

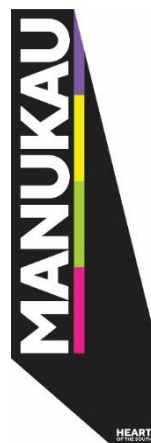


Dear Members,

As I write my second Business Manukau Christmas Newsletter, I find it hard to believe how fast this year has gone. As everyone knows, 2023 started off wet with several parts of Manukau underwater, especially around the Grayson Ave - Norman Spencer Drive area. The rain also resulted in the cancellation of the 2023 Lantern Festival. Globally the war in Ukraine and Gaza have impacted supply chains and world confidence. The end of 2023 sees a new government and, like yourselves, I await with fingers crossed to see what they will bring to businesses in New Zealand.

Business Manukau has had an extremely busy year with lots of changes and new initiatives. We ran twenty-one member events; these included networking events, workshops, and safer plates events. We have introduced Women in Business events, Coffee with a Cop and subsidised First Aid Courses.

The first part of the year was devoted to consultations on the new Manukau brand. With the official launch at the October AGM, Manukau: Heart of the South (powered by Business Manukau) came to life.



To reflect the diversity of the Manukau region we wanted colour. You will see the new brand popping up around the district. We have plans for large entry point signage, murals, service box beautifications and more.

After many years, Tess our Crime Prevention Manager left us in September. This gave us the opportunity to revisit our crime prevention strategy. In late September, our staff numbers grew from 3 to 7 with the introduction of 4 Community Liaison Officers. You have probably seen them in their pink hi-vis vests. Their role is to be the “eyes and ears” of Manukau. They walk the BID area in pairs, talking to businesses and visitors to Manukau. They report any issues to the appropriate authorities. In their first 8 weeks over eight hundred reports were sent. In their first 2 weeks, they photographed all the blocked and damaged drains around the area, council cleared them, and during the last heavy rainfall there wasn't the flooding that has been seen in the past. If you see them around say Hi.

In October we signed a 9-month Stuff ad campaign, which includes advertising in the Manukau Courier, on their digital platform and Neighbourly. So far we have had three full pages, one false cover and a press release about our Coffee with a Cop events. These have all featured our new Manukau: Heart of the South brand.

2024 will bring a new Manukau: Heart of the South website, which will be customer/community focused rather than business to business focused. We will keep our current Business Manukau website with a link between the two. Check out our landing page on www.manukauheartofthesouth.co.nz

Early 2024 will also see Business Manukau moving into new premises, a larger space which will include a large modern boardroom that will be available for members to use.

For me, the most exciting thing will happen in mid-2024 with the installation of 4 Gateway signs into Manukau. Business Manukau secured the funding from Eke Panuku for the signage along with contributions from the Otara-Papatoetoe Local Board and Business Manukau. There will be an early morning start in late June for the blessing and unveiling of the first sign.

I would like to acknowledge the board for their hard work this year and their re-commitment to another year of guiding Business Manukau and to welcome Aari Puri on this year's Executive Board. A special thank you to Stephen Grey from Chester Grey Accountants for re-standing as Chair, and Belinda Sutton from Van Den Brink Group for continuing as Treasurer. The team at Business Manukau are looking forward to working with such strong established Board.

We will be hosting a Christmas drink for our members at our offices on Wednesday, 20th December at 4.30 – 7pm so please pop in at any stage.

I wish you all a safe and Merry Christmas and a fantastic 2024.

Audrey and the Team

The office will be closing at midday on Friday, 22nd December and re-opening on Wednesday, 3rd January 2024.

