

Glen Innes Business Association

Annual
Report
2018





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VISION STATEMENT

Glen Innes Business Association (GIBA) is the leading catalyst for fostering the competitive advantage and promotion of the greater Glen Innes business area for the economic benefit of its members through a focus on:

- Business development
- Cultural and Retail diversity
- A clean and safe environment
- Commercial investment
- Business community interests

OBJECTIVES

- To add value by helping to increase the revenue of our member businesses.
- Retain, attract and grow business in the Glen Innes business community.
- Ensure Glen Innes is an attractive location for a diverse range of businesses and organisations and their customers and clients.
- Strengthen GIBA by increasing its profile and reputation within Glen Innes, Tamaki and beyond.



MESSAGE FROM: ALAN PARKER

I am once again pleased to present this Annual Report on Glen Innes Business Association's activities over the past year. We are pleased to present for adoption by members at this meeting, our updated Strategic Plan which outlines our five-year vision for Glen Innes.

A major highlight for the year was once was again the Matariki Light Trail which continues to grow and develop each year and we are proud to be a key supporter and advocate for this community event. We have also continued to support the Bradley Lane Murals project and Bradley lane Illuminated events in conjunction with other local community organisations.

The 2017/18 year has seen us continue to extend our CCTV network and we are now connected to the SaferCity Grid system which provides Police with real-time visibility of the town centre. The Committee was delighted when our Town Centre-Coordinator Debbie was recognised for her work with the CCTV system by Police Commissioner Mike Bush at a ceremony earlier this year.

I want to thank our hard working team of BID Manager Gary Holmes who provides strategic oversight and advocacy for GIBA, Town Centre Co-ordinator Debbie Naylor who does a fantastic job on the ground on a day to day basis, working closely with our business members, supported by our Ambassador Vaakore Enosa, and Pacific Warden Lopeti Maupese.

I'd also like to thank the members of the GIBA Committee who give their time voluntarily to provide oversight and feedback on the various activities and projects we are involved with. We have also been fortunate to have Chris Makoare from Maungakiekie-Tamaki Local Board (MTLB) and Kris Lal from Tamaki Regeneration Company (TRC) to provide much needed liaison with these two key partners.

We have been involved in providing feedback to TRC as they have developed concepts for potential upgrades to the town centre. Two such projects which we hope to see come to fruition are a new pedestrian overpass across Apirana Ave which will connect the railway station to Mayfair Place, and secondly a potential mixed-use development on Line Road which would act as a catalyst for other similar developments in the area.

This Annual Report provides you with a look at our activities over the past 12 months and an insight into some of the exciting projects we have planned for the coming year.

Alan Parker – Chairman 2017-18



Alan Parker
(Chairman)

Line Rd Vehicle Testing



William Howard
(Treasurer)

Kiwibank



Shannon Wells
Colour City



Howard Francis
Glen Innes Glass



Max Rusero
NZ Law Station



Christine Thompson –
New Beginnings



Linda Pearce
New Beginnings



Kristine Strathern
Glen Innes Library



Johanna McIntosh
Tamaki Redevelopment Company



Chris Makoare
Maungakiekie-Tamaki Local Board

GIBA Office:



Gary Holmes
BID Manager



Debbie Naylor
Town Centre Coordinator



Vaakore Enosa
Town Centre Ambassador



Lopeti Ma'aupese
Town Centre Pacific Warden



Aim: Show that Glen Innes is a safe area to visit, work and live in and enhance the physical environment of the business area so that coming into the Glen Innes business area is a pleasant experience.

Security remains an important focus for GIBA and crime prevention is a top priority. During the year we reviewed our security requirements and made the decision to change providers from MCL Security to City Guard who now carry out a range of on-foot and drive-by security checks throughout the night, and issue regular reports to GIBA.

We have introduced regular meetings with our security patrol and our town centre security partners – NZ Police, Tamaki Community Patrols and Pacific Wardens.

