

**Business
North
Harbour**

ANNUAL REPORT

01.07.2020-30.06.2021

BUSINESS PLAN

01.07.2021-30.06.2024

BOARD REPORT

Covid and its flow-on effects continued to be the primary issue facing our members over the last 12 months. As I write this, we are again in Level 4 lockdown, with all the complications that entails.

Business North Harbour (BNH) has become increasingly concerned by some of the significant ongoing challenges our members are facing as they try to make a sustainable financial recovery from the effects of the pandemic. These include:

1. Absence of skilled staff

Businesses are increasingly unable to operate at full capacity as they cannot find suitably qualified or experienced staff to fill vacancies, many of which have historically been fulfilled by skilled migrants.

2. Supply chain issues

Exporters and Importers face uncertainty in almost every aspect of the supply chain. Reliability, capacity, and price are in a state of flux and without certainty. According to experts, this will not change until Q4 2022.

3. Access to support services

Whilst there is some fantastic support available to business, it is often difficult to locate, hard to understand and problematic in its delivery.

4. Lack of clarity

The absence of definite milestones for government initiatives, which would otherwise provide a degree of certainty to the business community, means businesses are unable to plan with confidence.

Whilst there is no silver bullet to these complex issues, you can be assured

that BNH is taking a proactive stance, demanding that these issues are raised, discussed, and addressed. We will not accept the status quo when the implications to our members are so critical to their ongoing viability.

Regretfully, Covid has distracted us from climate change discussions. Climate change remains the biggest single issue facing humanity and, by default, business. BNH continues to take a proactive stance in the education and management of how businesses may assist in this global challenge.

Auckland Council has complimented BNH on this stance and stated that *"...from championing waste reduction and recovery programmes to an entire workstream and communications channel dedicated to sustainability, BNH is leading its business community's response to the climate change emergency."*

In the last 12 months, BNH delivered a multitude of events for members, including:

- The food waste programme
- Two inorganic collections for local businesses
- ONE DAY SALE for retailers/wholesalers
- Three partnership events, including the Women in Leadership mentoring programme
- Showcase North Harbour
- Three St John workshops
- One North Harbour Commercial Property Group seminar

- Four FYI magazine issues
- Two After 5 networking events
- Four Women in Business events
- Two business luncheons
- Fifteen Business Capability Workshops
- Two North Harbour Asian Business Group events

BNH also advocated on behalf of members across a number of issues facing business.

BNH is effective because we have amazing staff, who deliver world-class events, advocate effectively at the highest level of local and central government, interact with every member individually, understand that security needs to be proactively managed, and ensure that administrative transparency is evident.

I would like to acknowledge Kevin and his team for the incredible passion and commitment they bring to their roles. Without a doubt, they are why BNH is the success it is today.

Finally, a word of thanks to board members, who give their time generously (and without expectation of anything in return), our sponsors, but particularly our members whom we represent.

We are your voice, and we take this responsibility very seriously.

Kia kaha.

Peter Lamberton
Chair



EXECUTIVE COMMITTEE BOARD



Peter Lamberton
Primacc Systems
Chair



Terry Ottow
AMP Marketing Ltd
Deputy Chair



Ashley Baldry
High Performance
Profiling



Ketien Chuor
ASB Bank Ltd



Greg Cramond
Cramond Electrical
Services Ltd



Samantha Mills
Phone Plus



Bronwen Newcombe
Davenport Law



Alisha Tomlinson
Trio Events Ltd



Ryan de Zwart
Black Matrix Ltd

EXECUTIVE SUMMARY

The 2020/2021 financial year, which many hoped would see the unprecedented difficulties of the previous year put firmly behind them, proved very challenging for many members, as Auckland moved in and out of various Alert Levels in response to the ongoing pandemic. The challenges for Business North Harbour (BNH) proved to be significant. We endeavoured to ensure that ongoing support for members in the wake of Covid-19 remained our first priority, whilst also continuing to provide our usual suite of programmes and services, despite a considerable reduction in income.

Feedback from our annual members survey supported the ongoing provision of our crime prevention initiatives, including nightly security patrols and security assessments and our business sustainability initiatives, including inorganic waste collections, food waste collections, and pallet swaps. We continued to provide members with news and information updates, relevant transport information, and advocated with and on behalf of members nationally, regionally and locally on a variety of issues affecting business.

One key advocacy initiative that members have supported for the past couple of years has seen the development of a working group for the Activate North (formerly Shore Unity) initiative. The group is aiming to become a key advocate and influencer in the development of the wider region from Devonport to Orewa, and is developing a final project plan.

BNH once again delivered an extensive calendar of events and workshops, completely within Alert Level guidelines, based upon the identified needs of members. Our Pre-Election Luncheon, Sustainability Luncheon, and Women in Business guest speaker Nadia Lim being the standout events during the year.

In partnership with Massey University, we launched a Women In Leadership mentoring programme, with 15 female mentors working with 15 female mentees to develop the next tier of female leaders amongst our member businesses. The pilot programme was very well-received, and we hope to continue the programme moving forward, whilst also introducing a mixed-gender option in the next financial year.

The appointment of our two BNH ambassadors, whose main task is to visit

commercial premises in the Business Improvement District (BID), proved very successful for improving member awareness of and engagement with BNH. At the same time, the accuracy of our membership information records has been significantly improved. This helped to ensure that crucial messages distributed through our various communications platforms, including the new BNH app, were reaching more members than ever before. Consequently, BNH was able to maintain its provision of up-to-date information, links and resources to members regarding government and other support for businesses and property owners.

I'm pleased to report that our website has seen a notable increase in traffic, with visits to the business directory – where members can showcase their organisation – seeing a significant boost in views. We have continued to provide consistent messaging about supporting local business by shopping local, buying locally produced goods, and utilising locally available services. Additionally, our BUY NORTH HARBOUR Facebook page, where all members can post for free, provides another platform to promote goods and services.

In such extraordinary times, where sustainable business recovery is almost impossible to predict for many, BNH will continue to work hard to support all our members on their journey towards long-term economic revival – a journey which, hopefully, will see companies thriving, not just surviving.

In closing, I would once again like to acknowledge our sponsors and partners for their ongoing support, and our passionate and committed team 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



Dave Loader
Crime Prevention Specialist and Social Responsibility Manager



Romane Duvivier
Digital Marketing Coordinator



Xiufan (Jess) Huang
BNH Ambassador



Sandra Craze
BNH Ambassador



Ben Yang
BNH Ambassador

SPONSORS 2020/21

GOLD SPONSORS



SILVER SPONSORS



WOMEN IN BUSINESS EVENT SERIES SPONSOR



GROWTH IN NORTH HARBOUR SLOWS DOWN

The significant growth within the Upper Harbour Local Board (UHLB) area over the last decade, which has seen the area outperform the Auckland and New Zealand averages across a number of key matrixes, has slowed down in the last year, as highlighted in the latest Infometrics economic reports. That said, the increase in population growth and business units are both above the regional and national averages, indicating that North Harbour is still viewed as a desirable place to live, work and recreate. Access to land for business use, local employment opportunities and access to a skilled and diverse workforce are still critical in maintaining the sustainable growth of the region. In addition, we need to improve productivity and limit environmental damage, by reducing congestion and improving sustainable business practices. BNH will continue to support our members to achieve a thriving and sustainable local economy by advocating regionally and nationally, to ensure as far as possible, that the infrastructure business needs to operate efficiently and grow is made available.

