

Business Plan 2022 - 2024

Action Item	Date
Strategic Goals (Top Priorities)	
1. *Work with Saturday Creative, members and key stakeholders to <u>develop a strong destination brand for Manukau</u> , as the first step in attracting more people to shop, work, live, study and play in Manukau.	2022 - 2024
2. Work closely with our members and key stakeholders (including Eke Panuku, Local Board, AUT, MIT, University of Auckland, Rainbows End) to <u>roll out the new brand identity in Manukau</u> .	2022 - 2024
3. *Organise the design, build and installation of <u>four large, branded entry point signs</u> on our busiest arterial routes. To be jointly funded with Eke Panuku and Otara-Papatoetoe Local Board.	2022 - 2024
4. *Develop <u>new branded destination website</u> supported by appropriate <u>social media</u> footprint across LinkedIn, Facebook, and Instagram.	2024 - 2024
5. General Manager to position Business Manukau strongly as the <u>second largest BID in Auckland by retail spend</u> , in a variety of settings including Local Board and Council interactions, media and any public relations work.	2024 - 2024
6. General Manager to advocate for the growth of Manukau as a <u>tertiary education hub</u> .	2022 - 2024
Crime Prevention and Security (Ongoing, Business as Usual)	
7. <u>Maintain the district-wide CCTV system</u> for Manukau in partnership with members, Local Board, Eke Panuku, Auckland Council, Police and Auckland Transport.	2022 - 2024
8. Respond to all member requests for help with crime and antisocial behaviour events within one working day.	2022 - 2024
9. Ensure that all <u>graffiti/tagging</u> is removed/painted over within 48 hours of identification/notification.	2022 - 2024
Member Services (Ongoing, Business as Usual)	
10. Assist a minimum of 90% of business members to list their businesses on the <u>business directory</u> at www.BusinessManukau.co.nz .	2022 - 2024
11. Keep <u>member database</u> updated to ensure that no more than 5 bounce-backs occur per group email/newsletter.	2022 - 2024
12. Hold a minimum of 6 business <u>networking/training events</u> .	2022 - 2024
13. Provide <u>Marketview</u> monthly retail spending reports to Members by email.	2022 - 2024
14. Facilitate an annual <u>Marketview</u> information workshop for members.	2022 - 2024
15. Facilitate an annual <u>Eke Panuku Development</u> information workshop for members.	2022 - 2024

*The three Strategic goals the proposed increase in targeted rate spend will be allocated to.