

## **Business Manukau 2022-2023 Annual Report**

It is that time of the year again where all Business Improvement Districts look back at the last financial year and all that they have achieved. This year Business Manukau is trying a new combined report from it's Chair and General Manager instead of the usual individual reports.

Globally the economic effects of Covid and the war in the Ukraine are still being felt. Fuel and food supplies being the two most affected markets. International travel is slowly coming back with what feels like half of New Zealand travelling to Europe this winter to make the most of the European summer. Fingers crossed the Europeans travel to the Southern Hemisphere during our summer months to help kick start a surge of economic confidence in New Zealand businesses.

While our businesses have been dealing with all these influences, the team at Business Manukau have had a busy year assisting our members with a business district that is becoming more attractive to visit through improved safety.

In October last year Business Manukau farewelled our GM Kerry Burrige. Kerry had been with Business Manukau for 8 years. Among her many accomplishments was leading the association through two expansions and of course the design and installation of our CCTV system.

In late November 2022, Audrey Williams joined us. Audrey trained as an accountant, spent many years in retail working up from the shop floor to senior management, and she has run her own businesses. But many of you may know Audrey from her 13 years as GM of the Wiri Business Association.

Looking back at the goals Business Manukau set for the 2022-2023 year under Kerry's and Audrey's guidance, the Business Manukau team has not just met, but surpassed them all.

### **Networking and Events**

- Nine networking events that included speakers from Eke Panuku, Marketview, the Mayoral candidates and more.
- Established a 'Women in Business' group hosting 2 morning teas for International Women's Day, and a Pink Ribbon event for Breast Cancer awareness.
- Two business enhancement workshops on Retail Security & Emergency Planning.
- Two First Aid Courses subsidised by Business Manukau.

### **Branding**

In late November 2022 Saturday Creative, the marketing company Business Manukau has work with for the last 3 years, presented their final Manukau brand concept to the Business Manukau board. The team at the office took this concept out to members, the Otago-Papatoetoe Local Board, Eke Panuku, local Iwi, local community groups and major stakeholders. Considering the feedback from these meetings, we now have a brand ready to launch October - November 2023, as well as an additional website that is more community focussed. Business Manukau will continue to lobby council or their agents for branded gateway signage and lighting.

### **Crime Prevention**

Business Manukau's CCTV investment continues to prove its investment value. Using live feeds and video evidence from the cameras, the Police have made number of arrests.

The Manukau BID covers two policing areas with Cavendish Drive being the line down the centre. To the South is under the Counties Manukau area (Manurewa Police Station) and to the north is Otahuhu area (Papatoetoe Hub). Traditionally, Business Manukau has had a great relationship with Counties Manukau but struggled a little with engagement from Otahuhu. During the second half of the financial year, we have been working hard to strengthen this relationship and had some positive results.

Our Crime Prevention programme also includes other initiatives. We have hosted four Safer Plates events in the carparks at Westfield, Bunnings, The Warehouse and Pak 'n' Save. We replaced the easily removed number plate screws to anti tampering screws on 248 vehicles. May 2023 was the first 'Coffee with a Cop' event. Eighty cups of coffee, tea and hot chocolates were given out to members as they talked through issues with a police officer or amongst themselves.

In 2023-2024 Business Manukau is planning a number of new Crime Prevention initiatives.

### **Sustainability**

Business Manukau launched the first of many sustainability ideas, a pallet exchange programme where we will connect those who have unwanted usable pallets to those who need them. Moving forward we are investigating a number of different ideas and will be in touch once they come to fruition.

### **From Audrey**

I would like to start by thanking the Business Manukau board of directors, Chair Stephen Grey (Chester Grey) Treasurer Belinda Sutton (Van Den Brink Group), Emily May (Jaedon), Debra Law (Law & Associates), Rachel Darlington (Business Like NZ Ltd), Ilango Krishnamoorthy (Mercury Printz), Sohail Chaudhry (The Computer Warehouse), Aaron Jones (BNZ) Susan Mudie (Rainbows End) and Asraf Choudhary (Otara- Papatoetoe Local Board) for the time and guidance they have dedicated to the team here at Business Manukau and the faith they have placed in me to deliver the Strategic and Business Plans for the next 3-5 years.

I would also like to thank Janene and Tess for making the transition into Manukau so easy and for all their hard work in making 2022-2023 one of the busiest yet.



**Audrey Williams**

**General Manager**

**From Stephen**

Business Manukau has had a successful and busy year since the last AGM.

As Audrey has already commented there has been a change at the helm of the association with Kerry Burrige leaving as GM after 8 years of dedicated service. We successfully recruited Audrey Williams to fill the GM position. Audrey comes to the Association with considerable experience in Business Association management having served the Wiri Business for 13 years.

Our thrust over the last couple of years has been to improve safety in our district. As you would know we have just completed the work and significant investment in camera coverage for the area including entry points. This project is already proving a wise investment with the Association working with Police and a number of arrests being made as a result of the evidence we were able to provide with our cameras.

Looking forward the board wants to lift the profile of the district within the greater Tamaki Makaurau.

We have worked on a major rebranding project which you will see presented at this meeting. We are excited with the outcomes of this project and will not be wasting any time getting it out into the market. We are working on entry point signage and sites for our logo to be displayed. The logo has been designed to work on different mediums, such as block walls, building corners and shop frontages.

As part of lifting the profile of our district we have decided to allocate our safety budget to employing four Community Liaison Officers (CLO's) with a part wage subsidy from Work and Income. The new CLO's will be very visible in a uniform including pink vests with the new logos prominent and patrolling the area on foot. These programs have been successful in other BIDs with an improved public facing of the organisation, great customer service outcomes and a downstream positive effect on crime.

We have worked hard on our relationships within our key networks including Eke Panuku, AT, the Beautification Trust, key retail sites in our district and the tertiary education sector. Our aim is to build a healthy working relationship with these key players who can have a beneficial input into initiatives in our district. The Beautification Trust are currently working with us on beautification initiatives to improve the look and amenity of our area. In short where our efforts have concentrated on safety and crime, going forward our attention will be focused on growth whilst not losing sight of safety.

Wishing you a successful 2023-2024

**Stephen Gray**

**Chairperson**