(Please note that the North Harbour Business Improvement District is situated within the UHLB area, which is the narrowest mesh available for the economic data provided.)

GDP GROWTH, 2020 – \$6,797million



BUSINESS UNITS GROWTH, 2020 – 11,850



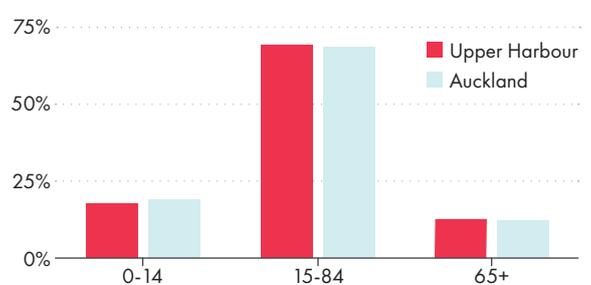
EMPLOYMENT GROWTH, 2020 – 54,706 filled jobs



POPULATION GROWTH, 2020 – 71,300



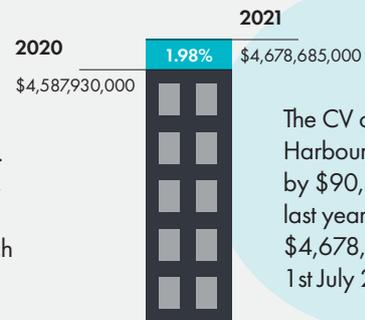
AGE COMPOSITION UHLB, 2020



COMMERCIAL PROPERTY RETURNS

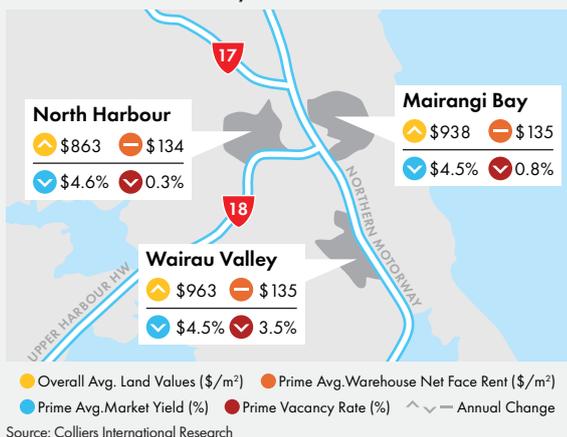
Although business unit growth across the UHLB area has reduced, it continues to outperform Auckland, 2.6 per cent vs 2.2 per cent, and the rest of NZ at 1.6 per cent. The latest information from Colliers International indicates that industrial vacancy rates in North Harbour, at 1.5 per cent, were lower than the Auckland average of 2.2 per cent as at February 2021. Office vacancy rates continued their upward trend to March 2021, reaching 7.0 per cent, slightly above the Auckland average of 6.9 per cent.

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

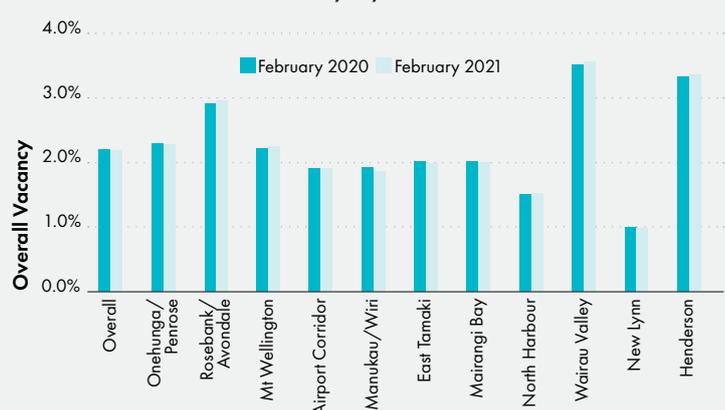


The CV of the North Harbour BID has risen by \$90,755,000 since last year reaching \$4,678,685,000 on 1st July 2021.

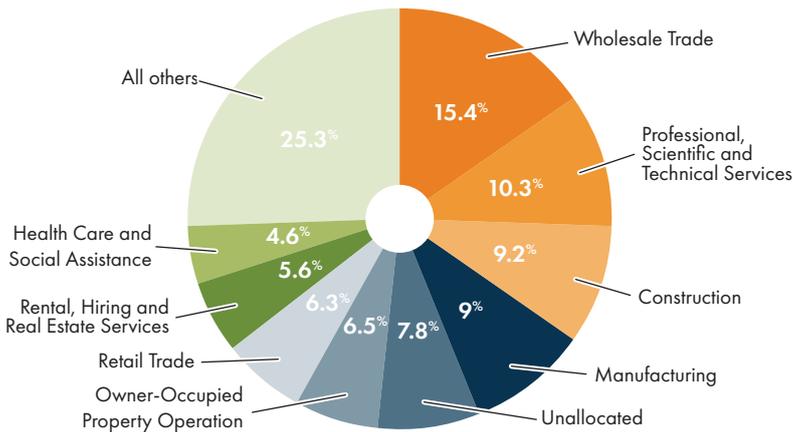
Market Indicators by Precinct



Auckland Industrial Vacancy by Precinct



Proportion of GDP by industry UHLB, 2020



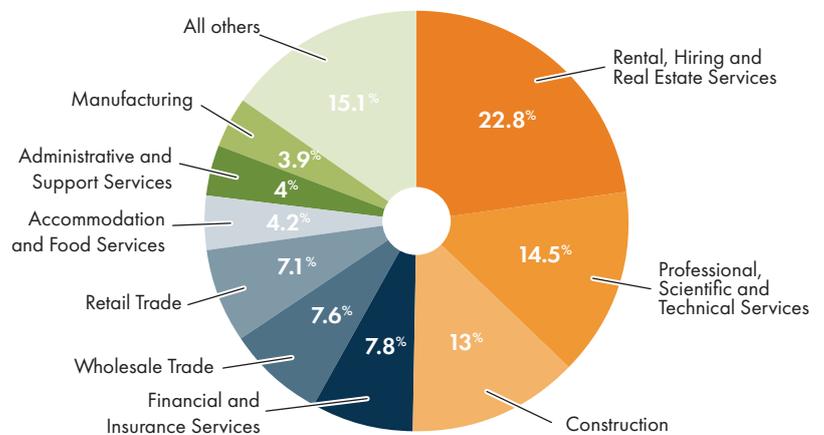
Biggest contributors to economic growth, 2010-2020

