



Greater East Tamaki  
Business Association Inc.

# GETBA Strategic Plan

Revision June 2017

2017 – 2021

Prepared by Jo Malcolm and Jane Tongatule using member survey feedback, and background information including an environmental scan and competitor BID analysis provided by Dr Grant Hewison



Greater East Tamaki  
Business Association Inc.

# Objective

To review and update the original three 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 programme 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

- Grow presence in social media
- Build strategic capability in the team
- Educate further on the benefits of being a GETBA member
- Encourage participation from members new to the area

## WEAKNESSES

- Funding remains capped so more participation may mean the services diminish
- Some don't like paying through targeted rates or see the benefit
- Strategic capability and succession planning for the GETBA team

## THREATS

- More funding from Local Boards or other is pulled
- Funding from targeted rates is reduced or Council priorities change and the BID funding programme is withdrawn

# Key Leverage Points

Leverage **ADVOCACY** skills and credibility to enhance the area and local businesses

**ADVOCACY**

Leverage GETBA skills and members desire to participate to drive **ACTIVITIES** that educate, enhance and inform

**ACTIVITIES**

Leverage the database and the key successes of GETBA to **ATTRACT** more participation from current members and more businesses to the area

**ATTRACTION**

Leverage GETBAs ability to deliver results to keep members informed and demonstrate **ACCOUNTABILITY**

**ACCOUNTABILITY**

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

Strategies

**Advocacy**

**Activities**

**Attraction**

**Accountability**

Strategic Imperatives

- Representation to Local and Central Government
- Representation and conduit on infrastructure
- Collaboration with other industrial associations
- Troubleshooting to support members with Local Government and infrastructure providers

- Business Support
- Education
- Information
- Networking with peers & common interest groups
- Crime Prevention

- Keeping it local business support
- Marketing East Tamaki outside the area
- Interest groups to reach more members
- Social media to reach more members

- ROI
- Database management
- Governance and management
- Financial management and reporting

Communication

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

**ADVOCATE**  
to enhance the area and local businesses

Strategy

Strategic Imperatives

Key Results Area

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

- Keep up to date with Council plans
- Inform and advocate/make submissions on behalf of local businesses
- Retain links with local MP's and relevant agencies
- Communicate results via multi communications channels

- Keep up to date with infrastructure plans
- Inform and advocate/ make submissions on behalf of local businesses
- Communicate results to members

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

- Assist members confronted with a Council or infrastructure issue
- Communicate the trouble shooting concept
- Record solutions to common problems
- Identify members willing to assist others

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  
common interest  
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 'interest groups' for peer support, networking and problem solving
- Social media groups

- Crime prevention awareness
- Liaison with Police and security companies
- Targeted resources/initiatives
- Deliver an ROI or communication on crime prevention results

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

Communication

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

## ATTRACT

more member engagement and more businesses to the area

Strategies

Strategic  
Imperatives

Key Results Area

Keeping it local  
business support

Reach more  
members

Marketing area  
outside the area

Social Media

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

- Connect with members who are new to the area
- Special interest groups eg small business owners
- Regular liaison including surveys

- PR focus
- Website optimised
- Strategically placed advertising and Billboards as funds allow

- Use social media to reach and engage with more members
- Pilot Facebook strategy

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 on all tasks undertaken
- Communicate on website and through other communication channels

- Information includes feedback
- Keep up to date information
- Linkages with property companies to keep up to date
- Ongoing street by street gap analysis

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

**PLAN for weakness:**

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

Weakness

Actions to address

Explore new funding options as required

Ensure activities can cope with any increased participation

Deliver the strategic plan allowing for interest groups to manage increased engagement if required

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 satisfaction

Timeframe

On going over 3 years

Annually

Communication

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

Weakness

**PLAN for weakness:**

Strategic capability and succession planning for the GETBA team

Actions to address

Strengthen the team by recruiting a more senior marketer

Develop better support across the team to enable more strategic involvement

Free up time to engage in more strategic thought

Review the budget to ensure funds to enable adequately skilled human resourcing

Timeframe

On going over 3 years

Annually

Communication