



**Business
North
Harbour**

ANNUAL REPORT

01.07.2019–30.06.2020

BUSINESS PLAN

01.07.2020–30.06.2023

UNBELIEVABLE

If 12 months ago someone had provided me a vision of the future in which:

- Our national borders would be closed
- Airlines would be grounded, globally
- New Zealand would lockdown and ban public movement and gatherings of its citizens
- Electronic monitoring would become the norm
- Motorways would be vehicle-free during rush hour
- Those wearing a mask would outnumber those who did not whilst shopping

I would have been embarrassed for the person concerned, and politely removed myself from their presence.

Well, what a difference 12 months makes. How would I describe the year? Unbelievable. Simply unbelievable!

Business North Harbour (BNH) has grappled with the unprecedented challenge that COVID-19 presented in the 21st century and assessed how we could

best meet that challenge for the benefit of our members.

These initiatives are detailed in the GM's accompanying comments and the reality is we are all making it up as we go along in the current environment.

The only constant is uncertainty. Risk is everywhere. Focusing on what you control is paramount.

These words are true now, but they are also true of business owners' experience every day.

BNH has attempted to assist and provide business owners with information that is practical, relevant and immediately useful to our member organisations. That will continue to remain a priority in the coming year as we are under no illusion about the difficult challenges which lie ahead.

Despite global events, BNH has had a productive year.

- Kevin O'Leary has very successfully completed his first year as GM providing outstanding leadership.

- We set the ambitious target of contacting every member personally over a 24-month period through the employment of two BNH ambassadors. We are well ahead of this target.
- Auckland Council recognised BNH as a leader in social responsibility thanks to many of the initiatives we have put in place.
- Our goal to leverage advocacy on behalf of our members with central and local government through the establishment of a new working group is completed and is being presented to members at the AGM in October.
- We submitted 10 formal applications representing members' views on issues as diverse as the clearway on Bush Road to Auckland's Climate Change Framework.

With every year comes change, and I sincerely thank both Robert Elcombe and Kate Chivers who will not be returning to the executive committee in 2021. We wish you both well with your future endeavours and offer our sincere gratitude. Kate deserves a special mention as our longest-serving committee member whose expertise, passion and commitment to BNH has been simply outstanding. Kate has always been a role model for what excellence in governance should be and will be sorely missed.

Just putting you on notice, COVID, but in 2021 we are going to come back with vengeance, so you better be prepared... because we will be!

Kia kaha.

Peter Lamberton
Chair



EXECUTIVE COMMITTEE BOARD



Peter Lamberton
Primacc Systems
Chair



Neil Tuffin
Maat Group
Deputy Chair



Katheryn Chivers
Representing:
Parkway Motors



Ketien Chuur
ASB Bank Ltd



Greg Cramond
Cramond Electrical
Services Ltd



Robert Elcombe
Representing:
Accounting North Ltd



Samantha Mills
Phone Plus



Terry Ottow
AMPM Marketing Ltd



Ryan de Zwart
Black Matrix Ltd

EXECUTIVE SUMMARY

Prior to the unforeseen global pandemic Business North Harbour (BNH) was on track to put the trials and tribulations of the previous year, outlined at the 2019 AGM, behind us. Our organisation grew as we introduced two part-time BNH ambassador roles to improve member awareness of and engagement with BNH. The appointment of a new marketing and events manager and a part-time digital marketing co-ordinator meant that we were better placed to improve our communications across a variety of platforms. We were also able to offer a full calendar of events and workshops, tailored to the identified needs of members based on feedback from our annual members survey.

This was all happening in conjunction with our "business as usual" which includes crime prevention and security patrols, news and information updates, business sustainability initiatives (such as inorganic waste collections, food waste collections and pallet swaps), transport information, and national, regional and local advocacy on a variety of issues affecting business, including finance, infrastructure and transport.

The challenges we all faced leading into lockdown in March and beyond were both unexpected and unprecedented. The unpredictable nature of the COVID-19 virus made forecasting the timeframes for sustainable economic recovery almost impossible, as we moved into and out of various Alert Levels. Most businesses have had to work harder than ever just to survive, reviewing their business models, pivoting and adapting wherever possible. Commercial property owners have had to work hard to keep and/or find tenants as some moved to home offices and others simply couldn't survive. Challenging times for one and all.

BNH was and remains very pro-active, devoting a considerable amount of time and resource to supporting all our members during the pandemic. We were able to make a series of informative videos with subject matter experts covering financial and legal implications, business implications, working from home, and mental resilience. Our new and much improved website had a page dedicated to COVID-19, containing all the videos, the latest business news, and links to all

the government initiatives and resources available, both nationally and regionally.

We introduced consistent messaging about supporting local business by shopping local, buying locally produced goods and utilising locally available services. We also started a BUY NORTH HARBOUR Facebook page where all members can post details of their goods, services and offers.

Particularly in such extraordinary times, no-one knows what the future holds, but I can guarantee that BNH will continue to work hard to support all our members on their journey towards long-term economic recovery, as businesses not only survive but hopefully thrive.

Finally, I would like to acknowledge our sponsors and partners for their ongoing support and our passionate and committed staff for their outstanding efforts during another very challenging year.



Kevin O'Leary
General Manager

EXECUTIVE STAFF



Kevin O'Leary
General Manager



Peter Green
Marketing and Events
Manager



Sarah de Zwart
Relationship and
Transport Manager



Kate Thorpe
Office Manager



Romane Duvivier
Digital Marketing
Coordinator



Dave Loader
Crime Prevention
Specialist and Social
Responsibility Manager



Xiufan (Jess) Huang
BNH Ambassador



Sandra Craze
BNH Ambassador

GOLD SPONSORS 2019/20



WOMEN IN BUSINESS
EVENT SERIES SPONSOR



NORTH HARBOUR CONTINUES SIGNIFICANT GROWTH

Once again, in line with a trend over the last 10 years, the growth within the North Harbour area has out-performed the Auckland and New Zealand averages across a number of key matrixes including business units, employment and population growth, as highlighted in the latest Infometrics economic reports provided. Maintaining this level of output will prove difficult if the infrastructure business needs are not supplied. Thus, access to land for business use, a diverse workforce, local employment opportunities, improved productivity and reduced environmental damage through less congestion, are all critical success factors for the region's sustainable growth. Showcasing North Harbour as a desirable place to live, work and recreate is now more important than ever, as we support our members to achieve sustainable economic recovery. Please note that the North Harbour Business Improvement District (BID) is situated within the Upper Harbour Local Board (UHLB) area, which is the narrowest mesh available for the economic data provided.