Construction	\$319m
Professional, Scientific and Technical Services	\$298m
Wholesale Trade	\$270m
Retail Trade	\$179m
Manufacturing	\$162m
All other industries	\$1,175m
Total increase in GDP	\$2,403m

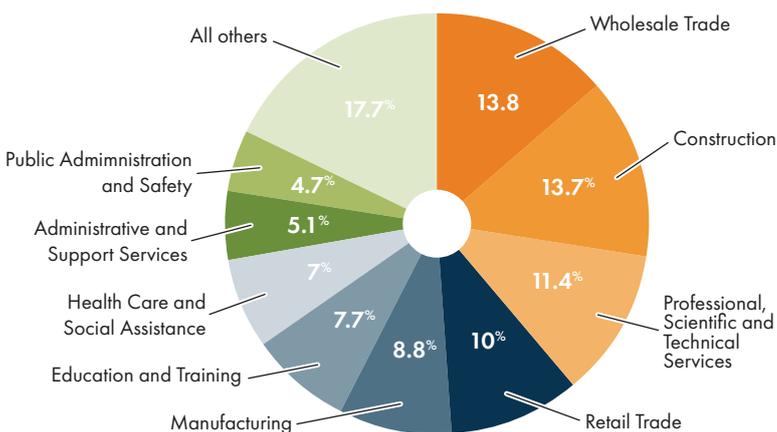
Biggest contributors to growth in business units last 10 years

Rental, Hiring and Real Estate Services	1,047
Construction	684
Professional, Scientific and Technical Services	516
Financial and Insurance Services	333
Accommodation and Food Services	270
All other industries	888
Total increase	3,738

Share of business units by industry UHLB, 2020



Proportion of filled jobs by industry UHLB, 2020



Top 10 qualifications in demand, 2020

Field of study : Level	Employment
Management & Commerce : Certificate (level 1-3)	4,416
Management & Commerce : Degree (level 7+)	4,394
Engineering & Related Technologies : Certificate (level 1-3)	3,313
Engineering & Related Technologies : Certificate (level 4)	3,166
Architecture and Building : Certificate (level 4)	2,923
Society and Culture : Degree (level 7+)	2,899
Engineering & Related Technologies : Degree (level 7+)	2,849
Society and Culture : Certificate (level 1-3)	2,597
Education : Degree (level 7+)	2,129
Health : Degree (level 7+)	2,032

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GOLD SPONSORS

FOR A TOTAL OF

\$44,500

FUNDING PARTNERSHIPS

BNH continued to receive financial support from sponsors and stakeholders, all of which is much appreciated, with Gold, Silver, and Event Category sponsorship totalling \$56,000 in 2020/2021. External grant funding was again very difficult to secure. However, Auckland Transport renewed its \$24,000 budgeted support to assist in resourcing transport-related projects. Additionally, we were able to extend the timeframe of a previous grant from Auckland Council to enable us to continue with our food waste collection initiative.

CONNECT, COMMUNICATE, COLLABORATE

Creating opportunities via several different platforms and in a variety of environments for members to connect, communicate and collaborate remains one of BNH's primary objectives.

Providing an extensive and varied calendar of events throughout the year is one of the main mechanisms that helps us achieve this objective. Despite moving in and out of various Alert Levels during the financial year, we managed to provide 29 in-person events, all of which were run within government guidelines at the different Alert Levels. The business capability, personal and business development workshops covered a wide range of topics identified through the annual members survey. In addition to the subject matter, members also enjoyed the opportunity to network at each event and were appreciative of the two networking-specific events that were provided.

Our annual ONE DAY SALE in November 2020 yet again proved to be a great success, enjoyed by members and shoppers alike, with our business expo – Showcase

North Harbour – held in March 2021, proving to be very popular at the new venue, the National Hockey Centre.

In partnership with St John, the health and wellbeing workshops provided were once again well-subscribed and of great value to those in attendance.

Member engagement was and remains a priority for Business North Harbour to such an extent that, following a successful pilot last year, we invested considerable resources into engaging two part-time BNH ambassadors. Their role is to visit all commercial properties in the BID at least once over each two-year period, identifying new members, and catching up with members already in the system, raising awareness of BNH and the programmes and services we offer. Member engagement by the ambassadors continued to improve the accuracy of our database, the efficiency

of our communications platforms, and the number of members registering for events.

The introduction of the BNH app meant that we continued to make improvements to our communications platforms. This again proved pivotal in enabling BNH to support our members by providing, in a timely manner across various platforms, up-to-date and comprehensive information, links and resources relating to the pandemic and any available government support. The website has seen much-improved traffic, with views of the business directory increasing significantly following work on SEO optimisation by members of the BNH team. I would encourage members to use this facility to showcase their businesses.

In partnership with Massey University, BNH introduced a Women In Leadership mentoring programme which aims to utilise the knowledge and experience of our female business leaders to develop the business leadership skills of other women in our area. The pilot proved to be very successful, and it is our intention to continue with this initiative alongside a mixed-gender programme in the new financial year.

Still providing other opportunities for members to connect with customers and each other, BNH has continued to promote the theme of buying local in the media and the BUY NORTH HARBOUR Facebook group, where members can post details of their goods, services, and offers, free of charge, has seen a steady growth in followers.

THEY SAID

BUSINESS LUNCHEON: 2020 Pre-Election Luncheon 1 OCTOBER 2020

"I think the event was great. You did really well getting it all set up with consideration to the pandemic situation."

"Great event and good food quality - nicely surprised! Thank you for all the efforts to get this up and going."

"Very professionally run, especially taking into account the Covid restrictions."

NORTH HARBOUR COMMERCIAL PROPERTY GROUP – Tony Alexander, Economics Speaker 12 NOVEMBER 2020

"I'm not into surveys but can sum up the evening as one of the best you've held. Tony Alexander is and has been NZ's best economic commentator for many years. His insight and understanding is brilliant."

WOMEN IN BUSINESS : Nadia Lim 19 NOVEMBER 2020

"Simply a brilliant event. Nadia was so genuine and engaging, and Lisa from Eclipse did a great job as 'Oprah'! This was really so much better than I was expecting and it opened my eyes in so many ways - personally, business and environmental. The food was simply divine too!"

"I thought it is excellent, loved hearing Nadia Lim's story and think it is so important in sharing the journey when you're on it and sharing the wins as well as lows."

"Lovely event, would recommend for every woman, whether she is already in her own business, or simply aspiring to be."

