

**Glen Innes
Business
Association**

Annual
Report
2017



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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
- Business community interests

Objectives

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



Matariki Light Trail, 2017

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 were delighted to celebrate the town centre's 60th birthday. We recognised this special milestone with a birthday party in October last year and a commemorative booklet was produced. I want to make special mention of a number of our businesses such as John Pearce Shoe Repairs, Marsic Brothers, Avon's Butchery and 10 others who have been in business in the area for 25 years or more. The other major highlight 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.

In the recent survey of our members, we received feedback that businesses report improvement in trading over the past year and it feels this year like things can only improve further as new families move into the area and we look forward to working with Tamaki Regeneration Company as they begin to consider future changes to the town centre.

The 2016/17 year has seen us continue to develop our CCTV network and the introduction of our Pacific Warden Lopeti Ma'aupese to patrol the centre on weekday afternoons has seen a dramatic drop off in issues during this important trading time.

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.

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 Josephine Bartley from Maungakiekie-Tamaki Local Board and Tevita Malolo from Tamaki Regeneration Company to provide much needed liaison with these two key partners.

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 2016-17



Alan Parker
(Chairman)

Line Rd Vehicle Testing



William Howard
(Treasurer)
Kiwibank



Shannon Wells
Colour City



Howard Francis
Glen Innes Glass



Geeta Kaur
Courtyard Bar



Christine Thompson –
New Beginnings



Linda Pearce
New Beginnings



Karen Pillay
Piehole



Tevita Malolo
*Tamaki Redevelopment
Company*



Josephine Bartley
*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 Glen Innes's physical environment 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. MCL Security continue to carry out security checks throughout the night, checking doors and windows for insecurities and provide regular reports to GIBA.

In response to complaints of local youth harrasment, we appointed experienced Pacific Warden, Lopeti Ma'aupe, 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 24 cameras with another three to be installed soon. This footage is continuing to assist Police with investigating incidents.

After ending our Graffiti Guard contract, we changed our approach to graffiti removal and took advantage of Auckland Council's graffiti removal service. We are very pleased to say that we have a graffiti cleaner here every day (rostered rotation over weekends), and that this service has streamlined the removal of graffiti.

Seven new murals were installed in Stratton Lane and Bradley Lane by artists with the Bradley Lane Project in late 2016 as part of a growing number of attractive murals around Glen Innes.

Another 5-6 are planned for October this year. The Maungakiekie-Tamaki Local Board funded a separate mural project being one mural each for Glen Innes and Panmure. Glen Innes Police selected the youth artists and the group worked with local artists Gary Silipa and Ross Liew to create the murals.

In an attempt to remove buskers and beggars, we have been working with Auckland Council By-law team. We have seen a large drop in beggars and almost no busking due to their efforts.



GIBA is continuing to work to identify safety issues with buildings and infrastructure around Glen Innes 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.

Following the Mayfair Place playground failing a safety audit, a new one was installed by Auckland Council Parks and Recreation. The new one is toddler friendly and has been well received by the community.



THE YEAR IN REVIEW

Action Operations	KPI	Comments
Engage a security operator to provide a security presence in the Glen Innes 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 Local Board and TRC on plans to upgrade Town Centre.	Plans advanced for upgrade of Town Centre – Advocacy role.	Achieved
Work with Auckland Council and external contractors to keep Glen Innes graffiti free.	Graffiti removed on a daily basis	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.

Regular in-store shopper's promotions have continued with promotions run in conjunction with Valentines 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 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. Full administrative support offered for the creation of advertisements.

The first of two big events for Glen Innes in the past year was the Town Centre 60th Jubilee Celebration held on October 29th 2016. This was a fantastic event for our town centre. On the day we provided children's entertainment (Bouncy Castle, Log Joust, Face Painting and train rides), while the adults were entertained by the Larry Morris Band, City of Sales Pipe Band, Sacred Heart College Jazz Band, the Fijian Group at Grace International, Ruapotaka Marae Kapa Haka, East Cook Island Community Culture Group, and a number of other community groups. All Nations Church provided volunteer help on the day and attendees also enjoyed a specially decorated 60th Birthday cake.



The second big event was once again the week long Matariki Light Trail held in Maybury Reserve in July. Run by the Public Dreams Trust, GIBA played a key role in facilitating the event and liaising with Auckland Council and Maungakiekie-Tamaki Local Board, by



seeking financial support to promote the event. The result was some 10,000+ visitors to Glen Innes culminating in a spectacular fireworks display on the final night, sponsored by Pak'N'Save Glen Innes. The Matariki Light Trail will return again next year and we thank our ongoing sponsors – Maungakiekie-Tamaki Local Board, Mt Wellington Foundation and Tamaki Regeneration Company – for their generous financial support.

Christmas in Glen Innes was celebrated by an event in the town centre. Community groups entertained the audience with performing arts all day, Santa gave out lots of candy and we appreciated support from staff members of Tamaki Regeneration Company and Maungakiekie-Tamaki Local Board Chair Josephine Bartley both before and at the event.

Auckland Art Gallery's White Night event held in March each year continues to feature our Bradley Lane Murals tour and we are working with key partners such as Te Oro to develop this into a wider known signature event.

