

Business Plan 2024 – 2025

| Action Item | Date |
|--|-------------|
| Strategic Goals (Top Priorities) | |
| 1. Under the Manukau: Heart of the South branding, create and deliver a marketing campaign for each business sector. E.g., hospitality, retail, business services etc. (the targeted rate 3% increase will be allocated to this strategy) | 2024 - 2025 |
| 2. Work with all members and key stakeholders to establish the new brand “Manukau: Heart of the South” to become a <u>strong destination brand for Manukau</u> , as the first step in attracting more people to shop, work, live, study and play in Manukau. To encourage members and key stakeholders to use the brand within their own business marketing and all activities in Manukau. | 2024 - 2025 |
| 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. | 2024 - 2025 |
| 4. Work with the Beautification Trust to improve the general tidiness and street appearance to make the Manukau area more appealing to members and the community. | 2024 - 2025 |
| 5. GM to advocate for Business Manukau’s involvement regarding major development projects within the Manukau area. | 2024 - 2025 |
| 6. General Manager to advocate for the growth of Manukau as a <u>tertiary education hub</u> . | 2024 - 2025 |
| 7. Support key stakeholders to bring major events to Manukau. | 2024 - 2025 |
| Community Liaison / Crime Prevention (Ongoing, Business as Usual) | |
| 8. <u>Maintain the district-wide CCTV system</u> for Manukau in partnership with members, Local Board, Eke Panuku, Auckland Council, Police and Auckland Transport. | 2024 - 2025 |
| 9. Respond to all member requests for help with crime and antisocial behaviour events within one working day. | 2024 - 2025 |
| 10. Ensure that all <u>graffiti/tagging</u> is removed/painted over within 48 hours of identification/notification. | 2024 - 2025 |
| Member Services (Ongoing, Business as Usual) | |
| 11. Assist a minimum of 90% of business members with a business directory listing on our website. | 2024 - 2025 |
| 12. Keep the <u>member database</u> updated to ensure that no more than 5 bounce-backs occur per group email/newsletter. | 2024 - 2025 |
| 13. Hold a minimum of 8 business <u>networking/training events</u> . | 2024 - 2025 |
| 14. Provide 6 e-newsletters per year | 2024 - 2025 |