



ANNUAL REPORT JULY 2014–JUNE 2015

CONNECT
COLLABORATE
COMMUNICATE

BUSINESS PLAN 1 JULY 2015–30 JUNE 2018

Chairman's Report

2015 has been another busy year for North Harbour Business Association. The Board and executive take great pleasure in the progress made across all our core deliverables, and in the expansion of our training and economic development programmes.

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NHBA Board as nominated at 2014 AGM

Terry Zouch | Vice Chairman

Kiwibank

Steve Plummer

Centurion Management Services

Greg Frittelli

ILG (Insurance & Lending Group)

Peter Jollands

Jollands Callander

Brenden Rolston

Actionmail Ltd

Janet Marshall

Colliers

Vaughan Reed

Labyrinth Solutions

Dominic Sutton

Pumpt Advertising

Ken Paterson

Simpson Western Lawyers

Katheryn Chivers

Solicitor

Nicky Lukar

Bank Of New Zealand

Rod Large

Resigned Jan 2015

A key focus has been on ensuring that our individual and collective voices are heard by Auckland Council as part of the review of their Proposed Unitary Plan. Together, we are stronger. This message—that we represent the views of thousands of individual businesses and property owners, and tens of thousands of employees—has been acknowledged not just by the council, but also by the independent review panel hearing submissions on the plan.

The work of the last 12 months has given us real credibility as we enter the plan's critical final review phase in 2016. We have attended and hosted scores of meetings, and made several targeted submissions. NHBA is seen as a reasonable voice, and our considered responses mean that we are, and will be, listened to. We will achieve the best possible outcomes for you all in 2016.

Complementary to this macro-level advocacy, we have continued to respond to the needs of our members through a range of tailored programmes that encompass everything from one-on-one consultation on a parking issue, to lobbying NZTA regarding the northern corridor extension; from advising a single property owner on signage, to

speaking to a group about development plans that may impact them; from niche training sessions to a dozen exporters, to hosting hundreds at our business expo.

All of this has occurred in a changing funding environment. Central and local grant funding has declined markedly. We are ever mindful that everything we do must be for the benefit of our members, and continue to look for ways to cost-effectively deliver more for less. We see a commonality of interest with the business area currently being developed

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in the triangle formed by SH1, the Albany Expressway and Don McKinnon Drive. We believe that bringing those businesses into the North Harbour Business Improvement District will benefit both that area and existing members, through an even greater voice and tangible economies of scale. To that end, we will conduct an expansion ballot early in 2016.

Diminishing stakeholder funding has also prompted

a review of our targeted rate in order for us to continue to deliver the full suite of services that you tell us you want.

As always, I have to acknowledge the endeavour and dedication of our GM, Janine Brinsdon, and her team, who deliver small miracles on a regular basis, as well as the support and commitment of the Board and other key stakeholders.

Kevin Moore
NHBA Chairman

NHBA Gold Sponsors 2014–2015



General Manager's Report

It gives me great pleasure to report the key achievements for the year ending 30 June 2015.



NHBA Staff

Debra Metcalfe

Office Manager/EA

David Loader

Crime Prevention

Brigid Rogers

Transport Projects (until Sept 2015)

Sharron Drew

*Marketing Communications
(until Sept 2015)*

Over the past 12 months we have continued our operational and strategic approach to the delivery of member programmes, incorporating:

1. Focusing the operational roll-out of programmes on increased opportunities for engagement and support throughout our member organisations.
2. Fine-tuning our current service programmes to ensure they remain relevant, in line with our annual member survey feedback, and reflective of an ever-changing business environment.

Our second year of operation as an expanded Business Improvement District (BID), with a wider membership base, has given us a louder voice within local and central government negotiations and increased opportunities for greater collaboration and connectivity. It has also increased the need for more expansive communication platforms with both commercial property and business owner/managers. This will remain an operational and strategic focus for NHBA in the coming three years.

The continuing development of our service programmes has benefited from ongoing relationships with our core stakeholders, particularly the Ministry of Justice, Upper

Harbour Local Board and Auckland Transport. Changes to central government funding models will have an impact on our 2016–18 programmes, but as always we will continue to seek innovative solutions to deliver programme depth and value across our business district. We have consistently delivered against project and service programme KPIs, to budget, with an average of 92% achievement against KPI targets.

Building capability and skills within local businesses has been a focus for us over the past twelve months. Particular highlights were the successful launch of a partnership with the Marketing Association, the growth of the Women in Business series, and our developing relationship with Massey University, as well as being able to draw on industry specialists within the BID. The enhanced support offered through our crime prevention and transport programmes has also been key to creating an efficient and effective business economy.

With service programme growth comes an increasing administrative workload, so we have recently appointed an Office Manager/EA to cover roles that were previously contracted out, and to offer greater support for the Board and executive. We have also had changes

within the marketing and crime prevention project management roles. I am confident that we are building a team which will enable the continued growth of North Harbour, from our new offices in Parkway Drive.

Leadership and governance for the NHBA team continues to be provided by the Executive Committee Board and its specialist subcommittees: Economic Development and Strategy, Finance, Marketing and Member Services, and Transport and Crime Prevention. My thanks to these local business representatives who generously give of their time and expertise, to guide and develop NHBA and the future of our membership programmes.

Our commitment is to see North Harbour businesses connect, collaborate and grow, both locally and internationally. We look forward to a continuing partnership with our members and key stakeholders, as we work together to ensure North Harbour remains a desirable and prosperous location for business and investment in Auckland.

Janine Brinsdon

NHBA General Manager

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Your Voice

In last year's annual report, we highlighted the need for North Harbour to have a strong, cohesive, collaborative approach if we are to attract our share of highly contested local and national government financial resources.

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Now, in the second term of the unified Auckland Council, this collective 'Together Stronger' message is absolutely critical, especially with local government elections taking place in October 2016. The impact of central government decisions on Auckland's regional projects reinforces the importance of collective advocacy.

Our city is poised for change under the 30-year strategic Proposed Auckland Unitary Plan and the Auckland Long Term Plan 2015–25. These plans will direct the council's financial priorities and dictate the shape of the city through the creation of economic, educational and residential boundaries. For this reason, they have been a focus of our advocacy on our members' behalf over the past 12 months.

NHBA's significant scale and leverage has enabled us to influence other business improvement districts, as well as the deliverables from Auckland Council's Business Improvement District Team. As an example, a review of essential services provided by council was held in 2015. Two options were presented to

council—one of which would have seen our North Harbour BID incur a \$75,000 fee to offset their operating costs. We successfully lobbied for the council to reduce costs rather than expect our members to be disadvantaged. This is one example of how collaboration with partners, such as neighbouring commercial business parks, membership organisations and education/sector specialist organisations, enables us to leverage additional results for our commercial and business owner membership.

Advocacy

Below are some of the known large-scale regional advocacy projects, with far-reaching consequences, that we have been working on. (Refer to pages 7 and 17 of this report for other regional advocacy elements, including localised initiatives.)