GDP Growth, 2019 — \$5,951 million

AUCKLAND	UPPER HARBOUR	NATIONAL
3.1%	2.6%	3.0%

Business Units Growth, 2019 — 11,556

AUCKLAND	UPPER HARBOUR	NATIONAL
2.3%	4.4%	1.8%

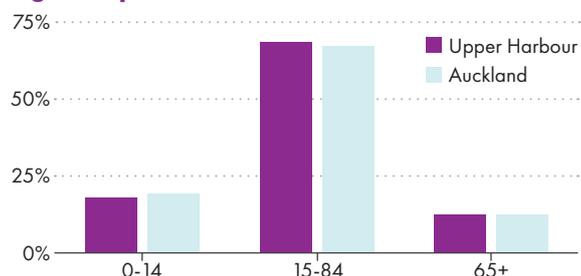
Employment Growth, 2019 — 54,631 filled jobs

AUCKLAND	UPPER HARBOUR	NATIONAL
2.0%	2.2%	1.9%

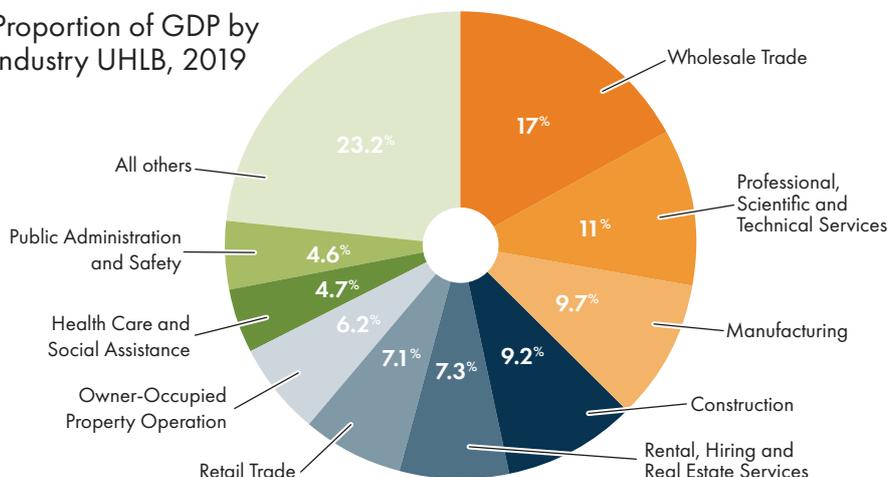
Population Growth, 2019 — 66,870

AUCKLAND	UPPER HARBOUR	NATIONAL
1.5%	3.3%	1.6%

Age composition UHLB, 2019



Proportion of GDP by industry UHLB, 2019

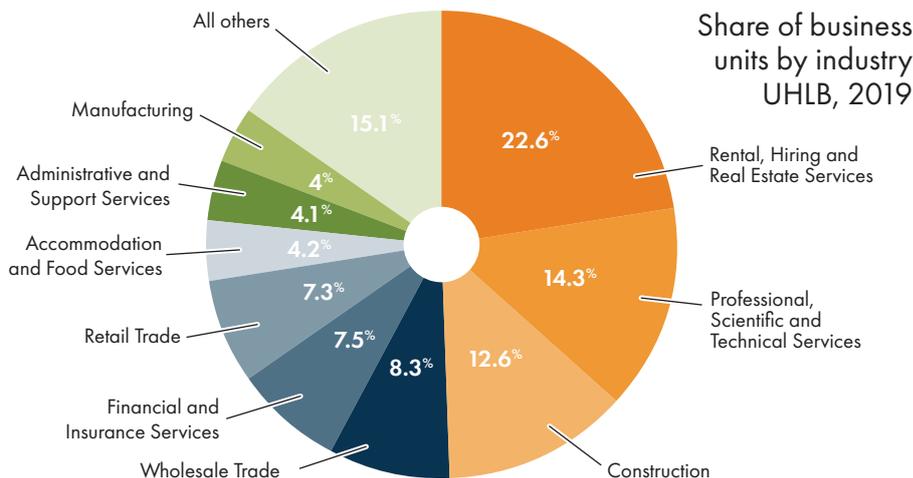


Biggest contributors to economic growth, 2009-2019

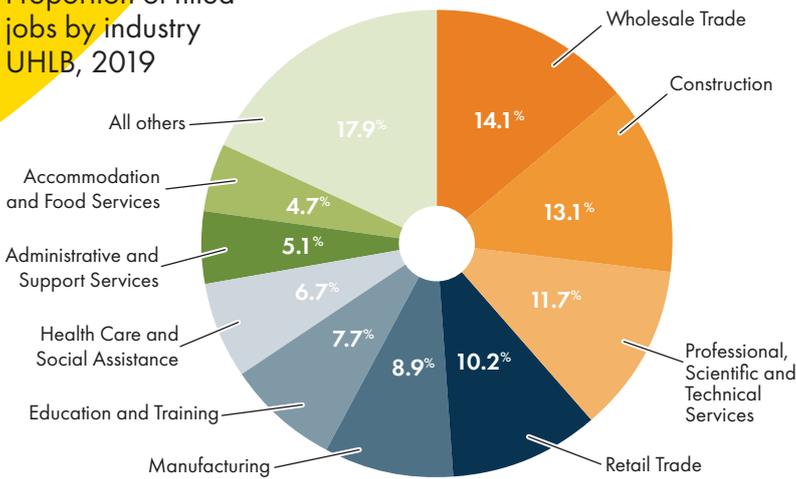
Professional, Scientific and Technical Services	\$252m
Construction	\$250m
Wholesale Trade	\$230m
Retail Trade	\$190m
Rental, Hiring and Real Estate Services	\$189m
All other industries	\$962m
Total increase in GDP	\$2,073m

Biggest contributors to growth in business units last 10 years

Rental, Hiring and Real Estate Services	1,005
Construction	624
Professional, Scientific and Technical Services	465
Financial and Insurance Services	315
Accommodation and Food Services	249
All other industries	963
Total increase	3,621



Proportion of filled jobs by industry UHLB, 2019



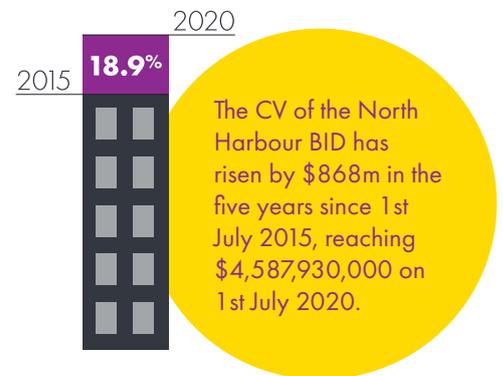
Top 10 qualifications in demand, 2019

Field of study : Level	Employment
Management & Commerce : Certificate (level 1-3)	4,500
Management & Commerce : Certificate (level 1-3)	4,431
Engineering & Related Technologies : Certificate (level 1-3)	3,359
Engineering & Related Technologies : Certificate (level 4)	3,173
Society and Culture : Degree (level 7+)	2,899
Engineering & Related Technologies : Degree (level 7+)	2,854
Architecture and Building : Certificate (level 4)	2,765
Society and Culture : Certificate (level 1-3)	2,612
Education : Degree (level 7+)	2,083
Health : Degree (level 7+)	1,959

