



20
2021
ANNUAL
REPORT

getba

**Greater East Tamaki
Business Association Inc.**

2020 / 2021 ANNUAL REPORT

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CHAIRMAN'S REPORT

I started last year's report with "In a normal year". Our 2021 year has seen Auckland businesses suffer three more Covid lockdowns, and, as I write now, we are in a Level 4 business closure due to the Covid pandemic and a largely unvaccinated population. 2021 has seen much change; indeed, businesses and GETBA have done a huge job adapting to the "new new". Remarkably, there have been fewer business failures/closures in this period than pre-Covid averages. Overall, the New Zealand economy has outperformed the global economy, and, as with the rest of the world, there has been a strong economic resurgence coming through Covid lockdowns. One can see business adapting like the coronavirus Delta variant currently threatening our economy. For the future, we need to understand and plan for how we live and do business alongside Covid, eventually opening our borders after we have reached a point of sustainable vaccination. I'm tempted to run a sweepstake on when that will be!

I was very fortunate to get 92 per cent of my Quest team of 24 fully vaccinated by 17 August. A slow start to vaccination has set our economy and businesses back. Our focus must be to get all employees and the population vaccinated as fast as possible now, with probable annual boosters becoming the norm.

Our border closures exacerbate a low unemployment market, and most businesses are struggling with recruitment and staffing to capacity. In addition, our logistics supply chain is stressed by an unproductive Ports of Auckland, and global shipping and supply shortages.

Reflecting on the year's performance of GETBA, I must recognise the invaluable contribution Jane Tongatule made as general manager for more than 10 years before her retirement last November. When GETBA started more than 15 years ago, we still had dirt roads in places and had to lobby for roading to ensure trucks didn't get bogged doing deliveries. Today's lobbying – for the AMETI Eastern Busway, an airport commuter link, improved transport logistics, and immigration issues – has evolved remarkably, as the GETBA voice amplifies your common business issues to both local and central government. The GETBA team has done well to advocate on our behalf, and this is now spearheaded by Ruth White, our new general manager.

The GETBA board has tasked Ruth with designing and developing our next five-year strategy to deliver what we call GETBA version 2.0. In the context of our "new new", Ruth has managed our BID business through a Covid-impacted 2021 and adapted

our future strategy. We present that strategy in this annual report, and will be asking for your approval for that, our business plan and budget for the next financial year. We also report the financial performance for the year ended 21 June, which shows a minor taxable profit. This is down to skillful management and adaptation to the last year's business environment. The GETBA team has managed to perform with reduced operational income (due to events that could not be run), along with cost-cutting, whilst maintaining and adapting services, indeed, expanding service offerings to the local business community. Ruth and her colleagues found new approaches to support and continue the programme: networking events (breakfasts, etc), the Small Business Interest Group, subsidised St John first aid and mental health workshops, Covid-specific info packages, advertising specials, and business recovery support programmes.

When we look back over our East Tamaki BID area's development, security has been one of the services that GETBA has championed. The expansion/upgrading of our ANPR network of cameras has been one of our big successes. We invested in 2021 and plan further expansion of this service in 2022.

The New Zealand government has invested heavily in our recovery. However, funding for Auckland Council has been hit hard even with an "austerity" 3.5 per cent rate increase. As a result, this has cast some uncertainty around infrastructure projects. GETBA continues its lobbying efforts and will be redoubling them to ensure support for funding for the 2025 delivery of the AMETI project.

We will channel our increased funding base towards that goal.

To realise GETBA version 2.0 and looking to the future, we plan to extend our committee membership to increase diversity and reflect our business demographic, in the interests of both our property owners and business operator constituency. We are focused on being member-centric and integrating NPS (Net Promoter Score) into our survey and member feedback loops. We have also undertaken some work on re-branding our BID to better reflect both our strategy and the business community we serve. Our re-vitalised sponsorship model is giving benefits with additional revenue and new sponsors, and we would like to take this opportunity to thank them all for their continued support.