- Auckland Long Term Plan 2015–2025 (February 2015)
- Unitary Plan: mediation and hearings will continue throughout 2015 and 2016, with the plan expected to become

operative in 2016–2017

- Upper Harbour Local Board Plan 2015–16
- Local Alcohol Policy bylaws (September 2014)
- Signage bylaws (October 2015)

Formal Submissions

NHBA provides members with a voice on local and central government issues, and the significance of this is growing. Over the past 12 months, the percentage of members who rated this as important has increased from 28% to over 88%*.

Public Meetings

We provided opportunities for members to have their views heard by Auckland Transport, NZTA, Upper Harbour Local Board and Auckland Council. We urge all our members to engage fully in the process, to ensure that our position reflects their views.

(*Unless otherwise stated, all statistics are from the NHBA Membership Survey, May 2015.)

2014
PRE-ELECTION
DEBATE

8 PARTIES PARTICIPATED,
100 MEMBER GUESTS



88%
OF MEMBERS
VALUE
HAVING A
VOICE, UP
FROM 28%
IN 2014



Connect, Communicate, Collaborate

Research shows that providing a world-class business environment requires more than outstanding infrastructure and location. It takes a commitment from those involved to connect, communicate, collaborate, and encourage others within that network to raise the bar, and deliver to their potential.

Building Connections

NHBA delivered a broad range of opportunities for members to connect in 2014–15. We added our Women in Business network events to our established successful business networking calendar. In total, more than 1,000 members and their guests had the opportunity to learn from a range of world class speakers, who shared their experience and expertise and challenged members' expectations.

Over 85% percent of members said that opportunities for collaboration and the formation of new relationships was important to them, supporting our investment in this area.

Communication—Reach and Profile

The past 12 months have seen some exciting growth within our media reach, with *FYI* magazine's readership grown to over 75,000 per annum. We produced five issues, covering a wide range of topics in line with those identified in the 2014 and 2015 membership surveys. The magazine remains available in print and electronic

versions (at nhba.org.nz/magazine).

FYI e-newsletters have proven an effective tool for distribution of news and information, such as traffic, crime, advocacy and public meetings, and networking/education workshops. We exceeded our subscriber base KPI of 3,200, and additional segmentation of this database ensured that the messages were targeted.

Over 1,000 members and their guest's had the opportunity to learn from a range of world class speakers who shared their experience and expertise and challenged our expectations.

Technology partners for NHBA's new website, social media platforms and CRM system have been identified, with these projects being delivered before the end of 2015. KPIs set at the AGM 2014 will be realised, with the inclusion of property and employment opportunities within these platforms to support local economic development across North Harbour.

External Media

Coverage on national television news included the election debate in October 2014, and representation at signage bylaw mediation hearings in November 2014.

Due to Auckland Council funding reallocations, their \$313,000 commitment to provide North Harbour with sense of place signage at key entry and exit points has been delayed, and is now expected in the 2016 financial year. Without council's support, this project will not be able to proceed.

Membership

Largely due to personnel changes within the NHBA team, we missed our Associate Membership targets. However, we are confident that we will achieve significant growth in membership from outside the NHBID area in the coming 12 months.

Gold sponsorship 2014–15 targets were fully met. We acknowledge the financial contribution these local businesses have made, and thank them for their commitment.

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15.58%
INCREASE IN WEBSITE
TRAFFIC (GOOGLE ANALYTICS)

LINKEDIN FOLLOWERS
INCREASED BY **98%**,
ENGAGEMENT FROM
1387 TO 14565 = OVER
1000% SINCE
FEBRUARY 2015



61%
GROWTH
IN TWITTER
SINCE
FEBRUARY
2015

**FYI E-NEWSLETTER –
166,400**
POTENTIAL POINTS
OF ENGAGEMENT
THROUGHOUT THE YEAR

FYI READERSHIP EST. 75,000 P.A.

HOSTED **10** MAJOR
BUSINESS NETWORKING
AND DEVELOPMENT EVENTS

Grow & Strengthen Your Business

North Harbour's significance as an identified centre of growth within the Auckland region is unquestioned—more than \$450 million of local and national government infrastructure investment has been committed to the North Shore over the next five years.

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While this will have a positive flow-on effect for our individual businesses, with improved efficiency and scope for expansion, better access alone is not enough to ensure business development. For that reason, NHBA programmes continue to provide valued resources to upskill management and staff, and contribute to business growth.

Building Skills and Capability

Through our Business Capability Programme we have delivered workshops to over 100 individual businesses, in areas including workplace excellence, public speaking, social media, HR, and marketing. The total number of actual workshop hours delivered—496—exceeded our expectations. Our 'special interest group' approach ensures that we provide quality workshops addressing the specific needs of segments of our membership. This will continue throughout the life of the following Business Plan.

Thanks to our collaborative relationship with the Marketing Association, NHBA businesses were the first in New Zealand to have access to the association's new STRIDE seven-week programme. These workshops delivered marketing tools tailored for the SME market, and upskilled both management and key operational staff.

In September 2014, the NHBA Executive Board signed a Memorandum of Understanding with Massey University. More than just a piece of paper, the MOU clearly demonstrates the importance of the education/business linkage. It has provided local businesses with access to world-class research and development facilities, and a pool of eager students looking for work experience or internships.

Our C3 initiative to broker internships between students and member companies is one example of the MOU in action, and the culmination of several months of planning. More than 300 students and 30 businesses attended the inaugural event in July 2015, with the majority of businesses attracting students to deliver their projects.

Following our relocation to 12 Parkway Drive we can now host training workshops onsite, delivering long-term cost savings and increased efficiencies. Our well-appointed meeting room facilities—available at no charge to members—have been in regular use.

Leveraging Technology

Negotiations with Chorus NZ have continued to identify ways in which the installation of Ultra Fast Broadband can be streamlined for businesses, commercial property owners, body corporates and property management companies. Chorus have committed to providing a dedicated representative for NHBA members in Quarter 4, 2015.

Significant collaboration between NHBA, Massey University, ICT sector specialists and central government has resulted in the development of an exciting ICT-Innovation Corridor project. The work is ongoing, with the benefits expected to be realised within 24–36 months.

Special Interest Groups

Research based on our membership and council economic data has been undertaken to determine the business demographic, and profiling of the North Harbour area. This data will form the basis of the new membership CRM system (live in October 2015) and the creation of relevant special interest forums and

networks. Our thanks to Auckland Council's RIMU team for their assistance.

Economic Development

NHBA's One Day Sale continues to deliver results for our members. The event in November 2014 created a massive buzz in the area, with happy shoppers and outlet owners. All participating businesses reported increased sales, with some as high as 45%. Such success in only the second year of the event bodes well for continued future growth.

Our annual Business Expo was postponed until 17 September 2015 to assess the impact of a later expo on both visitors and exhibitors, and to provide additional resources to the delivery of this showcase event. Our thanks to Upper Harbour Local Board for their venue sponsorship.

Upper Harbour Local Board is responsible for the delivery of an Economic Development Action Plan, which provides a framework for local economic development focus for 3–5, and up to 10 years. NHBA consulted on priorities for this action plan, and the scoping of key projects for implementation in 2015/16.