Our Pacific Warden, Lopeti Ma’aupese, continues to patrol the town centre each week day between 4pm and 6pm. This initiative has gained widespread support among the businesses, and even those who are outside his patrol area have indicated positive feedback.

We are continuing to build on our CCTV camera network and now have 26 cameras with more scheduled to be installed in the coming year. Retrieved footage has assisted Police in securing prosecutions in a number of offences. We are also pleased that our network of cameras is part of the SaferCity grid and is connected to Auckland Central Police Control Room where Police have access to our cameras on live stream. This ability enables Police to better allocate resources in the event of a crime in progress. Our cameras are just 26 of the 3200 cameras being monitored at Auckland Central Police Station.



We were delighted that our Town Centre Administrator was officially recognised by the Police for her work with the CCTV cameras and received a special commendation from Police Commissioner Mike Bush at a ceremony earlier this year.

Auckland Council’s graffiti removal team continues to provide an excellent service with a graffiti cleaner here every day (rostered rotation over weekends), and this service has resulted in less issues with

tagging when compared to other years.

Five new murals were installed in Stratton Lane and Bradley Lane by artists with the Bradley Lane Project in late 2017 as part of a growing number of attractive murals around Glen Innes. Another 5-6 are planned for October this year.



Mural artist: Erin Forsyth

In an attempt to remove buskers and beggars, we have been working with Auckland Council By-law enforcement officers. We have seen a large drop in beggars and a reduction in random busking due to their efforts.

GIBA is continuing to work to identify safety issues with buildings and infrastructure around Glen Innes business area and work with property and business owners in an aim to encourage everyone to take pride and responsibility in their buildings / appearance and lift the general standard in Glen Innes, thus making it a more attractive place for shoppers.

THE YEAR IN REVIEW

Action Operations	KPI	Comments
Engage a security operator to provide a security presence in the Glen Innes business area seven days a week.	Daily reports received and follow-up actions taken. Positive feedback from member businesses.	Achieved
Add new CCTV cameras to our network of cameras.	Additional CCTV cameras added to the network.	Achieved
Work with MTLB and Tamaki Regeneration Company on plans to upgrade Town Centre.	Plans advanced for upgrade of Town Centre – Advocacy role.	Achieved
Employ a Town Centre Ambassador to assist GIBA with liaison with businesses.	Daily reports and feedback from businesses.	Achieved
Work with Auckland Council to maintain public assets	Graffiti removed on a daily basis, litter removed daily, damage to environmental assets reported	Achieved



Aim: Promote Glen Innes as a great area to come to for new businesses, shoppers or visitors and promote businesses and Glen Innes to change the perceived image of the area.

Each year we help facilitate and support three signature events in Glen Innes.

The largest is the week-long Matariki Light Trail held in Maybury Reserve in July. Run by the Public Dreams Trust, GIBA plays a key role in facilitating the event and liaising with event partners, seeking funding and sponsorship and promoting the event. The result is some 10,000+ visitors to Glen Innes culminating in a spectacular fireworks display on the final night, sponsored by PAK'nSAVE Glen Innes.



This year the entertainment was held inside Te Oro and we were pleased that Auckland Council Mayor, Phil Goff, was able to attend and say a few words on the final night. The Matariki Light Trail will return again next year and we thank our ongoing sponsors – Maungakiekie-Tamaki Local Board, Mt Wellington Foundation, PAK'nSAVE and Tamaki Regeneration Company – for their generous financial support.

The other two events are focussed around Bradley Lane Mural Project. The first event ‘painting murals’ resulted in five more murals this year, three in Bradley Lane, one in Stratton Lane, and one in the Work & Income tunnel. These new murals take our tally to 25.

The second Bradley Lane event held in March each year is “Bradley Lane Illuminated” which is a partnership between GIBA, Te Oro, The Good The Bad Trust, and Glen Innes Library, and features guided tours of illuminated murals, entertainment throughout the tour route, artist talks, and corresponding activities at Glen Innes Library and inside and outside Te Oro. Both events are proudly supported by Maungakiekie-Tamaki Local Board and Tamaki Regeneration Company.



