

STRATEGIC PLAN 2021 - 2026

GETBA VISION FOR 2026

East Tamaki is recognised as the most environmentally sustainable and innovative business district and the leading source of knowledge, advice and support for East Tamaki businesses.



OUR PURPOSE

To extend the potential of GETBA businesses, property owners and their people through knowledge, collaboration and engagement enabling long term commercial growth and sustainability.

2021-2026 STRATEGIC PRIORITIES

ADVOCACY

Reaching the people who matter most by advocating on issues affecting members and their businesses

- Foster relationships with key influential stakeholders and other industry bodies
- Expand our influence by enhancing GETBA's profile

LEADERSHIP

Creating an inspiring vision of the future through proactive, motivating direction

- Lead the development of the East Tamaki Green Business Economy
- Support our local businesses to provide diverse and inclusive workplaces
- Connect local job seekers to job opportunities in the area

MEMBER VALUE

Maximises member value through supporting and promotion of East Tamaki businesses/We've got your back

- Support a safe, secure and resilient business area
- Deliver access to relevant and inspiring content
- Promote East Tamaki through enhanced member communications