Social Responsibility

Highlighted as a KPI in last year's Business Plan, we secured \$5000 grant funding from Auckland Council for research into the need for recycling within the business district. The outcome of this research led to a district-wide recycling collection, in which over 69 cubic metres of inorganic waste was collected and upcycled to local not-for-profit or community groups. Thank you to Massey University for the use of their premises as a collection and distribution venue.

7500 HITS ON THE
ONE DAY SALE SHOPPERS
WEBSITE PAGE

15,000
ONE DAY SALE SHOPPERS
GUIDES DISTRIBUTED ON
THE DAY, PROMOTING LOCAL
RETAIL AND BUSINESSES

33
BUSINESSES USED OUR INORGANIC
COLLECTION SERVICE



Keep Your Business Moving

Transport management remains a key issue in the NHBA area. Over the past year, our focus remained on four elements: reducing congestion, improving safety and access, commuter education, and providing representation for members with transport agencies.

Reduced Congestion

Steps taken to reduce congestion have included the installation of two additional Look Before You Leave traffic cameras, on the corners of Apollo and Constellation, and Arrenway and Apollo Drives. Both are live and providing commuters with a real-time view of traffic conditions on their route. This expansion was possible due to the upgrade of the wi-fi network, with a new repeater located at Pinehill that will deliver flow-on benefits for members in the next financial year.

We investigated the creation of a bespoke carpool programme for teachers, especially those along Albany Highway. However there was no appetite for change, so unfortunately this project did not progress. Work continues on establishing a student shuttle to reduce rush hour congestion within our area.

Traffic counts and project feasibility studies have been completed for three additional Kiss and Ride/shuttle services at peak times. Further announcements are expected in October 2015. This research was made possible by \$17,000 of financial support from Upper Harbour Local Board.

Education on alternatives to single occupancy car journeys remains an

important component of our transport programme. Over 100 preloaded HOP cards have been distributed to encourage public transport trials, while our guaranteed ride home service has encouraged commuters to give car sharing a try, with no risk. Feedback we provided to Auckland Transport on their Let's Carpool website encouraged them to review this service

We have also taken an active role in SH1, Upper Harbour Highway and Northern Corridor project planning meetings, facilitated public meetings with affected parties, and contributed to the Travel Demand Management Plan for Albany Highway.

to make it more user friendly. In all, an additional 85 new members signed up to the regional carpool scheme.

Our public transport survey of both employers and employees was completed in June 15. More than 70% of employees surveyed said they would use public

transport if a convenient service existed. This research supported NHBA's formal submission on the Public Transport Network Review-North 2015 (in July 2015).

Commuter Education and Representation

We have continued to facilitate improved access and road safety across the business improvement district. Last year's review of Triton Drive safety issues has now been delivered, resulting in safer entry/exit to office parks, with minimal loss of on-street parking. In July 2014, we provided a formal submission on the Draft Parking Discussion Document.

We have lobbied locally (with Upper Harbour Local Board), regionally (with Auckland Transport), and nationally (with NZTA). We have also taken an active role in SH1, Upper Harbour Highway and Northern Corridor project planning meetings, facilitated public meetings with affected parties, and contributed to the Travel Demand Management Plan for Albany Highway.

NHBA thanks Auckland Transport for their financial support of \$20,000 for our member programmes in 2014-15.

76%

OF MEMBERS WANT NHBA TO FACILITATE PUBLIC MEETINGS WITH TRANSPORT AGENCIES ON ISSUES IMPACTING THE AREA

80%
OF MEMBERS WANT IMPROVED PUBLIC TRANSPORT SERVICES INTO THE AREA

65%

INCREASE IN WALK FOR COFFEE WEEK, AIMED AT REDUCING PARKING DEMAND AND ENCOURAGING WALKING

276

EMPLOYERS VISITED

400+ EMPLOYEES GIVEN PERSONALISED JOURNEY PLANS

ADVOCACY WITH NZTA ON NORTHERN CORRIDOR IMPROVEMENTS PROJECT:

\$450 MILLION
INVESTMENT

92%

OF MEMBERS WANT US TO CONTINUE DELIVERING PROJECTS THAT HELP REDUCE CONGESTION FOR STAFF, BUSINESS AND VISITORS

Keep Your Investment Safe

Through NHBA's consistent investment and focus, and partnership with the Ministry of Justice and NZ Police, North Harbour is fortunate to have one of the lowest crime rates in New Zealand.

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However, complacency can creep into a traditionally safe and secure business environment, and ongoing vigilance is required to keep our area safe. Over the past 12 months, we have been the focus of 'cross-border' offending, with the North Harbour area being targeted by criminals from other areas in Auckland. NHBA continued to work closely with North Shore Police to mitigate risk to our members. Regular NZ Police updates also featured in our media, reflecting member requests from the 2014/15 surveys.

Protect Your Property

NHBA's nightly patrols, operated by Amourguard Security and Global Security, identified more than 2300 instances of open windows, unlocked gates and doors, and insecure premises. These property and business owners were subsequently contacted by NHBA's Crime Prevention Specialist to put in place appropriate crime prevention measures.

A review of the nightly security patrol was conducted in April 2015, with members voting resoundingly in favour of continuing with this service (91%* rated it very or somewhat important). This supports NHBA's ongoing investment in this service.

We exceeded the number of member and stakeholder visit KPIs set last year and achieved 85% of our toolkits and secure plates targets.

Crime Prevention Through Environmental Design (CPTED) surveys have not been as relevant in the expanded business district, due to the age and design of the premises in that area. However, we modified resources and provided door buzzers for unattended reception desks to protect businesses and staff from unexpected visitors.

NHBA's nightly patrols, operated by Amourguard Security and Global Security, identified more than 2300 instances of open windows, unlocked gates and doors, and insecure premises.

Protect Your Business and Value Your Staff

Crime prevention workshops continued throughout last year, covering topics as diverse as cybersecurity and drugs in the workplace. Family violence and anti-bullying reference resources remained accessible on nhba.org.nz for business owners and their staff, to help support both parties should the need arise.

Enhance Community Safety

This has been a priority for NHBA, through our vehicle security programme. With a focus on education, our Lock your Car, Hide

your Valuables campaign has seen more than 2000 pamphlets delivered and 120 carpark signs erected, reminding trade visitors and staff not to leave items such as laptops, handbags, phones and other easily carried valuables on display.

NHBA's focus on preventing vehicle crime through our secure plates programme has seen over 450 vehicles fitted with tamper-proof screws.

The Asian Business Support programme has continued, with the distribution of crime prevention resources translated into Korean and Mandarin, to provide support and advice, and help these members avoid becoming targets for crime. To make sure they are aware of legislative changes that could impact on their business, we hosted two translated Health and Safety workshops in June 2015, attracting more than 35 companies.

In recent years we have been very fortunate to receive grant funding of \$75,000 per year from the Ministry of Justice for the 'Crime is Not OK' project. However, due to fiscal restraints and changes within the ministry's priorities, this funding will not be renewed for the next financial year, meaning a review of our crime prevention programmes will be necessary. Despite this, our commitment remains to provide members with practical resources to help keep their staff and property safe.