Regular in-store shopper’s promotions have been continued with promotions run in conjunction with Valentine’s Day, Mother’s Day, Father’s Day and Christmas While participation rates are not always high, this remains a great way for businesses to start conversations with customers.

We continue to run our weekly e-specials emails to our 3,000+ database of local residents and shoppers to promote special offers from Glen Innes businesses to encourage more people to purchase locally. GIBA offers full administrative support for the creation of advertisements.

THE YEAR IN REVIEW

Action Operations	KPI	Comments
Run regular in-store promotions to attract shoppers to the area.	Number of shoppers and members businesses participating.	Achieved
Continue the GI Deals email promotions to our consumer database.	Feedback from businesses who participate and Mail Chimp analytics.	Achieved
Continue to facilitate and support the Matariki Light Trail.	Media coverage, positive feedback from attendees, numbers 10,000+	Achieved
Maintain Glen Innes database and website and ensure that the Glen Innes Facebook page is a portal to businesses and activity in the area.	Number of visits to the Glen Innes website and number of likes on Facebook Page.	Achieved
Explore additional gateway signage opportunities.	Additional signage installed.	Not progressed this year. Will be implemented with BID Expansion.



Aim: Provide macro-level economic development through advocacy to the local and national government, and hands-on help as needed by members to assist business development

Aim: To provide members with valuable services, support, networking opportunities and timely information of relevance to local businesses.

We have held a number of opportunities for our members to network with each other and other key stakeholders in the area including our popular ‘Coffee with a Cop’ which earlier this year was attended by more than 25 business operators.



GIBA has continued to grow its online presence through its newly updated website www.gleninnesvillage.co.nz and Facebook page. Updated constantly, these pages act as a portal and highlight businesses and events in Glen Innes. Our Facebook page has attracted more than 700 likes.

We have attended a number of sessions with Tamaki Regeneration Company (TRC) to discuss and provide input on future plans for the upgrade of the town centre. While much of the planning is aspirational and is some years away, TRC are looking to progress two key initiatives in the coming year – the pedestrian bridge from the train station to Mayfair Place and a potential mixed use development on the corner of Taniwha Street and Line Road.

GIBA Executive Committee has discussed and agreed to recommend

to the AGM that GIBA carries out a Business Improvement District (BID) boundary expansion project in early 2019 to include properties within Merton Rd, Felton Matthew Ave and Farmhouse Lane.

This will enable GIBA to advocate for a greater number of businesses outside our existing boundary. It also reflects an interest from businesses in this area in formally being part of our BID. The wider benefit means Tamaki Regeneration Company can also include this new area in any plans they may make for town centre redevelopment.



THE YEAR IN REVIEW

Action Operations	KPI	Comments
Produce monthly newsletters for members to keep up to date with activities and news of events in Glen Innes business area.	Monthly newsletters produced.	Achieved
Host periodic networking events and AGM event.	Opportunity for members to network and receive updates.	Achieved
Produce a 2018 Calendar.	2018 calendar produced with 12 local businesses featured.	Achieved
Produce a 2018 Business directory.	Business directory produced.	A printed edition was not produced but the directory on the website has been maintained.
Website hosting	Website maintained and regularly updated.	Achieved

BUSINESS PLAN 2018 - 2019



Organisation/Committee		Budget \$97,000	
Action	Timeframe	Budget	KPI
GIBA Committee Meetings Review progress against Strategic and Business plans.	Monthly meetings, except January.	Included in organisation budget.	Progress against business plan and budgets reviewed. Annual report to members via AGM.
Financial, Association and Council BID reporting requirements met. Annual financial audit completed.	Monthly / Annual	\$4,000	All reporting requirements met. Unqualified audit achieved.
Membership Survey to gauge satisfaction levels and seek feedback for input into future planning.	August 2018	Included in organisation budget.	Survey responses from at least 50 businesses and results reported to GIBA Committee.
Glen Innes Business Association Office rent, outgoings and staffing allocation.	On-going	\$93,000	Efficient office structure maintained by Manager and Admin support.
Relationship building with key stakeholders such as the Maungakiekie-Tamaki Local Board, Auckland Council and Auckland Transport.	On-going	Included in organisation budget.	Positive relationships built and maintained. Twice yearly presentations to MTLB.