New Zealand relies on a nimble and entrepreneurial business place and people to lead a recovery to our future low (to zero) carbon emissions economy. I would like to thank the GETBA team for proving its ability to be just that in our 2021 year, and for demonstrating the capability for leadership to deliver our 2026 strategy. We look forward to continuing to work closely with our business community to deliver our 2026 BID vision for East Tamaki: to be recognised as the most innovative and environmentally sustainable business district, and a leading source of knowledge, advice and support for **Business in East Tamaki.**

Brendan Kelly
Chairman

ELECTED COMMITTEE MEMBERS

Brendan Kelly, representing Quest Highbrook, elected Chair from February 2019
Henry Jansen, Secretary, representing Wynyard Wood
Liz Groenewegen, Treasurer, representing RSM New Zealand
David Lindsay, representing Auto Super Shoppe Botany
Nick Biland, representing Plummer Compressors Ltd
Nick Steele, representing Boyd Visuals Ltd, appointed July 2018
Andrew Turner, representing Nautech Electronics Ltd, appointed March 2019

LOCAL BOARD REPRESENTATIVES (non-voting)

Mike Turinsky, Howick Local Board
Dawn Trenberth, Otara-Papatoetoe Local Board

EXECUTIVE REPORT

OUR 2020/2021 OUTPUTS



ADVOCACY

1.

GETBA continues to alert members to proposed infrastructure changes impacting our BID (business improvement district) and push for improved infrastructure, particularly roading and transport infrastructure into and across East Tamaki.

As the recovery from Covid lockdowns continued, engagement with policy and decision makers became more crucial than ever.

SUBMISSIONS AND CONSULTATIONS

Across the 2020-2021 financial year, GETBA monitored Auckland Council and local board plans and changes, contributed to 10 submissions, and attended many consultations on:

- Auckland's Climate Action Framework
- Proposal for a plan change or variation to an existing plan
- Council-Controlled Organisations (CCOs) review
- Auckland Council's Annual Budget 2020/2021
- Auckland Council's Emergency Budget 2020/2021
- Draft Ōtara-Papatoetoe Local Board Plan 2020
- Draft Howick Local Board Plan 2020-2023
- Auckland Council's Long-Term Budget 2021/2031 and Local Board Priorities
- Auckland Council's Draft Regional Land Transport Plan 2021-2031 and Regional Fuel Tax
- Auckland Council's Inquiry into the Congestion Pricing in Auckland 2021



TRANSPORT AND ROADING

Transport and roading is consistently highlighted in member surveys as the number one pain point for the East Tamaki business community. Consequently, GETBA works hard to advocate and voice the concerns of our members and is committed to providing strong representation.

GETBA staff attended regular AMETI stakeholder briefings, kept members informed of progress, and helped Auckland Transport (AT) assist East Tamaki businesses commuting through the affected construction route with journey planning alternatives. We also continued to advocate for the Airport to Botany Rapid Transit (A2B) and saw several transport projects actioned, including:

- **The Kerwyn Ave/Lady Ruby Drive/Springs Road intersection** - Long-awaited improvements commenced in April 2021 and were completed in July 2021. GETBA's advocacy initiated these changes, including an upgrade to existing signals, kerb and channel, footpath, drainage and road signage with an aim to reduce congestion.

- **Highbrook Drive, Business Parade North and Business Parade South** - Feedback closed in May 2021, with works to be completed between July 2021 and June 2022.
- **Consultation for broken yellow lines in Cryer's Road** - to be completed between January and March 2022.
- **AMETI/Eastern Busway** - We continue to hold regular meetings with Eastern Busway Alliance (the collective responsible for the Pakuranga to Botany section) and will facilitate opportunities for the alliance and AT to understand and assist businesses through this stage. Lobbying local and central government is a key focus to ensure this project is completed on time, following AT's recent announcement that it will be delayed by two years.

ACTIVITIES

Delivering activities that make doing business easier and safer

One of GETBA's primary objectives is to provide local business and property owners with access to up-to-date business information and learning opportunities via speakers at events, educational forums, the GETBA website, e-newsletters, and publications.

Following months of uncertainty from the Covid outbreak and

subsequent lockdowns, GETBA's focus shifted to how we can support and assist businesses in their recovery.

Despite the significant disruption caused by Covid-19, GETBA managed to deliver on the majority of its priorities, with a number of planned face-to-face events moved to webinars.

Member Breakfasts with guest speakers continue to be GETBA's most attended events, providing an opportunity to mix networking with business and personal development topics. Our subsidised St John courses also continue to be well supported and attended.