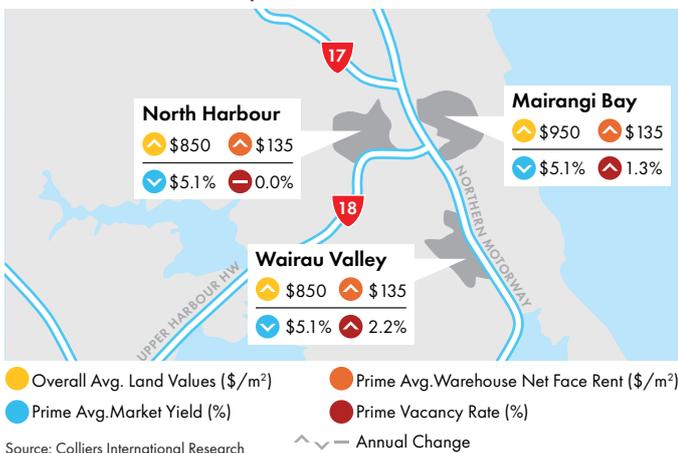
COMMERCIAL PROPERTY RETURNS

As business unit growth across the UHLB area continues to outperform Auckland (4.4 per cent vs 2.3 per cent), the latest research from Colliers International indicates an easing in strong market conditions following COVID-19 impacts which could result in a lift in vacancy rates. The increase in vacancy however will be from extremely low levels, measured at just 1.4 per cent in North Harbour as at February 2020. The North Shore's overall office vacancy rate reached a historic low of close to 5 per cent as at the end of 2019. It is forecast that the combination of the economic impact of the COVID-19 enforced lockdown and the introduction of new supply will see overall rates trending back towards longer-term averages over the next two years.

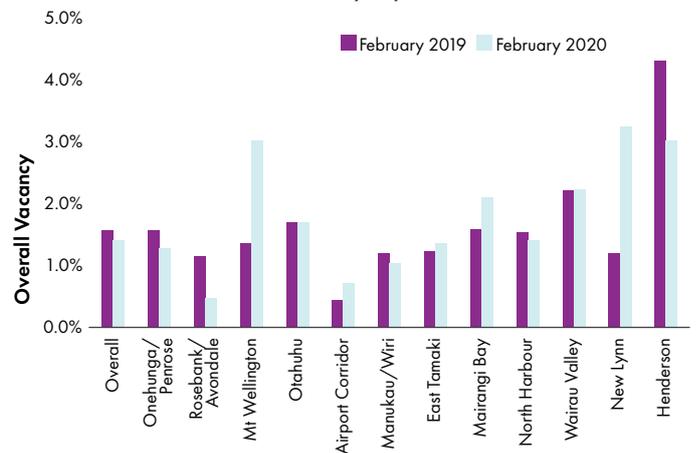
(Information provided by Ryan de Zwart, Associate Director, Colliers International)



Market Indicators by Precinct



Auckland Industrial Vacancy by Precinct



8

GOLD SPONSORS

FOR A TOTAL OF

\$36,000

FUNDING PARTNERSHIPS

The financial support from sponsors and stakeholders is both necessary and very much appreciated, with Gold sponsorship and Event Category sponsorship totalling \$45,603 in 2019/20. This total is around \$20,000 less than expected as BNH offered all sponsors the opportunity to stop payments after February 2020, in response to COVID-19. Unfortunately, external grant funding also reduced considerably from the previous year. However, we were still able to secure \$1,000 from UHLB, and Auckland Transport (AT) renewed their \$24,000 budgeted support to assist in resourcing transport-related projects.

CONNECT, COMMUNICATE, COLLABORATE

One of BNH's primary objectives is to create opportunities via a number of different platforms and in a variety of environments, for members to *connect, communicate and collaborate*.



We achieve this mainly by providing a varied, comprehensive calendar of events which this year originally saw 19 events scheduled to be delivered, covering a wide range of capability, business, and personal development topics. During the year we added a further six events, of which five were solely for networking. These included "Mixing Business and Sport" which introduced members to more than 25 different sporting organisations to foster relationship development and three "Meet Your Neighbours" events, to develop relationships between businesses in the same geographical location.

Members and shoppers alike again enjoyed the success of the annual One Day Sale in November 2019 and we were delighted to re-introduce our business expo in February 2020, which we hope to make an annual event moving forwards.

The challenges of COVID-19 and the associated restrictions at various Alert Levels unfortunately meant that the events programme had to be curtailed with eight events unable to be delivered. Four notable absentees were two Women In Business events and two North Harbour Property Group events, some of which we hope to make up for in 2020/21.

The customary health and wellbeing workshops provided in partnership with St John were once again well-subscribed

MEMBER COMMUNICATION

BUSINESSNH.ORG.NZ

16% returning visitors
84% new visitors
6% decrease in users
4% increase in pageviews
13% increase in session time
\$4,951 online advertising income

SOCIAL MEDIA

in LinkedIn
21% growth
f Facebook
12% growth

FYI MAGAZINE

4 copies
15,600 printed copies
768 online reads
7,593 online impressions

SURVEYS

5 surveys sent
316 responses

E-NEWSLETTERS

26 e-newsletters sent
24% average open rate



Laurie Sharp, "Communicate with Confidence"



Cassie Roma, "Social Media for the Modern Marketer"



Mike King, "The Serious Business of Staff Wellbeing"

and proved to be of great value to those in attendance.

With member engagement a priority, BNH piloted two part-time ambassador positions, designed to be out and about in the BID identifying new members and catching up with members already in the system. These roles proved to be very successful as they have not only helped us to raise awareness of BNH and the services we offer, but have also improved the accuracy of our database, the efficiency of our communications platforms and increased the number of members registering for events.

Our communications platforms have been further improved by the appointment of a part-time digital marketing co-ordinator who works closely with the rest of the team to produce and distribute material via our new and much-improved website, our

fortnightly e-newsletter and our various social media channels. These improvements were pivotal in enabling BNH to support our members by providing in a timely manner, up-to-date and comprehensive information, links and resources relating to COVID-19, which included the production of a series of informative videos, featuring subject matter experts, just prior to the March lockdown.

To further improve members' opportunities to connect both with each other and with potential customers, BNH has consistently promoted the theme of buying local in the media and also established the BUY NORTH HARBOUR Facebook group where members can post details of their goods, services and offers free of charge. Additionally, members are encouraged to showcase their businesses in the BNH business directory.

EVENTS

20 events and workshops

1,324 total event registrations

93% speaker quality rating

98% of members said content was beneficial to their organisation

STAND OUT SPEAKERS

238 attendees for Mike King

123 attendees for Laurie Sharp

103 attendees for Cassie Roma

BUSINESS EXPO

45 exhibitors

ONE DAY SALE

46 participating businesses



One Day Sale

ST JOHN WORKSHOPS

Mental health and first aid

3 workshops

55 attendees



St John

THEY SAID

**BUSINESS CAPABILITY
PROGRAMME: COMMUNICATION
13 AUGUST – LAURIE
SHARP, "COMMUNICATE
WITH CONFIDENCE"**

"Such a helpful and enjoyable presentation and networking opportunity, thank you."

"Laurie was a very entertaining speaker and his presentation was easy to understand and put into practice."

