

|  |  |
| --- | --- |
| **Key Results 2022 – 2023**  **Action Item** |  |
| **Strategic Goals (Top Priorities)** |  |
| 1. Work with Saturday Creative, members and key stakeholders to develop a strong destination brand for Manukau, as the first step in attracting more people to shop, work, live, study and play in Manukau. | **Completed with final concepts being launched late 2023.** |
| 1. Work closely with our members and key stakeholders (including Eke Panuku, Local Board, AUT, MIT, University of Auckland, Rainbow’s End) to roll out the new brand identity in Manukau. | **All members, Stakeholders and the Community had the opportunity to give their opinion.** |
| 1. Organise the design, build and installation of four large, branded entry point signs on our busiest arterial routes. To be jointly funded with Eke Panuku and Otara-Papatoetoe Local Board. | **Not achieved - design has been completed, working with council agencies on build and installation.** |
| 1. General Manager to position Business Manukau strongly as the second largest BID in Auckland by retail spend, in a variety of settings including Local Board and Council interactions, media and any public relations work. | **Ongoing** |
| 1. General Manager to advocate for the growth of Manukau as a tertiary education hub. | **Ongoing** |
| **Crime Prevention and Security (Ongoing, Business as Usual)** | |
| 1. Maintain the district-wide CCTV system for Manukau in partnership with members, Local Board, Eke Panuku, Auckland Council, Police and Auckland Transport. | **Achieved**  **with the exception of flood affected cameras.** |
| 1. Respond to all member requests for help with crime and antisocial behaviour events within one working day. | **All member requests responded to immediately.** |
| 1. Ensure that all graffiti/tagging is removed/painted over within 48 hours of identification/notification. | **Not Achieved due to the large increase in graffiti and out-of-scope work.** |
| **Member Services (Ongoing, Business as Usual)** | |
| 1. Assist a minimum of 90% of business members to list their businesses on the business directory at [www.BusinessManukau.co.nz](http://www.BusinessManukau.co.nz). | **Achieved (94%)** |
| 1. Keep member database updated to ensure that no more than 5 bounce-backs occur per group email/newsletter. | **Achieved 1-2** |
| 1. Hold a minimum of 6 business networking/training events. | **Achieved 20** |
| 1. Provide Marketview monthly retail spending reports to Members by email. | **Achieved** |
| 1. Facilitate an annual Marketview & Eke Panuku information workshop for members. | **Achieved** |