"Our whole team of seven women attended and we all felt that the event was well run and Nadia was a fantastic speaker. She is so genuine and real and what she talked about was so relevant to those of us who are mums, business owners and partners."

BUSINESS CAPABILITY WORKSHOP: Business Presentation Skills – Simon Weakley, Director Of Sales And Training, Dale Carnegie 8 APRIL 2021

"The last two events have been amongst the most valuable I have attended at Business North Harbour. Great work!"

"Wonderful event - well done!"

"It was quite spot on!"

BUSINESS LUNCHEON: Sustainability & Environmental Leadership In Business 26 MAY 2021

"I thoroughly enjoyed the event, the speakers were well selected. Set-up of the event was great. Thank you for hosting."

"The presentation was excellent and the speakers were all really good."

"A great event. Lovely to meet and hear Chlöe Swarbrick and the other speakers."

"It was a great, very well communicated and run event."



2020 Pre-Election Luncheon

STAND OUT SPEAKERS

154 attendees for 2020 Pre-Election Luncheon with Chlöe Swarbrick, Rt Hon Winston Peters, Hon Phil Twyford, Hon Paul Goldsmith, David Seymour, and compèred by Mike McRoberts

120 attendees for Women in Business with Nadia Lim

104 attendees for Sustainability & Environmental Leadership in Business Luncheon with Chlöe Swarbrick, Matthew Blaikie, Dr. Parin Rafiei-Thompson, Phil Jones, Mark Hitchcock, Helen Robinson ONZM



Nadia Lim



Chlöe Swarbrick

EVENTS

26 events and workshops

1,114 total event registrations

95% speaker quality rating

98% of members said content was beneficial to their organisation

SHOWCASE NORTH HARBOUR

45 exhibitors

ONE DAY SALE

45 participating businesses

ST JOHN WORKSHOPS

Mental health and first aid

3 workshops

39 attendees



MEMBER COMMUNICATION

BUSINESSNH.ORG.NZ

11% returning visitors

89% new visitors

63% increase in users

19% increase in pageviews

29% decrease in session time

\$2,300 online advertising income

SOCIAL MEDIA



LinkedIn

21% growth



Facebook

16% growth

FYI MAGAZINE

4 Issues

14,350 printed copies

688 online reads

5,124 online impressions

E-NEWSLETTERS

24 e-newsletters sent

21% average open rate

SURVEYS

6 surveys sent

584 responses

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.

TRANSPORT PROPOSALS

In 2020/21 BNH made six transport-related submissions to either Auckland Transport (AT) or Waka Kotahi New Zealand Transport Agency (NZTA).

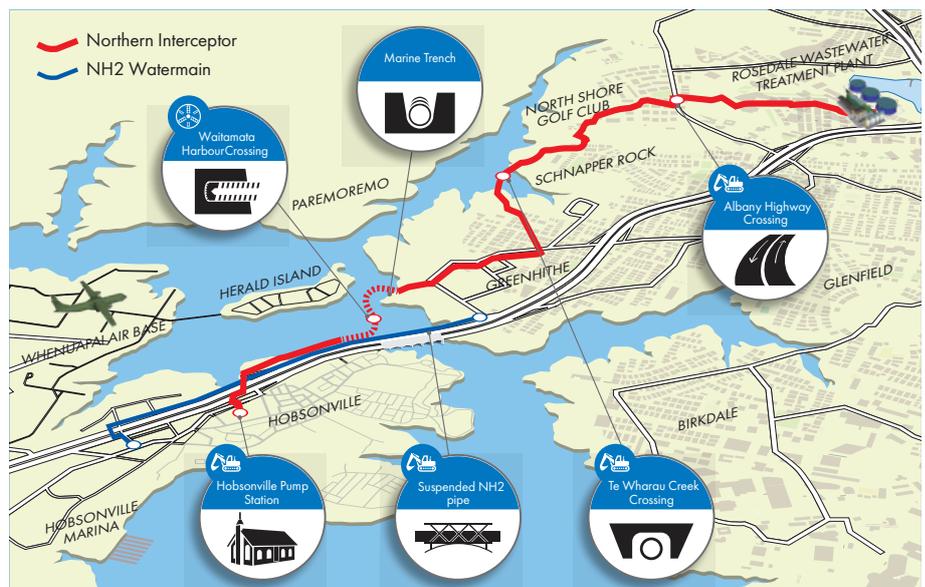
BNH is working with the CCOs (council-controlled organisations) involved with the ongoing projects of the Northern Corridor Improvements and provides updates on roading projects within the area weekly through social media and the website, and fortnightly through the e-newsletter to members (EDM).

NORTHERN INTERCEPTOR

Construction of this 710mm wastewater pipeline began in January 2019. Works have now been completed in the following areas:

- Pipelaying works at North Shore Memorial Park
- Pipelaying adjacent to the RV Centre on Bush Road (pipe testing remains)
- John Glenn and Piermark Drive pipeline works
- Rahui Reserve chamber installation
- Pipeline installation along Greenhithe Road.
- Pipe bridge at Laurel Oak Drive

BNH continues to provide timely updates, via the EDM and online.



BUSINESS NORTH HARBOUR AMBASSADORS

To encourage and invigorate interaction with members, BNH trialled two new positions. The pilot programme was so successful that we hired two part-time BNH ambassadors, who spend their time out and about meeting with members. The hard work of Sandra Craze and Hiufan (Jess) Huang has increased membership

engagement by more than 500 per cent on 2019, with ongoing member education of alternative modes and other methods of information and education (e.g., website and fortnightly e-newsletter).

Within 12 months, the BNH ambassadors visited all 2,641 properties within the North Harbour BID area. They have used their initiative to promote the BUY NORTH HARBOUR Facebook page and BNH events, and Jess was also pivotal in the



inception of two successful North Harbour Asian Business Group events.

Jess left BNH at the end of June 2021, and we welcomed Yanan (Ben) Yang as the new part-time BNH ambassador.



Paul Matthews Road, June 2021



Albany Station, June 2021



Constellation Station, June 2021

NORTHERN CORRIDOR IMPROVEMENTS

“As we enter the final 18 months of construction, we’re seeing great progress on site. The new Paul Matthews Road opened at the end of last year followed by the eastbound offramp several months later. This enabled work to continue on the direct motorway to motorway connections for those travelling from the north heading west and vice versa. Work on the direct connections recently stepped up a gear when excavation of the underpass began a few weeks ago.”

“The opening of the Alexandra Stream Underpass in late 2020 provides an upgraded walking and cycling connection from the local community to North Harbour Business Park. We have over 7km of shared paths to build, making it easier to get around on foot or by bike for those who live, work or travel in the area.”

