



# Indicative 2024/25 BUSINESS PLAN

## Our Vision

Wiri is a thriving, forward-thinking and socially aware business community. business community.

## Purpose

We are champions for an engaged, connected, and informed community to empower Wiri businesses to succeed.

## Our values

- We put people first: Wiri businesses, owners, and their staff are at the centre of what we do.
- We are trusted: as advocates for our business community, we are professional and respectful of others.
- We work in partnership: we are inclusive and by working together, we help our business community grow.
- We care for our community and environment: we promote social connection and are custodians for the natural environment in Wiri.

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 & monitoring

The WBA's CCTV camera rollout of 20 additional cameras was completed in late 2023 and has been connected into the Police network. We will continue with remote monitoring of the CCTV network complimented with support from P4G monitoring as needed.

## 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

### **Wiri Rubbish Recovery & Environmental Enhancements**

Wiri Rubbish Recovery will continue 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 with regular lawn mowing of overgrown berms, moth plant removal and recycling education for businesses.

### **Sustainability initiatives**

We will continue our 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. We will work to maximise our partnership with Business Sustainability Network over the Puhinui stream regeneration project.

### **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 occasional 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.

### **Lunch and Learn**

We will introduce lunch and learn events with more of a focus on business learning and development sessions for local business owners and operators 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**

We will continue to 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**

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**

We will run phase 2 of our Enhancing Business Resilience through Emergency Preparedness and Business Continuity planning programme focussed on capturing the outcomes of the multi-agency exercise (Phase One) and develop a Response Framework for the WBA including roles and responsibilities; thresholds for action with other agencies and Wiri businesses in an emergency; and decisions that may trigger a collective emergency response from the WBA; Wiri businesses and other agencies including the emergency services.

This phase will design and facilitate a Multi-Agency Table-top exercise (approx. three hours) with the aim of providing Wiri businesses the opportunity to test their existing emergency preparedness arrangements and business continuity plans along with other businesses and emergency management agencies, in a simulated emergency.

## **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**

We will continue to develop partnerships with local high schools, including Manurewa High School, to ensure a seamless integration of young talent into the Wiri business ecosystem, creating a dynamic pipeline for future employment.

### **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 continue our Employee of the Month competition 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.

## 2024/25 INDICATIVE BUDGET

<b>Security</b>			<b>Budget \$295,000</b>
<b>Action</b>	<b>Timeframe</b>	<b>Budget</b>	<b>KPI</b>
Conduct security patrols throughout the BID area 7 nights per week.	On-going	\$195,000	Daily reporting Monthly mtgs with BID
CCTV Monitoring – cameras proactively monitored and / or AI monitored	2 nights per week (full time over Christmas)	\$50,000	Daily reports
CCTV Maintenance	Monthly	\$50,000	
<b>Environment</b>			<b>Budget \$65,000</b>
<b>Action</b>	<b>Timeframe</b>	<b>Budget</b>	<b>KPI</b>
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.
<b>Networking</b>			<b>Budget \$125,000</b>
<b>Action</b>	<b>Timeframe</b>	<b>Budget</b>	<b>KPI</b>
Networking Breakfasts	Three time a year	\$60,000	Minimum of three held; feedback from members; numbers attending
Lunch and Learn	Quarterly	\$40,000	Minimum of four held ; feedback from members; numbers attending
Women in Wiri	Three times a year	\$15,000	Minimum of 4 events held; feedback from members; numbers attending
Business After 5 – local business hosting.	Monthly	\$5,000	Minimum of 10 events held.
Coffee Outreach	Summer months	\$5,000	Minimum of six events; feedback from members

<b>Workplace Training &amp; Wellbeing</b>			<b>Budget \$65,000</b>
<b>Action</b>	<b>Timeframe</b>	<b>Budget</b>	<b>KPI</b>
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		\$30,000	TBC
Health Checks		\$15,000	TBC
<b>Administration</b>			<b>Budget \$370,000</b>
<b>Action</b>	<b>Timeframe</b>	<b>Budget</b>	<b>KPI</b>
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
<b>Advocacy &amp; Support</b>			<b>Budget \$154,000</b>
<b>Action</b>	<b>Timeframe</b>	<b>Budget</b>	<b>KPI</b>
Transport Management Initiatives		\$75,000	
Insight Auckland reports	Monthly	\$3,000	Monthly reports
Charitable Giving	As required	\$25,000	As per policy
Wiri Link – members magazine produced	Aug / Nov / Mar / Jun	\$16,000	Minimum of four issues produced.
Employee of the Month		\$5,000	TBC
Business Awards	2025	\$30,000	TBC

## 2023-24 Proposed Expenditure

Business as usual activities	\$ 899,000
New or one-off projects (highlighted)	\$ 175,000
<b>TOTAL:</b>	<b>\$1,074,000</b>

<b>Funded by:</b> BID Targeted Rate	\$ 755,000
Reserve funds	\$ 319,000