



Final proposed 2023/24 BUSINESS PLAN

Our Vision

A thriving Wiri business community.

Purpose

To promote economic activity within the Wiri Business Improvement District.

This is achieved through:

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

This Business Plan details the operational, project and governance activities that the WBA will undertake over FY24.

Strategic Focus Area: Security

Security Patrols

The WBA will continue its partnership with P4G Security to provide regular security patrols in two co-branded cars. 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 three 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 Beautification Trust.
- All illegal activities such as break-ins, street racing and suspicious behaviour will be reported by P4G directly to the Police.

CCTV Camera system

The WBA's CCTV camera rollout was completed in early 2022 and has been connected into the Police network. Observations over the past 12 months have highlighted several areas where additional cameras could be installed to further enhance and provide surveillance of the BID area, particularly around several hotspot areas where offending and anti-social behaviour occurs such as in cul-de-sacs.

CCTV monitoring

A recent trial of monitoring our CCTV cameras has highlighted the value in this service with P4G patrols being dispatched to follow-up on incidents and Police being advised of offending for follow-up. We will now commence investigation into options for remote monitoring of the new CCTV network now that the initial deployment (stage one) is operational and bedded down.

Strategic Focus Area: Environment

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

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, Moth plant removal and recycling education for businesses.

Wiri Rubbish Recovery & Environmental Enhancements

Wiri Rubbish Recovery was successfully introduced last year with our contractor utilising our branded Wiri trailer to collect dumped rubbish on a regular basis - both reactive to reports of dumping but also proactively looking out for rubbish to collect. The rubbish collected is dropped off to Enviro Waste Wiri depot. Other enhancements include actions to ensure that street berms are clean and tidy.

Sustainability initiatives

We will continue to develop a programme focussed on environmental sustainability including opportunities that exist for businesses, such as re-diverting waste, social impact solutions to give back to the community, recycling, and other shared services to save money, events that enable networking and generate support for local business, carpooling, moth plant removal etc.

Environmental - Murals

Many power and telecommunications utility boxes are regularly tagged with the Wiri business district. It has been proven that painting such boxes in murals or other art increases the aesthetic appeal and reduces tagging.

The WBA, in cooperation with the appropriate utility provider, will sponsor the beautification of selected boxes.

Strategic Area: Networking

Networking events

Getting Wiri businesses to use one another, share ideas and opportunities, 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.

Business Breakfast

We will continue to host regular business breakfasts with a range of topical and informative speakers and to provide an opportunity to bring our members together to network and have an opportunity to share information about what their business offers.

Networking - Women's business group

We will continue with the successful networking group with local businesswomen with quarterly events.

Business After Five

An opportunity for local businesses to showcase their products / services by hosting networking drinks and nibbles at their place of business. Held monthly except for December – January.

Coffee Outreach

Following on from the successful event held to announce our new office location, we will hold monthly coffee outreaches over the summer months (November – March) where we will set up a coffee cart in different parts of the BID boundary as a way of raising awareness of the WBA and bringing local business areas together to meet each other.

Strategic Area: Workplace Training & Wellbeing

First aid

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.

Business Support Workshops

Larger businesses within the Wiri business district already have a lot of in-house support in terms of growing their operations. Smaller businesses often do not have this level of support.

Recent work has identified that there is a need for educational / training workshops that are relevant. Small business owners indicated they would attend workshops that added value to their operation.

Topics suggested included professional development, leadership, recruiting and retaining staff, health and safety, marketing, and strategic business planning. We will look at options to establish a series of workshops that address these topics amongst others.

Health & wellbeing checks

'Providing your team with a safe and healthy workplace is an important part of running a business. If employees feel their wellbeing is being looked after at work, they are usually more productive, healthier, and less stressed'. (Business.govt.nz)

Workplace wellbeing is good for business and Wiri Business Association recognises the importance of promoting wellbeing to our local businesses. We know small business owners wear multiple hats and often may not have the time or capability to organise wellbeing initiatives. That's why we want to support and partner with our business members to focus on their workers' health and wellbeing.

Emergency response planning

Auckland Council conducted some research which identified that many small businesses do not have an emergency response plan in the advent of a natural disaster or other adverse event such as a fire or pandemic.

The WBA will work with Auckland Emergency Management (part of Civil Defence) to provide emergency planning workshops for local businesses and engage a contractor to assist local companies with preparing an Emergency Plan.