“Along SH1 we’re progressing construction of the Northern Busway to Albany Station including upgrading Constellation Station with a northbound platform. The project remains on schedule to be completed in late 2022.”

“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.”

**Grace Doughty |
Communications and Stakeholder
Manager, Waka Kotahi NZ
Transport Agency**

ADVOCACY

Over the last year BNH was involved in 26 completed roading projects. There are a further 31 roading projects within the area, which range from congestion charging to monitoring large developments within and on the fringe of the BID.

BNH is the first BID to be working with Auckland Transport (AT) on a complete roading optimisation for the area. Following members’ recommendations for the specific roading changes AT reviewed and provided feedback on all the highlighted trouble spots.

Of the nine recommendations, AT agreed to review six, forwarded one to Waka Kotahi and declined with an explanation for two. It also heeded members’ complaints about traffic light phasing and actioned changes at the requested locations.

CRIME PREVENTION AND CORPORATE SOCIAL RESPONSIBILITY

As in previous years, BNH’s annual members survey highlighted the importance of safety, security, and socially responsible initiatives to members. Some of BNH’s activities (and therefore targets) were impacted by Covid-19 lockdowns.



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.



4,600 “Lock your vehicle, remove your valuables” flyers distributed

2,737 Reports received on security “hot spots”

73 Visits to North Harbour commercial premises, resulting in:

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

VEHICLE CRIME

70% Members who rated vehicle security as “important” or “very important” in BNH’s annual survey

34.5% Decrease in vehicle break-ins in the last 12 months. A strong focus has been placed on patrolling outside restaurants during evening mealtimes.

1.9% Decrease in stolen cars. The majority of these crimes occur at the overflow parking at Albany park and ride during the day. Strategies introduced by the Albany Community Safety Group have assisted in reducing vehicle crime.



COMMUNITY SAFETY

26 Meetings between Business North Harbour and stakeholders, such as NZ Police, Auckland Council, Upper Harbour Local Board (UHLB), Waka Kotahi NZ Transport Agency, Westfield Mall Albany, North Harbour community patrols and Ramada Suites by Wyndham Albany.

38 Reported incidents of shoplifting – an increase of 18.7% on 2019/20.

FOOD WASTE COLLECTIONS

35.91

Tonnes of greenhouse gas emissions reduced from landfill this year

13.5

Tonnes of food waste diverted from landfill this year

\$4,800 Funding extension carried over from 2019/20 received from the Auckland Council Waste Minimisation and Innovation Fund.

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

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

INORGANICS COLLECTIONS

107.75m³

Total amount collected

51 Businesses that participated

2 Inorganics collections (Sept 2020 and March 2021)

70% Members who rated landfill reduction as "important" or "very important" in BNH's annual members survey.

98.62m³

Recycled by Abilities Group

9.13M³ SENT TO LANDFILL

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

THEY SAID

PALLET SWAP

Just wanted to again thank you for the ongoing services your business have provided with the pallet swap. The services provided has been a big help and is much appreciated within our warehouse operation. We look forward to continuing this business relation in the future.

Onosai Tuigamala | Pacific Hygiene

FOOD WASTE COLLECTION

"Davenports Law uses Business North Harbour's food waste collection service as part of its broader commitment to sustainability. Director Bronwen Newcombe says, "Business North Harbour was invaluable in this process, guiding me and our sustainability committee around how to set up the new system and providing a discount for the first few collections.

Davenports now composts all food scraps, compostable coffee cups, compostable packaging (including all handtowels from bathrooms), coffee grinds, compostable courier bags and tea bags, which would otherwise have gone to landfill. "We're filling an 80-litre wheelie bin with organic matter each week.

INORGANIC COLLECTION

The bi-annual business inorganic collections are vital for our company to keep on top of old office furniture, e-waste etc cluttering up valuable workspace.

This collection also minimises the amount of waste being sent to our landfills and also allows local non-profit organisations to upcycle any items.

Lorelle Chestnut | Scott Chemicals International Ltd

BNH MEMBERS SURVEY 2021

The feedback from our annual Member Survey, which is much appreciated, drives our core programmes and helps us to identify our support for you and your investment.

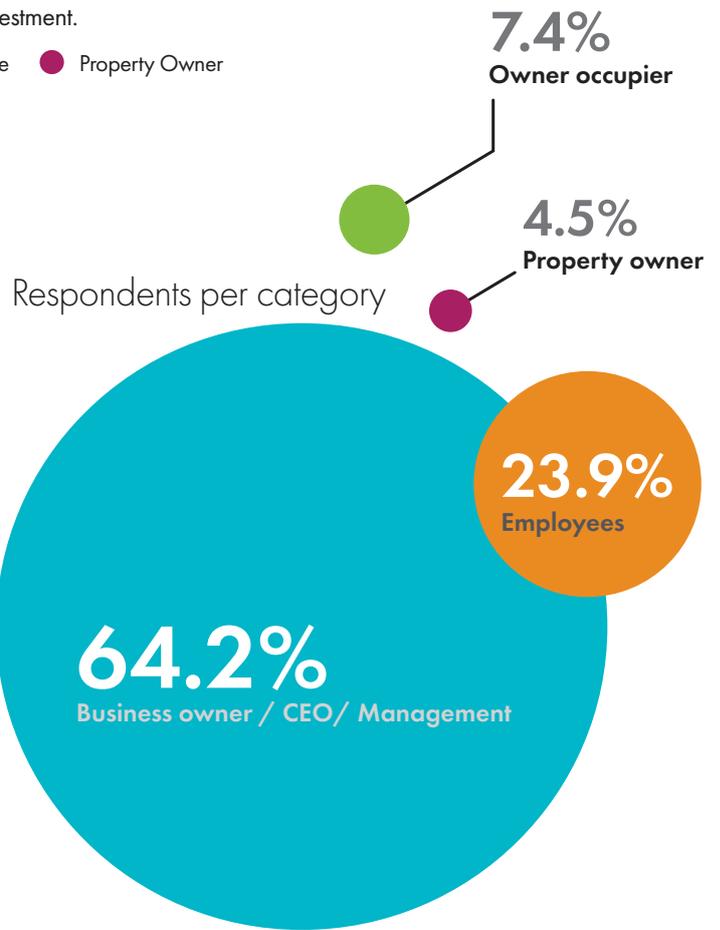
Key: ● Owner Occupier ● Business Owner, CEO, Senior Management ● Employee ● Property Owner

Covid-19

Has the number of employees at your business changed as a result of the COVID-19 situation?



Has your business turnover changed as a result of the COVID-19 situation?

