

## Business Plan 2025 – 2026

Action Item	Date
<b>Strategic Goals (Top Priorities)</b>	
1. Under the Manukau: Heart of the South branding, deliver a marketing campaign for key business sectors e.g. food month, auto show etc. Encourage members and key stakeholders to use the brand within their own business marketing and all activities in Manukau (\$43,565 of the 9% Targeted rate increase will be allocated to this strategy).	2025 - 2026
2. Further develop the mural walk by continuing to work with the Beautification Trust to create more murals. Also work with the Trust to improve the general tidiness and street appearance to make the Manukau area more appealing to members and the community. Both projects will help to create a Safer Manukau (\$10,000 of the 9% Targeted Rate increase will be allocated to this strategy).	2025 - 2026
3. GM to advocate for Manukau: Heart of the South's involvement in major development projects within the Manukau area.	2025 - 2026
4. General Manager to advocate for the growth of Manukau as a <u>tertiary education hub</u> .	2025 - 2026
5. Support key stakeholders to bring major events to Manukau.	2025 - 2026
<b>Safer Manukau (Ongoing, Business as Usual)</b>	
6. <u>Maintain the district-wide CCTV system</u> for Manukau in partnership with members, Local Board, Eke Panuku, Auckland Council, Police and Auckland Transport.	2025 - 2026
7. Respond to all member requests for help with crime and antisocial behaviour events within one working day.	2025- 2026
<b>Member Services (Ongoing, Business as Usual)</b>	
8. Maintain a business directory listing for a minimum of 90% of business members on our websites. Keep an accurate record of which of our two websites members wish to be listed on.	2025 - 2026
9. Keep the <u>member database</u> updated to ensure that no more than 5 bounce-backs occur per group email/newsletter. A minimum of 1 contact must be maintained for every active business.	2025 - 2026
10. Hold a minimum of 8 business <u>networking/training events</u> .	2025 - 2026
11. Create a minimum of 8 e-newsletters per year.	2025 - 2026
<b>Community Liaison (Ongoing, Business as Usual)</b>	
12. Ensure that all in scope <u>graffiti/tagging</u> is removed/painted over within 48 hours of identification/notification.	2025 - 2026
13. Engage with a minimum of 5 businesses per week.	2025 - 2026
14. Ensure the entire Manukau: Heart of the South area is covered once every week, with hotspots visited more frequently.	2025 - 2026