



Greater East Tamaki  
Business Association Inc.

## Feedback to Howick Local Board Aspiration Draft Document, 30 May 2011

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

**Vision.** Good to see investment in transport and infrastructure, and supporting business to thrive, as being important to achieving the vision.

**Howick Ward.** Business is given a cursory mention on page 5 and 6 in the introduction. It would be useful to include the following stats where you mention the East Tamaki commercial industrial area. The area generates:

- \$3 billion to the New Zealand economy each year,
- \$19 million in rates, and
- 30,000 jobs with projected jobs of 45,000 on completion of Highbrook Business Park.

East Tamaki is also a growth area with:

- an average annual employment growth rate of 4.6% over the last 10 years compared with 1.7% across the Auckland region.
- numbers of businesses having grown at an average annual growth rate of 5.3% compared to 2.5% across the Auckland region.

**Chapter 1.** No mention of the business community as a community of interest – focus is on residents.

### Chapter 2.

**2.2 Key priorities.** Good to see planning for 3) Chinatown Burswood Precinct and 6) Harris/Springs precinct but there is no detail provided. Re the Chinatown Burswood precinct GETBA currently has a crime prevention project under way in partnership with the NZ Police and Asian Council for Reducing Crime, focusing on this largely migrant community and a renewal project in this area is desirable (see our request under 3.4 below).

**2.3 Transport Planning.** Key roading pressure points are identified – Trugood/Cryers Road; Allens Road – NB also needs widening the whole distance beyond the current plans so that it extends to Highbrook Drive; Smales/Allens intersection; Jarvis/Ormiston intersection; and support of GETBA's travel management plan.

Good to see local input into regional transport/roading projects seen as part of the portfolio. Effective and efficient transport links are vital to the economic and social well being of this area. 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, and to and from the Port and Airport.

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. We would welcome the Local Board's strong advocacy support of this strategy.

**2.4 Regulatory Planning.** A business friendly city is a stated Auckland Council strategic priority, with a 'can-do' Council in terms of plans, policies, consents and compliance. GETBA favours minimal/essential regulation and speedy processes.

## Chapter 3.

### **3.4 Community Safety & Networks.**

Under the portfolio responsibility of 'strengthening neighbourhoods through renewal projects' and 'funding for neighbourhood projects', we would like to see a renewal project funded for the Ti Rakau/Burswood/Torrens precinct. This area is made up of primarily retail businesses, largely migrant, on the doorstep of a residential community. It is important that this area with a China Town complex and shops and services including medical centre, church, gym, restaurants etc is recognised as a distinct community of interest and developed so that it looks cared for and is an attractive and safe place to live, work and play. GETBA currently has a crime prevention project under way in partnership with the NZ Police and Asian Council for Reducing Crime in this precinct and would welcome assistance with the funding of educational resources promoting CPTED, security procedures and for conveying the importance of reporting crime.

### **3.5 Economic and Business**

**Under portfolio responsibility 4,** 'support for BIDs', GETBA would appreciate strong 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.

**Under portfolio responsibility 6,** 'town centre marketing' and portfolio objective 1, GETBA would appreciate funding towards the marketing of East Tamaki commercial industrial area as a "great place to do business" to attract businesses and employment into the area. Brackets and flags would be an important tool for reinforcing this message.

The above proposed Ti Rakau/Burswood/Torrens renewal project (3.4) also aligns with HLB responsibilities for **5** - town centres and streetscape design and maintenance, and **7** - community safety within town centres.

**Key priority 2,** Auckland Council has promised a Precinct Plan for the GETBA/East Tamaki area.

**Key Priority 3,** GETBA has a well attended regular event programme and would welcome the opportunity to be involved in discussing the form of any proposed Business Leaders Network. GETBA in representing the businesses within the East Tamaki commercial industrial area welcomes the opportunity to engage with the Howick Local Board on a regular basis to discuss issues affecting the businesses in our area. The Otara Papatoetoe Local Board has set up a schedule of regular meetings with the BIDs in its area to share information and advocate on our behalf.

**In addition:** Auckland Council has in its Auckland Unleashed discussion document acknowledged the south as an opportunity area yet the accompanying map highlights the Food and Innovation Centre near the airport and neighbouring Wiri, completely ignoring the significant East Tamaki and greater Onehunga/Penrose/Mt Wellington areas. It is important that the Local Boards in the south support the vision for the 'Commercial Industrial South' (and keep reinforcing the term) at both local and central government level. The area as a whole is a vital economic contributor and incremental productivity improvements by businesses across the whole of the commercial industrial south will benefit the Board's communities, some of whom who may either be their employees or have the opportunity to become their employees.

### **3.6 Natural Environment**

GETBA supports initiatives to promote waste minimisation. There is no waste collection or recycling service for the East Tamaki commercial industrial area.

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