**BUSINESS CAPABILITY
PROGRAMME: DIGITAL &
SOCIAL MEDIA
6 SEPTEMBER – CASSIE ROMA,
"SOCIAL MEDIA FOR THE
MODERN MARKETER"**

"That event was really helpful for our business right now. Cassie was engaging and current."

"This content delivered at this event was very helpful."

"Overall, very good and timely information."

**BUSINESS CAPABILITY
PROGRAMME: HEALTH
& WELLBEING
13 NOVEMBER – MIKE KING,
"THE SERIOUS BUSINESS OF
STAFF WELLBEING"**

"Mike was an excellent presenter, entertaining but with a serious and important message for all."

"Mike was an inspirational speaker - both funny and sharing insights on what is truly a huge issue in New Zealand. It was a pleasure to attend."

"The message delivered by Mike King was a very important one. It provoked some excellent discussions following the event during networking time. Well done, it was a very meaningful event."

"A great event. Thank you for the opportunity to be part of it."

**WOMEN IN BUSINESS
3 DECEMBER – WING
COMMANDER SUSIE BARNES, ROYAL
NEW ZEALAND AIR FORCE**

"Susie was excellent, the best I have heard so far at BNH."

"Susie is authentic, speaks with true emotion and is true to herself."

"Susie was an amazing inspiring speaker who kept it very real and she was so compelling to listen to."

KEEPING YOUR BUSINESS MOVING

BNH members consistently voice their concerns about transport, roading and on-road car parking in our district. BNH remains committed to providing strong representation for our members.



NORTHERN INTERCEPTOR

As the north-west of Auckland expands, so does the amount of wastewater being collected and treated by Watercare. The Northern Interceptor is a new 710mm wastewater pipeline. Construction began in January 2019 and it is being built in stages. Currently, wastewater from Massey North, Whenuapai, Hobsonville, Kumeu, Huapai and Riverhead flows to the Māngere Wastewater Treatment Plant. The new pipe will redirect this flow to the nearby Rosedale Wastewater Treatment

Plant in Albany. Future stages of the pipe will be constructed depending on population growth in the area.

To safely install this pipe, specialist equipment and adequate space to work is required, and maintaining the safety of road users, pedestrians and workers is of utmost importance. Traffic control therefore continues to be unavoidable. BNH continues to provide timely updates, via the EDM and online.



TRANSPORT PROPOSALS

In 2019/20, BNH made seven transport-related submissions to either Auckland Transport (AT) or Waka Kotahi New Zealand Transport Agency (NZTA).

BNH is working with the CCOs (council-controlled organisations) involved with the ongoing projects of the Northern Corridor Improvements and provides (at least) weekly updates on roading projects within the area via the fortnightly e-newsletter (EDM) to members and website.

ADVOCACY

Over the last year BNH was involved in 22 completed roading projects. There are a further 29 roading projects within the area, which range from ATAP (Auckland Transport Alignment Project) and the Supporting Growth Programme to yellow lines outside a property and new traffic signage on Constellation Drive.

BNH continues to lobby Waka Kotahi NZTA and AT with members' feedback in relation to Rosedale Bus Station, and has engaged a Queen's Counsel to represent members on this issue.

BNH is the first BID to be working with AT on a complete roading optimisation for the area. AT has requested feedback for the district and has reviewed all the recommendations.



An artist's impression of the planned station to be built on the Northern Busway at Rosedale.



New North Harbour Hockey Centre - February 2020

NORTHERN CORRIDOR IMPROVEMENTS

"This \$700 million project is now halfway through and has shown great progress over the past year. With 400 people working on as many as 50 work sites simultaneously, the project is one of the largest infrastructure projects in Auckland. The world-class National Hockey Centre at Rosedale has been built for North Harbour Hockey and opened at the end of 2019. Work then started this year on a major upgrade to Constellation Station which will see the bus station expanded and completely refitted.

"The project team continued to plan for and accelerate work under COVID-19 Alert Level 3 to complete the new McClymonts Road Bridge over SH1. The new, wider and longer bridge opened to traffic in late May and demolition of the bridge has been completed. Completion of this critical work helped make up for time lost during lockdown and also means the project avoided further delays of up to a year if the work had to be rescheduled. The project remains on schedule to be completed in 2022."

Keelin Flynn | Communications Manager, Waka Kotahi NZTA



Constellation Station - June 2020



McClymonts Road - June 2020



CAMERAS

After a full review, BNH has discontinued the operation of its street cameras. The rationale behind this decision is that (i) the cameras were originally installed for crime prevention but have now been deemed obsolete by New Zealand Police and (ii) it was only as a by-product they were used as a traffic management tool which has also now become obsolete due to superior technologies such as Google Maps.

Please note: BNH continues to provide live motorway feeds via our website through NZTA's cameras.

CRIME PREVENTION AND CORPORATE SOCIAL RESPONSIBILITY

As in previous years, BNH's annual survey highlighted how important safety and security, and socially responsible initiatives are to members. Some of BNH's activities (and therefore targets) were impacted by the March/April COVID-19 lockdown.



PATROLS

There are nightly security patrols, 365 days a year. Special attention is paid to "hot spots" – premises that have previously been targeted by criminals and/or at risk of trending crime.



3,500 Reports received on security "hot spots"

191 Visits to North Harbour commercial premises, resulting in:

50 Information packs distributed

43 Physical assessments of premises to try and avoid future criminal activity

VEHICLE CRIME

40%

Members who rated vehicle security as "important" or "very important" in BNH's annual survey

23%

Increase in vehicle break-ins in the last 12 months

40%

Increase in stolen cars. The majority of these crimes occur at the overflow parking at Albany park and ride during the day. We shall continue to pressure AT to increase secure parking for commuters.



COMMUNITY SAFETY

18 Meetings between Business North Harbour and stakeholders, such as NZ Police, Auckland Council, UHLB, NZTA, Westfield Mall Albany, St John, North Harbour Stadium, Massey University

32 Reported incidents of shoplifting, an increase of 77% on 2019

FOOD WASTE COLLECTIONS

82.9

Tonnes of greenhouse gas emissions removed from landfill

31.168

Tonnes of food waste diverted from landfill each year

\$4,800 Funding extension carried over from 2018/19, received from the Auckland Council Waste Minimisation and Innovation Fund

6 FREE food waste collections plus FREE kitchen bins offered to BNH members

32 Organisations having weekly collections, including cafés, catering companies, sports clubs, churches, and commercial businesses

INORGANICS COLLECTIONS

104m³

Total amount collected

59 Businesses that participated

2 Inorganics collections

(Sept 2019 and March 2020)

53% Members who rated landfill reduction as "important" or "very important" in BNH's annual survey

11.75m³ SENT TO LANDFILL

92.25m³

Recycled by Abilities Group

1,032 Pallets recycled – reducing roadside waste, and upcycling to companies that require additional pallets

THEY SAID

PALLET SWAP

"We use this service to acquire pallets. Business North Harbour has been very helpful in connecting us with other businesses in the area for mutual benefit. As a result, we've got to know several local companies and we collect pallets from them every couple of weeks. Thanks for your help, Dave."