Matariki, 2018

Economic Development / Member Services		Budget \$14,000	
Action	Timeframe	Budget	KPI
Host periodic networking events and AGM event.	AGM September and as required.	\$1,000	Opportunity for members to network and receive updates from GIBA.
Produce monthly newsletters for members to keep them up to date.	Monthly	\$2,000	Monthly newsletters produced.
Produce a 2019 Calendar.	December	\$3,000	2019 calendar produced with 12 local businesses featured.
BID Expansion – expand the BID boundary to include Felton Mathew Ave, Farmhouse Lane area.	March 2019	\$5,000	BID Expansion achieved.
Run an event to encourage retailers to utilise the best retail practises possible to attract shoppers to their businesses	October	\$3,000	Business excellence and achievement recognised at an awards night
Branding / Promotions		Budget \$12,000	
Action		Budget	KPI
Continue to facilitate and support the Matariki Light Trail.	July	\$6,000	Media coverage, positive feedback from attendees, numbers 10,000+
Run regular in-store promotions and Facebook advertising to attract shoppers to the area.	Father's Day, Christmas, Valentine's Day, Mother's Day	\$2,000	Number of shoppers and members businesses participating.
Continue the regular GI Deals email promotions to our consumer database and ad hoc advertising in local newspapers .	As required	\$3,000	Feedback from businesses who participate and Mail Chimp analytics.
Maintain Glen Innes database and website and ensure that the Glen Innes Facebook page is a portal to businesses and activity in the area.	On-going	\$1,000	Number of visits to the Glen Innes website and number of likes on Facebook Page.

Security and Environment		Budget \$43,000	
Action		Budget	KPI
Add new CCTV cameras to our network of cameras and connect to the SafeCity Grid.		\$10,000	Additional CCTV cameras added to the network and added to the SaferCity grid.
Engage a security operator to provide a security presence in the Glen Innes area seven days a week.	Daily (evenings)	\$19,000	Daily reports received and follow-up actions taken. Positive feedback from member businesses.
Work with Local Board and TRC on plans to upgrade Town Centre.	Ongoing	Included in organisation budget	Plans advanced for upgrade of Town Centre – Advocacy role
Employ a Town Centre Security patrol and Ambassador to assist businesses with security and other issues.	On-going	\$14,000	Daily reports from Town Centre Ambassador; feedback from businesses.
Work with Auckland Council and external contractors to keep Glen Innes Graffiti free.	On-going	Included in existing budgets	Graffiti removed on a daily basis.



Matariki entertainment, 2018.

GIBA - 2018/19 Budget	
Operating Expenses	
ADMINISTRATION	
BID Management & staffing	75,000
Accountant / Audit	3,000
Monthly Accounts	1,000
Insurance	2,000
Rent	11,000
Office Expenses	1,000
Telephone / Tolls	1,000
Power	2,000
Stationery and stamps	1,000
ECONOMIC DEVELOPMENT	
Networking & Membership	1,000
Newsletter	2,000
Calendar	3,000
BID Expansion	5,000
GI Super Shop	3,000
PROMOTIONS	
Matariki	6,000
Shoppers Promotions	2,000
Advertising	3,000
Website hosting	1,000
ENVIRONMENT/HERITAGE	
CCTV Cameras	10,000
Security Patrols	19,000
Town Centre Security - Lopeti	10,000
Town Centre Ambassador - Vaakore	4,000
TOTAL EXPENSES	\$166,000
Income	
GIBA BID Targeted rate	166,000
TOTAL INCOME	\$166,000

**GLEN INNES
BUSINESS ASSOCIATION**

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glen Innes