MEMBER COMMUNICATION

WEBSITE
GETBA.ORG.NZ

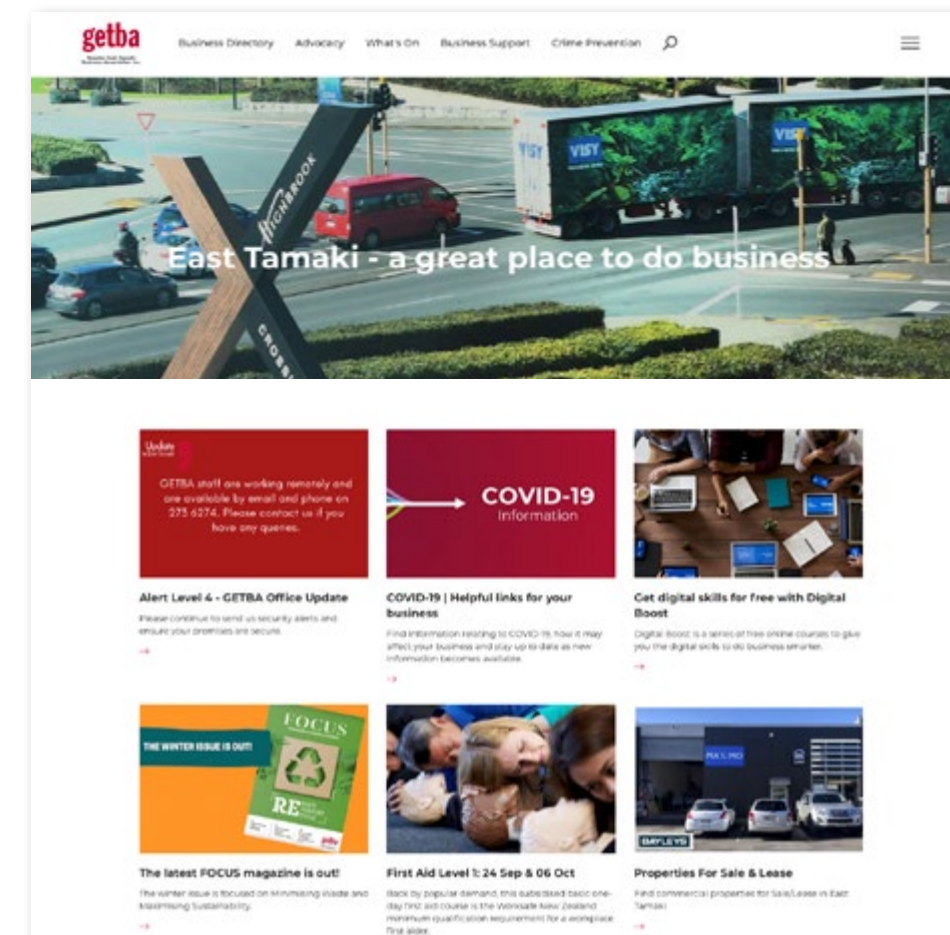
85.2%
NEW VISITORS

14.8%
RETURNING VISITORS

25%
INCREASE IN USERS
(COMPARED TO PREVIOUS YEAR)

