



Greater East Tamaki
Business Association Inc.

Submission to the Otara Papatoetoe Local Board Draft Three Year Plan, August 2011

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

Firstly, GETBA appreciates the willingness with which the Otara Papatoetoe Local Board engages with the Business Improvement Districts (BIDs) within its boundaries. The regular scheduled meetings enable two way information flow and also information sharing among the BIDs which can only be beneficial. GETBA certainly values the role of the Local Board in advocating on issues impacting the East Tamaki industrial area on your doorstep and indeed in the future possibly leading specific agreed projects.

Secondly, while the Otara Papatoetoe Local Board area includes only a portion of the East Tamaki industrial area it is an important employment hub for the Local Board area, and it is good that it is acknowledged as such in the Vision.

Priorities

While GETBA supports the priority of revitalising town centres and the Manukau City Centre developments, it is disappointing to see no mention of transport and roading infrastructure as one of the six Local Board priorities. Effective and efficient transport links are vital to the economic and social well being of the Otara Papatoetoe Local Board area.

The most important issue for the East Tamaki industrial business community is the ability to keep traffic moving in and around the commercial industrial south, and to the Port and Airport. We need to speed up the development of Auckland's transport infrastructure with both freight corridors and public transport into, across and within the East Tamaki employment hub.

We are currently in discussions with Auckland Transport with regard to GETBA implementing a Transport Programme in the East Tamaki area. The programme in addition to raising awareness and lobbying on transport infrastructure would include engagement with businesses and the development of projects that focus on promoting the use of diversified travel options. The maximum that Auckland Transport will contribute is \$15,000 towards a 20 hr/week Project Manager. We would greatly appreciate advocacy support on our behalf to Auckland Council for funding the balance of \$15,000.

While the Local Board has an understandably local focus it is important to see the 'local' within a South Auckland context and vision, and advocate for important infrastructure projects which may be physically located outside the area but which will benefit the Board's constituents.

GETBA supports the design and build of the South Eastern Corridor by 2015-20. This involves a high quality strategic transport link between SH1 Mt Wellington/East Tamaki and SH20 Onehunga/Gloucester Park I/C and a reconfigured Eastern Corridor (AMETI) project. Included in the project is the SH1-20 East West corridor link. This borders the Otara Papatoetoe Local Board area, and we would welcome the Local Board's advocacy support.

Revitalising Town Centres – Business Improvement District programmes

We note that there is funding available to support BID programmes/projects and crime prevention and safety initiatives are highlighted as examples of such projects. GETBA in partnership with NZ Police would like to seek funding for a series of crime prevention forums and resources targeted at the GETBA business community. While we have a good level of crime prevention awareness/alertness in the area the local Police are concerned at the increase in suspicious activity and targeting of theft of metal and consider that it is timely that we undertake a focused education programme together on security procedures and resources, CPTED, and the importance of reporting suspicious activity/crime. It is possible that as our area crosses two wards that funding could be allocated by both local Boards proportionally.

Under the legacy Council we were advised that there was funding for the erection of brackets on power poles and have been waiting for the new Council to provide these. However we have been recently advised that this money has been spent on marquees instead! Because there are no established brackets on power poles in this area we are unable to fly Rugby World Cup banners or indeed any other sense of place banners. An investment of \$40,000-\$50,000 in brackets on key roads/intersections would enable GETBA to enhance the sense of place of this growing commercial industrial area, *“East Tamaki - a great place to do business”* and to attract new businesses and employment into the area. GETBA seeks funding for this from the Local Board’s capex budget for Local Street Environment and Town Centres. If this is not forthcoming GETBA seeks the Board’s advocacy support to Auckland Council for this funding.

GETBA would appreciate support for a revised BID Policy which recognises the need for adequate funding of BIDs commensurate with their size and economic value. GETBA currently has an inadequate low flat targeted rate and while we are working on rate modelling with Council presently to try and influence a positive outcome, we would appreciate advocacy support.

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