

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

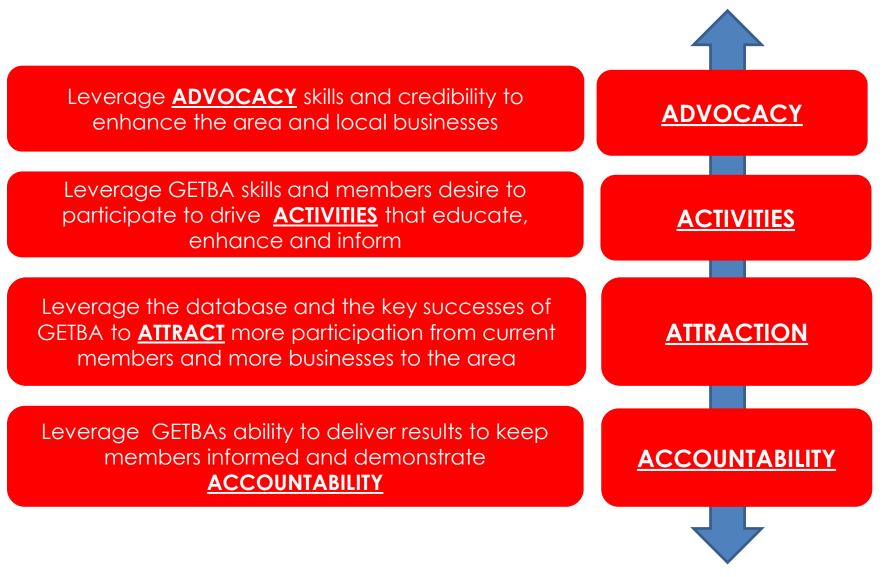
#### WEAKNESSES

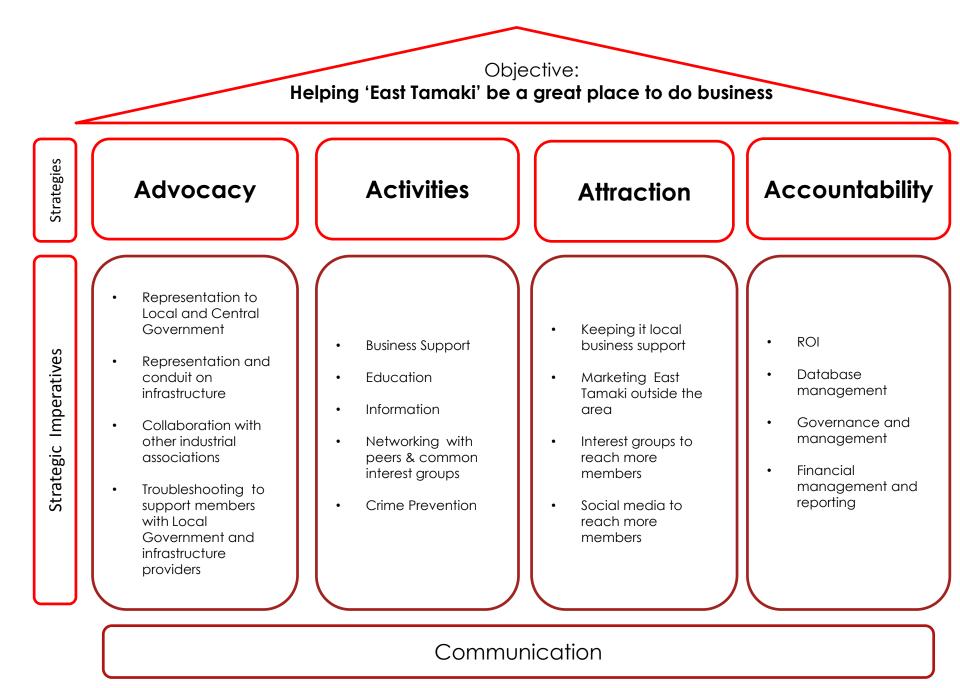
- Funding remains capped so more participation may mean the services diminish
- Some don't like paying through targeted rates or see the benefit
- Strategic capability and succession planning for the GETBA team

#### 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- Funding from targeted rates is reduced or Council priorities change and the BID funding programme is withdrawn

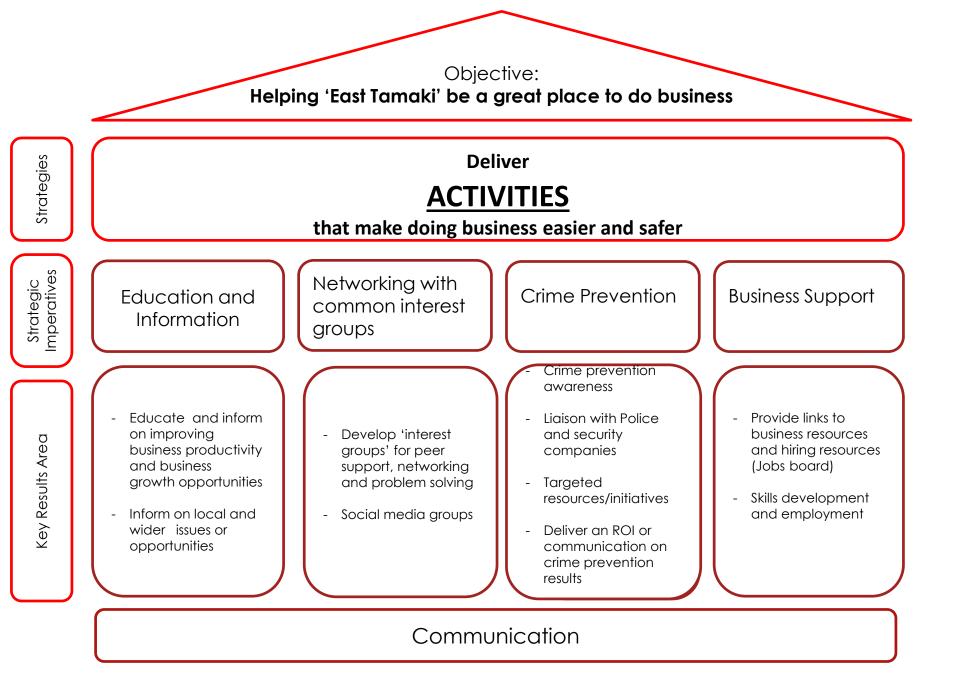
# Key Leverage Points





**Objective:** Helping 'East Tamaki' be a great place to do business Strategy **ADVOCATE** to enhance the area and local businesses Strategic Imperatives Trouble shooting to Collaboration with Representation and Representation and support members conduit to Local and conduit on other industrial with Local Central Government infrastructure associations Government Keep up to date with Keep up to date Council plans with infrastructure Assist members Inform and plans confronted with a Key Results Area Best practice advocate/make Council or learning and sharing submissions on behalf Inform and infrastructure issue of local businesses advocate/ make Communicate the Influence to develop Retain links with local submissions on trouble shooting stronger voice to MP's and relevant behalf of local concept local and central agencies Record solutions to businesses government on Communicate results common problems issues via multi Communicate results Identify members communications to members willing to assist channels others

#### Communication



Objective: Helping 'East Tamaki' be a great place to do business Strategies ATTRACT more member engagement and more businesses to the area Strategic Imperatives Reach more Marketing area Keeping it local Social Media outside the area members business support Connect with PR focus Keeping it local members who are Key Results Area Use social media to awareness new to the area Website optimised reach and engage Promote local with more members Special interest Strategically placed businesses which groups eg small advertising and Pilot Facebook also generates Billboards as funds business owners strategy revenue allow **Regular** liaison including surveys Communication

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