PAUL CANAVAN CARROLL'S 3PL LOGISTICS

FOOD WASTE COLLECTION

"As a company we are trying to play our part for the environment by reducing our waste, recycle wherever possible and are trying to always think of what we are doing in our business and how it might affect the environment...The benchtop bin in our office kitchen is very convenient for disposing of tea bags, coffee grounds and food scraps and we empty this (bagged) into our larger bin for collection/emptying. Posters are displayed near bins for education purposes. Every little bit that we do helps the planet in some small way and even if we save one garbage bag from reaching our landfills then we have achieved something. Small steps..."

INGRID TURPIN DIMENSION SHOP FITTERS

INORGANIC COLLECTION

"We signed up for the inorganic collection because it's an easy way to support a great cause. This time our collection items consisted of kiosks, and computer and office equipment. We're aware that the items are sorted for recycling and for potential upcycling by local charities, and we're familiar with Abilities Group, having used them for years...I'd recommend other businesses use this service. Not only are you doing your bit for the environment while supporting local non-profits, but it's so much easier than loading up your own van and driving it to the tip!"

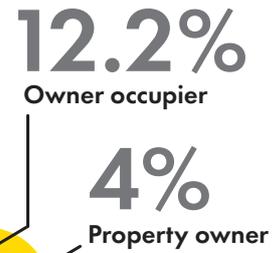
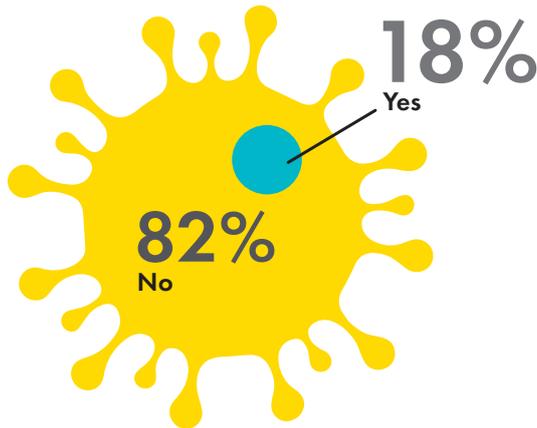
MANDY LINDSAY VISITORREGO

BNH MEMBERS SURVEY 2020

Our core programmes continue to be driven by your feedback from our annual members survey which we appreciate, as it helps us to identify our support for you and your investment.

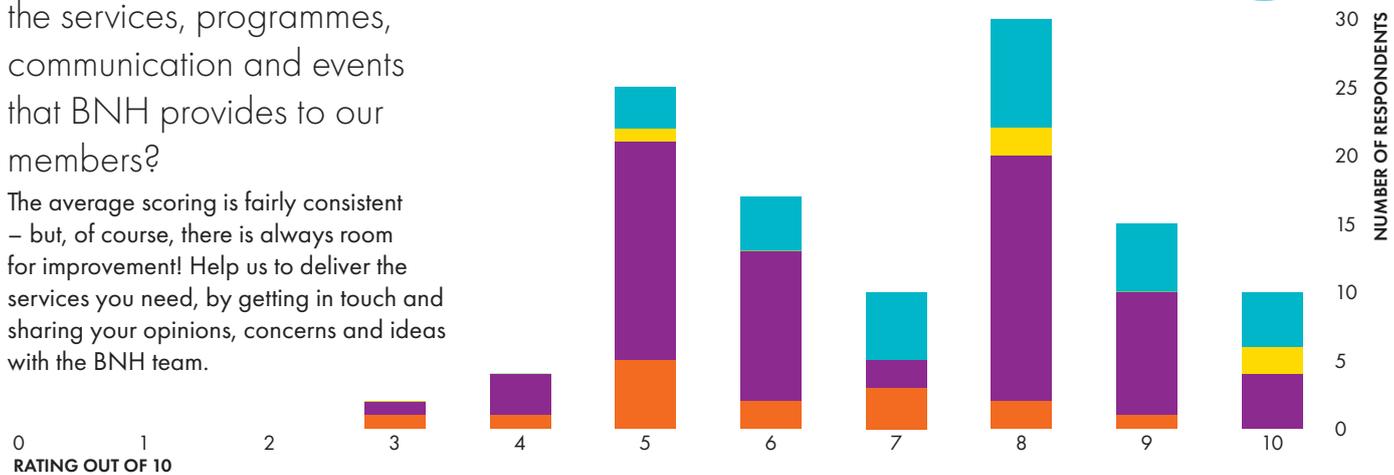
Key: ● Owner Occupier ● Business Owners ● Property Owner ● Employee

Has the number of employees at your business reduced as a direct result of COVID-19?



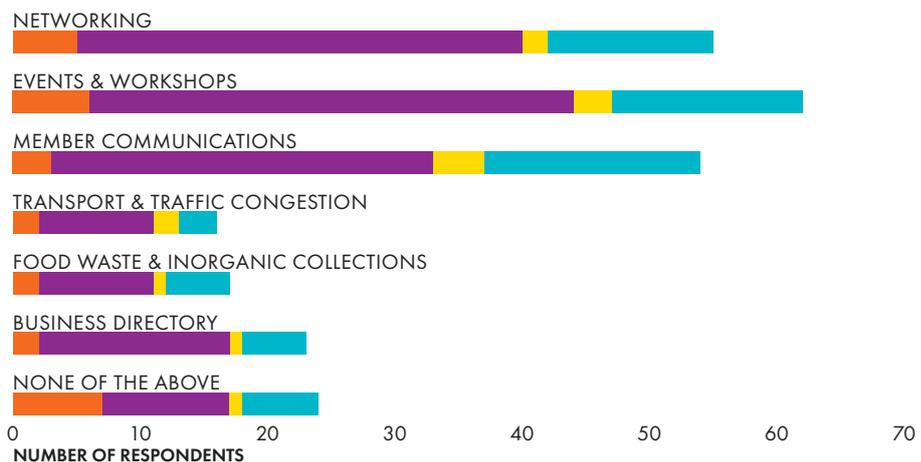
Overall, how would you rate the services, programmes, communication and events that BNH provides to our members?

The average scoring is fairly consistent – but, of course, there is always room for improvement! Help us to deliver the services you need, by getting in touch and sharing your opinions, concerns and ideas with the BNH team.

