



GETBA: Business Plan 2009-2010

Chairman's Message

The Greater East Tamaki Business Association Incorporated was established in 1994 in response to the needs of the Industrial/Commercial Business and Property owners of this, the largest industrial area in New Zealand. Over the 15 years since, the association has worked with and for businesses to deliver advocacy and business support, security and crime prevention, neighbourhood support and networking to the over 3600 business and property owners of East Tamaki. Highlights have included a \$200,000 contract with the Ministry of Justice Crime Prevention Unit, funding which enabled the association to widen its services to the area.

During 2008/9 the association received a Manukau City Council grant to explore sustainable funding and, specifically, to identify whether the Targeted Rating process would be an appropriate model for East Tamaki.

In May 2009, a ballot of property and business owners returned a 72% vote in favour of implementing targeted rating.

GETBA's business plan for 2009/10 is the first of the new era of targeted rating. As such, it is a blend of 'steady as she goes' and the measured implementation of a programme of works encompassing the feedback from the extensive consultation undertaken prior to the ballot. It builds on the work streams developed over the previous 15 years as mandated by the membership and adds the infrastructure development required to administer the enlarged workload of a Business Improvement District, giving due emphasis to the results of the consultative process.

As Chairman of the BID Proponent, may I thank the Committee of GETBA for their tremendous commitment to the process of implementing targeted rating in East Tamaki and wish the Management Committee elected at the inaugural AGM of the Greater East Tamaki Business Association Inc. under the Business Improvement District auspices well.

Elspeth Mount
Chairman
Greater East Tamaki Business Association Inc.





Business Plan 2009-2010

Executive Summary:

In the inaugural year of target rate funding, the Association has the dual aim to develop the formal infrastructure to address the issues facing New Zealand's largest industrial area and to progress the work streams identified in the consultation process.

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
- implementing the work streams identified in the extensive consultation process for the establishment of the Greater East Tamaki Business Improvement District Association Inc.

The Business Plan:

1. Membership Development and Advocacy

1.1. This was identified as a primary concern in the consultation as it has been throughout the existence of GETBA. With almost 4000 properties and businesses in East Tamaki it is critical to establish and maintain effective communication for both members and their executive. 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.

1.2. A primary and on-going task is to establish an accurate Register of all members and to keep this updated through a programme of visiting and email communication as well as reviews provided from Council records. While seeking subscriptions is no longer a priority, being a visible and listening presence remains one of the most valuable services undertaken by GETBA. Given the fast-changing agenda of the Super City process, GETBA has a role as advocate for the industrial area and as a source of information to members about the issues and implications of developments. It is critical that the services provided to East Tamaki by the new administrative bodies be audited and critiqued by informed business representation.



2. Crime Prevention and Neighbourhood Support: As the second most critical area of concern, this will continue to receive the highest priority.

2.1. Crime Prevention Programme:

- 2.1.1. Email programme: is the core of existing service to members and the rapid expansion to the full new membership is an immediate priority. The preventative nature of this programme is recognised and valued by businesses and the enforcement and protective agencies of NZ Police and Security Companies alike.
- 2.1.2. Police Liaison: will continue to be developed as this can 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 be expanded with monthly meetings being scheduled. The subsidiary programme of security officers' awards ceremonies will be implemented with 6 monthly guards' breakfasts. The integration of company security managers with external security company representation will be expanded.
- 2.1.4. Neighbourhood Support: a survey of business requirements for active development of street meetings and local crime prevention initiatives in addition to the one on one service already in place will be held and an action plan implemented.
- 2.1.5. Community Partnership Programme: this grouping of Central and Local Government Agencies, convened by NZ Police will continue to be a priority.

3. Networking, members' breakfasts and interest group development including travel planning:

- 3.1. Particularly at a time of economic uncertainty, networking and encouraging a knowledge of and local collegiality among businesses is a strong priority.
- 3.2. Regular breakfasts will continue to be held and membership will be surveyed to identify support for development of different formats.



3.3. Interest group development: there is an identified interest in a work stream on Recycling and Packaging issues and this will be activated immediately. Other areas of interest will be investigated and addressed as they become significant.

3.4. A seminar programme will be one of the means of addressing the needs of SME's to deal with a wide range of industry issues. GETBA's Partnership Memorandum of Understanding with Manukau Institute of Technology will be a driver of this programme.

3.5. Travel Planning has been identified by business as a significant opportunity to improve the attractiveness of East Tamaki as an employment destination and will be an immediate priority.

4. Website Development and Maintenance including Database Management:

4.1. An immediate priority is the urgent updating of the GETBA Website to provide businesses with the best possible public profile for their products and services. The project will be scoped urgently and competitive tenders for this project will be sought.

4.2. Website Maintenance and Database Management are twin streams of a work programme which will drive the communication strategy within GETBA.

5. Accommodation, physical resources and committee costs:

5.1. The development of an efficient and effective infrastructure to represent the property and business owners of East Tamaki will also be addressed.



Greater East Tamaki Business Association Incorporated
Budget for the Year Ended 30 June 2010

INCOME	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Total
Targeted Rates	55,000			55,000			55,000			55,000			220,000
MCC Grant	7,500			7,500			7,500			7,500			30,000
Total	62,500			62,500			62,500			62,500			250,000

EXPENDITURE	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Total
Membership development and advocacy	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	\$ 60,000.00
Crime prevention and neighbourhood Support	4167	4166	4166	4167	4167	4166	4167	4166	4167	4167	4167	4167	\$ 50,000.00
Networking, breakfasts and interest group development including travel planning	4167	4166	4166	4167	4167	4166	4167	4166	4167	4167	4167	4167	\$ 50,000.00
Website development and maintenance including database management	4167	4166	4166	4167	4167	4166	4167	4166	4167	4167	4167	4167	\$ 50,000.00
Accommodation and physical resources & committee costs	3,334	3,333	3,333	3,334	3,333	3,333	3,334	3,333	3,334	3,333	3,333	3,333	\$ 40,000.00
Total	20,835	20,831	20,831	20,835	20,834	20,831	20,835	20,831	20,835	20,834	20,834	20,834	\$ 250,000.00