THE YEAR IN REVIEW

Action Operations	KPI	Comments
Run regular in-store promotions to attract shoppers to the area.	Number of shoppers and businesses participating.	Achieved
Continue the GI Weekly 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
Celebrate the Town Centre's 60th Jubilee with a day long festival.	Media coverage, positive feedback from attendees.	Achieved
Maintain Glen Innes database of businesses and website and ensure 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
Continue double page advertising spreads in East and Bays Courier quarterly.	Number of Glen Innes businesses participating. Themed around cluster groups.	Not progressed this year.

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.

GIBA has continued to grow its online presence through its newly updated website www.gleninnesvillage.co.nz and Facebook page. Our new website was developed by Stealth Media and has been upgraded to a mobile friendly platform. Feedback from businesses has been very positive.



Updated weekly these pages act as a portal and highlights other businesses and events in Glen Innes and have attracted more than 500 likes.



Coffee with a Cop event - businesses were given the opportunity to ask questions and talk about any policing issues.

Working with 30 retailers, we initiated a Crime-Reporting project and asked each retailer once a week if they'd had any crime in the previous week, and if yes, did they report it to Police. These results showed us that only 30% were reporting crime. We were able to target the businesses with an education campaign on reporting crime. We also hosted a crime prevention Seminar for Op Shops facilitated by Acting

Sergeant Hannah Fine, and we hosted a 'Coffee with a Cop' event for local businesses.

A Truant-free town centre was established in a partnership between Auckland City Education Services (ACES), GIBA, NZ Police and our local schools. Businesses received written information and encouragement not to serve any school age student during school hours unless they can produce a 'leave pass' from school.



A commemorative 60th Jubilee booklet was produced detailing the history of the centre and including stories, photos and articles about years gone past. 1,000 copies were distributed to the public by local businesses.

THE YEAR IN REVIEW

Action Operations	KPI	Comments
Produce monthly newsletters for members to keep them up to date with activities and news of happenings in Glen Innes.	Monthly newsletters produced.	Achieved
Host periodic networking events and AGM event.	Opportunity for members to network and receive updates.	Achieved
Produce a 2017 Calendar.	2017 calendar produced with 12 local businesses featured.	Achieved
Produce 60th Anniversary booklet "Stories from Glen Innes" incorporating directory.	Anniversary booklet produced	Achieved
Produce 60th Anniversary booklet "Stories from Glen Innes".	Anniversary booklet produced.	Achieved
Upgrade GIBA website.	New website launched	Achieved

BUSINESS PLAN 2017 - 2018



Organisation/Committee		Budget \$97,000	
Action	Timeframe	Budget	KPI
GIBA Committee Meetings - Review progress against Strategic and Business plans. Review & update Strategic Plan.	Monthly meetings, except January.	Included in organisation budget.	Progress against Business plan and budgets reviewed. Annual Report to members via AGM.
Financial, GIBA and Auckland 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 2017	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 (MTLB), Auckland Council and Auckland Transport.	On-going	Included in organisation budget.	Positive relationships built and maintained. Twice yearly presentations to MTLB.



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 up to date with activities and news of events in Glen Innes.	Monthly	\$2,000	Monthly newsletters produced.
Produce a 2018 Calendar.	December	\$5,000	2018 calendar produced with 12 local businesses featured.
Produce 2017-18 business directory.	October	\$5,000	Business directory produced.
Website hosting.	November	\$1,000	Website maintained and regularly updated.



Branding / Promotions		Budget \$19,000	
Action	Timeframe	Budget	KPI
Run regular in-store promotions to encourage increased spending in the area.	Father's Day, Christmas, Valentine's Day, Mother's Day.	\$2,000	Number of shoppers and businesses participating.
Continue the regular GI Deals email promotions to our consumer database.	As required.	Included in organisation budget.	Feedback from businesses who participate and Mail Chimp analytics.
Continue to facilitate and support the Matariki Light Trail.	July	\$5,000	Media coverage, positive feedback from attendees, numbers 10,000+
Maintain Glen Innes business database, website and ensure the Glen Innes Facebook page is a portal to businesses and activity in the area.	On-going	Included in organisation budgets.	Number of visits to the Glen Innes website and number of likes on Facebook Page.
Explore additional gateway signage opportunities.	Early 2018	\$5,000	Additional signage installed.

Security and Environment		Budget \$43,000	
Action		Budget	KPI
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.
Add new CCTV cameras to our network of cameras.		\$10,000	Additional CCTV cameras added to the network.
Work with MTLB and Tamaki Regeneration Company on plans to upgrade the Town Centre.	Ongoing	Included in organisation budget.	Plans advanced for upgrade of Town Centre - Advocacy role.
Employ a Town Centre Ambassador to assist GIBA with liaison with businesses.	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	\$2,000	Graffiti removed on a daily basis.



GIBA - 2017/18 Budget	
Operating Expenses	
ADMINISTRATION	
BID Management / Town Centre Co-ordinator	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
Member Communications (Newsletter)	2,000
Calendar	5,000
Directory	5,000
Website Hosting	1,000
PROMOTIONS	
Matariki Light Trail	5,000
Shoppers Promotions	2,000
Advertising	5,000
ENVIRONMENT/HERITAGE	
CCTV Cameras	10,000
Security Patrols	19,000
Town Centre Pacific Warden - 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**

Ph: 09 521 7200

*PO Box 18130
Glen Innes 1743*

www.gleninnesvillage.co.nz



glen Innes