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STAKEHOLDER MEETINGS CONDUCTED BETWEEN COUNCIL, NZ POLICE AND COMMUNITY GROUPS TO REPRESENT COMMERCIAL NEEDS

275 TOOL KITS DELIVERED

LOCK YOUR CAR
2000
'LOCK YOUR CAR, HIDE YOUR VALUABLES' PAMPHLETS DISTRIBUTED

247 MEMBER VISITS, PLUS 95 CPTEDS

144 MEMBERS ATTENDED CRIME PREVENTION TRAINING

450 SECURE PLATES FITTED

NHBA
nhba.org.nz
09 968 2222

REMOVE YOUR VALUABLES
A FRIENDLY MESSAGE
feet" to make your community safer

5 SPECIFIC CYBERSECURITY TRAININGS HELD



One Day Sale



One Day Sale



Business After Five at Albany Toyota. Hamish McKenzie and guests

Asian Business Support event



NHBA Chair Kevin Moore



Women in Business workshop guest speakers Stephanie and Carolyn Everett, Devonport Chocolates with event sponsor Lisa Hill, Eclipse Recruitment



Recycling collection



C3



Business Luncheon, Guest speaker Nick Brown NZ Rugby



Business After Five at Massey University. Dr Loren Stangl (R) with guests

Financial Report



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Independent Auditor's Report to the members of the North Harbour Business Association Incorporated

We have audited the financial statements of North Harbour Business Association Incorporated on pages 11 and 12 which comprise the statement of financial position as at 30 June 2015, and the statement of financial performance and statement of movements in equity for the year then ended, and a summary of significant accounting policies and other explanatory information.

This report is made solely to the members, as a body in accordance with Rule 18 in the Constitution. Our audit has been undertaken so that we might state to members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the association and the association's members as a body, for our work, for this report, or for the opinions we have formed.

Members' Responsibility for the Financial Statements

The members of the governing body are responsible for the preparation and fair presentation of these financial statements in accordance with Financial Reporting Standards and applicable Statements of Standard Accounting Practice and for such internal control as the members of the governing body determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing (New Zealand).

Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, North Harbour Business Association Incorporated.

Opinion

In our opinion, the financial statements on pages 11 and 12 present fairly, in all material respects, the financial position of North Harbour Business Association Incorporated as at 30 June 2015, and its financial performance for the year then ended in accordance with Financial Reporting Standards and applicable Statements of Standard Accounting Practice.

RSM Hayes Audit
25 September 2015
Auckland

Business Directory

As at 30th June 2015

Registered Office

106A Bush Road, Albany

Officers

Janine Brinsdon (General Manager)

Kevin Moore (Chairman)

Terry Zouch (Vice Chairman)

Warren Kitchin (did not seek re-election)

Rod Large (resigned Jan 2015)

Greg Frittelli

Janet Marshall

Peter Jollands

Ken Paterson

Brenden Rolston

Vaughan Reed

Dominic Sutton

Katheryn Chivers

Steve Plummer

Nicky Lukar

Association Number

1277568

Auditors

RSM Hayes Audit

Accountants

Vision Accounting Solutions Ltd

P O Box 303 157

North Harbour

Auckland

Bankers

Bank of New Zealand

Date of Formation

20 February 2003

Nature of Business

Local Business Community Service

Financial Statements

Statement of Financial Performance		
For the Year Ended 30th June 2015	2015 (\$)	2014 (\$)
REVENUE		
Targeted Rate	523,000	520,397
Membership Subscriptions	10,824	11,170
Grants Received	97,176	118,500
Interest Received	4,186	2,175
Sponsorship	45,683	25,827
Function & Events Income	22,445	58,437
Advertising Income	24,040	14,290
Training Income	13,150	-
Rent Received	2,000	-
Total Income	742,504	750,797
Less Expenses		
Crime Prevention Scheme	145,597	149,947
Transport Management Programme	57,759	80,561
Business Development	168,516	179,010
Accident Compensation Levy	983	1,921
Accountancy Fees	11,580	11,327
Advertising	1,675	4,384
Audit Fees	4,377	7,538
Administration Costs	40,981	15,040
Management Costs	108,003	113,653
Marketing Costs	45,592	39,973
Bank Charges	1,019	1,298
Cleaning & Laundry	1,342	600
Board Support	8,190	2,074
Computer Expenses	13,697	5,280
Consultancy	500	-
General Expenses	2,331	3,788
Insurance	2,850	2,982
Interest	-	2
Legal Expenses	4,248	450
Licences & Registrations	668	588
Light, Power & Heating	1,687	-
Meeting Costs	2,117	1,781
Postage & Courier	269	1,716
Printing & Stationery	5,425	7,935
Rents	48,910	21,522
Recruitment Expenses	10,198	14,458
Repairs, Maintenance & Low Cost Assets	500	-
Signage	175	4,188
Security	407	-
Subscriptions	1,479	123
Telephone, Tolls & Internet	3,647	8,931
Travel – National	4,180	3,655
Travel – International	-	1,904
Kiwisaver Contributions	6,106	6,827
Total Expenses	705,008	693,453
Net Surplus/(Deficit) Before Depreciation	37,496	57,344
Less Depreciation Adjustments		
Depreciation as per Schedule	21,563	19,480
NET SURPLUS/(DEFICIT)	\$15,933	\$37,864

Statement of Movements in Equity		
For the Year Ended 30th June 2015	2015 (\$)	2014 (\$)
EQUITY AT START OF YEAR	122,825	84,961
SURPLUS & REVALUATIONS		
Net Surplus/(Deficit) for the Year	15,933	37,864
Total Recognised Revenues & Expenses	15,933	37,864
EQUITY AT END OF YEAR	\$138,758	\$122,825

Statement of Financial Position			
As at 30th June 2015	Note	2015 (\$)	2014 (\$)
CURRENT ASSETS			
BNZ Cheque Account		24,979	60,953
BNZ Oncall Account		136,738	87,680
GST Refund Due		13,342	13,269
Taxation		367	367
Accounts Receivable		7,369	9,373
Payments in Advance		1,425	-
Total Current Assets		184,220	171,642
NON-CURRENT ASSETS			
Fixed Assets		71,795	54,969
TOTAL ASSETS		256,015	226,610
CURRENT LIABILITIES			
BNZ Visa Account		2,756	1,255
Accounts Payable		66,807	79,110
Accrued Expenses		16,350	13,790
Rent Incentive Accrual		6,881	-
Funding Received in Advance		21,603	9,630
Receipts in Advance		2,860	-
Total Current Liabilities		117,257	103,786
TOTAL LIABILITIES		117,257	103,786
NET ASSETS		\$138,758	\$122,825
Represented by:			
EQUITY			
Retained Earnings		138,758	122,825
TOTAL EQUITY		\$138,758	\$122,825

The accompanying notes form part of these Financial Statements and should be read in conjunction with the reports contained herein.

For and on behalf of the Association:



Kevin Moore (Chairman)
Date: 22 September 2015

Notes to the Financial Statements

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements presented here are for the entity North Harbour Business Association Incorporated.

