

WBA Business Plan



1 July 2020 – 30 June 2021

Background

Purpose

The Wiri Business Association's purpose is to support economic activity within its district for the benefit of its Members. This is achieved through:

1. Providing security
2. Enhancing the environment
3. Organising business networking events
4. Assisting with business compliance
5. Advocacy on behalf of Members

This Business Plan details the operational, project and governance activities that the WBA will undertake over FY21.

Wiri BID Members and Wiri Business Association Members

All commercial property and business owners within the Wiri Business Improvement District (BID) boundary are by default Wiri BID Members.

Wiri BID Members qualify and are entitled to become full members of WBA. The WBA is responsible for the governance, management and implementation of the Wiri BID programme.

Funding

Auckland Council charges a very small targeted rate on commercial properties located within the Wiri BID boundary area. This income is paid (100%) back to the WBA as a BID grant of \$737,000 for the 2020/2021 financial year.

Business Plan Summary

This Business Plan is broken into three sections as follows:

Business As Usual - Day to day operational activities that are responsibility of the General Manager and team.

Projects - Specific initiatives, governed by Board subcommittees, that once delivered will either have done their job or become BAU activities.

Governance - Board level undertakings.

	Security	Environment	Networking	Compliance	Advocacy
BAU	Patrols	Rubbish Pollution Graffiti Safety Gen mtce	Events Education Directory	First aid Covid-19	Interface Community
Projects	CCTV	CURB	Expansion		
Governance	Strategic review				

Business As Usual

Security patrols

The WBA will continue its partnership with Conroy Security to provide regular security patrols in two co-branded cars for FY21. The operation will be as follows:

- Marked security vehicles will patrol the district between 6pm and 6am, seven nights a week, passing every business a minimum of five times a night. A non-branded patrol will cover the district between 8pm and 4am, four random nights a week, passing every business two times a night.
- Security patrols will check for breakages in fence lines, windows, doors, and gates that have been left open (which they will close a gate if possible). All issues are reported to the WBA who in turn will notify the tenant and/or property owner.
- Patrol staff will also report environmental issues to the WBA who in turn will notify the Council or Manakau Beautification Chairtable Trust.
- All illegal activities such as break-ins, street racing, suspicious behaviour will be reported by Conroy directly to the Police.

Environment issues

The WBA will continue to monitor and address district environmental issues by gathering information and providing this to the appropriate enforcement agency that has the legal authority to act.

Environmental issues include:

- Illegal rubbish dumping
- Water and other pollution
- Graffiti removal
- Safety issues including parking hazards, street lighting, potholes, speeding traffic, dangerous intersections, blocked drains and illegal truck parking
- General Council maintenance issues

In late FY20 a new project initiative known as 'CURB' was set up to provide increased focus on how the district's environment can be improved. CURB is described later in this document and will be a key initiative for FY21.

The WBA will also continue to execute specific targeted initiatives in conjunction with local businesses and other organisations such as the Wiri Central School. Examples to date being Puhinui Stream clean ups and recycling education for businesses.

Events and networking

Getting Wiri businesses to use one another and share ideas increases our district's economic activity. The WBA has a history of organising networking events to assist this interaction. Over time these events have become increasingly successful as the WBA's understanding of what brings people together grows.

The WBA will continue to organise events throughout the year with a combined focus of:

- Educating our Members through topical speakers
- Bringing our Members together to network

Business directory

The WBA holds a database of all its Members. Largely used for communication purposes the database is also used for directing enquiries to appropriate local businesses.

The WBA will promote and manage this database for the benefit of Members.

First aid compliance

By law New Zealand businesses must provide their workers with access to trained first aiders, either from within their business or from another business. (Reference: The Health and Safety at Work Act, General Risk, Workplace Management Regulations 2016, Section 13).

Working with St John, the WBA will continue to organise courses to train workers to become first aid qualified. To date these courses have been oversubscribed which highlights the potential compliance gap that exists in Wiri.

Covid-19 support

The WBA was actively supporting businesses with information during the Covid-19 lockdown. This included:

- Working with the Police to identify businesses that were allowed to operate.
- Obtaining a dedicated Ministry of Social Development representative to work directly with Members with wages subsidy and other MSD related matters.
- Communicating Covid-19 support resources available to Members such as working from home guidelines, health and safety information, risk analysis, links to relevant webinars and other web resources.
- Individual business phone support.

