

## 2023-2024 Annual Report

The past financial year felt incredibly busy. If you compare Business Manukau on 1<sup>st</sup> July 2023 to Manukau: Heart of the South on 1st July 2024, you will understand why.

The changes began with the shift in focus on Crime Prevention. Crime Prevention, although a positive statement, is on a negative subject. Our previous strategic plan was all about Security. We developed and implemented a CCTV system, and we continue to work with the Police and our members if requested to find footage for evidential purposes. This is still proving a beneficial project, and we have had multiple successes in solving crimes. Police stats show that, other than shoplifting, all other crimes have decreased every month for the past 4 months in Manukau.

With Tess moving on, we took the opportunity to make a change. We employed four amazing Community Liaison Officers who move around Manukau on foot in PINK, giving them a noticeable presence. Their role is visiting and talking to businesses and visitors to Manukau, and reporting issues to the respective agencies. They reported a massive 2,762 issues into Auckland Council, Auckland Transport, Watercare, Beautification Trust, Businesses and Property Owners over a period of 9 months. Manukau is looking cleaner, brighter and cared for, and feeling safer. Crime Prevention Through Environmental Design (CPTED) believe that if an area is cared for, crime is reduced. This is certainly the case in Manukau. Members of the public have even started to comment on how good Manukau is looking and how much safer it is feeling.

Our second big change was the rebrand from Business Manukau to Manukau: Heart of the South. This is the first major step for us in creating Manukau as the destination of choice. The pink from our logo has become our signature colour with the, soon to be installed, gateway signs planned to be lit up in pink at night via solar power.

We also relocated offices. With the old office lease expiring, we set about to look for a new home. With our one main requirement being that the new premise must have a clear line of sight to the council building for the CCTV system, this was not an easy task. Our new office on level 1/24 Cavendish Drive not only has perfect line of sight for the cameras, but 81 extra square metres, giving us plenty of space for a good-sized boardroom to host events or rent out (at a very reasonable price) to members and the community.

With all this activity you would think that the day-to-day goals may have suffered. This couldn't be further from the truth. The team have surpassed their KPIs.



## Strategic Goals

1. Work with all members and key stakeholders to establish the new brand “Manukau: Heart of the South” to become a strong destination brand for Manukau, as the first step in attracting more people to shop, work, live, study and play in Manukau. To encourage members and key stakeholders to use the brand within their own business marketing and all activities in Manukau.

The Manukau: Heart of the South brand is well established with the new logo being recognised by our members and the public.



All promotional products have been rebranded and the new office stands out with the new signage.



2. Organise the design, build and installation of four large, branded entry point signs on our busiest arterial routes. To be jointly funded with Eke Panuku and Otago-Papatōetoe Local Board.

Design, placement and funding in place awaiting consents.

3. Develop a new branded destination website supported by an appropriate social media footprint across LinkedIn, Facebook, and Instagram, and any others as appropriate.

This year we have launched the Manukau: Heart of the South Facebook and Instagram sites, with regular posts if you don't follow us here are the links,

<https://www.facebook.com/Manukauheartofsouth>

<https://www.instagram.com/manukauheartofthesouth/>

4. Work with the Beautification Trust to improve the general tidiness and street appearance to make the Manukau area more appealing to members and the community.

Against local trends, graffiti in Manukau is down with all graffiti in public spaces being removed within 48 hours. Manukau: Heart of the South has worked with 3 local artists to create 4 Murals, 3 on Chorus boxes and a large mural at 639 Great South Road (wall behind Wiri Licensing Trust building).



Supa Centa Lambie Drive Entrance



Ronwood Ave Roundabout



19 Lambie Drive





Wiri Licensing Trust - 639 Great South Road

5. GM to advocate for Business Manukau’s involvement regarding major development projects within the Manukau area.

Ongoing work with Property Owners, Auckland Council, Eke Panuku and the Otara-Papatoetoe Local Board.

6. General Manager to advocate for the growth of Manukau as a tertiary education hub.

Ongoing work with tertiary education providers helping to promote Manukau as the place in Auckland to extend your education.

7. Support key stakeholders to bring major events to Manukau.

Actively supported Takaki Auckland Unlimited with the BNZ Lantern Festival held at the Manukau Sports Bowl Feb 2023.

- Provided extra local advertising
- 14 Manukau: Heart of the South Community Liaison Officers in our PINK Hi Vis/350-man hours, directing foot traffic to the venue, patrolling car parks making this side of the event follow better and feel safer.