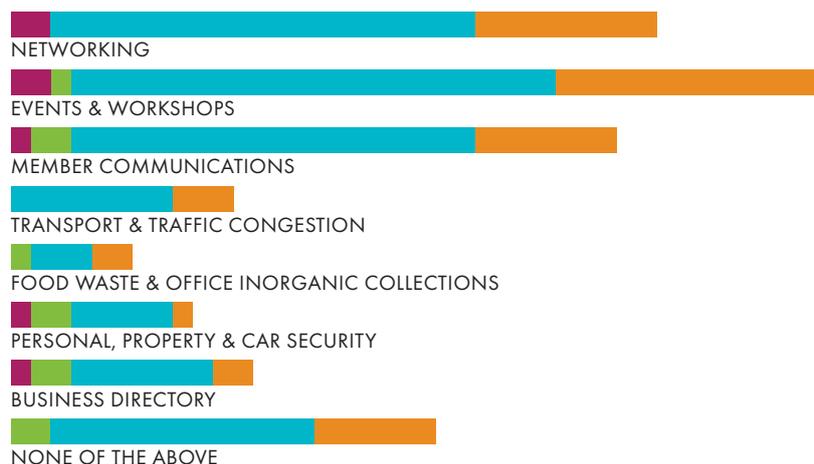


Overall, how would you rate the services, communications, events and programmes that BNH provides to our members?



Of the services we offer our members, which do you currently take advantage of?

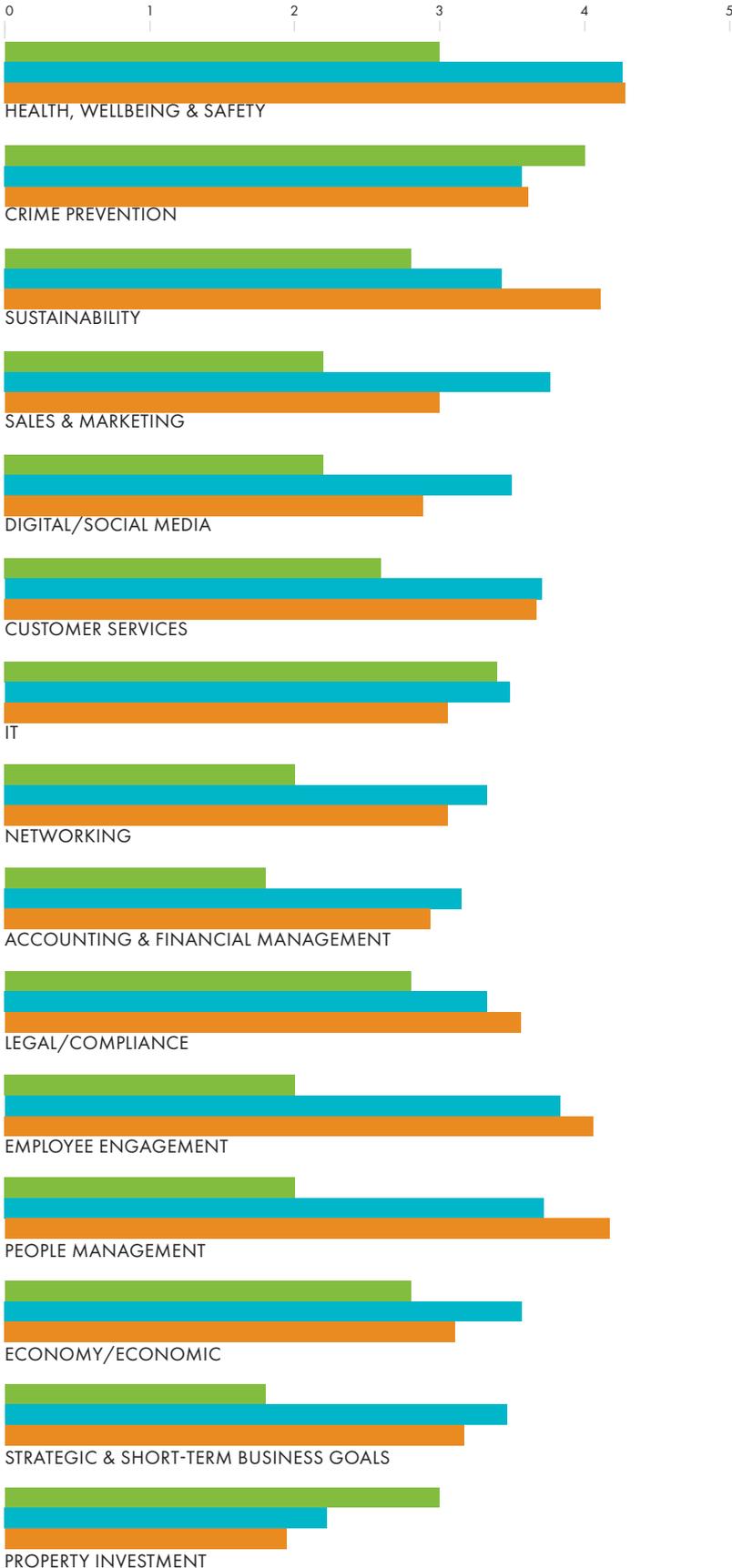
Overall, respondents mostly take advantage of events and workshops, networking opportunities, and member communications opportunities.



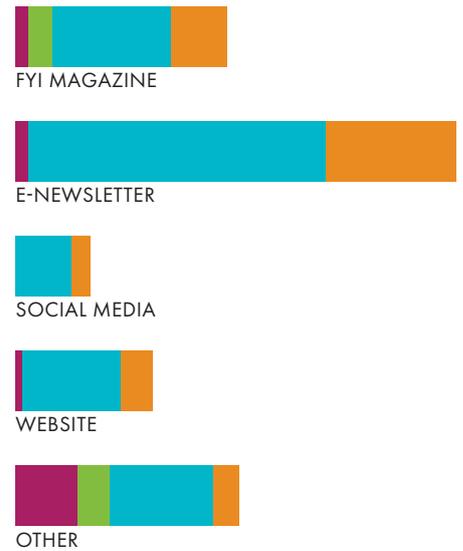
How important are the following to you and your business?

Looking at the average rating for business development matters, it is very clear that health, wellbeing & safety still is the most important issue for the North Harbour community.

