MANUKAU

HEART
OF THE SOUTH

Manukau:
Heart of the South
Strategic Plan
(2027 -2032)



Manukau: Heart of the South presents this five-year strategic plan at a pivotal moment in our city's evolution. While the plan outlines our priorities for the next five years, it also marks the beginning of a much longer journey, one that will shape Manukau over the next three decades.

Manukau is on the cusp of significant transformation. Over the coming five to thirty years, South Auckland will experience rapid population growth and substantial housing development, driven by intensified residential areas around Manukau and the major new development in Drury. This growth will redefine how people live, work, and connect across the South Auckland region.

Today, Manukau stands as Auckland's second-largest CBD, remarkably, without a night-time economy. With major investment already underway around Manukau and further development accelerating, combined with the scale of anticipated population growth, Manukau is positioned to emerge as Auckland's largest CBD. The decisions we make now will determine how successfully we harness this opportunity.

This strategic plan sets the foundation for that future. It outlines the actions, partnerships, and priorities required to ensure Manukau grows with purpose, resilience, and ambition becoming a thriving metropolitan centre for generations to come.

As always, we cannot do this alone. By working together, leveraging our relationships, resources, and the strategies outlined in our plan, we can ensure our members' businesses continue to grow and thrive in a safe, supportive environment.

I look forward to working and walking along side you.



Audrey Williams

General Manager, Manukau: Heart of the South.

Our Purpose

To represent and empower our members by creating opportunities for them to grow, prosper, and fulfil their potential in a safe, attractive, and welcoming environment.

Mission Statement

Creating a thriving Manukau by supporting businesses, creating opportunities, and strengthening community connection, making Manukau the destination of choice to live, shop, work, study, and play.

Long-Term Vision

Manukau will become the recreational and entertainment destination of choice for Auckland communities, national visitors, and international travellers.

With unmatched accessibility, diverse communities, and a growing metropolitan identity, Manukau is uniquely positioned to become Auckland's premier hub for recreation, entertainment, and cultural experiences. As investment accelerates, Manukau will evolve into a destination where people come to play, connect, celebrate, and experience the best of South Auckland's culture, creativity, and hospitality.

Strategic Priorities (2027–2032)

Ranked in order of importance by our members.

1. Safety

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

Five-Year Objectives

- Continue and strengthen the Community Liaison Officer Programme.
- Increase CPTED interventions across the business district.
- Continue to advocate for improved policing, law & order, and youth engagement programmes.
- Partner with Auckland Transport to address safety concerns around stations, bus interchanges, and pedestrian routes.
- Improve lighting, visibility, and surveillance in high-risk areas.

Key Outcomes by 2032

- Manukau to be recognised as one of Auckland's safest metropolitan centres.
- Increased visitor confidence and extended evening activity.

2. Economic Development

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

Five-Year Objectives

- Champion development of student accommodation to anchor Manukau as a Tertiary Hub.
- Advocate for a night-time economy, including hospitality, entertainment, and cultural venues.
- Support vertical expansion and mixed-use development to increase residential density.
- Maintain the Manukau Tertiary Hub
- Strengthen relationships with developers, AUDO, Tertiary Providers, Local and Central Government.

Key Outcomes by 2032

- A thriving tertiary precinct with increased student population.
- A vibrant night-time economy attracting residents and visitors.
- Stronger business ecosystem with increased investment and job creation.

3. Networking & Events

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

Five-Year Objectives

- Deliver signature events that attract local & regional audiences.
- Grow community-focused events to increase foot traffic and local participation.
- Strengthen business networking programmes to support collaboration and growth.
- Collaborate with stakeholders to attract large-scale cultural festivals

Key Outcomes by 2032

- Manukau recognised as a major events centre for Auckland.
- Increased business engagement and cross-sector collaboration.

4. Marketing & Promotions

Positioning Manukau as a premier entertainment destination locally, nationally, and internationally.

Five-Year Objectives

- Collaborate with stakeholders to develop a national and international marketing campaign promoting Manukau as the preferred destination over Auckland CBD.
- Promote Manukau's unique attractions: theme park, white-water rafting, rope climb, event centre, cultural experiences.
- Develop a digital strategy showcasing Manukau's businesses, events, and visitor experiences.

- Create a mural and art-walk trail celebrating Pacific and Māori culture.
- Partner with tourism agencies to package Manukau as the gateway to Rotorua, Waitomo, Hobbiton, and regional attractions.

Key Outcomes by 2032

- Manukau becomes a recognised tourism and entertainment hub.
- Increased visitor numbers and stronger brand identity.

5. Advocacy

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

Five-Year Objectives

- Advocate for improved transport access, traffic flow, and connectivity.
- Strengthen relationships with Local Board, Councillors, central government, and agencies.
- Push for increased local and central government funding for safety, placemaking, and economic development.
- Represent members in key policy discussions affecting Manukau's growth.

Key Outcomes by 2032

- Stronger influence in regional decision-making for Manukau.
- Improved infrastructure and investment outcomes for Manukau.
- Local Board and Councillor support
- Empowerment and good governance

Long-Term Goals (2032 - 2057)

- Develop student accommodation and expand Manukau as a Tertiary Hub.
- Support and advocate for the Wero Science Hub
- Expand the Manukau: Heart of the South business precinct up to Browns Road including the Due Drop Events Centre.
- Establish Manukau as Auckland's largest CBD with a thriving night-time economy.
- Create a major cultural destination attraction (Pacific-focused, Te Papa-scale).
- Secure significant government investment for infrastructure and placemaking.
- Develop Manukau as the Entertainment Hub of Aukland to attract more national and international events.
- Advocate for inclusion of Westfield into the BID area
- Develop a Manukau Entertainment Passport

2027 – 2032 Strategic Plan

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Strategic Moves: 1-3 years

Support and advocate for the Wero Science Hub

Expand the Manukau: Heart of the South business precinct up to Browns Road, Manurewa including the Due Drop Events Centre.

Key Focus Activities

Safety

Creating a secure, welcoming environment for businesses, visitors, and residents.

Focus: More Community Liaison Officers, stronger CPTED measures, better lighting and surveillance, and closer partnerships with Police and Auckland Transport.

Economic Development

Driving growth, investment, and prosperity across Manukau.

Focus: Student accommodation to anchor a tertiary precinct, night-time economy development, mixed-use and vertical growth, and positioning Manukau as a Tech Hub.

Networking & Events

Building vibrancy, connection, and community pride.

Focus: Signature events, expanded community events, stronger business networking, and attracting major cultural festivals.

Marketing & Promotions

Showcasing Manukau as a premier entertainment and tourism destination.

Focus: National and international marketing campaigns, promotion of key attractions, digital storytelling, cultural mural trails, and tourism partnerships.

Advocacy

Championing the needs of businesses and the community.

Focus: Improved transport access, stronger government relationships, increased funding for safety and development, and active representation in policy discussions.

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- Advocate for inclusion of Westfield into the BID area.

Key Stakeholders

- Members – business and property owners
- Local Board, Council and Council agencies
- Tertiary providers
- Auckland Transport
- New Zealand Police
- Community
- Westfeld Manukau
- Waka Pacific Trust
- Neighbouring BIDs

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09 263 7959

info@businessmanukau.co.nz

businessmanukau.co.nz

manukauheartofthesouth.co.nz

Manukauheartofsouth

24 Cavendish Drive, Manukau

