



Annual Report

Annual General Meeting of the Association 26 October 2011

Chairman's Report

"Not everything that counts can be counted and not everything that can be counted counts." Albert Einstein

So what counts in East Tamaki? And how do we count it?

When Jane Tongatule was appointed as General Manager of GETBA 18 months ago, she ran a number of focus groups to find out what was important to our members.

Our website www.getba.org.nz reflects the priorities identified by our members:

- A directory where members can highlight their business – ***have you taken an enhanced listing to showcase your business?***
- Resources to help members do business better – ***have you checked the electricity offer? Do you appreciate the security emails?***
- Events for networking, promotion, learning – ***how many of these have you been to this year?***
- Advocacy – making sure the voice of business is heard by local and central government – ***your association galvanised business response to get East Tamaki included in the first roll-out of Ultra Fast Broadband in Auckland.***

Your Committee meets each month to consider issues that affect East Tamaki businesses, to review the accounts and to provide valuable oversight to the work of the executive team. The talents and commitment of each and every member of your Committee are truly critical in the work Jane and her team do. Collectively they represent the GETBA area both in terms of geography and range of businesses and property owners.

The elected members are:

Phil Clarke, representing A Touch of Italy

Liz Groenewegen, representing RSM Prince

Henry Jansen, Secretary, representing Wynyard Wood

David Lindsay, Treasurer, representing Lindsay and Associates

Malcolm Meacham (co-opted) representing Hynds Pipe Systems

Elsbeth Mount, Chair, representing Manukau Institute of Technology

Richard Poole, representing MiTek NZ Ltd

Unelected members:

Jeremy Pellow, representing Auckland Council's Economic Development

Wayne Huang, Howick Local Board

Poutoa Papali'i, Otara Papatoetoe Local Board

I should like to record special thanks to Richard Poole for the use of the Boardroom at MiTek New Zealand for our committee meetings and for his hospitality.

The dire economic and human situation in Christchurch since the first earthquake over a year ago continues to be a tragedy that all New Zealand shares. An inevitable question is “How would we cope if a major emergency arose here?” GETBA is working with Civil Defence, the Police, emergency services and major East Tamaki companies to develop an emergency response plan for East Tamaki should a civil defence emergency occur here. This is a first for an industrial area and may be a blueprint for the Council and the country. I would particularly like to thank those companies who are part of the GETBA Emergency Response Group, and also those who have responded with available resources.

Another area of deep and on-going concern is the security of our infrastructure. Auckland faces a major infrastructure deficit and East Tamaki is among the least well-served by existing freight corridors. We are working with Auckland Transport to develop a traffic / transport management plan for the area. We are working with Transpower to co-ordinate communication with businesses affected by the undergrounding of power along Ti Rakau Drive. Our advocacy has been instrumental in getting East Tamaki included in the first tranche of the Ultra Fast Broadband rollout over the next twelve months.

The Auckland Council is currently undertaking a major analysis of the East Tamaki Business Precinct which will be a vital resource to us and to the Council as it plans the development of the region. This is happening because East Tamaki is recognised as a vital, positive and organised industrial commercial area which is worth investing in. It will pull together statistical analysis and planning from central and local government sources and involve the major Council Controlled Organisations as well.

If I had to summarise the role of a business association, it would be that its purpose is to help build resilience in a business community. Our current three year contract with the Ministry of Justice is aimed at doing just that in the Burswood-Torrens Precinct of East Tamaki and is developing learnings and resources that can be utilised throughout the GETBA area.

Throughout its close to 18 years, GETBA has been committed to building resilience in the East Tamaki business community: our security and community safety network is second to none; our advocacy is respected by Local Government; we have close and collaborative relations with other industrial business associations and business support organisations.

The formation of the Auckland Council has led to changes in policy for Business Associations such as GETBA and your Committee and Executive have worked hard to ensure that such changes are well examined and tested.

We are always conscious of keeping down the cost to business of providing the services that we do. In the 2012-13 year, the funding formula for the targeted rate will change to a hybrid rate consisting of a base level fixed charge plus a variable charge levied according to the Capital Value of each property. The rate in the GETBA area has to date been the lowest of any targeted rate in the region and it is confidently expected that this will remain the case, despite our providing an unmatched range and level of service to our businesses.

In conclusion, may I thank you for the privilege of serving as Chair of this marvellous organisation for the past year.

Elsbeth Mount QSM

Executive Report: Progress against the Business Plan 2010-2011.

