Newsletter issues during the year.

5.6. GETBA will continue to pursue other marketing avenues including Public Relations – good media relationships/accessibility and opportunities for leveraging strategic partnerships/sponsorships.

5.7. GETBA will continue to develop a more contemporary, go-ahead image with optimised use of the new brand identity.

6. GETBA Infrastructure

Progressing the development of an efficient and effective infrastructure to meet the BID requirements in managing and administering a larger membership base is a priority. This includes ensuring adequate systems and personnel resources.

- 6.1. Database Management. A primary and on-going requirement as a Business Improvement District is to establish and maintain an accurate Register of both property owners and businesses. A Customer Relationship Management system has been introduced and configured to hold relevant information. GETBA will continue to update this information via a programme of phone, visiting, email and mail in the case of local authority property records.
- 6.2. Communication. With almost 4000 properties and businesses in East Tamaki it is critical to establish and maintain effective communication with members. GETBA will continue to refine the capability of the CRM database to enable segmentation of 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.
- 6.3. GETBA will administer the activities of the Association in compliance with the GETBA Constitution and Auckland Council BID Policy. GETBA will participate in the Auckland Council review of BID Policy.
- 6.4. Ongoing research on best practice BIDs globally as resources allow.

Greater East Tamaki Business Association Budget July 2011-June 2012

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INCOME	
Targeted Rates	271,764
Ministry of Justice grant for Community Safety Project	56,464
Other (associate membership, events, seminars, enhanced listings etc)	63,388
Total	391,616

EXPENDITURE	
Advocacy and Economic Development	\$ 78,000
Crime Prevention	\$ 80,000
Business Support and Membership Liaison	\$ 78,000
Networking and Business Development	\$ 74,000
Marketing and Website Development	\$ 45,000
GETBA Infrastructure	\$ 70,000
Total	\$ 425,000.00

Deficit of \$33,384 to be met from reserves (currently sitting at double this amount).
NB this will not be an issue in future years when the income will match expenditure (see draft budget 2012-2013). The balance in the reserves will then be set aside for contingency purposes.