Strategic Area: Advocacy and support

Organisational interface

The WBA will continue to establish and build relationships with key partners and 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 Eke Panuku
- Manurewa and Otara-Papatoetoe Local Boards
- NZ Police
- Manukau Beautification Trust
- Manurewa Crime and Safety Forum
- Community Impact Forum (related to the Auckland South Corrections Facility)
- Other Business Associations
- Community patrols and local residential groups

Employment Initiatives

Explore opportunities to partner with industry and education groups to develop several employment-related initiatives aimed at connecting employers with potential employees and positioning the wider Wiri / Manukau area as a business hub.

Charitable Contributions

The Wiri Business Association is aware of its role as a leader in the Wiri Business Community and its corporate responsibility to give back to the local community in which it operates. The WBA Board has an annual sum of \$25,000 available to support any charitable giving requests within or linked to Wiri businesses or organisations.

Employee of The Month Competition

We will launch an Employee of the Month competition at this year's AGM where all businesses within the Wiri BID zone submit details of an employee of their choice with a summary as to why they should be considered employee of the month for Wiri.

Brand proposition and website upgrade

We will engage a suitable contractor to undertake a review of the existing Wiri BA brand and following consultation with members, come up with recommendations for a new brand proposition. This work will include a revamp of the Wiri website to make sure it is brand consistent and fit for purpose.



2023/24 PROPOSED BUDGET

Security			Budget \$407,000
Action	Timeframe	Budget	KPI
Conduct security patrols throughout the BID area 7 nights per week.	On-going	\$195,000	Daily reporting Monthly mtgs with BID
CCTV Network – 19 new cameras installed.	Aug / Sep	\$122,000	Cameras installed and working
CCTV Monitoring – cameras proactively monitored.	2 nights per week (full time over Christmas)	\$40,000	Daily reports
CCTV Maintenance	Monthly	\$50,000	
Environment			Budget \$65,000
Action	Timeframe	Budget	KPI
Wiri Rubbish Recovery and Enhancements	Weekly	\$25,000	Amount of rubbish collected; feedback from members; tidy area.
Sustainability initiatives incl. Moth Plant removal	TBC	\$20,000	Feedback from members
Graffiti Removal – payment to Manukau Beautification for graffiti removal & murals	On-going.	\$20,000	Number of tags removed; feedback from members.
Networking			Budget \$85,000
Action	Timeframe	Budget	KPI
Networking Breakfasts	Quarterly	\$50,000	Minimum of four held; feedback from members; numbers attending
Women in Wiri	Quarterly	\$20,000	Minimum of 4 events held; feedback from members; numbers attending.
Business After 5 – local business hosting.	Monthly	\$10,000	Minimum of 10 events held.

Coffee Outreach	Summer months	\$5,000	Minimum of six events; feedback from members
Workplace Training & Wellbeing			Budget \$85,000
Action	Timeframe	Budget	KPI
First Aid Course – four courses held with 20 participants per course.	Quarterly	\$10,000	Numbers attending; feedback from attendees
Business Support workshops	TBC	\$10,000	Feedback from attendees.
Emergency Response Planning	Late 2023	\$50,000	TBC
Health Checks		\$15,000	TBC
Administration			Budget \$370,000
Action	Timeframe	Budget	KPI
Personnel and associated costs – GM, Mktg & Comms, Member Engagement	On-going	\$250,000	Performance reviews by GM and Board.
Office expenses – internet, cleaning, office equipment supplies, insurance etc.		\$50,000	Monitoring via Monthly financial reports
Office Rent	Monthly	\$35,000	Financial accounts
Accounting, Audit etc	Monthly	\$15,000	Monthly reports
Board Secretarial services	Monthly	\$20,000	Monthly Board meetings held
Advocacy & Support			Budget \$124,000
Action	Timeframe	Budget	KPI
School Support – support of uniforms.		\$2,000	Feedback from school; support acknowledged.
Website upgrade	July - Sept	\$10,000	New website launched at 2023 AGM: feedback.
Brand Proposition	July - Sept	\$25,000	New brand launched at 2023 AGM: feedback.
Brand Proposition – collateral	July - Sept	\$10,000	As above
Insight Auckland reports	Monthly	\$3,000	Monthly reports

Charitable Giving	As required	\$25,000	As per policy
Wiri Link – members magazine produced quarterly.	Aug / Nov / Mar / Jun	\$16,000	Minimum of four issues produced.
Employee of the Month	Oct 2023 onwards	\$8,000	TBC
Jobs Expo – Employment initiatives	2023	\$25,000	TBC

2023-24 Proposed Expenditure

Business as usual activities	\$ 736,000
New or one-off projects (highlighted)	\$ 400,000
TOTAL:	\$1,136,000

Funded by: BID Targeted Rate	\$ 755,000
Crime Prevention Fund	\$ 88,000
Reserve funds	\$ 293,000