Over the past year, our second as a Business Improvement District (BID), we have had both an inward and outward focus, although the driver for the inward focus has been to better support and advocate for our larger membership base. We feel we have achieved the following:

- Developed the internal infrastructure needed to support the more complex needs of the growing organisation, with new technology, systems and personnel.
- Raised GETBA's profile and credibility with local and central government and other stakeholder groups, with proactive targeted liaison and advocacy with influencers, and the Prime Minister's Breakfast.
- Raised GETBA's profile with member businesses by introducing a sales & marketing 'value-add' focus to all communication and activities.
- Raised the level of professionalism of the organisation with the rebrand, new website and new systems.
- Greater participation levels by introducing new events and services to meet diverse member needs.

2010-2011 Workstreams

Advocacy and Economic Development

GETBA has closely monitored the first year of the new Super City, liaised with key Auckland Council, Council Controlled Organisation (CCO) and Local Board personnel, and other relevant stakeholder groups and influencers, and kept the membership apprised of developments.

GETBA has researched and provided feedback to the Auckland Unleashed spatial plan discussion document on behalf of East Tamaki businesses, and made submissions to the Howick Local Board and Otara Papatoetoe Local Board Three Year Plans. In these submissions GETBA has lobbied for improved infrastructure, in particular roading/transport to meet the needs of this area, both as an employment hub and as a significant manufacturing and distribution centre, and emphasised the importance of freight corridors connecting with the port and airport. We have begun working with Auckland Transport on a travel plan for the area.

We have been active in the review of BID Policy which is part of the rationalisation of policy across the new Super City, and have representation on the Auckland Council BID Policy Review Reference Group. As part of this review we have been influential in forming an informal lobby group comprising the five industrial BIDs to ensure that the different needs of industrial areas are catered for and resources maximised.

Auckland Council are in the early stages of developing a Precinct Plan for the GETBA industrial area, which will see the Departments within Council and CCO's responsible for different infrastructure areas such as water, transport, roading, resource consents etc coming together with a common focus on the issues and opportunities in East Tamaki, to develop a plan to support business growth and economic development in this area.

Crime Prevention

GETBA has continued to work closely with local Police, security companies and other key stakeholders on the GETBA crime prevention programme. There were 168 reported burglaries in the GETBA area in the 2010-2011 financial year compared with 165 in the 2009-2010 financial year.

GETBA email alerts continue to be effective in 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 and other instances where perpetrators have been caught by vigilant observance and prompt alerts.

The Security Managers Network run by the GETBA Executive Officer Crime Prevention has been extended from the Police and Security company managers to include security personnel from within larger East Tamaki companies. The meetings previously bi monthly were increased to monthly, and in addition to information and intelligence sharing have included speakers on topical security related issues and interventions.

GETBA has also completed the first year of a three year Community Safety Project in partnership with the NZ Police and the Asian Council on Reducing Crime, and funded by the Ministry of Justice. This project is focused on building crime prevention capability and resilience in the largely retail migrant Ti Rakau Drive/ Burswood/Torrens Road precinct. Consultation with business was undertaken to ascertain the needs specific to this target group, and optimal communication methods for ongoing liaison and crime prevention education. A comprehensive CPTED analysis and report on the built environment was provided by BECA Consulting, and a security consultant assisted in recommending educational interventions/resources for the target group, which have been designed, translated and printed. Sms messaging capability has been established for real time alerts in the retail environment.

Business Support and Membership Liaison

The new GETBA website went live in November 2010 with several new features including a comprehensive Business Resources section where members can link to useful business information and support relating to business advice, mentoring, subsidised government assistance for business, skills development, local government processes such as resource consents, and economic commentaries, research and reports from organisations such as Business NZ and the NZ Institute.

GETBA has also liaised with organisations such as Auckland Tourism Events and Economic Development (ATEED), NZTE, NZMEA, EMA and the Department of Labour to provide a conduit to relevant services that can assist East Tamaki businesses.

GETBA has collaborated with Auckland Council Civil Defence to develop a Neighbourhood Response Plan for the East Tamaki business community. This is the first such plan in an industrial area and means that in the event of an emergency or disaster we will have a plan ready to be activated and will be able to assist Civil Defence and the emergency services in the local response. We are grateful to the six local companies who are part of the GETBA Emergency Response Group – Farmers Trading Company, Fisher & Paykel Appliances, Fisher & Paykel Healthcare, Goodman/Highbrook Business Park, NALCO, and Transpacific Technical Services, and also those companies who have responded with available resources.

GETBA has continued to trouble-shoot on behalf of individual or groups of businesses where issues have arisen. An example is an instance whereby GETBA was able to lobby on behalf of a group of some 25 businesses whose broadband performance had dropped right off as the bandwidth demand had grown beyond the limits of the existing equipment. Chorus brought forward plans to replace the existing network with fibre optic cable and install a new high speed broadband cabinet.

