



Greater East Tamaki
Business Association Inc.

Submission to the Draft Otara-Papatoetoe Local Board Plan 2020-2023

From: Greater East Tamaki Business Association Inc. (GETBA)

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Please note that we have focused on the outcomes and initiatives that pertain primarily to the East Tamaki business precinct.

About GETBA

GETBA is the Business Improvement District business association for the greater East Tamaki business precinct, which includes Highbrook Business Park. The area is a major commercial industrial employment hub for 30,000 people, and a key economic contributor regionally and nationally.

GETBA advocates for business and property owners in the economic development of greater East Tamaki; provides a conduit to business support, education, resources and networking; enhances the safety and security of East Tamaki; and promotes the area as a great place to do business and to work.

Post COVID focus

Over the coming year a significant focus for GETBA will be assisting our local businesses navigate their way forward in the post COVID economic environment. We see a role for ourselves and indeed the Local Board in promoting the opportunity to transform as opposed to returning to business as usual or a wait and see approach. We will be encouraging uptake of digitisation/Industry 4 in manufacturing, showcasing business resilience, sustainability, and promoting 'local'.

We feel strongly that continued investment by local government in capital projects, infrastructure improvements and local activities/projects are crucial to the region's economic recovery.

Outcome 1: Transform Manukau

GETBA supports the initiatives proposed to build on the progress made to transform the Manukau metropolitan centre into a vibrant centre for technology, education and commerce in partnership with the Manukau and Wiri Business Associations, educational institutions and Panuku, stimulating local growth, investment, innovation and employment.

We support the Manukau Sports Bowl plan as a recreation facility for young people in the local vicinity.

We also support the Local Board's push for revenue gained from the sale of local Council owned land being reinvested in the Manukau area for better infrastructure, community facilities and green spaces.

Outcome 2: Prosperous local economy

GETBA supports this outcome, and the prioritisation of Local Board efforts towards working with business associations to support local businesses post COVID.

GETBA supports proposed initiatives to enhance the town centres in Otara, Old Papatoetoe and Hunters Corner. We see value in the Local Board partnering with the local business associations in those areas to promote economic development, encourage employment (particularly youth employment) and enhance safety by actively facilitating crime prevention initiatives in these hubs.

We also support initiatives that foster environmental sustainability including minimising waste and reducing carbon emissions.

Outcome 3: A thriving, inclusive and safe community

GETBA supports this outcome including prioritisation of community wellbeing, diversity and a sense of inclusion.

Community Safety

GETBA's crime prevention initiatives in partnership with key stakeholders are valued highly by our members and the Counties Manukau East Police. Business burglaries in the East Tamaki business precinct have reduced by 77% since 2006.

We have in the past and are happy to continue to share our experience and expertise with other business communities within the Otara Papatoetoe Local Board area.

Health and wellbeing

GETBA supports the initiatives to promote health and wellbeing and to build resilient communities by encouraging emergency preparedness.

Skill development and employment

As a significant employment hub we support and are happy to participate in initiatives that increase opportunities for skills development and employment, especially of young people.

Outcome 5: Sustainable, healthy natural environment

GETBA supports the objective of minimising waste to landfill and praises the Local Board for funding community projects such as Neat Streets and working with local business associations to encourage business communities to minimise waste to landfill.

We applaud the Local Board's advocacy and leadership in promoting the restoration of biodiversity and facilitating the improvement of water quality of local streams and waterways, including the Tamaki estuary. We are particularly supportive of the Local Board's championing of the Otara Lake and Waterways remediation project.

We support initiatives to educate business and communities on reducing emissions and the effect of climate change.

Outcome 6: Connected area and easy to get around

GETBA supports this outcome. The efficient movement of people and freight is crucial for enabling local economic prosperity.

We encourage the Local Board to continue to advocate for the realignment of the intersection of Preston, Ormiston and East Tamaki Roads.

Local Board advocacy for the Airport to Botany Rapid Transit Network is also a priority for GETBA. With suitable connections into and across our business precinct the latter will improve the commute of East Tamaki employees who reside in the south west, and employment prospects for job seekers residing in the south west.