The financial statements have been prepared in accordance with generally accepted accounting practices in New Zealand as defined by the Statement of Standard Accounting Practice and Financial Reporting Standards.

The society qualifies for differential reporting as it is not publicly accountable and it is not large as defined by the XRB A1 Accounting Standards Framework.

The society has taken advantage of all available differential reporting exemptions.

North Harbour Business Association Incorporated is a non-profit organisation registered under the Incorporated Societies Act 1908.

The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position on an historical cost basis have been used, with the exception of certain items for which specific accounting policies have been identified.

(a) Changes in Accounting Policies

There have been no changes in accounting policies. All policies have been applied on bases consistent with those used in previous years.

(b) Property, Plant & Equipment

The entity has the following classes of Property, Plant & Equipment:

- Furniture & Fittings
- Office Equipment
- Plant & Equipment

All property, plant & equipment is stated at cost less depreciation.

Depreciation of the assets has been calculated at the maximum rates permitted by the Income Tax Act 2007.

(c) Goods & Services Tax

These financial statements have been prepared on a GST exclusive basis with the exception of accounts receivable and accounts payable which are shown inclusive of GST.

(d) Income Tax

No provision for Income Tax has been made as there is no current or deferred tax payable. The Association is exempt from Tax pursuant to section CW40 (1) of the Income Tax Act 2007.

(e) Receivables

Receivables are stated at their estimated realisable value. Bad debts are written off in the year in which they are identified.

(f) Revenue Recognition

Grants and donations are recognised as income when they become receivable, unless the Association has a liability to repay the grant if the requirements of the grant are not fulfilled. A liability is recognised to the extent that such conditions are unfulfilled at the end of the reporting period.

All other revenue is reported when it is earned, with the exception of interest income which has been shown on a cash received basis.

2. AUDIT

These financial statements have been subject to audit, please refer to Auditor's Report.

3. CONTINGENT LIABILITIES

At balance date there are no known contingent liabilities (2014:\$0).

4. RELATED PARTIES

During the year there have been material transactions between North Harbour Business Association Incorporated and related parties as follows:

Name of Related Party	Relationship	Type of transactions
Brenden Rolston	Board member of NHBA and Director of Actionmail Ltd	Services in relation to NHBA's FYI magazine
Greg Frittelli	Board member of NHBA and Shareholder of ILG Insurance Brokers Ltd	Insurances
Ken Paterson	Board Member of NHBA and Partner of Simpson Western Lawyers	Legal Services re employment and leases
Dominic Sutton	Board Member of NHBA and Director of Pump Advertising Ltd	Printing flyers and folders
Peter Jollands	Board Member of NHBA and Director of Jollands Callander	Recruitment services
Katheryn Chivers	Board Member of NHBA and Member of McVeagh Fleming	Legal advice re crime prevention
Janet Marshall	Board member of NHBA and Member of Colliers International	Facilitating lease of new premises
Warren Kitchin	Board Member of NHBA until October 2014. Executive director of Claremont Ferrand	Recruitment services and Board support

5. SECURITIES AND GUARANTEES

There was no overdraft as at balance date nor was any facility arranged.

6. PROPERTY, PLANT & EQUIPMENT

	2015 (\$)	2014 (\$)
Furniture & Fittings		
At Cost	21,284	9,353
Less Accumulated Depreciation	(4,024)	(2,320)
	17,260	7,033
Current Year Depreciation	1,704	762
Office Equipment		
At Cost	14,331	13,417
Less Accumulated Depreciation	(10,130)	(7,626)
	4,201	5,791
Current Year Depreciation	2,504	1,789
Plant & Equipment		
At Cost	147,529	121,985
Less Accumulated Depreciation	(97,195)	(79,840)
	50,334	42,145
Current Year Depreciation	17,355	16,929
Total Property, Plant & Equipment	\$71,795	\$54,969
Total Depreciation for the year	\$21,563	\$19,480

7. CAPITAL EXPENDITURE COMMITMENTS

At balance date there were no known capital commitments. (2014: \$0)

8. OPERATING LEASE COMMITMENTS

North Harbour Business Association Incorporated has the following lease commitments:

	2015		2014	
	Current	Non-Current	Current	Non-Current
Lease of Property	34,000	62,333	11,667	0

9. POST BALANCE DATE EVENTS

No significant events have occurred since balance date that would require disclosure in these financial statements. (2014: \$0)

Business Plan

1 July 2015–30 June 2018

Achieving scale and sustainability across our operations and programmes has been the focus of the NHBA executive and Board since 2010. Successful delivery of our Vote Yes Again re-ballot (2012), and One Voice–Together Stronger expansion ballot (2013) has resulted in a Business Improvement District that provides unbiased representation for our commercial property and business owner membership, both within an Auckland and national context. As our membership increases, so does our ability to influence outcomes, and to increase and maintain North Harbour’s desirability as a location for business and investment in Auckland.

Our membership scale provides a level of operational certainty in a financial environment where external local and central stakeholder grant funding is at risk. The impact of this has already been felt with the cessation, on 30 June 2015, of Ministry of Justice funding—the foundation of our Crime Prevention Programme.

Membership diversity provides significant depth for North Harbour, but diversity also creates demand for a greater range of member support and education programmes. Our members have benefited from both practical and strategic support with the development of our services and programmes. However, every need is different—we cannot offer a ‘one size fits all’ solution. Therefore investment is needed.

In 2013, when we invited commercial property and business owners on the eastern side of SH1 to join the North Harbour Business Improvement District (NHBID), the 64% in favour vote was largely due to the commonality of

issues. They wanted to gain access to/representation with those making decisions around infrastructure, transport, safety and crime. They wanted to connect, collaborate and form meaningful relationships with local businesses, or

1 July 2016. If successful, our influence will increase, making us one of the largest commercial areas in Auckland. (Please refer to the back cover for the proposed NHBID expansion area.)

An expanded NHBID would benefit both existing

Membership diversity provides significant depth for North Harbour, but diversity also creates demand for a greater range of member support and education programmes.

simply understand more about what was happening in the community. We are now witnessing an explosion of growth north of the NHBID, with the extensive commercial development adjacent to Albany Westfield Mega Centre. As this development becomes populated, the growth will begin to impact on our current BID.

In order to help pre-empt parking, crime and connectivity issues, NHBA will be holding an expansion ballot, early in 2016, to invite these business and property owners to join us, effective

and new members through our strengthened ability to maintain and develop support across North Harbour, made possible with greater economies of scale and efficiency.

Now it is our pleasure to present our Business Plan priorities for 2015–2018 for your approval.

One Voice—Together Stronger

Our ability to provide a voice for our members in the meetings that count remains essential.

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More than 88% of our survey respondents rate advocacy as very or somewhat important to them, to protect their future plans and leverage their investments. In particular, they appreciate our representation on key projects such as Auckland Council strategic policies, Upper

Harbour Local Board plans, transport, and local economic development.

Our members' feedback is valued by stakeholders, to ensure they are delivering policy and infrastructure that reflects the needs of local business and supports economic development. More than 75%

of members rate public meetings as important on regional matters, and 86% value access to Auckland Transport for local projects. More than 82% value information on changes to council regulations that will impact on operational or investment decisions.

