

OUR VISION
OUR PURPOSE

Manukau – Heart of the South

Supporting Business and our Community

WHAT WE DO						
	Marketing & Promotion	Advocacy	Networking & Events	Economic Development	Safety & Security	
HOW WE DO IT	Priority Weighting	The Marketing and Promotion of Manukau and its businesses will be the major priority of the Association in this five-year plan.	Underpinning the Marketing and Promotion of Manukau businesses, the Association will give priority to advocating on issues which impact on the area. The Association will also explore with other southern BIDs a shared advocacy platform for issues of mutual interest.	This activity is regarded as an essential function of the Association. It has been significantly impacted by the Covid-19 Pandemic. Business Manukau will reactivate this role by running business networking and supporting community events of significance to Manukau.	The Association's role will be to support the continued growth of the Manukau business economy (the second largest centre in Auckland) by underpinning this growth through other priorities identified in this plan.	Having developed significant capacity in this activity over the last three five-year strategic plans, Business Manukau will sustain and maintain support for this role over the next five-years, recognising the CAPEX spend will not need to be at previous levels due to now installed infrastructure.
	Sustain / Maintain	Refer below	Refer below	<ul style="list-style-type: none"> • 'Post' Covid-19 pandemic return to regular networking functions, in association with other organisations or independently. 	<ul style="list-style-type: none"> • Maintain support for the economic development of the BID area through advocacy, marketing and promotion, networking & events and safety & security initiatives. • Collaborate with key stakeholders including Eke Panuku, Central Government agencies, Tertiary education providers and Westfield in their respective investment plans for Manukau. 	<ul style="list-style-type: none"> • Maintain existing resources. • Sustain operational spend and focus.
	Grow / Expand	<ul style="list-style-type: none"> • Significantly increase investment (people/time/resources) in the Marketing & Promotion of Manukau Business and community. • Promotion of Manukau as the 'HEART OF THE SOUTH'. • Developing an identity as a 'VOICE FOR THE SOUTH'. 	<ul style="list-style-type: none"> • Grow capacity to advocate on issues that impact on business by; • Supporting the establishment of a southern BID advocacy framework. • Expand internal resources to support the advocacy function. • Develop internal capacity to interact with media, and/or to expand social media presence. • Develop relationships with Iwi/hapu and community organisations in the south to enhance advocacy capacity. 	<ul style="list-style-type: none"> • Grow opportunities with Council, the Otara-Papatoetoe Local Board and community to deliver events in Manukau. • Work with relevant organisations for the return of previous large events in Manukau, including Waitangi Day, Polyfest and Diwali. • Support an annual Matariki event in Manukau. • Investigate/support the development of Day/Night markets. 	<ul style="list-style-type: none"> • Work with other key stakeholders to grow night and weekend spend in Manukau. • Grow understanding of the impact of climate change on business and provide support for measures that might be identified. • Support the construction of additional office and residential accommodation in Manukau. • Support Manukau's growth as the Tertiary Education hub of the south. 	<ul style="list-style-type: none"> • Continue/expand collaboration with other organisations/businesses that independently secure security services in the BID or associated area to maximise benefits of working closely on safety.
	Measure / Monitor	<ul style="list-style-type: none"> • Develop assessment measures to identify and monitor the impact of active marketing and promotion of Manukau. • Undertake customer, business and community perception surveys of the Manukau 'brand'. 	<ul style="list-style-type: none"> • Monitor content of media articles published as a result of Association initiatives and/or issues publicised about Manukau. • Monitor impact of advocacy on issues affecting Manukau business and our community. • Monitor the effectiveness of input into advocacy forums and relationship building with Iwi/community. 	<ul style="list-style-type: none"> • Number of Events sponsored, supported or delivered by the Association. • Number of networking functions sponsored or run by the Association. • Positive feedback received. 	<ul style="list-style-type: none"> • Measure growth in retail spend (Marketview or similar). • Monitor central/local government/Tertiary education/ investment in Manukau. 	<ul style="list-style-type: none"> • Reduction in reported security incidents on an annual basis. • Member satisfaction with the security services provided by the Business Association.
	Good Governance	<p>Our Role</p> <p>Providing key leadership and resources for the marketing and promotion of the business interests of Manukau.</p>	<p>Our Role</p> <ul style="list-style-type: none"> • Being identifiable advocates for Manukau business and our community. • Representing Manukau as the 'Heart of the South'. 	<p>Our Role</p> <ul style="list-style-type: none"> • Working with key institutions, Iwi/hapu and business to attract new and former iconic events to Manukau • Providing an active calendar of networking opportunities for members. 	<p>Our Role</p> <ul style="list-style-type: none"> • Enhancing positive and sustainable relationships with Council/Local Boards/CCOs, Iwi/hapu, Business and Community. • Supporting the growth of Manukau Business. 	<p>Our Role</p> <p>Actively supporting the safety and security needs of Manukau Business.</p>