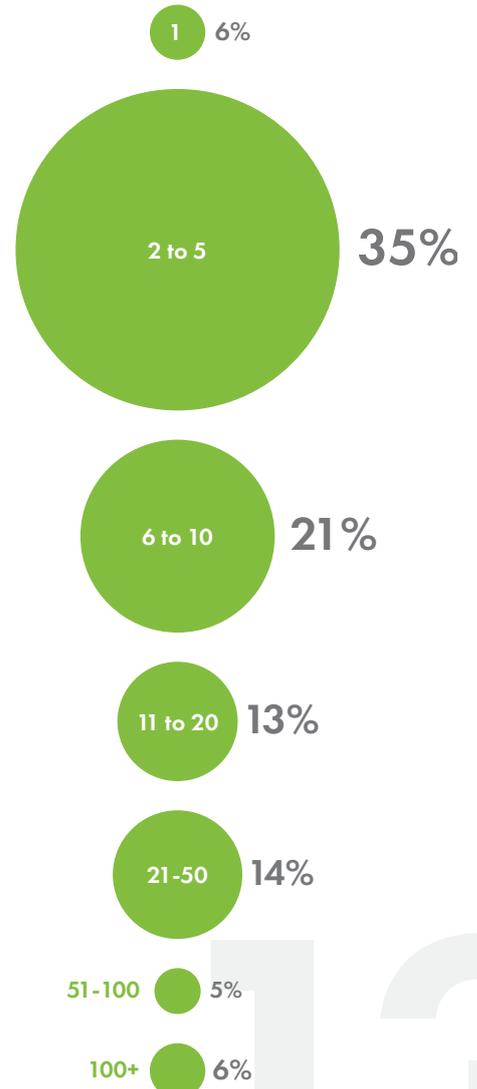
RATING - 0 = Not important at all 5 + Very Important



How do you like to keep in touch with BNH?



How many employees work at your business?



BUSINESS PLAN 2021 / 24

Empowering economic prosperity and growth, providing a voice for our community's concerns, facilitating networking for local business development, and developing business capability through access to leading industry specialists continue to be the main drivers for the Business North Harbour executive committee, who remain focused on delivering positive outcomes for our members.

For the most part, BNH was able to successfully achieve the priorities identified for the 2020/2021 financial year listed below, which is a very pleasing result given what has been another challenging 12 months:

- Major focus is on supporting members' recovery in the wake of Covid-19
- 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

With our success ultimately being measured by the level of our engagement with you, our members, the significant investment into the BNH ambassador positions will continue. We are looking to deliver value at every opportunity, so we want to ensure that as many members as possible are aware of

and enjoy the benefits of their membership. In a variety of ways, we will continue to support our members along their journey to sustainable economic recovery, as they continue to face significant challenges as a result of the global pandemic.

The successes of the past year across different areas of the organisation, achieved in somewhat difficult circumstances, have formed a strong platform upon which we intend to continue to build, whenever opportunities allow.

Some priorities identified for the coming 12-36 months are carried over from the previous 12 months due to the scope and complexity of certain projects.

WE PROMISE THAT

Business North Harbour will constantly review service delivery to our members to ensure that, as far as is practicably possible, we are providing events, workshops, programmes, and communications that are relevant, engaging, and reflect our members' identified needs based on their feedback. 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 support capability development and aspire to deliver world-class events. We remain mindful of the cost to business of attending events, so we are committed to making resources available via the website for those members unable to attend.

Advocacy, both formal and informal, will remain key aspects of our work. BNH will continue to advocate strongly with and on behalf of our members on a range of topics, making submissions as and when appropriate, to achieve the best possible outcomes. Understanding that as a lone voice, our ability to exert any influence on local and central government is limited, we will

continue to collaborate with other BIDs when applicable and have committed further resource to establishing a strong business-led advocacy group Activate North, so that the voice of our wider business community can be heard. This will enable us to drive positive outcomes and mitigate, wherever possible, any negative impacts for our members. This is becoming increasingly important given the significant growth proposed within North Harbour, including significant commercial, roading, transport, and residential development projects, which must be introduced in a planned and structured manner.

We will monitor and keep members informed about council, local board and government plans and policies pertaining to business. BNH will continue to actively engage with decision-makers at all levels within key stakeholder organisations, including Auckland Council, UHLB, Auckland Transport and Auckland Unlimited (formerly ATEED).



PHOTO BY KOON-CHAKHATRAKAN

PRIORITIES: 2021 / 22

- Supporting members' recovery through the ongoing pandemic
- Review member feedback and implement any necessary changes
- Continue to raise member awareness
- Continue to increase member engagement
- Promote B2B engagement
- Continue to develop BNH profile
- Increase BNH reach
- Lead the change towards business sustainability
- Support the development of the Activate North project
- Provide world-class events
- Implement the Women In Leadership mentoring programme
- Introduce a mixed-gender business leadership mentoring programme
- Advance organisational development
- Implement the governance succession plan
- Implement the four-year strategic plan
- Review year 1 of the four-year strategic plan

PRIORITIES: 2022 / 23

- 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
- Increase BNH reach
- Be the trusted member information hub
- Pilot corporate social responsibility initiatives
- Review organisational development
- Provide world-class events
- Maintain both leadership mentoring programmes
- Review year 2 of the four-year strategic plan
- Review relevance of the strategic plan
- Review the governance succession plan

PRIORITIES: 2023 / 24

- Review member feedback and implement any necessary changes
- Review year 3 of the four-year strategic plan
- Review relevance of the strategic plan

KPIs FOR 2021/22

SUSTAINABILITY

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

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

Identify and, if possible, implement other sustainability initiatives for members.



ADVOCACY

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

Support the development of the Activate North advocacy group.



RESOURCES

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

Provide members with access to useful links and resources from other agencies via the BNH website and communications platforms.

29 EVENTS



4 WOMEN IN BUSINESS
– **300** attendees



3 BUSINESS LUNCHEONS
– **450** attendees



3 BUSINESS AFTER 5
– **150** attendees



12 BUSINESS CAPABILITY PROGRAMME
– **500** participants across all workshops



3 NORTH HARBOUR COMMERCIAL
PROPERTY GROUP – **150** attendees



2 NORTH HARBOUR ASIAN BUSINESS
GROUP – **160** attendees

Host the Showcase North Harbour B2B exhibition and networking event in March 2022, attracting **65** exhibitors and **400** visitors, to budget.

Host and deliver the annual ONE DAY SALE in December 2021, attracting **65** registrations to budget.



MEDIA



Publish four issues of FYI magazine, with **3,350+** copies per issue. Incorporate specialist content and resources for business and commercial property owners in Mandarin and Korean.

Increase online reads to an average of **250** per issue.



Send a minimum of **24** issues of YOUR News e-newsletters and increase average monthly opening rates from 21% to **24%**.



Increase LinkedIn followers to **820** and increase feed impressions to an average of **2,500** per month.

Increase Facebook followers to **1,800**, and increase feed impressions to an average of **10,000** per month.



Build new partnerships with local media and external media partners.



Increase visitor numbers to businessnh.org.nz by **30%** and reduce bounce rate by **12%**.

Increase Buy North Harbour followers to **250**

Increase BNH mobile app downloads to **200**

MEMBERSHIP ENGAGEMENT

Visit **1,300** commercial properties to advise members of BNH's programmes and services and the benefits of membership.

Continue to improve engagement with our Asian business community.