30%
INCREASE IN PAGE VIEWS

26%
INCREASE IN SESSION TIME





EVENTS

7 FACE-TO-FACE
EVENTS AND
WORKSHOPS

13 WEBINARS

826 TOTAL EVENT
REGISTRATIONS



FOCUS MAGAZINE

3 ISSUES
(INCLUDING 1 DIGITAL)

2500
PRINTED COPIES
PER PRINT RUN

32 TOTAL ONLINE
READS



ST JOHN WORKSHOPS

6 WORKSHOPS
(FIRST AID LI AND
MENTAL HEALTH)

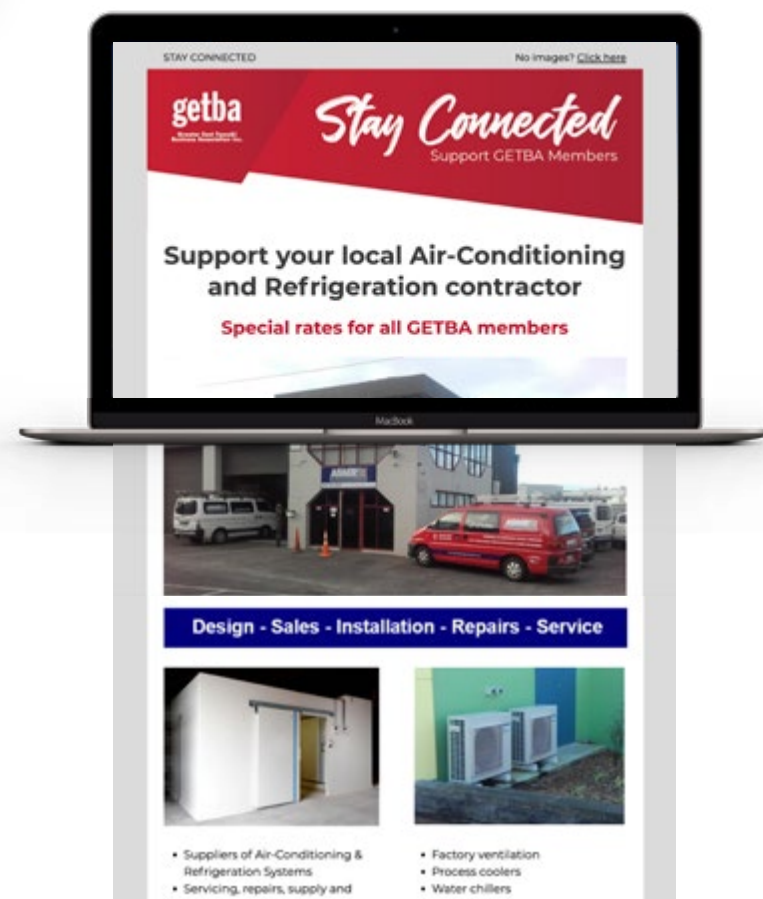
111 ATTENDEES

E-NEWSLETTERS

85
E-NEWSLETTERS
AND UPDATES SENT

17
MEMBER TO MEMBER
ADVERTISING E-MAILS SENT

31.4%
AVERAGE OPEN RATE



“ THEY SAID ”

**ST JOHNS MENTAL
HEALTH SEMINAR**
– 3 November 2020

“This was an amazing
course that I think
everyone should attend
at some point in their
lives.”

“I attended knowing
little about the subject
and am leaving with
much more awareness
and much to work on.”

**BUSINESS BITES
LAW & POLICIES**
– 6 May 2021

“I really enjoyed the
presentation as a
reminder of how we
deal with change.”

“Mike is an engaging
presenter and uses lots
of examples without
getting bogged down.”

**BUSINESS BITES
EMPLOYMENT LAW
& IMMIGRATION CHANGES**
– 15 June 2021

“Very valuable for
understanding of
privacy law changes
for my business.”

“Great to get up to
date information.”



CRIME PREVENTION

Crime prevention is seen by members as one of GETBA's most visible and valued services and, therefore, continues to be a priority workstream. We value the partnership that we have with the NZ Police at both the strategic and operational level, and the input provided at the monthly meetings attended by the security company managers, community patrols and local loss prevention managers that make up GETBA's Security Managers Network.

In the 2020-2021 financial year, reported burglaries in the East Tamaki BID reduced, year on year, from 99 to 68, a significant decrease of 31 per cent.

Operations manager Karen Hadley, who has responsibility for crime prevention, contacted businesses that have been burgled, and if warranted, visited affected businesses with the Botany Community Constable to provide advice on improving security and reducing risk to staff and premises.

12 e-mail security alerts were sent to members about crime incidents and suspicious behaviour in the area, a decrease from the 15 alerts in the previous year showing an encouraging **overall downward trend in the 2020/2021 year.**

We continue to educate members on crime prevention measures with online resources, articles in Focus magazine, e-mails, and targeted distribution of security resources.