As we return to the new normal the WBA is looking at ways to continue its support for property and business owners with a focus on mental health and supporting staff wellbeing and pandemic policies.

Organisational interface

The WBA will continue to manage on behalf of its Members key interactions with other organisations that impact the district. These include:

- Auckland Council including Auckland Transport, Watercare, ATEED and Panuku
- Manurewa and Otara-Papatoetoe Local Boards
- NZ Police
- Manukau Beautification Trust
- Manurewa Crime and Safety Forum
- Crime Prevention NZ
- Community Impact Forum (related to the Auckland South Corrections Facility)
- Other Business Associations
- Community patrols and local residential groups

Community

Bordering our district are schools and residential areas that are integral to the Wiri business community. Recognising this the WBA will:

- Continue the year 8 scholarship with Wiri Central School. This scholarship was created to help students develop a work ethic. One student, not necessarily the best student but the student that tries hard, turns up every day and involved in other extracurricular activities, receives a grant towards their high school uniform.
- Work with local schools and educational groups to assist with youth employment. This involves taking students, who are unsure about their vocational future, to local Wiri businesses for one-hour visits. To date this has yielded several apprenticeships/cadetships.
- Continue to be an integral part of the Manurewa Crime and Safety Forum, working with local police, community patrols and local residential groups in identifying and solving local safety issues.

Projects

CCTV

The WBA's longer-term goal is to build a comprehensive CCTV presence over the entire district. The design and funding are now in place to support the first phase of this project. We are now working with a consortium consisting of two preferred suppliers. Implementation will start in the second half of 2020.

Our system will be linked to the police national database. It is WBA's intention that all cameras will have licence recognition capability, that will instantly alert police to the vehicle's location within the area. The WBA office will be able to monitor live or historically, to assist with follow up on any incident in the area. Members and Police will be able to access camera footage from the main point of access in the WBA office. We will work in conjunction with Auckland Transport by being able to review footage and analyse traffic movements and congestion.

CURB

The WBA already addresses environmental issues as a business as usual activity. This is a necessary but reactive solution. In order to provide greater proactive environmental focus and The WBA has recently set up the Clean, Upgrade, Renovate and Build (CURB) team to seek more proactive solutions to longer term environmental benefit of the district. Areas of focus being:

- **Clean** – Roads, curb sides, medium strips, and our stream.
- **Upgrade** – Address parking, fix footpaths, driveways, and boundary fence lines.
- **Renovate** – Landscaping of berms, medium strips, and plant trees.
- **Build** – Parks, walk and cycleways, seating zones and even add sculptures.

Expansion of the Business Improvement District

The Auckland Council has recently re-zoned 142 hectares on the southern side of Puhinui Road between State Highway 20 and Prices Road (towards the airport) from farming to industrial use. Potentially the official Wiri Business Improvement District could be expanded to encompass this new industrial area.

At the time of writing this Business Plan the WBA is progressing an expansion feasibility study. The outcome of this study is expected during the second half of the 2020 calendar year. From this the Board will make a decision to progress with expansion plans or not.

If the decision is made to expand then a project will be set up to execute on this matter.

Governance

A key Board governance responsibility is setting and reviewing strategy. The WBA had a five year strategic plan for the 2014 to 2019 period. This was subsequently updated to create the 'Wiri Business Association 2019 - 2024 Strategic Plan'.

The 2019 - 2024 Strategic Plan was used as a basis for creating both the FY20 and FY21 (this) Business Plans however the creation of the Business Plans highlighted deficiencies with the Strategic Plan that need to be addressed, specifically:

- The WBA's vision, mission and purpose messaging is either poorly described, too vague or missing. For example the statement 'Delivering Excellent Service(s) to Business in Wiri' has been used as both a Vision and Mission statement. It is neither.
- Many of the actionable items and associated measures are too broad, non strategic or meaningless. Examples being 'Good governance through resource allocation' and 'Maintain organisaitonal capacity through annual business plan approved and reported'.

During FY21 an appropriate collection of value, mission, etc.. type statements will be captured and included in a new, succinct and pragmatic strategic plan.