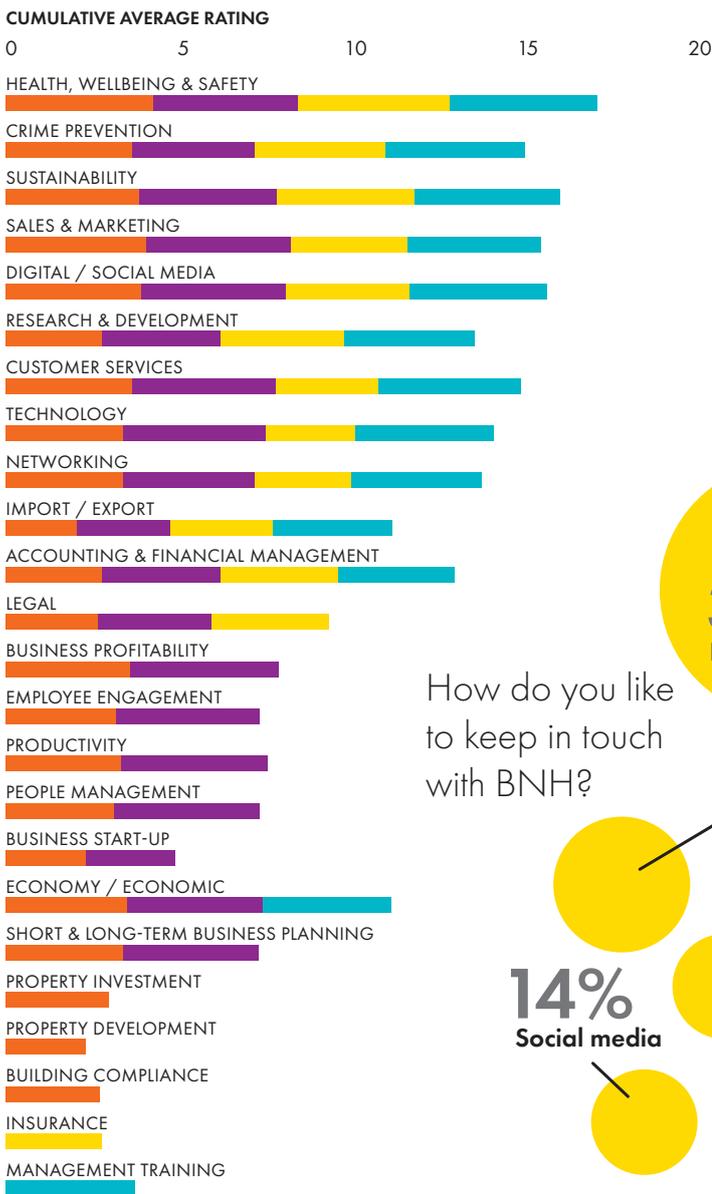


Of the services BNH offers to its members, which do you currently take advantage of?

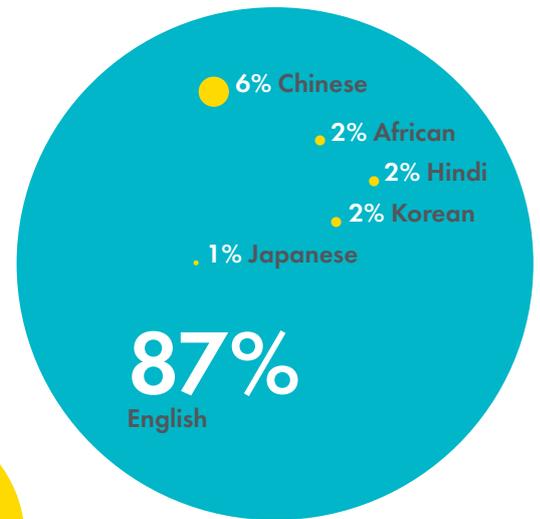
Networking opportunities, events workshops, and member communications are BNH's most popular services. Half of respondents had not attended a BNH event in the last 12 months. However, more than 80 per cent of respondents confirm that, when they do attend an event, it delivers value to them.



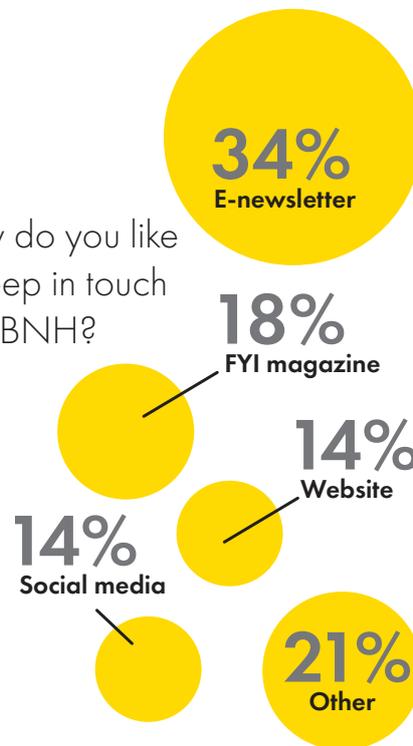
What are the most important topics for you and your business and/or property?



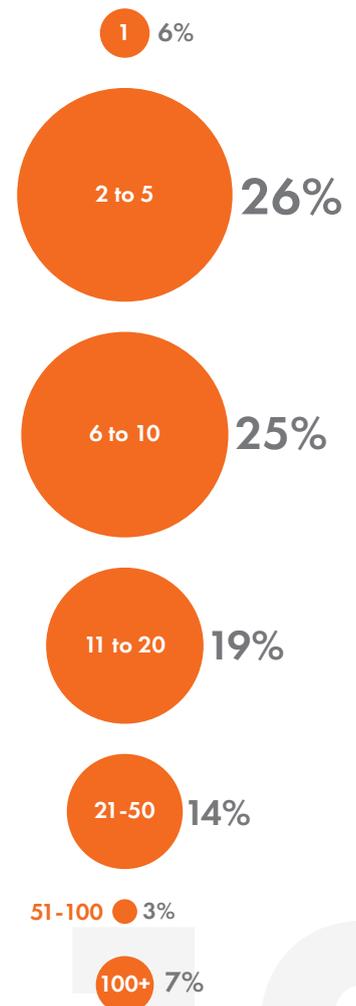
What is the main language/s spoken at your business?



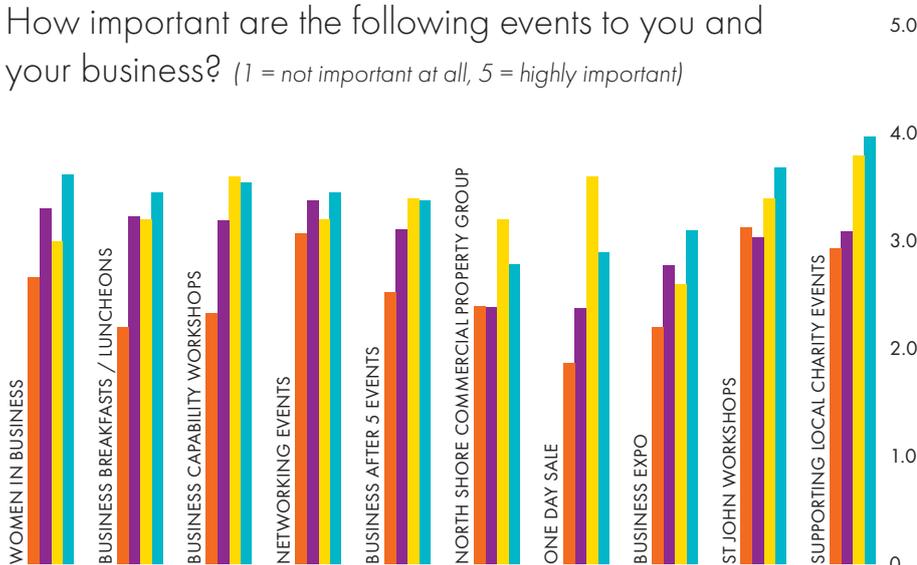
How do you like to keep in touch with BNH?