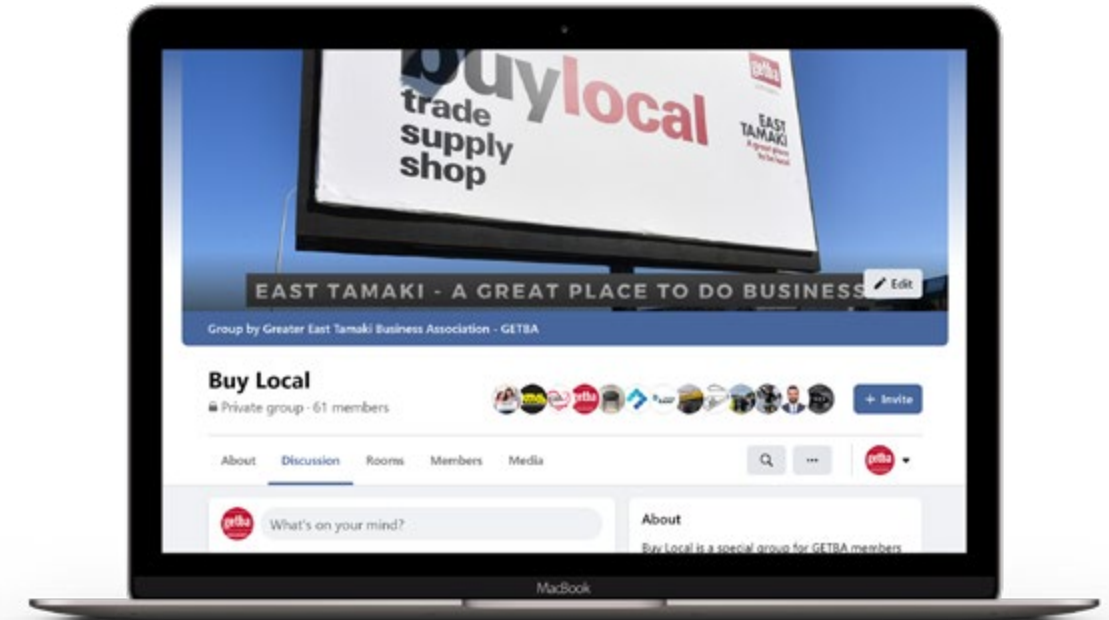
Our ANPR (automatic number plate recognition) cameras continue to be a valuable deterrent and source of intelligence for NZ Police. As such, we are continually upgrading cameras as well as adding a fifth camera in the next financial year to cover all entry points.

WASTE MANAGEMENT

A key strategic priority of the association is to support our members to respond to climate change and take environmental action by providing education and initiatives

These included holding our first GETBA e-waste collection with participation from 75 businesses. Two tonnes of e-waste were collected, two-thirds of which was reused, and the remainder recycled.

We continue to promote both the council's free inorganic collection and a local business to recycle wooden pallets. Several pages in every issue of GETBA's magazine are devoted to recognising our East Tamaki sustainability champions and promote best practice.



ATTRACTION

With the challenges presented to businesses throughout the Auckland lockdowns, the GETBA team communicated and distributed information with our members and the general public through our **website, social media platforms, and e-mail communications.**

In addition to "business as usual," these core communication channels were vital to provide members additional support to ensure access to the most reliable and up-to-date information.

"IT'S GREAT TO SEE SUPPORT FOR LOCAL BUSINESSES."

The focus on **supporting local** was particularly relevant in the wake of Covid-19. The GETBA team worked to provide support outside of the standard paid offering by creating opportunities for members to advertise their businesses at no cost through the **"Stay Connected"** EDM.

To date, GETBA's **social media** channels have shown modest increases in followers. With unlimited potential to use these platforms to engage a broader audience, a future goal is to create

more of a sense of community online. One such step has been the launch in 2021 of a member-to-member Facebook group **"Buy Local"**, which provides members and associate members with an opportunity to share ideas, communicate, promote products and services, and show support for other local businesses.

The **Annual Member Survey 2021** was again used as a mechanism for collecting feedback around the challenges businesses face and assisting us in identifying what services, programmes, and events members want to see. Whilst respondents in our June

2021 survey confirmed our current areas of focus align with member challenges, we will look to introduce a Net Promoter Score system in the next financial year to measure both customer satisfaction and loyalty using a single, simple score.

"THANKS FOR BEING THERE – IT'S GOOD TO HAVE A CENTRAL 'BODY' SUPPORTING THE EAST TAMAKI AREA."