Improve engagement with major employers and not-for-profit organisations

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 30 June 2021 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 2021

Revenue	Notes	2021 \$ Actual	2021 Budget (Unaudited)	2020 \$ Actual	2019 \$ Actual
NHBID Targeted Rate Levy		690,621	690,621	690,621	690,621
Grants Received		28,780	40,300	60,696	29,000
Sponsorship		56,500	79,818	44,666	61,615
Subscription from Members		22,737	24,286	24,431	22,246
Function & Events Income		46,402	87,800	57,849	51,793
Advertising Income		19,593	35,500	30,700	44,046
Interest Revenue		1,446	1,110	5,654	4,725
Other Revenue		100	300	300	100
Total Revenue		866,179	959,735	914,917	904,146
Expenses					
Employee related costs	2	543,406	539,266	439,848	377,961
Costs re Member Programmes & Services	3	325,089	375,225	301,746	339,486
Lease and Rental Expenses	4	53,264	54,045	50,465	52,161
Other Expenses	5	63,522	70,691	65,359	66,979
Total Expenses		985,281	1,039,227	857,418	836,586
Net Surplus Before Depreciation		(119,102)	(79,492)	57,499	67,560
Less Depreciation Adjustments					
Depreciation	8	19,624	22,531	15,451	8,340
Amortisation of intangibles	9	2,996	3,580	3,580	2,400
Loss (Gain) on Disposal of Property, Plant and Equipment		-	-	2,069	-
Loss on Disposal of Intangibles		-	-	-	757
Total Depreciation Adjustments		22,620	26,111	21,100	11,497
Surplus/(Deficit) for the Year		(141,722)	(105,603)	36,399	56,063

STATEMENT OF FINANCIAL POSITION

FOR YEAR ENDED 30 JUNE 2021

	Notes	30 June 2021	30 June 2020	30 June 2019
Assets				
Current Assets				
Bank Accounts and Cash	6	302,602	379,233	174,947
Trade Receivables		19,433	4,757	15,164
Prepayments		2,318	-	-
Interest Accrual		53	439	481
Goods and Services Tax		7,094	9,674	7,412
RWT Paid		0	21	458
Total Current Assets		331,500	394,125	198,464
Non-Current Assets				
Term Deposits	7	69,403	106,333	283,178
Property, Plant and Equipment	8	48,139	64,983	31,895
Intangible Assets	9	8,400	11,396	14,976
Total Non-Current Assets		125,942	182,712	330,049
Total Assets		457,442	576,837	528,513
Liabilities				
Current Liabilities				
Business Credit Cards		(689)	1,886	2,255
Trade Payables		21,909	37,070	38,092
Accruals and Provisions		4,900	4,900	4,900
Receipts In Advance	10	201,015	174,095	174,587
Wages and Holiday Pay Accrued		36,626	21,835	10,638
Hire Purchase Liability		962	2,611	-
Total Current Liabilities		264,724	242,397	230,472
Total Liabilities		264,724	242,397	230,472
Total Assets less Total Liabilities (Net Assets)		192,719	334,440	298,041
Equity				
Retained Earnings		192,719	334,440	298,041
Total EQUITY		192,719	334,440	298,041

For and on behalf of the Association:



Peter Lambertson (Chairperson)

Date: 24th September 2021

BUDGET 2021 / 2022 AND DRAFT 2022 / 2023

In line with the requirements of the Auckland Council Business Improvement District (BID) Policy 2016 and maintaining our ongoing commitment to financial and operational transparency, we have produced a three-year business plan supported by a draft budget through to 30 June 2023. To support the outcomes and KPIs outlined in the business plan on pages 14-16, the finalised 2021 / 2022 budget is detailed below.

Variations to 2021 / 22 Budget

The new targeted rate total of \$725,152, which was approved by members at the AGM 2020, forms the basis of the operational budget for the current financial year. There isn't a significant variance between the final budget figure and the draft budget presented last year, although there are a number of variances in separate line items. The executive committee and management remain committed to providing cost neutrality between the targeted rate levy and the programmes and services available to Business North Harbour members. On this basis, in line with the trends we saw for the 2020/2021 financial year, budgeted income has been reduced,

with a similar reduction in budgeted expenditure. We are confident that, despite these reductions, BNH will still be able to provide an appropriate level of programme and service delivery to members.

Draft 2022/23

At the AGM 2021, member approval will be sought for the collection of \$732,403 as the targeted rate levy for the 2022/23 financial year, and for the overall draft budget as presented. This targeted rate levy figure represents an increase of \$7,252, which is approximately a 1.0 per cent increase over the current financial year.

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

AGM 2021 BUDGET SUMMARY

	Actual \$ 19/20	Actual \$ 20/21 (Unaudited)	Proposed \$ 21/22 as published	Final \$ 21/22	Proposed \$ 22/23
Key Income Streams					
NHBID Targeted Rate	690,621	690,621	725,152	725,152	725,152
Proposed Increase In BID Targeted Rate (1% to cover inflation)					7,251
Associate Membership	24,431	22,737	26,000	23,021	25,000
Advertising and Promotion	30,700	19,593	40,000	22,500	26,500
Gold and Silver Sponsorship	36,000	53,167	69,000	57,000	69,000
External Programme Grants	57,333	33,725	35,000	26,500	34,000
Events and Economic Development	60,189	45,287	90,000	72,000	72,000
Business Capability Programme	5,390	4,440	15,800	10,000	10,000
Special Interest Groups	936	1,175	11,000	7,000	9,000
Interest and Training Room Hire	5,952	1,493	2,000	1,110	3,000
Total Estimated Income	911,552	872,238	1,013,952	944,283	980,903
Programme Expenditure					
Crime Prevention	105,161	111,590	119,000	112,519	116,000
Transport	29,591	23,081	23,000	20,812	22,000
Member Communications	104,249	97,479	96,000	90,496	91,000
Events and Economic Development	89,935	105,582	117,000	103,975	106,000
Business Capability Programme and NHBID Projects	21,631	30,469	53,000	23,120	25,000
Advocacy	181,193	183,483	190,000	176,476	178,000
Special Interest Groups	2,529	10,903	16,000	11,000	12,000
Total Estimated Programme Costs	534,289	562,587	614,000	538,398	550,000
Operating Expenditure					
Personnel	203,338	293,264	250,000	266,880	270,000
Administration and Accounting	56,217	53,403	67,000	59,059	61,000
Premises	50,465	53,263	55,000	64,172	65,000
IT/Computer	7,894	7,666	10,000	8,040	9,000
Depreciation	15,451	19,625	22,000	23,719	24,000
Board Honorariums	7,702	7,630	7,500	7,500	7,500
Total Estimated OPEX	341,067	434,851	411,500	429,370	436,500
Total Estimated Programme and OPEX	875,356	997,438	1,025,500	967,768	986,500
Estimated Surplus/Deficit	36,196	-125,200	-11,548	-23,485	-5,597



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