How many employees work at your business?



How important are the following events to you and your business? (1 = not important at all, 5 = highly important)



BUSINESS PLAN 2020/23

The Business North Harbour executive committee members maintain their drive and passion towards delivering positive outcomes for our members based upon the four constituent “pillars” of the BNH purpose to empower economic prosperity and growth, provide a voice for our community’s concerns, facilitate networking for local business development, and develop business capability through access to leading industry specialists.

We are pleased to note that despite the challenges of COVID-19, BNH was able to successfully achieve, in most part, the priorities identified for the 2019/20 financial year listed below:

- Review member engagement.
- Review B2B engagement.
- Provide world-class events.
- Complete stages one and two of the Bridge to the Future project (now “Shore Unity”).
- Raise awareness of business sustainability.
- New BNH website goes live.

There is an absolute intent to build upon these and the many other positive outcomes achieved in recent times across the various aspects of our business, many of which were accomplished in the most challenging of circumstances.

Supporting our members towards sustainable economic recovery during and post-COVID-19 is our top short-term priority, to which we have committed significant resource.

We have improved member engagement, which is still one of our top priorities moving forwards, as we endeavour to

ensure that as many members as possible are aware of and enjoy the benefits of their membership. We have invested additional resource in the short-term to achieve this outcome and have committed to further investment, as our success is ultimately measured in the level of our engagement with you, our members, as we look to deliver value at every opportunity.

Due to the scope and complexity of the projects some of the priorities we have identified for the coming 12 to 36 months are carried over from the previous 12 months.

PRIORITIES: 2020/21

- Major focus is on supporting members post COVID-19 recovery.
- Review member feedback and implement any necessary changes.
- Continue to raise member awareness.
- Continue to increase member engagement.
- Promote B2B engagement.
- Develop BNH profile.
- Lead the change towards business sustainability.
- Complete stage two, review and assess the feasibility of the Shore Unity project.
- Provide world-class events.
- Develop and pilot leadership mentoring programme.
- Review organisational development.
- Develop a governance succession plan.
- Complete a financial review.
- Initiate the development of a four-year strategic plan.

PRIORITIES: 2021/22

- Review member feedback and implement any necessary changes.
- Continue to raise member awareness.
- Continue to increase member engagement.
- Review B2B engagement.
- Continue to develop BNH profile.
- Complete member consultation.
- Review and implement four-year strategic plan.
- Implement the governance succession plan.
- Provide world-class events.
- Implement leadership mentoring programme.

PRIORITIES: 2022/23

- Review member feedback and implement any necessary changes.
- Review year one of the four-year strategic plan.
- Review relevance of the strategic plan.



OUR COMMITMENT

Business North Harbour will continue to achieve these positive outcomes aligned to our purpose in a way that reflects the identified needs of our members based on their feedback. With this in mind, we will constantly review our service delivery to our members, to ensure that, as far as is practicably possible, we are providing events, workshops, programmes and communications which are relevant and engaging.

We are committed to advocating strongly on your behalf, making submissions as and when appropriate, to achieve the best outcomes possible for our members. We are fully aware that, as a lone voice, our ability to exert any influence in the corridors of power is limited which is why we have committed further resource to investigate the feasibility of establishing a strong business-led advocacy group, based upon any recommendations from the Shore Unity project, so that the voice of our business community can be heard.

Our advocacy will also include continuing to actively engage whenever possible with decision-makers at all levels within Auckland Council, UHLB, AT, ATEED and other key CCOs (council-controlled organisations) and organisations. This will enable

us to monitor and keep members informed about council, local board and government plans and policies pertaining to business.

The significant growth proposed within North Harbour, including major commercial, roading, transport and residential development projects, needs to be introduced in a planned and structured manner. If we are to be in a position to influence the decisions that are going to be made relating to this regional growth, specifically detailing how they impact our members, we need to align with a number of different organisations such as the Supporting Growth Alliance. This will give us the opportunity to drive positive outcomes and mitigate, wherever possible, any negative impacts for our members.

We will continue to give members access to experts in their field, who we believe will provide tangible benefits at a personal and business level, as we continue to support capability development and aspire to provide world-class events for our members. We are also mindful of the cost to business of attending events so are committed to making resources available via the website for members unable to attend.

KPIs FOR 2020/21

SUSTAINABILITY

Conduct inorganic waste collections **twice** a year.



Secure additional funding to maintain delivery of the food waste management programme.

ADVOCACY

Utilise a variety of platforms to provide feedback to key decision makers on important topics affecting business, investment and transport.



RESOURCES

Provide members with access to a variety of resources from key presenters via the BNH website.

32 EVENTS



4 WOMEN IN BUSINESS
– **300** attendees



3 BUSINESS LUNCHEONS
– **600** attendees



3 BUSINESS AFTER 5
– **120** attendees



17 BUSINESS CAPABILITY PROGRAMME
– **800** participants across all workshops



3 NORTH HARBOUR COMMERCIAL PROPERTY GROUP – **120** attendees



2 NORTH HARBOUR ASIAN BUSINESS GROUP – **70** attendees

Host the eighth Business Expo in March 2021, attracting **75** exhibitors and **700** visitors, to budget.

BUSINESS EXPO 2020

Host and deliver the annual One Day Sale in November 2020, attracting **75** registrations to budget.



MEDIA



Publish four issues of *FYI* magazine, with **3,600** copies per issue. Incorporate specialist content for commercial property owners and resources in Korean and Mandarin.

Increase online opening rates to an average of **350** per issue.



Send a minimum of **20** issues of *Your News* e-newsletters and increase average monthly opening rates from 24% to **26%**.



Increase LinkedIn followers to **700**, and increase feed impressions to an average of **2,200** per month.

Increase Facebook followers to **1,600**, and increase feed impressions to an average of **5,000** per month.



Continue to build partnerships with local media and external media partners.



Increase visitor numbers to businessnh.org.nz by **15%** and reduce bounce rate by **8%**.

MEMBERSHIP ENGAGEMENT

Visit **2,600** members to advise them of BNH's programmes and services and the benefits of membership.

Identify, visit and engage with our Asian business community.



CRIME PREVENTION



Continue to install number plate screws for members' company and employee vehicles.



Deliver **5,000** "Lock Your Vehicle, Remove Your Valuables" fliers.



Provide nighttime security patrols **365** days per year across the entire North Harbour BID.

FINANCIAL STATEMENTS

A brief summary of the financial statements from the Financial Performance Report for the year ended 30th June 2020, is provided below. Detailed notes to the financial statements, full audited accounts and the auditor's report are available on the Business North Harbour website (businessnh.org.nz).