SOCIAL MEDIA



LinkedIn
3%
growth/increase
in followers



Facebook
6%
growth
in followers

Facebook **"Buy Local"** page (launched Feb 2021) 89 members.



4.

ACCOUNTABILITY

It is important to GETBA that we can demonstrate to both business owners and property owners a return on their target rate investment. Decision making on all activities is driven by whether there will be a return on investment for our stakeholders.

GETBA's executive committee, responsible for governance, financial oversight and executive support, met eleven times for regular monthly meetings.

Seven of the eight association sponsors renewed their sponsorship for the 2020/2021 year. We are very grateful to Goodman, Bayleys Real Estate, BNZ Partners, Matrix Security, Wynyard Wood, AON, and Forsyth Barr for their support of the East Tamaki business community.

GETBA staffing remained at four FTE for the year, comprising a general manager, operations manager, marketing, communications and events manager, and administrator.



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, education thought leaders, 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 innovation and direction that engages the business community

- 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

Maximising member value through support and promotion of East Tamaki businesses

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

BUSINESS PLAN

JULY 2021 / JUNE 2022

This Business Plan should be read in conjunction with the GETBA Strategic Plan 2021/2026 which outlines the long-term plan for the Association.

Divided into the three key areas of activity; advocacy, leadership and member value, GETBA's objectives and initiatives are based on the central issue as facing our businesses as prioritised in the May 2021 Member Survey, our 5-year vision and purpose.

OUR 5 YEAR VISION

East Tamaki is recognised as the most environmentally sustainable and innovative business district and the leading source of knowledge, education thought leaders, 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



1.

STRATEGIC GOAL

ADVOCACY

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

Advocacy comes in many forms and activities but in essence means taking action to create change.

As a significant economic contributor and employment hub, it's vital that our business precinct has the necessary infrastructure. We will advocate for improved roading and public transport to enable the more efficient movement of freight and people in and out of the business precinct.

In particular, we will push for prioritisation of the AMETI Eastern Busway project so that stages 2-4 are completed as soon as possible.

We will advocate for the proposed rapid transit from the Airport to Botany (A2B) and monitor progress on revised East West Connections.

GETBA will also continue to lobby for the future development of the Greenmount Landfill into a public

open space reserve within the shortest possible timeframe.

Through monitoring central and local government plans and policies that will impact on our businesses, we can advocate on members' behalf liaising with our local MP and relevant influencers.

Other ongoing areas of focus include the health and protection of industrial land, waterways and natural environments to ensure our natural environment is restored and enhanced.

GETBA will also collaborate with other Business Associations across Auckland to present a collective position to Central Government, the Mayor, Auckland Councillors and Council Controlled Organisations (CCOs) on common issues, taking advantage of the collective strength, and providing consistency of message.

Objective	Key Initiatives
Lobby Central & Local Government	
Work in partnership with central and local government to support our businesses by lobbying on issues that are important to the business community.	<p>Work with local boards on initiatives that support local business recovery from the impact of COVID-19.</p> <p>Collaborate with other industrial associations to develop a stronger voice for representation.</p> <p>Lobby government for government funding and subsidies to promote GETBA's goals including sustainability.</p> <p>Invite relevant government ministers to network with businesses.</p>
Support investment that will influence long term commercial growth and prosperity.	Provide access to key stakeholders and decision makers who may affect investment.
NZ & Local Infrastructure	
Lobby to influence transport decisions enabling our businesses to operate more efficiently whether by land, air or sea.	<p>Advocate to AT for improved public transport links connecting East Tamaki.</p> <p>Continue to represent community interest in the delivery of the AMETI Eastern Busway project.</p> <p>Work with AT to deliver key safety, cycling and bus priority projects (Otara).</p> <p>Advocate for continued planning for an east-west connection through to East Tamaki.</p> <p>Influence logistics and supply chain infrastructure where relevant.</p>
Protect our waterways & natural environments	
Promote climate change, green activities and projects and prioritise providing green spaces for our businesses and healthy waterways	<p>Support community and local business initiatives to clean and restore local waterways</p> <p>Advocate to improve the health of the Otara Lake and waterways</p> <p>Collaborate with the Howick Local Board to transform the Greenmount Landfill into a recreational space</p> <p>Promote Climate change and waste management initiatives</p>





2.

