

**Business Plan
2020 - 2021**

Action Item	Due Date
Crime Prevention and Security	
1. Implement Phase II of the <u>CCTV system</u> for the whole of Business Manukau in partnership with Members, Local Board, Auckland Council, Police and Auckland Transport.	30 June 2021
2. Attend a minimum of 350 member <u>security-related incidents</u> .	30 June 2021
3. Ensure that all <u>graffiti/tagging</u> is removed/painted over within 48 hours of identification/notification.	30 June 2021
Member Services	
4. Assist a minimum of 80% of business members to list their businesses on the new <u>business directory</u> at www.businessmanukau.co.nz .	30 June 2021
5. Keep <u>member database</u> updated to ensure that no more than 5 bounces occur per group email/newsletter.	30 June 2021
6. Hold a minimum of 6 business <u>networking/training events</u> .	30 June 2021
7. Provide <u>Marketview</u> quarterly retail spending reports by email.	30 June 2021
8. Facilitate an annual <u>Marketview</u> information workshop for members.	30 June 2021
9. Facilitate an annual <u>Panuku Development</u> information workshop for members.	30 June 2021
Strategic Goals	
10. Complete a marketing strategy exercise to develop a strong destination brand for Manukau, as the first step in attracting more people to shop, work, live and play in Manukau.	30 June 2021
11. Work closely with our members and key stakeholders (including Panuku, Local Board, AUT, MIT, University of Auckland, Rainbows End) to create a strong brand identity in Manukau.	30 June 2021
12. Identify and attract 1 <u>key strategic tenant</u> to Manukau.	30 June 2021
13. Hold one joint <u>key stakeholder meeting</u> per quarter.	30 June 2021
14. Hold one joint <u>education provider meeting</u> per quarter.	30 June 2021