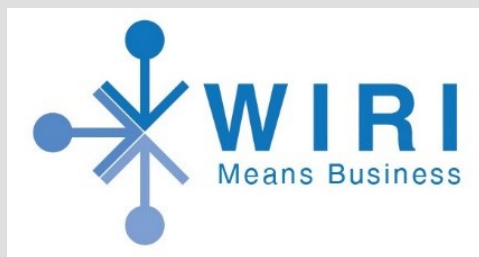


Wiri Business Improvement District

Business Plan 2018 – 2019



Our Promise

We promise to

- Communicate
- Advocate
- Facilitate
- Sponsor
- Promote

We will provide

- Good Governance
- Strategic Leadership
- Management Support
- Adequate Resources
- Effective Services

This is the fifth 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 Five services which contribute to the draft Strategic Initiatives, Objectives and Actions outlined in the strategic document. The Strategic Initiatives support the vision of ‘delivering excellent service to businesses in Wiri’.

The Strategic Plan key initiative areas are:

- Governance and Leadership
- Supporting Business

- Enhancing Environment – Physical, Economic and Community

The Annual Business Plan for 2018 – 2019, makes a link to the draft Strategic Plan 2019 – 2024, notably to some of the new initiatives identified in the draft plan.

Suggest a brief statement from Richard and Audrey on successes in last year, and key points relating to aspirations for 2018 – 2019.

Examples

- Preparatory work on the ‘door to door’ travel pilot with Auckland Transport
- Preliminary discussions with landowners/developers of the Puhinui/Prices Road land zoned for industrial purposes
- Gateway signage
- Security options for CCTV coverage
- Action for survival defibrillators
- Organisational strategy interpretation
- Waste management – business audits
- Reference to budget (later in Annual Plan)

The 2014 – 2019 Strategic Plan contains a series of Actions relating to the three Strategic Initiatives. These actions identified what would be undertaken in the five years of the Plan. Being the fifth year, a number of actions have been completed in previous years, while others are ongoing. Preparatory work on some actions identified in the draft 2019 – 2024 Strategic Plan are also included.

Strategic Initiative 1: Governance and Leadership	
Actions	Targets and Key Performance Indicators
<p>Action 1: Expand current BID area to reflect the growth of the Wiri Industrial area</p>	<p>Status Expansion of BID completed. Expanded area included in BID July 2017. Preparatory discussions with twelve Landowners/Developers of land abutting Puhinui and Prices Road be undertaken in 2018-2019 Annual Plan Year. Area comprises 142 hectares.</p>
<p>Action 2: Adopt an active approach to growing the capacity and capability of the Association by;</p> <ul style="list-style-type: none"> - <i>Ensuring the Association has appropriate staffing (internal or external) levels with a 5-year view and appropriate technology to support services.</i> - <i>Adopting good practice management and appropriate resourcing support.</i> 	<p>Status The Association has undertaken an organisational strategy to identify structure and resource requirements to respond to the significant increase in the size of the BID.</p> <p>Target To implement the organisational strategy in the 2018-2019 Annual Plan year.</p> <p>KPI</p>

<p>Action 3: Effective leadership provided by the Business Association through;</p> <ul style="list-style-type: none"> - <i>Active advocacy of the Wiri industrial area.</i> - <i>Annual priority setting and allocation of resources against strategic initiatives.</i> - <i>Formalised and on-going relationships with the Manurewa Local Board, Auckland Council and Council CCOs.</i> 	<p>Status Advocacy on behalf of the Wiri Business District is a key function of the Association. Key initiatives in the 2018-2019 Annual Plan year are;</p> <ul style="list-style-type: none"> • Promotion of the Wiri Business District. • A formalised relationship with the Manurewa and Manukau Central Business Associations on shared activities <p>Target To promote the BID area through promotional material Develop formal MOU's with the Manurewa and Manukau Central Business Associations</p> <p>KPI</p>
<p>Action 4: Monitoring of progress by;</p> <ul style="list-style-type: none"> - <i>Reporting on progress at the Association AGM.</i> 	<p>Status Report to AGM on Business Plan 2018-2019.</p> <p>KPI Annual Report presented at AGM.</p>

Strategic Initiative 2: Supporting Business

Actions	Targets and Key Performance Indicators
<p>Action 1: Support the maintenance of the successful crime prevention programmes by;</p> <ul style="list-style-type: none"> - <i>Active collaboration with NZ Police, private security and community organisations involved with crime prevention.</i> - <i>Continued implementation of measures to combat crime, reduce burglaries and promotional safety programmes.</i> - <i>Monitoring crime statistics as to progress, and identification of appropriate interventions.</i> 	<p>Status The Association expanded the contract of security provider, Barcon Security, to provide coverage of the extended BID area. The 2018-2019 year will see prioritisation of the new area of the BID, with special prioritisation given to the McLaughlins Road area. A ‘neighbourhood’ watch has been established in the area. A review of CCTV coverage will be undertaken of the BID area. This will inform the Executive Committee as to future security coverage of the district.</p> <p>Target To significantly reduce the incidence of crime in the new expanded BID area, with priority given to the McLaughlins Road area. To maintain active participation in the Manurewa Community Policing Meetings. Review of CCTV coverage</p> <p>KPI</p>
<p>Action 2: Maintain low levels of graffiti incidence by;</p> <ul style="list-style-type: none"> - <i>Active collaboration with the Manukau Beautification Trust (MBT), NZ Police and businesses in Wiri.</i> - <i>Ensuring reporting of incidence and requiring responses are timely.</i> 	<p>Status The Manukau Beautification Trust is contracted by the Association to remove all graffiti in public places within 24 hours (excluding Chorus Boxes – 5 working days). The MBT has also recently renewed its main contract with the Auckland Council, which will enable the Business Association to continue working with MBT on a range of initiatives, including waste management. The Association will continue its contract with Wilkinson Environmental, who the Association contracts to provide waste audits to Business in the district. Funding is secured through a Council waste grant.</p> <p>Target To continue to maintain low levels of graffiti incidence in conjunction with MBT and NZ Police.</p> <p>KPI</p>
<p>Action 3: Be the ‘go to site’ for business and the community for Information on Wiri by;</p>	<p>Status The WBA website hosts documentation relevant to BID members to view and download. A Facebook page is available. Regular email contacts are made with members.</p>

