

Business Plan 2027 – 2028

Long Team Strategic Goals

1. Advocate and support the Wero Science Hub
2. Expand the Manukau: Heart of the South business precinct boundary to Browns Road, Manurewa to include the Due Drop Events Centre (See map attached)
3. Develop student accommodation and expand Manukau as a Tertiary Hub.
4. Support key stakeholders to bring major events to Manukau.
5. Develop a Manukau Entertainment Passport

Strategic Priorities

Safety

Creating a secure, welcoming environment that encourages people to visit, stay, and invest in Manukau.

1. Continue to strengthen the Community Liaison Officer (CLO) Programme. We will maintain our current CLO service and employ two additional CLOs over the busy summer period to ensure strong coverage and support for Christmas and summer community activations. This seasonal uplift provides greater visibility, improved responsiveness, and enhanced engagement during peak activity months.
To build capability within the team, two or more CLOs will be supported to complete their COA security certification, expanding their professional skill set and enabling them to undertake a broader range of safety, compliance, and community-focused duties. This investment strengthens operational resilience and lifts the overall standard of service delivery.
2. Improve lighting, visibility, and surveillance in high-risk areas by leveraging the \$21,889 Targeted Rate increase. We will undertake a comprehensive survey of the BID area to identify locations where the current CCTV network has gaps and where lighting levels are insufficient. This assessment will provide a clear map of priority risk zones and guide investment decisions.
Using the survey findings, we will develop a staged CCTV expansion plan for the next 2–3 years, ensuring coverage is systematically improved and aligned with crime-prevention priorities. Alongside this, we will advocate to property owners and Auckland Council to upgrade lighting in identified areas, improving visibility, safety, and night-time activation across the precinct.
This targeted approach strengthens surveillance, reduces blind spots, and enhances the overall safety environment for businesses, residents, and visitors.
3. Continue to advocate for improved policing, law & order, and youth engagement programmes. By working alongside the two police teams that cover the Manukau area and promoting all police initiatives and activities in the area.

Economic Development

Driving growth, investment, and prosperity for local businesses and the wider Manukau economy.

1. Champion development of student accommodation to anchor Manukau as a Tertiary Hub.
2. Maintain the Manukau Tertiary Hub program which supports the 18 tertiary providers in Manukau to connect and support each other. The programme promotes clear pathways for students into Manukau businesses.

3. Advocate for the development of the infrastructure that includes residential accommodation, along with student accommodation to develop the population foundation for a night-time economy, including hospitality, entertainment, and cultural venues.

Networking & Events

Building connection, vibrancy, and community pride through high-quality events and business engagement.

1. \$40,000 of the 9% Targeted Rate increase will be directed toward piloting new community events, with performance monitored via Marketview transaction numbers, total sales trends, and qualitative feedback from businesses and attendees.
2. Strengthen business networking programmes to support collaboration and growth. (Host a minimum of 10-member networking opportunities).
3. Collaborate with stakeholders to attract large-scale cultural festivals.

Marketing & Promotions

Positioning Manukau as an entertainment destination locally, nationally, and internationally.

1. Collaborate with stakeholders to develop a national and international marketing campaign promoting Manukau as the preferred destination over Auckland CBD.
2. Promote Manukau's unique attractions: Rainbow's End theme park, Wero white-water rafting, Wero climb, Due Drop Event Centre, and cultural experiences.

Advocacy

Championing the needs of businesses, residents, and the community at local and national levels.

1. Advocate for improved transport access, traffic flow, and connectivity.
2. Strengthen relationships with Local Board, Councilors, Central Government, and agencies.