PROPOSED BUSINESS DISTRICT EXPANSION

In the coming year, NHBA will:

- Identify key issues affecting business and commercial property owners in the adjoining business district (see map, back cover).
- Understand the economic and business demographics across this proposed zone.
- Create an accurate eligible voter database comprising both commercial property owners and commercial tenants.
- Connect and communicate with these eligible voters before, during and following the NHBID expansion programme (November 2015–June 2016).
- Conduct a successful NHBID expansion ballot in accordance with the Auckland Council BID Policy (adopted 2011), and the NHBA Constitution (adopted AGM 2014).
- If successful, the BID expansion and associated target rate will come into effect on 1 July 2016.
- The BID expansion ballot will be held before the end of April 2016.

ADVOCACY

- NHBA will provide formal representation on behalf of our commercial property owners and businesses, to local and central government and their agencies, to ensure their policy and plans best reflect the needs of our members.
- Regional focus will be given to the Proposed Auckland Unitary Plan, through the ongoing mediation, hearing and formal submission process. This activity is expected to continue throughout 2015, 16 and 17.
- Further regional focus will be given to the Public Transport Network Review 2015, to ensure the proposed timetable and route changes provide our 25,000 employees with practical alternatives for their daily commute.
- We will consult on and review future Auckland Council bylaws, providing education and representation across our membership on the implications of any changes.

FORMAL SUBMISSIONS

NHBA commits to:

- Provide concise summaries of the key issues, to educate members on elements that will impact operationally or financially on their interests.
- Provide submission deadline reminders through our media channels for those members who want to make individual submissions.
- Provide adequate consultation with members, and time for them to contribute to NHBA's collective formal submissions.
- Invite local and central government leaders, and key stakeholders, to present at NHBA business development events.
- Provide members with access to these decision makers, and with opportunities to ask questions.

PUBLIC MEETINGS

Public meetings to be held within the 2015/16 year:

- NZTA and Auckland Transport—to allow direct input from commercial property business owners and commuters regarding the Northern Corridor Project and the Public Transport Network Review. Other key projects such as Constellation Drive and Tawa Drive will require either workshops or individual member meetings. These will be facilitated directly.
- Auckland Council—Proposed Unitary Plan.
- Upper Harbour Local Board—2016/17 Local Board Plan and Economic Development Action Plan.
- Public workshops/meetings with business owners and Massey University regarding the Innovation Corridor project.

Connect, Communicate, Collaborate

NHBA is now set to become Business North Harbour, to better reflect the needs and aspirations of our membership.

The rebrand is due for release at the end of 2015, and we are confident that you will be proud to be part of Business North Harbour. Watch this space!

North Harbour as a region continues to drive the Auckland economy through employment growth, business innovation and thought leadership. A name change to Business North Harbour best identifies our area and our leadership position in making it the top location to do business in the region.

NHBA has supported this by providing opportunities for businesses to connect

and learn from each other through peer collaboration, and to challenge their processes through listening to business leaders and champions.

This commitment will continue throughout 2015/16, as 85% of our members state that our business development networking events are valued and are a benefit they wish to retain. We have also seen exciting growth in our Women in Business workshop series, and expect this programme growth to continue.

Even with the depth of events we host, we accept that not all businesses or

employees can attend these functions. Therefore, NHBA's member and public communication channels are being reviewed, to increase their effectiveness and simplify access to news, training material, programmes and support. An additional benefit will be improved awareness of the range of NHBA companies, and their products and services—both within the North Harbour area and beyond.

Between 1 July 2015–30 June 2016 our priorities are:

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MEDIA

- Develop and deliver the new communication and brand strategy, moving from North Harbour Business Association to Business North Harbour. This repositioning will ensure that our organisation is regarded as current, professional and focused on delivering what is required for business to succeed.
- Deliver the Business North Harbour rebranded website to budget and timeframes. Refine the content mix to ensure it is relevant and accessible for all readers. Increase online awareness and social media engagement.
Target: Online readership growth 25% across all Google Analytics KPIs. Social media: 150% growth across LinkedIn followers, 100% growth for Twitter. Significant engagement growth across all social platforms.
- Via *FYI* magazine, continue to deliver member news, feature new businesses entering the district, and communicate events and professional development articles, and regional and local government policy changes that impact on future decisions. **Target: Produce 4 issues per year.**
- Produce the weekly *FYI* e-newsletter. Include external events and member promotions at competitive advertising rates.
Target: Increase the database to 3800+.

EXTERNAL MEDIA

- Continue to grow our external media relationships. **Target: Deliver a monthly column for the North Harbour Networker, Channel magazine.**
- Develop further the relationship with *North Harbour News*, *North Shore Times*, *NZ Herald* and *NZ Business* magazine for regular media commentary on key local issues.
- Secure a feature in *National Business Review (NBR)* for North Harbour, focused on the region, business success and future opportunities.
Target: First half of 2016.

EVENTS

- Host **five** sponsored Business Breakfasts or Luncheons, featuring speakers who will inspire business growth and productivity through the sharing of their experiences. Focus on education and thought leadership topics identified in the 2015 membership survey.
Target: 100–120 guests per event.
- Host **four** Women in Business workshops to connect women leaders throughout the district. **Target: 80–100 guests per event.**
- Host a minimum of **four** Business After Fives, each profiling a local company while encouraging informal networking.
Target: 80 guests per event.
- Investigate the option of hosting a Super Networking event, bringing together all the independent networking groups (such as BNI, Wynners, Young Professionals, and The Business Hub) to encourage collaboration and increased connection between these organisations. Networking was a key element of events for over 85% of members.
- Continue to streamline NHBA's administration and management of these events. Deliver a simplified booking system for guests. Increase exposure for sponsors.

MEMBERSHIP

Associate membership is available to those with business and commercial property interests outside the NHBID boundaries who wish to benefit from belonging to a business community of our scale. Their subscriptions add to the overall programme resources, and provide NHBID full members with expanded networks.

- Due to the proposed rebrand to Business North Harbour, associate membership campaigns will take place in November 2015, February 2016 and April 2016, and will target nearby areas but not specifically the proposed expansion area.
Target: 80% retention of 2014/15 Associate Membership. 5 new members per month.
- Gold Sponsorship 2015–16. **Target: Obtain a 12-month commitment from 15 Gold Sponsors, representing a wide range of business and industry sectors.**

Grow & Strengthen Your Business

Confidence within the New Zealand economy, and the country's global position, are key contributing factors behind the current drive to return more from business and property investment. What is required to take that performance to the next level?

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The key challenges to our businesses now are: local competition (44%), maintaining business profitability (40%), acquiring appropriately trained staff (36%), and compliance complexities and costs (19%). Helping to resolve these issues remains a key focus for NHBA in the next 12 months.

Business Growth

Based on our May 2015 survey, fewer than 10% of companies within North Harbour are in start-up mode, 46% are in growth, and 43% are mature. Sixty-nine per cent have business relationships nationwide, and of those who export, Australia and the Americas each represent 42% of

the market. The Asia/Pacific region is highlighted as a growth area, with current relationships only at 8%. NHBA will continue to build on the existing commercial, advisory and governance partnerships to deliver support to businesses no matter what stage they are at.