<ul style="list-style-type: none"> - <i>Maintaining an active website with up to date information on Wiri business.</i> - <i>Regular updates (newsletter, emails).</i> - <i>Utilising social media.</i> - <i>Providing a conduit for business information issues.</i> - <i>Promoting events, business to business networking and other such seminars.</i> - <i>Bing a repository for research and reports undertaken on the Wiri industrial area.</i> 	<p>Target To grow the utilisation of the website, and Facebook, and ensure information and documents available are current and relevant. To integrate website updates with social media and email campaigns.</p> <p>KPI</p>
<p>Action 4: Advocacy and promotion of Wiri industrial area through;</p> <ul style="list-style-type: none"> - <i>Effective branding (logo, flags, gateway signage) of Wiri.</i> - <i>Advocacy for the physical, economic and social needs of the business district to the Manurewa Local Board, Auckland Council, CCOs and to government.</i> 	<p>Status The Association intends to erect additional gateway signage to reflect the expanded BID area.</p> <p>Target Erect a minimum of two new gateway signs.</p> <p>KPI</p>
<p>Action 5: Building effective relationships by;</p> <ul style="list-style-type: none"> - <i>Developing a formal plan to establish and maintain relationships with key stakeholders.</i> 	<p>Status The Association intends to continually reaffirm and develop strategic relationships with key stakeholders.</p> <p>Target To meet with all identified key stakeholders to reaffirm working relationships.</p> <p>KPI</p>
<p>Action 6: Develop the Southern Business Market by;</p> <ul style="list-style-type: none"> - <i>Delivering a successful annual self-funding event.</i> 	<p>Status The Southern Business Market will be held in August 2018. The market is held every two years. Preparation for the 2020 Business Market will begin after the 2018 Market, including a review of the event.</p>

	<p>Target</p> <p>To hold a successful Southern Business Market for 2018 with increased visitor numbers and stand-holders.</p> <p>To review the performance of the market post the event.</p> <p>KPI</p>
<p>Action 7:</p> <p>Promote 'buy local' by;</p> <ul style="list-style-type: none"> - <i>Business Association purchasing local.</i> - <i>Sponsoring 'Buy local' campaign.</i> 	<p>Status</p> <p>The Association is attempting to have all member details on its Business Directory website to promote business to business. Promotion of businesses is undertaken through 'Wiri Link' and 'E Link'.</p> <p>Target</p> <p>To increase the utilisation of the Association Wiri Business Directory.</p> <p>KPI</p>

Strategic Initiative 3: Enhancing Environment	
Actions	Targets and Key Performance Indicators
<p>Action 1:</p> <p>Enhance the physical appearance of the industrial area by;</p> <ul style="list-style-type: none"> - <i>Advocating the high quality maintenance of roads and road frontages by council contractors.</i> - <i>Advocating for quality footpaths, cycle-ways and facilities for public transport.</i> - <i>Supporting removal of rubbish and litter from public places and supporting measures to prevent dumping.</i> 	<p>Status</p> <p>While the area has historically been generally clear of significant litter and rubbish, recent changes to the Auckland Council waste management policies have seen greatly increased dumping in the industrial area. The Association will continue to actively monitor and report on illegal dumping in public places, and strongly advocate to council on policies to mitigate and eliminate the problem. The Association will work closely with the Manukau Beautification Trust and other key stakeholders on waste management in the area, and will continue to investigate and apply for funding from the Council Waste Management Levy for local initiatives.</p> <p>Target</p> <p>To ensure rubbish dumping is monitored, reported and removed within 5 working days of identification. To advocate to Auckland Council for waste management policy, and initiatives, to reduce illegal dumping.</p> <p>KPI</p>

<p>Action 2: Support the economic development of Wiri by;</p> <ul style="list-style-type: none"> - <i>Advocacy on a range of transport initiatives.</i> - <i>An active partnership with ATEED to improve business activity.</i> 	<p>Status The draft Strategic Plan for 2019-2024 identifies several economic initiatives that potentially may have a big impact on the future of the Wiri Business District. Preliminary work will begin on these initiatives, notably;</p> <ul style="list-style-type: none"> • A ‘door to door’ travel plan for business employees in Wiri. This will be developed in collaboration with Auckland Transport. • Developing an advocacy plan for the promotion of a transport corridor linking State Highways 20 and 22. • Advocacy for improved transport access along Puhinui Road to the Auckland International Airport. • Advocating for a direct commuter rail link from Pukekohe/Papakura to the Manukau Train Station. • Developing an active partnership with ATEED. <p>Target A ‘door to door’ travel plan developed in collaboration with Auckland Transport. Advocacy on transport initiatives that will assist Wiri businesses.</p> <p>KPI</p>
<p>Action 3: Promote relationships with the surrounding communities of Manurewa and Papakura and with key education institutions by;</p> <ul style="list-style-type: none"> - <i>Developing community training and work opportunities for local schools and AUT.</i> 	<p>Status The Business Association has strong relationships with the Wiri Central School and with Alfriston College, the latter relating to work training. A good relationship has been developed with AUT.</p> <p>Target To be a conduit between schools, businesses and students to find work experience with local businesses. Support for the Wiri Central School</p> <p>KPI</p>