

Wiri Business Association 2019-20 Business Plan

All business and property owners within the Wiri Business District are members of the Wiri Business Association. The goal of the WBA Board and staff is to support business in the Wiri Business District for the benefit of its members. This is achieved through:

- Providing security
- Enhancing the environment
- Increasing economic activity
- Assisting with business compliance
- Advocacy on behalf of all members

This business plan is aligned with the Wiri Business Association 2019 - 2024 Strategic Plan. It applies to the Financial Year 2020 (FY20) commencing 1 July 2019. The budget for this business plan is provided in the FY20 WBA Financial Plan.

A focus of the WBA is to efficiently use its resources to target pragmatic initiatives that are doable.

Core services

Over FY20 the WBA will continue to undertake/provide the following core services to its members:

Obtain funding

Though very efficient, the WBA needs funding in order to operate. The WBA receives its funding from the Auckland Council via a minor rates surcharge applied to properties within the Wiri Business District.

To receive this funding the WBA will continue to comply with Council funding requirements.

Organisational interface

The WBA will continue to manage on behalf of its members key interactions with other organisations that impact the Wiri Business District. These include:

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

Connecting Wiri businesses

Getting Wiri businesses to use other Wiri businesses 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

With a buy local focus, the WBA will also answer member queries on where to obtain products and services.

For the WBA to be effective it must maintain a database of all its members. Largely used for communication, the database is also used to put local businesses in touch with each other.

Security patrol

The WBA has partnered with Conroy Security to provide regular patrol in marked and unmarked cars for FY20. The WBA will monitor Conroy Security to ensure performance and act on their observations that are reported to the WBA.

Enhancing our environment

The WBA takes an active role in enhancing the Wiri Business District's physical environment. This is achieved by gathering information and providing this to the appropriate enforcing agencies that have the legal authority to act. These include:

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

On an individual business level, the WBA will continue to provide free waste audits that provide guidance on recycling opportunities.

Meeting rooms

Sometimes Wiri businesses need meeting rooms outside of their own offices. The WBA provides its own meeting rooms for use by WBA members at no charge.

Projects

In addition to its core services the WBA will undertake the following projects:

Business District expansion feasibility study

In 2017 the Wiri Business District expanded from 102 to 680 hectares. The expansion enabled the benefits, notably security, provided by the WBA to be extended to a greater number of properties and businesses. 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 Wiri Business District could be expanded to encompass this new industrial area.

A study is required to confirm:

- If the property and business owners of the re-zoned area understand and want the benefits that the WBA can provide.
- That the WBA can effectively and efficiently extend its services to the greater area.
- That existing WBA members have an appetite for expansion.
- That wider stakeholders, such as the Auckland Council, are supportive of an expansion.

CCTV installation

The WBA's longer-term goal is to build a comprehensive CCTV presence over the entire business district. The design and funding is now in place to support the first phase of this project. We are now at the procurement stage. Implementation will occur this coming year.

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.

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 has organised 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.

Over the coming year the WBA will continue to work with Wiri businesses and St John to assist in the journey to become first aid compliant with the Health and Safety at Work Act.

Footpaths, Street and Stream clean ups

In addition to the usual environmental activities the WBA will start new initiatives focussed on footpath improvements and street clean ups.

The WBA working with Wiri businesses and the Wiri Central School will assist to develop and participate in Puhinui Stream clean-ups, including helping to educate businesses and residents alike on recycling, clean water and other environmental issues.

Community

Bordering the Wiri Business District are schools and residential areas that are integral to the Wiri Business District. 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.
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