Our priorities for the 2015/16 year are:

BUSINESS CAPABILITY PROGRAMME

- Continue to provide business owners and staff with access to ongoing training and education. Deliver **five** workshops, covering topics requested by members, including sales and marketing (77% requested), customer service (72%), best business practice from leading edge companies or thought leaders (77%), plus HR/recruitment and health and safety.
- Work with training partners to gain qualification for the NZTE voucher programme, to reduce the investment required by individual companies.

ECONOMIC DEVELOPMENT

- Host the fifth NHBA Business Expo in September 2015. Develop an online visitor registration portal to reduce queues and provide tools to assist with event planning. Collect visitor statistics from pre-registration to manage exhibitor and seminar topic mix. Increase social media and online promotion of this event, to draw visitors from across the North Shore and south of the Harbour Bridge. **Target: Obtain venue sponsorship. Attract 10% growth on 2014 visitors (aim: 825–1000). Gain commitment from 85 exhibitors.**
- Organise, plan and deliver the third annual One Day Sale shopping extravaganza, November 2015, to showcase the depth of retail available within the North Harbour area. Provide an outlet for wholesalers who have surplus indent stock, or samples that they need to liquidate, without compromising their wholesale distribution channels. Increase social media focus with the creation of a One Day Sale Facebook page, to support the multichannel marketing campaign. **Target: Distribute 15,000 Shoppers Guides, gain commitment from 80 outlets, increase sales by 25% against 2014's record year.**
- With over 51% of businesses stating they are looking to employ more staff in 2015/16, continue to work with universities, polytechnics, training organisations and schools, to ensure local employment opportunities are well promoted and that students are entering the market with appropriate skills for local employers.
- Lobby for additional grant funding through Upper Harbour Local Board for local economic development projects. For example, the development of the C3 initiative, launched July 2015, which attracted 300 students and 32 businesses to a project/talent matching mini expo. Additional funding will allow the development of a talent matching portal to provide business with a resource 24/7 rather than rely on an annual or bi-annual event.
- Continue to work alongside education providers to establish a more robust internship model, providing local businesses with access to high calibre students, to support growth. Thirty-six per cent of local companies have expressed interest in offering internships, and 51% are interested in informal cluster groups, while 10% are happy to act as a mentor.

SPECIAL INTEREST GROUPS (SIG)

- Research the need for mini expos or trade days for specific SIG such as export, innovation, and organisational development. Host and facilitate the speakers and exhibitions. **If research supports demand, host two events per year, one before 30 June 2016.**
- Continue to grow relationships with property managers, body corporates, commercial property developers, and investors, to ensure they are aware of NHBA's advocacy projects and the support given to tenants through the transport and crime prevention programmes.

SOCIAL RESPONSIBILITY

- Apply for Waste Minimisation Innovation Fund (WMIF) grant funding to enable NHBA to build on the success of the inaugural NHBA Inorganic Collection (June 2015). The development of this programme would include a bi-annual inorganic collection, plus the roll-out of recycling initiatives, education and support across the BID. The extent of this programme development is dependent on an application for \$10,000 grant funding being successful. The outcome will be known December 2015.

Keep Your Business Moving

Over the coming four to five years, millions of dollars are being invested by both local and central government in North Harbour. The Northern Corridor Improvement project alone has a budget of more than \$450m, and this is just one of many projects currently in the planning or construction phase.

This level of investment requires a shift in NHBA's focus for our transport programme. As contracts are awarded over the next 12 months, significant time will be spent consulting with NZTA, Auckland Transport, Fulton Hogan and others, to ensure the

infrastructure projects planned will improve our connectivity and mitigate the inconvenience to business and investors.

We will lobby actively to represent your interests, but we also require your input and engagement. We encourage you to have your say and participate fully in

the consultation process. Along with our region's growing success comes growing infrastructure demands, and it is critical to manage this to ensure that North Harbour remains a desirable place to work, live and relax.

Our objectives for 2015/16 remain to:

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REDUCE CONGESTION

- Through promotion and education, increase the awareness of the extended Look Before You Leave traffic camera network.
- Continue to work with Auckland Transport Operations Centre (ATOC) to provide our commuters with improved access to the regional camera network.
- Conduct an eight-week free shuttlebus trial, linking Constellation Drive Park and Ride and Albany Park and Ride with the NHBD area. This will reduce the travel time for public transport and demonstrate to Auckland Transport the need for increased PT services within our business district. **Launch end February 2016.**
- Provide **100 preloaded HOP cards** to commuters, to encourage increased uptake of public transport, reducing demand for on-street car parking, and congestion.
- Continue to educate commuters as to the benefits of carpooling, and promote NHBA's Guaranteed Ride Home scheme. This is designed to safeguard the commuter should an emergency arise and the carpooler needs to complete an unexpected journey. **Target: Attract a further 150 new registrations to the Let's Carpool database.**
- Build on the success of the Walk for Coffee initiative and repeat in May 2016, to encourage walking and active modes within the business district. **Target: Increase registrations by 10% and redemption of vouchers by 25%.**

IMPROVE SAFETY AND ACCESS

- Continue to connect members with Auckland Transport and their agencies on localised issues such as cycle lanes, walkways, clearways, transit lanes, and management of on-street parking.
- Conduct surveys, and manage the collection of data and direct member feedback, for presentation to Auckland Transport's traffic engineers and safety teams.
- Continue to build relationships with real estate agents, body corporates and property management companies, to assist with tenant mix and reduce issues around access and safety.
- Assist with the creation and enforcement of traffic management plans if traffic-generating activities become an issue.
- Work with Auckland Transport and NZTA to develop comprehensive plans for main arterial routes such as Constellation Drive, Rosedale Road and Apollo Drive. Gain an understanding of the mid/long-term plans for these routes so that business and property owners can plan with confidence.

REPRESENTATION

- Host public meetings to educate commuters during the redevelopment of Albany Highway, and work with Fulton Hogan (the primary contractor) and Auckland Transport to mitigate the impact on business services and access.
- Consult with members on the ongoing Public Transport Network Review-North. Reinforce the key issues raised in NHBA's submission (March 2015).
- Host public meetings during the Northern Corridor Improvement Project and the SH18 planning process. These will facilitate interaction between NZTA and HEB Construction (the appointed contractor).
- Through formal submissions, ensure North Harbour transport requirements are understood within the Auckland Long Term Plan 2015-2025 and Proposed Auckland Unitary Plan.
- Ensure our members are provided appropriate consultation on infrastructure changes that impact on access, productivity and investment.

COMMUTER EDUCATION

- **Conduct ten Personalised Journey Planning Sessions** to inform commuters about alternative transport options that are available.
- **Distribute 300 Smart Transport Solutions toolkits** direct to employees and students.
- **Meet with 195 members** to discuss the transport options available to them.
- Provide regular updates on infrastructure projects and changes to the transport system via nhba.org.nz, social media, *FYI* magazine and *FYI* e-newsletter.
- Facilitate presentations by Auckland Transport, NZTA and other key stakeholders at NHBA Business Breakfasts, Luncheons and the annual Business Expo.

