

**Business Plan  
2021 - 2022**

Action Item	Due Date
<b>Crime Prevention and Security</b>	
1. Complete 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.	<b>30 June 2022</b>
2. Attend a minimum of 350-member <u>security-related incidents</u> .	<b>30 June 2022</b>
3. Ensure that all <u>graffiti/tagging</u> is removed/painted over within 48 hours of identification/notification.	<b>30 June 2022</b>
<b>Member Services</b>	
4. Assist a minimum of 85% of business members to list their businesses on the new <u>business directory</u> at <a href="http://www.BusinessManukau.co.nz">www.BusinessManukau.co.nz</a> .	<b>30 June 2022</b>
5. Keep <u>member database</u> updated to ensure that no more than 5 bounces occur per group email/newsletter.	<b>30 June 2022</b>
6. Hold a minimum of 6 business <u>networking/training events</u> .	<b>30 June 2022</b>
7. Provide <u>Marketview</u> monthly retail spending reports to Members by email.	<b>30 June 2022</b>
8. Facilitate an annual <u>Marketview</u> information workshop for members.	<b>30 June 2022</b>
9. Facilitate an annual <u>Panuku Development</u> information workshop for members.	<b>30 June 2022</b>
<b>Strategic Goals</b>	
10. Complete a branding 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.	<b>30 June 2022</b>
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.	<b>30 June 2022</b>
12. General Manager to position Business Manukau strongly as the second largest BID in Auckland by retail spend, in a variety of settings including Local Board and Council interactions, media and any public relations work. GM to be supported in this by the new branding work for the Manukau BID.	<b>30 June 2022</b>
13. Lobby local and central government for funding for Manukau Beautification Trust and provision of Te Papa.	<b>30 June 2022</b>
14. Identify and attract 1 <u>key strategic tenant</u> to Manukau.	<b>30 June 2022</b>
15. Hold one joint <u>key stakeholder meeting</u> per quarter.	<b>30 June 2022</b>
16. Hold one joint <u>education provider meeting</u> per quarter.	<b>30 June 2022</b>