

Wiri Business Improvement District

Business Plan 2017-2018

End of Year Report

July 2018



OUR PROMISE

We promise to

- **Communicate**
 - **Advocate**
 - **Facilitate**
 - **Sponsor**
 - **Promote**

We will provide

- **Good Governance**
- **Strategic Leadership**
- **Management Support**
- **Adequate Resources**
- **Effective Service**

This is the fourth annual business plan since the adoption of the Wiri Business Association Strategic Plan 2014 - 2019.

This business plan incorporates actions and key performance indicators to deliver Year 4 services which contribute to Strategic Initiatives, Objectives and Actions outlined in the strategic document. The Strategic Initiatives support the vision of 'delivering excellent service to business in Wiri'.

The Strategic Plan key initiative areas are:

- Governance and Leadership
- Supporting Business
- Enhancing Environment- Physical, Economic and Community

SUMMARY - Key Performance Indicators (KPI's) Results. (as approved by members 2017 AGM)

Who	Targets and Key Performance Indicators	Outcome
COMMITTEE/BOARD	To finalise and approve WBA 2017-2018 budget by 30 June 2017	The committee used a rolling budget. Setting up a financial subcommittee to review and adjust the budget throughout the year.
COMMITTEE/BOARD	To renew existing contracts as applicable from 1 July 2017	Completed
GM	To deliver approximately 600 welcome packs to new WBA members by 31 August 2017	Completed
GM	To source and onboard new staff in July-August 2017	First staff member: Completed Awaiting second staff
GM	To send out a Minimum two 'Wiri Link' and ten electronic 'E link' newsletters to members	Wiri Link: Three Wiri Links were completed but only 2 delivered due to the third having to be rewritten with the cancellation of the Southern Business Market. E Link: We have emailed our members over 47 times in the 2017-2018 year.
GM	To hold ten networking events per year	The association hosted 12 events throughout the year.
GM	To have 25 % of members listed on the Wiri Business Directory site by 30 June 2018	We have constantly promoted the availability of the Business Directory on the website to members. At events, face to face meetings and when talking with them by phone. It is difficult to convince businesses to take up the opportunity to self-promote and filling in their details online.
SECURITY	To report all instances of rubbish dumping daily	Daily incident reports are received
SECURITY	To report all instances of graffiti daily	Daily incident reports are received
WBA OFFICE/GM	To notify Auckland Council of rubbish dumping within 12 hours of security report notification	Over 600 cases of illegal dumped rubbish has been reported to Auckland Council in the 12-month period.
WBA OFFICE/GM	To notify MBT of graffiti within 12 hours of security report notification	56 cases of graffiti have been reported and removed.
WBA OFFICE/GM	To launch the Job Directory section of the WBA website to enhance local employment opportunities	Placed on hold as the property sponsorship/page took its place

Networking:

Through the 2017-2018 year we have hosted 4 Workshops, 2 After five functions and 6 Breakfasts, with between 15 and 120 members attending each event on average there has been a 20% new attendance to each event. These events have included updating our members on changes to employment regulations, security issues, Auckland Transport and congestion, launching the associations first aid program and the 2019-2024 Strategic Plan.

Effective Relationships & Supporting Buy Local:

On average the GM meets with 20-30 businesses each month introducing business owners to other local business. Discussing problems such as security, traffic issues and proactively assisting in any way possible.

Crime Prevention & Graffiti Removal:

With over 600 incidents of rubbish reported, 56 case of graffiti, we have also spoken with over 140 business regarding windows, doors and gates being left open or partly open, this also includes breaches in fence lines. We have contacted Auckland Transport 126 time regarding street lights not working, missing stop/give way signs, pot holes etc. We have worked closely with Auckland Councils Illegal Rubbish Team (ACIRT) providing information on time, number plates etc. With our assistance the ACIRT have set up portable cameras in the high-volume areas and are in the process of prosecuting several individuals.

Information Sharing:

Apart from reaching all our KPI's set within this year we have also posted 40 times on our Facebook page. We have redeveloped the website to include the property section, Southern Business Market (setup then removed)

Advocacy:

We have presented or submitted to Auckland Council, Auckland Transport, Manurewa and Otara-Papatoetoe Local Boards 5 time through the year. Auckland Transport has taken up 7 of our suggested road changes.

Southern Business Market:

The association hasn't hosted a Southern Business Market for 3 years. This created a complete loss of brand, trying to redevelop the brand promote the event and complete everything else the association has completed this year, there wasn't enough work force to promote, follow up, or re-establish the event. The proposed market research will be of great interest to establish how we proceed with the market from here.

Special Projects:

Along with the everyday running of the association and the implementation of the businesses plan the association has completed or worked on several special projects.

Strategic Plan:

With the 2014 -2019 Strategic Plan 95% completed and the expansion, the association needed a complete new strategic plan for the 2019 – 2024 period. The association appointed Auton & Associates to complete a new plan. In this financial year we have had one on one meetings with all major stakeholders, including the Wiri board, both local boards, Auckland Transport, ATEED, business and property owners, we have also hosted 2 members workshops. In the early part of the 2018 -2019 year we will complete the draft of the plan to present to our members for acceptance at the 2018 AGM.

Waste Management Fund:

After being declined by Auckland Council in 2017 the Wiri board agreed that we would resubmit for the 2018-year fund. Wiri was successful receiving a \$43,000 grant. Working with Wilkinson Environmental we are offering our members a free waste audit, looking at ways businesses can reduce, recycle or reuse. Part of the program will be to investigate ways businesses can work together to reduce their waste outcomes. The waste project started towards the end of the 2017-2018 year and in that time, we established a project steering group which included 3 Wiri businesses, Auckland Council, Wilkinson's and the association GM. We visited 15 businesses to discuss the waste audits and completed 7 audits. This project is well ahead of council expectations.

Organisational Framework:

Working with the Wiri board and an external consultant, Wiri Business Association has established an Organisation Structure with the lines of Governance, and Management, being well established approved by the board.

First Aid for All:

For many years Wiri has offered their members cheaper first aid courses. While working on the round of courses, the association was approached by Action for Survival offering to partner with them and introduce the First Aid for All project to all our members, staff and families. This is a free online first aid basic training course with the NZQA certificate be offered at the end of a 4-hour assessment and \$60 saving for our businesses. Normal costs are approximately 12 hours of man power and \$120 per certificate.

Property Partnership:

In September 2017 Wiri signed a partnership agreement with Barfoot and Thompson. Offering our members especially our property owners, articles and insight on the property market in and around Wiri.

2017 -2018 financial year has been but successful in many ways.

Moving from 120 hectares to 860.3 hectares and 321 members to over 1,400 has stretched the association management team. Having Auckland Council, Council Agencies, Local Boards and our members to understand that Wiri is no longer the 10th smallest BID in the program. But the

- Largest in geographical size,
- The 4th largest in ratable income,
- The largest commercial-industrial,
- 5th largest in membership members.

This has been a challenge in itself. I believe that everyone would agree we have been under resourced this year and have still achieved some remarkable results. A fully resourced 2018-2019 will see Wiri Business Association take its rightful place as the commercial-industrial hub of Auckland.