Keep Your Investment Safe

Following the cessation of Ministry of Justice funding (\$75,000 per annum), we have undertaken a comprehensive review of NHBA's crime prevention programme.

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Even though the removal of external stakeholder funding will impact on our ability to employ a full-time crime prevention programme manager, we will

retain specialist crime prevention skills within our team.

With careful financial management, and our ability to leverage off established

relationships, we are delighted to present the following services for the financial year ending 30 June 2016.

PROTECT YOUR PROPERTY

- Amourguard Security have been appointed to conduct nightly security patrols, 365 days per year, to provide a further deterrent against burglaries and criminal activity. Both membership groups—our commercial property and business owners—value the additional coverage our patrol provides. NHBA's crime prevention specialist will liaise closely with Amourguard, identify at-risk areas through the daily reports provided by NHBA-sponsored patrols, and provide support to victims of crime.
- NHBA will deliver **200 free toolkits**, containing practical resources to help members protect their staff and property. The contents of these toolkits is constantly evolving, and tailored to individual member's requirements.
- NHBA will **inspect 190 premises** and offer practical advice, including a Crime Prevention Through Environmental Design (CPTED) survey if required. These inspections will help members improve guardianship over their premises, and by doing so, reduce opportunities for burglaries.
- NHBA will continue to promote and facilitate our popular Pallet Swap Scheme. Reallocation of these pallets not only offers financial and efficiency benefits, but removes a tool for access to buildings and helps maintain a strong sense of pride in the area. **Target: 85 new introductions between companies with spare pallets and those who need them.**

PROTECT YOUR BUSINESS

- NHBA will provide free training on **six key topics**, including credit card fraud and drugs in the workplace.
- Cybersecurity remains an issue for those businesses with e-commerce or international suppliers. NHBA will continue to work with NetSafe and UNITEC to develop resources to minimise risks.
- Over 90% of survey respondents want to hear about crime prevention initiatives across our media. NHBA will continue to provide, online and in our *FYI* magazine, key research and tools to keep your business safe.
- Connect Smart resources (an initiative led by the government's National Cyber Policy Office) will form a key component of our cybersecurity and e-commerce education programme.

ENHANCE COMMUNITY SAFETY

- As part of the formalised BIZwatch relationship, NHBA, NZ Police and Auckland Council meet to review crime trends, community safety and regional projects. Through this collaboration, projects are moved forward and resources combined. **Target: 48 stakeholder visits before 30 June 2016.**
- Vehicle safety education will remain a focus. **Target: Distribution of 1000 'Lock Your Car and Remove Your Valuables' pamphlets and the erection of 100 signs reminding drivers not to tempt opportunist criminals to break in and steal valuables on display.**
- Install **500 secure vehicle number plate screws** on company and employee vehicles within the next twelve months. The theft of number plates seems petty, but is a growing crime trend across Auckland, and the stolen plates are often used in more serious crimes. We aim to reduce instances of number plate theft in the NHBID through this free service.
- Continue to liaise with Auckland Council, community groups, migrant and business networks, and the Police, to maximise resources to protect North Harbour.

91% OF MEMBERS RATE THE NHBA NIGHTLY SECURITY PATROL IMPORTANT

32% VALUE THE CPTED SURVEYS

88% VALUE ACCESS TO NZ POLICE SUPPORT AND INFORMATION

2400 PALLETS EXCHANGED IN NEW SWAP SERVICE

Budget June 2016 & June 2017

In line with the Auckland Council Business Improvement District Policy, and supported by our commitment to transparency, we have produced a three-year Business Plan, supported by a draft budget, through to 30 June 2017.

In the year to 30 June 2016, we have a reasonable level of certainty for programme funding through our current NHBID targeted rate and external grant funding. The majority of this funding will be granted from Upper Harbour Local Board, through their economic development budget. The \$50,000 highlighted below includes their financial support for our BID expansion ballot, which will be conducted before April 2016 and, if successful, take effect from 1 July 2016.

If we attract additional grant funding from Auckland Transport for the FY2016, this will be applied directly to additional transport projects, not currently costed within the budget below. At the time of preparing this report, funding has been requested but is not confirmed.

Our predictions in last year's Annual Report/Business Plan documentation highlighted our concerns regarding diminishing stakeholder funding from both Auckland Council and central government. We are proposing an increase to the target rate grant collected from NHBID members for the 2016/2017 financial year, taking effect from 1 July 2016. This represents an 8% increase on the current grant of \$523,000, to \$564,840 for the 2016/2017 financial year. This increase is to ensure we are able to maintain the current level of member services and not compromise on the support we are able to offer throughout our BID. This modest increase—the first since 2008—is reflected in the budgets below. The \$41,840 across the NHBID

will equate to an average of \$15 per member for 12 months. In real terms the targeted rate has diminished since 2008, while the range of services provided is unrecognisable from seven years ago.

If the BID expansion is successful, the NHBID targeted rate grant for 2016/2017 will be set at \$626,413 taking into account the \$61,573 collected from the new members located within the BID expansion area. Full details are shown below.

The draft budgets FY 30 June 2017 outline the impact of a successful expansion ballot. This would deliver significant benefits to all members, both existing and new, through the possibility of greater investment in direct member programmes and services, with minimal impact on our costs of operation.

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Budget Summary

Key Revenue Streams	Draft FE 2016 (\$)	Final FE 2016 (\$)	Draft 2017 Existing NHBID (\$)	Draft 2017 Expanded NHBID (\$)
Member Targeted Rate	523,000	523,000	564840	626,413
External Programme Grants	80,000	55,000	50000	50000
Events – including Expo	90,000	92,395	95000	120000
Gold Sponsorship	48,000	60,300	62000	65000
Associate Member Subscriptions	28,000	24,360	20000	22000
Advertising and Promotion	30,000	31,900	35000	45000
Interest	2,500	2,200	2500	2800
<i>Total Estimated Income</i>	801,500	789,155	829340	931,213
Expenditure				
Crime Prevention Programme	98,000	97,068	98000	118000
Transport Programme	105,000	69,160	80000	102000
Events – including Expo	140,000	119,926	140000	148000
Member Communications	95,000	116,481	125000	135000
Business Training and Development	48,000	40,085	45000	65000
<i>Total Programme Costs</i>	486,000	442,720	488000	568000
Operating Expenditure				
Personnel	168,000	184,279	185000	190000
Admin	47,000	53,475	55000	60000
Premises	40,000	44,607	45000	46000
IT/Computer	5,000	6,790	8000	11000
Depreciation	25,000	24,600	25000	25000
BID Programme Development	5,000	10,097	10000	15000
BID Expansion Ballot	15,000	20,000	0	0
NHBA Executive Committee Honorariums	7,500	7,500	7500	7500
<i>Total Operating Costs</i>	312,500	351,348	335500	354500
Total Estimated Expenditure	798,500	794,068	823500	922500
Estimated Surplus/Deficit	3,000	-4,913	5840	8,713