The new CRM system has enabled improved communication with businesses and a regular eNewsletter has kept businesses informed of local news, issues and activities.

Networking and Business Development

The past year has seen an increase in participation in GETBA events and the introduction of new events to meet the diverse needs of a broad membership base.

In August 2010 the Prime Minister was guest speaker at a GETBA Breakfast held at the TelstraClear Pacific Events Centre. This was an opportunity to raise awareness at the highest level of the economic importance of East Tamaki and indeed the industrial south to the national economy and the issues facing business. This event was so well attended (over 550) that it had the bonus effect of significantly raising the profile of East Tamaki and the credibility of GETBA. We are grateful to Goodman for sponsorship assistance and the previous Manukau City Council for assistance with venue hire.

GETBA events in 2011 have been themed around either Improving Workplace Productivity or Exporting, and have included breakfast speakers delivering case studies of successful productivity improvement initiatives including Literacy Language and Numeracy at Bell Tea and Coffee, a parenting programme at The Warehouse Distribution Centres, cloud computing with Fronde, and Pumpkin Patch's entry into the China market.

Other breakfast speakers over the past year have included Michael Daniell MD CEO of Fisher & Paykel Healthcare, Duncan Field Director of Lion Nathan, Mayor Len Brown, and business and economic commentator and columnist Rod Oram at our Post Budget breakfast. The following companies sponsored GETBA breakfast taking advantage of the profile opportunity – Monteck Group, Kelly Services, Westpac, Aon John Baker Insurance, Randstad, RSM Prince and Workbase. Over 600 members attended GETBA breakfasts during the year.

Business Showcase events hosted by Bayleys Commercial Industrial Real Estate, BNZ Partners, Manukau Institute of Technology, CourierPost, Botany Town Centre, and Stevenson Engineering were well received by members with some 450 attendees over the year.

The pilot 'Management Bites' workshop series in partnership with Elephant HR and Training, targeted at assisting Small Medium Enterprises with practical tools to deal with people management issues, proved popular (with 250 attendees over the year) and relevant, and was expanded.

The event calendar has recently been extended to include a Business Owners Forum which is designed as an educational and networking event, targeted at owner managers wanting to take their business to the next level. Each forum focuses on a different topic and has a panel of three people made up of subject specialists and a local business owner. The Forum is sponsored by BNZ Partners and supported by BDO, Brookfields, Randstad, RSM Prince, The Breakthrough Company, and Wynyard Wood.

Sponsorship of events where possible has assisted in making the GETBA budget go further and making the events accessible to all member businesses.

The new Customer Relationship Management (CRM) system was refined to include additional modules including an events module which has enabled more professional event management.

Marketing and Website Development

The past year has seen a deliberate focus on promoting East Tamaki as 'a great place to do business' and 'a great place to work' using the progressive re-branded marketing collateral.

We completed the new GETBA website and the new Customer Relationship Management (CRM) system. The CRM database drives the new and improved East Tamaki business directory on the upgraded GETBA website. There is an opportunity for businesses to purchase an enhanced listing.

In addition to the links to valuable business resources mentioned above, the website has several new features including a Member Notice Board, From The Chair forum, and Latest News.

GETBA has made a conscious effort to raise its profile in the local media and several stories have been published in relation to projects and advocacy issues.

GETBA Infrastructure

The past year saw the implementation and refinement of the internal infrastructure needed to support the more complex needs of the growing organisation, with new technology, systems and personnel.

The basics of the new CRM system were implemented over the second half of 2010 along-side a comprehensive paper-based and online data-update project. Integration of the CRM with the new website to allow for automated security alerts and business directory updating was also undertaken and the new website went live in November 2010. Events and ledger modules were added to the CRM in early 2011. This new database has the additional functionality required to take GETBA to the next level of professionalism, service delivery and reporting. However the acquisition and updating of business information and encouraging businesses to list on the online Directory is ongoing.

The General Manager Jane Tongatule (full time) and Executive Officer Crime Prevention Coralee Carr (3 days per week) were joined in February 2011 by a new Office Manager Executive Assistant Christine Goodman (30 hours /week). A casual staff member was employed for the annual update of the property owner and business owner register.

IT risk is managed by the use of Drop Box, a cloud system, for most files and the GETBA webmaster and regular back-ups.

GETBA was delighted to be named the 2010 Business Association of the Year by the outgoing Manukau City Council.

The Financial Statements of the Greater East Tamaki Business Association Inc for the year ended 30 June 2011

The annual financial statements for the year ended 30 June 2011 are available on application to the Association gm@getba.org.nz and are also available on the GETBA website www.getba.org.nz