Community Liaison / Crime Prevention (Ongoing, Business as Usual)

- 8. Maintain the district-wide CCTV system for Manukau in partnership with members, Local Board, Eke Panuku, Auckland Council, Police and Auckland Transport.

Manukau: Heart of the South CCTV cameras have been useful in helping in a number of police, insurance company and member investigations.

- 9. Respond to all member requests for help with crime and antisocial behaviour events within one working day.

Achieved.

- 10. Ensure that all graffiti/tagging is removed/painted over within 48 hours of identification/notification.

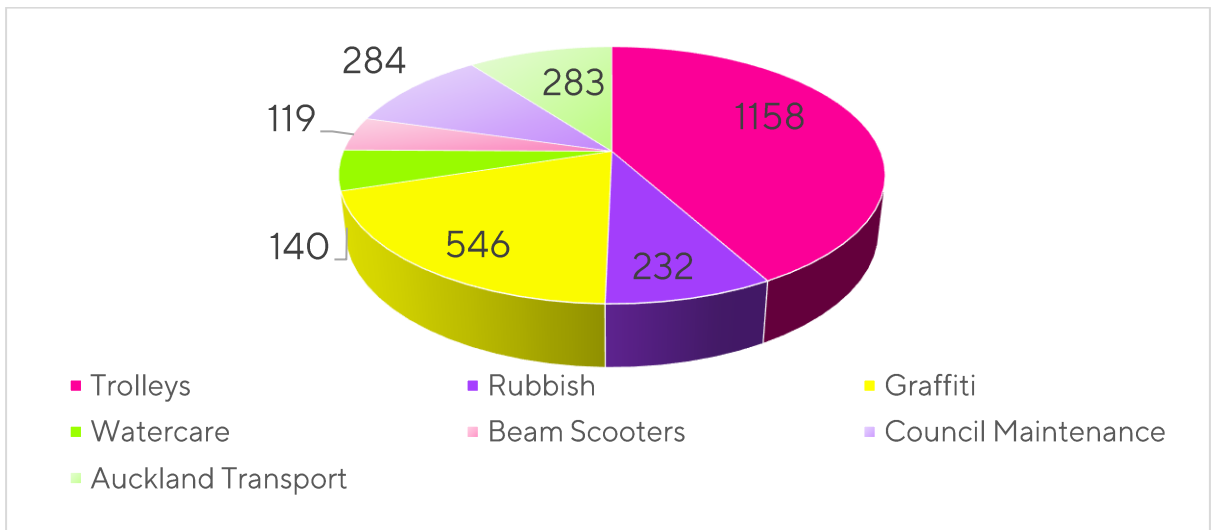
Achieved in all public spaces.

- 11. Establish the Community Liaison Officer roles and monitor their effectiveness.

Using a combination of our budget and the Auckland Council Crime Funding, we employed our 4 Community Liaison Officers (CLOs) in late September 2023.



Walking in pairs, and dressed in our signature pink Hi Vis, the CLOs cover the Manukau Business District talking to businesses and the community. They note new business or business that have left or moved within the area and they report issues of concern to the appropriate agency (Council, AT, Beautification Trust etc). Over a 9 month period, they reported 2,762 issues.



Member Services (Ongoing, Business as Usual)

12. Assist a minimum of 90% of business members with a business directory listing on our website.

Achieved.

13. Keep the member database updated to ensure that no more than 5 bounce-backs occur per group email/newsletter.

Achieved with an average of 2 bounce backs

14. Hold a minimum of 8 business networking/training events.

Business Events:

We held four breakfast events that included



Adrian Orr with Wiri Business Association



2023 AGM



Lantern Festival Networking Breakfast



60 Second Breakfast



Two 'Women in Business' morning teas



International Women's Day



Pink Ribbon fundraiser for Breast Cancer

Four After5 functions

Blue ribbon, Tess's farewell, Christmas drinks



Office warming



Three business development functions

- 2x First Aid Courses
- Business Training Workshop

Community & Safety Events

10 community & safety events

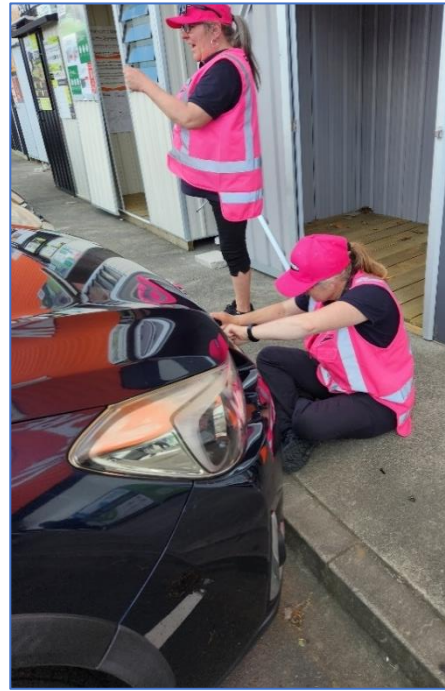
Community Clean-Up

48 Volunteers, 9 Businesses, 290 kilos of rubbish collected off the streets in Manukau



### Safer Plates

License plate theft is the largest vehicle crime in New Zealand. Over the 6 events held, Manukau: Heart of the South has replaced the easily removable license plate screws for anti-tampering screws on over 400 vehicles.



## Coffee with A Cop

Rain or shine, members always come out to join us for a free coffee. We hosted 4 Coffee with a Cop events in the 2023/2024 year. This not only gives our members and their staff the opportunity to have a chat with a police officer, but it also helps us gain valuable intel on what's happening within Manukau. It also gets neighbours talking to each other, which helps to create a safe environment. For example, at one of our events, a group of 5 women started talking and realised that they all walk from the bus or train stations and not one of them felt safe doing so, now they all meet and walk together.



All these events gave our members not just 8, but 24 opportunities to network with other members and the community.

15. Provide 6 e-newsletters.

Achieved.

If you are not receiving our e-newsletters (Manukau Pulse), please contact Janene, our Events & Comms Manager on [info@businessmanukau.co.nz](mailto:info@businessmanukau.co.nz) or you can find them on the Business Manukau Website under Latest News.

### Message from Audrey Williams, General Manager



I believe this year we have developed a heart in Manukau. We have taken Manukau, a gloomy, unsafe business area and redeveloped it into Manukau: Heart of the South. a cleaner, brighter, safe vibrant city. The new brand has come alive, with members and the public recognising the Pink as a positive and safe image.

Through the Stuff campaign, digital marketing, social media, community engagement and with stakeholder support we have created an awareness that Manukau is more than a mall.

We have grown our community image in a very positive way, we have connected with more groups and members than ever before. The 2023–2024 year has been busy. The 2024–2025 will be even busier with the Gateway Signage Project, our new sector marketing plans, our new community website and our continued work to make Manukau the destination of choice by 2035.

And finally, I would like to extend my heartfelt thanks to my fantastic team. Without their unwavering support and dedication, none of this would be possible.

### Message from Stephen Grey, Board Chair



This year has been a year of significant change for Business Manukau. Audrey got to work very quickly after taking up the role as General Manager and has been a whirlwind of activity since.

The team has achieved a lot of good mahi over the last 12 months which includes shifting office, rebranding, installing a range of public art, negotiating with Eke Panuku for the gateway signage (to be installed), working on the updated website, bringing on the team of Community Liaison Officers all dressed in our signature pink, assisting with the Lantern Festival and a busy diary of events, including 'coffee with a cop', safer plates and the pink ribbon event. All at the same time to ensure that Manukau:

Heart of the South is an attractive place to visit, enjoy and do business.

This year has been a year of significant change for Business Manukau. I would like to acknowledge the hard mahi that Audrey has put into our place, which goes beyond the call of duty including breaking her wrist so she could have a cast in our signature pink!



Supporting Audrey, Janene has been a rock making sure that everything behind the scenes goes smoothly.

The Community Liaison Officers have been a very visible, positive and enthusiastic new team on the streets. They have done a great job in taking the work of Business Manukau out into the community and adding to the unique culture of Manukau: Heart of the South.

Our board has worked well over the last year supporting Audrey and the team, planning strategically and not afraid to push the boundaries in making Manukau a great place to do business and enjoy. I would like to acknowledge the board in supporting me as Chair and helping Audrey and the team in thinking strategically and not afraid to take on challenging initiatives.

Without the support of our members all this positive work would not happen as effectively as it has and this positive support is greatly appreciated by the board.

I'm looking forward to the next year which will build on our successes to date and play our bit in making Manukau: Heart of the South a great place to visit and do business.