STRATEGIC
GOAL

LEADERSHIP

Creating an inspiring vision of the future by providing proactive, motivating direction that engages the business community.

The East Tamaki business community is undoubtedly diverse. As a representative body, we need to hear and welcome all the voices in our community and that means being truly inclusive. This starts with leading by example starting with implementing green initiatives within the GETBA office environment. Through inclusion, our business community will be more likely to collaborate because they feel represented.

There is strong demand from local schools and tertiary institutions for work experience and pathways to employment as an avenue to reduce the number of young people not in work, education or training. As a significant employment hub

GETBA will work with these and other key stakeholders to better connect with local employers. We will continue to encourage local businesses to provide work experience, internships and employment opportunities to youth/rangatahi alongside the Howick and Otara Local Boards.

GETBA's vision is be recognised as the most environmentally sustainable business district with a goal to lead positive change within the business community. We will support members to identify priorities, act and monitor progress. Many small business owners have indicated the challenges they face in addressing the climate crisis including lack of time, resources

and capability. Through education and collaboration we can assist in helping business to overcome these obstacles. East Tamaki has a multitude of innovative leaders paving the way and we can promote learning from each other.

According to BusinessNZ's 2019 Workplace Wellness Report, over 7.4 million working days were lost in 2018 due to mental illness in NZ, our businesses cannot afford to ignore that mental illness costs more in lost economic output than cancer, diabetes and respiratory illnesses combined. If our businesses do not act urgently to improve mental health and wellbeing, we put our personal wellbeing, businesses and economies at risk.

Social Equity & Diversity

Assist our local businesses to provide diverse and inclusive workplaces

Review GETBA's committee and recruit – leading by example

Create opportunities and access to workplace education to promote social equity and diversity in East Tamaki businesses.

Foster cultural competency including the provision of te reo Maori introductory courses

Build relationships and engage Maori, Pasifika and ethnic communities

Put a diversity and inclusion strategy and action plan in place

Provide opportunities for diverse ethnic groups to engage

Promote visibility and exposure of te reo Maori in our area including GETBA communications and actions

Enhance equity by promoting the living wage and changing the workforce skills to support innovation

Youth/Rangatahi

Connect local youth to businesses for employment

Build relationships with local secondary schools and feeder tertiary providers

Build relationships with related stakeholders focussed on providing meaningful jobs for NZ'ers

Support initiatives for the provision of quality employment opportunities and/or education pathways

Support local student intern programmes to develop work and social skills with the support of ET businesses

Sustainability

Lead the development of the East Tamaki Green Business Economy by promoting innovative projects through engagement and collaboration with organisations dedicated to tackling NZ's climate change emergency

Work with experts and create a climate alliance committed to assisting our members in understanding, identifying and implementing tools to build a culture of sustainability.

"Walking the Talk" – GETBA will make our own contributions to Auckland City Council's plan to achieve zero waste by 2040

Showcase best practice and identify projects or case studies that are real and inspiring showing businesses where to invest to achieve sustainable climate change

Identify funding streams to finance further green projects

Empower the business community to take environmental action

Support businesses to develop skills, knowledge and capability to reduce emissions and respond to climate change

Educate members on reducing waste to landfill in line with local and national government targets

Support and drive new GETBA initiatives for environmental sustainability including food waste collections to reduce, repurpose and recycle

Collaboration

Develop relationships and establish collaborative agendas with key influential stakeholders and other industry bodies.

Grow strong networks to facilitate sharing best practice, building capability and skills across business areas important to the business community to influence and develop a leadership voice on issues

Wellbeing

Promote and enable business change through wellbeing initiatives.

Prioritise the support of wellbeing updates in the FOCUS magazine and other communications

Promote healthy living through wellbeing initiatives for local businesses

Provide education, training and development on wellbeing initiatives

Make East Tamaki the leading location for responsible businesses and ethically conscious employees

Promote East Tamaki as a business area supporting social and environmental issues

Collaborate with local boards to transform the Greenmount Landfill into a recreational space



3.

STRATEGIC
GOAL

MEMBER VALUE

Maximising member value through support and promotion of East Tamaki businesses/We listen to your needs and seek to understand what is important and are an amplified voice.