STATEMENT OF FINANCIAL PERFORMANCE

FOR YEAR ENDED 30 JUNE 2020

	Notes	2020 \$ Actual	2020 Budget (Unaudited)	2019 \$ Actual	2018 \$ Actual
Revenue					
NHBID Targeted Rate Levy		690,621	690,621	690,621	657,734
Grants Received		60,696	64,500	29,000	23,860
Sponsorship		44,666	71,000	61,615	68,646
Subscription from Members		24,431	24,985	22,246	15,785
Function & Events Income		57,849	110,000	51,793	38,145
Advertising Income		30,700	47,000	44,046	38,501
Interest Revenue		5,654	3,000	4,725	1,051
Other Revenue		300	300	100	100
Total Revenue		914,917	1,011,406	904,146	843,821
Expenses					
Employee related costs	2	439,848	441,932	377,961	355,977
Costs re Member Programmes & Services	3	301,746	451,890	339,486	331,533
Lease and Rental Expenses	4	50,465	52,320	52,161	46,184
Other Expenses	5	65,359	84,676	66,979	56,693
Total Expenses		857,418	1,030,818	836,586	790,388
Net Surplus Before Depreciation		57,499	(19,412)	67,560	53,433
Less Depreciation Adjustments					
Depreciation	8	15,451	12,000	8,340	7,716
Amortisation of intangibles	9	3,580	-	2,400	8,900
Loss (Gain) on Disposal of Property, Plant and Equipment		2,069	-	-	(3,320)
Loss on Disposal of Intangibles		-	-	757	-
Total Depreciation Adjustments		21,100	12,000	11,497	13,296
Surplus/(Deficit) for the Year		36,399	(31,412)	56,063	40,137

STATEMENT OF FINANCIAL POSITION

FOR YEAR ENDED 30 JUNE 2020

	Notes	30 June 2020	30 June 2019	30 June 2018
Assets				
Current Assets				
Bank Accounts and Cash	6	379,233	174,947	145,661
Trade Receivables		4,757	15,164	24,434
Interest Accrual		439	481	795
Goods and Services Tax		9,674	7,412	10,522
RWT Paid		21	458	60
Total Current Assets		394,125	198,464	181,471
Non-Current Assets				
Term Deposits	7	106,333	283,178	265,000
Property, Plant and Equipment	8	64,983	31,895	38,819
Intangible Assets	9	11,396	14,976	3,733
Total Non-Current Assets		182,712	330,049	307,552
Total Assets		576,837	528,513	489,023
Liabilities				
Current Liabilities				
Business Credit Cards		1,886	2,255	1,771
Trade Payables		37,070	38,092	45,262
Accruals and Provisions		4,900	4,900	4,900
Receipts In Advance	10	174,095	174,587	182,556
Wages and Holiday Pay Accrued		21,835	10,638	12,555
Hire Purchase Debt		2,611	-	-
Total Current Liabilities		242,397	230,472	247,045
Total Liabilities		242,397	230,472	247,045
Total Assets less Total Liabilities (Net Assets)		334,440	298,041	241,978
Equity				
Retained Earnings		334,440	298,041	241,978
Total EQUITY		334,440	298,041	241,978

For and on behalf of the Association:



Peter Lamberton (Chairperson)

Date: 14th September 2020

BUDGET 2020/21 AND DRAFT 2021/22

Maintaining our ongoing commitment to financial and operational transparency, we have produced a three-year business plan in line with the requirements of the Auckland Council Business Improvement District (BID) Policy 2016, which is supported by a draft budget through to 30th June 2022. To support the outcomes and KPIs outlined in the business plan on pages 14-16, the finalised 2020/21 budget, is detailed below.

Variations to 2020/21 Budget

Members approved an increase in the targeted rate levy of \$21,409, approximately 3.1 per cent, at the AGM 2019. The new total of \$712,030 was intended to form the basis of the operational budget for the current financial year, however, due to the financial hardship facing many members as a result of the pandemic, BNH decided to waive any increase for a further year. Another variance to the draft budget presented last year is the increase in the financial resource to fund the two part-time BNH ambassador positions, following some investment during this financial year in a successful pilot initiative. Other key variances to the draft budget presented last year reflect changes to the events and capability programme delivery forecast and

a reduction in income through advertising and external grants as the available amounts of funding have been significantly reduced.

Draft 2021/22

At the AGM 2020, member approval will be sought for the collection of \$725,152 as the targeted rate levy for the 2021/22 financial year, and for the overall draft budget as presented. This targeted rate levy figure represents approximately a 5.0 per cent increase over the current financial year and is the first increase since 2018/19.

The executive committee is confident that BNH can deliver its business plan objectives based upon this draft budget. However, the organisation will continue to focus on increasing the revenue from sponsorship and external stakeholders as opportunities arise. As with all budget forecasts, particularly in these unprecedented and uncertain times, the economic environment and programme development may require changes to the operational component, but it is with confidence that we present these budgets for your review and approval.

AGM 2020 BUDGET SUMMARY

	Actual \$ 18/19	Actual \$ 19/20	Proposed \$ 20/21 as published	Final \$ 20/21	Proposed \$ 21/22
Key Income Streams					
NHBID Targeted Rate	690,621	690,621	712,030	690,621	725,152
Associate Membership	22,246	24,431	26,000	24,286	26,000
Advertising and Promotion	44,046	30,700	50,000	35,500	40,000
Gold and Silver Sponsorship	53,615	36,000	64,000	63,818	69,000
External Programme Grants	29,000	57,333	70,000	40,300	35,000
Events and Economic Development	34,019	60,189	50,000	82,000	90,000
Business Capability Programme	24,950	5,390	20,000	13,800	15,800
Special Interest Groups	824	936	15,000	8,000	11,000
Interest and Training Room Hire	4,825	5,952	3,000	1,410	2,000
Total Estimated Income	904,146	911,552	1,010,030	959,735	1,013,952
Programme Expenditure					
Crime Prevention	107,620	105,161	100,000	117,005	119,000
Transport	29,592	29,591	32,000	22,977	23,000
Member Communications	97,184	104,249	110,000	95,916	96,000
Events and Economic Development	60,113	89,935	94,000	117,380	117,000
Business Capability Programme and NHBID Projects	84,312	21,631	68,000	60,200	53,000
Advocacy	178,430	181,193	190,000	188,317	190,000
Special Interest Groups	4,818	2,529	30,000	15,500	16,000
Total Estimated Programme Costs	562,069	534,289	624,000	617,295	614,000
Operating Expenditure					
Personnel	156,958	203,338	270,250	289,346	250,000
Administration and Accounting	52,161	56,217	58,000	66,581	67,000
Premises	59,103	50,465	55,000	54,045	55,000
IT/Computer	1,952	7,894	13,400	8,040	10,000
Depreciation	8,340	15,451	12,000	22,531	22,000
Board Honorariums	7,500	7,702	7,500	7,500	7,500
Total Estimated OPEX	286,014	341,067	416,150	448,043	411,500
Total Estimated Programme and OPEX	848,083	875,356	1,040,150	1,065,338	1,025,500
Estimated Surplus/Deficit	56,063	36,196	-30,120	-105,603	-11,548



**Business
North
Harbour**

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