NZ is dealing with a crippling skills and jobs shortage. Our largely closed border mean our businesses can no longer rely on migrants to fill high and low skilled jobs. There are a number of organisations working on addressing this problem including government and local employment agencies however there is currently little cohesion. It is evident there is an opportunity here and whilst it is a complex issue, it is one worth exploring.

A strong, prosperous local economy that everyone can participate in is vital to the wellbeing of the entire community. The Auckland Council's Auckland Plan 2050

describes how our economy needs to be constantly agile and innovative to be resilient against disruption in a changing world. The recent pandemic experience highlights this and it is unlikely we will return entirely to business as usual. We will work alongside key partners and stakeholders to ensure our members are informed and educated and have access to information and resources in order to build business resilience.

Our member engagement strategy will focus on developing small business areas of interest and networking opportunities for information sharing and tackling common issues.



Objective

Key Initiatives

Skilling & Jobs

Work with local education providers and agencies to better connect job seekers to job opportunities in the area

Support local youth by partnering with local schools, tertiary and alternate providers

Develop the concept of an active employment hub with key stakeholders (hire local, live local, work local)

Develop a network of business owners and employees that have a voice on the issues that are important to them

Ensure that all GETBA members regardless of age, religion, ethnicity and/or gender orientation have the opportunity to engage and contribute to the East Tamaki business community

Inform & Educate

Offer a diverse and broad range of learning opportunities through an event and education programme and publications

Review current GETBA event and seminar program

Partner with local businesses and related associations to provide relevant seminars, events and resources

Deliver relevant and inspiring content through improved member communications.

Conduct a review of all GETBA communications including website and marketing collateral

Our social media strategy provides a platform for active and frequent engagement with a good range of content

Provide regular advocacy updates to the membership

Grow GETBA's profile by showcasing and promoting local innovation

Conduct a Brand Repositioning review

Communicate through improved communication channels and marketing collateral.

Develop the Focus magazine to attract a broader readership and pride in the business district

Pursue promotional opportunities for East Tamaki and local businesses in the media

Building Business Resilience

Work with our partners to establish the tools and resources required to embrace disruption, adapt, transform and future proof our businesses.

Provide opportunities to educate and inform our members including Business Contingency Planning to include strong practices and processes

Enhance business resilience by providing timely access to critical information, reducing the impact of a crisis

Facilitate Business Contingency Planning training for the East Tamaki business community

Support a safe, secure and resilient business area

Fund a new ANPR camera within the GETBA boundary. Work with police and other agencies to implement safety strategies throughout the area.

Member Engagement

Provide the platforms for the local business community to connect and share knowledge

Promote “buy local” and “stay connected” marketing, advertising and social media campaigns

Develop the Focus magazine to attract a broader readership and pride in the business district

Build on the “Buy Local” Facebook page to develop a member-to-member discount offer

Networks and representative groups are active and promoted ensuring a vibrant business community

Engage members in relevant advocacy, peer support and networking groups.

Build relevance and engagement with a younger and more diverse active membership

Support Business Growth and Opportunity

Conduct an Annual Member Survey and solicit member input for strategic issues. We respond by consolidating and amplifying the member’s voice to affect change

Facilitate networking for business development

Adapt current sponsorship offering and source new revenue streams to support new initiatives



FINANCIAL STATEMENTS

30 JUNE 2021

The financial statements of the Greater East Tamaki Business Association Inc. for the year ended 30 June 2021 are available on application to the association gm@getba.org.nz and are also available on the GETBA website getba.org.nz

BUDGET

JULY 2021 - JUNE 2022

INCOME

Associate Member Subs	\$10,500
Howick Local Board Grant	\$15,000
Sponsorship	\$21,000
Targeted Rates	\$545,000
Interest Receivable	\$1,800
Total Income	\$593,300

EXPENDITURE

Communications/Events	\$17,638
Crime Prevention	\$8,574
Depreciation	\$18,279
General Expenses	\$20,276
Infrastructure	\$48,851
Marketing/Website	\$60,740
Professional Fees	\$40,204
Projects	\$20,000
Salaries	\$351,272
Contingency	\$7,500
TOTAL EXPENDITURE	\$593,300

getba

THANK
— YOU

getba.org.nz





HI DONBURI

SUSHI

Kagura

SUSHI DONBURI NOODLE

SUSHI

SUSHI