

**Progress Made Against KPIs  
2020 - 2021**

Action Item	Due Date
<b>Crime Prevention and Security</b>	
1. Implement Phase II of the <u>CCTV system</u> for the whole of Business Manukau in partnership with Members, Local Board, Auckland Council, Police and Auckland Transport.	<b>Stage 2 is 58% completed. Slow due to COVID</b>
2. Attend a minimum of 350 member <u>security-related incidents</u> .	<b>DONE (507)</b>
3. Ensure that all <u>graffiti/tagging</u> is removed/painted over within 48 hours of identification/notification. Sign a contract with Manukau Beautification Trust for additional coverage (contract under consideration).	<b>DONE. Contract not required.</b>
<b>Member Services</b>	
4. Assist a minimum of 80% of business members to list their businesses on the new <u>business directory</u> at <a href="http://www.businessmanukau.co.nz">www.businessmanukau.co.nz</a> .	<b>DONE (81%)</b>
5. Keep <u>member database</u> updated to ensure that no more than 5 bounces occur per group email/newsletter.	<b>DONE (1 or 2)</b>
6. Hold a minimum of 6 business <u>networking/training events</u> .	<b>DONE (7)</b>
7. Provide <u>Marketview</u> quarterly retail spending reports by email.	<b>Not available (change of service)</b>
8. Facilitate an annual <u>Marketview</u> information workshop for members.	<b>Not held due to COVID</b>
9. Facilitate an annual <u>Panuku Development</u> information workshop for members.	<b>Not held due to COVID</b>
<b>Strategic Goals</b>	
10. Complete a marketing strategy exercise to develop a strong destination brand for Manukau, as the first step in attracting more people to shop, work, live and play in Manukau.	<b>Market research done. Concept design next.</b>
11. Work closely with our members and key stakeholders (including Panuku, Local Board, AUT, MIT, University of Auckland, Rainbows End) to create a strong brand identity in Manukau.	<b>Done. All were consulted this year</b>
12. Identify and attract 1 <u>key strategic tenant</u> to Manukau.	<b>On hold due to COVID</b>
13. Hold one joint <u>key stakeholder meeting</u> per quarter.	<b>On hold due to COVID</b>
14. Hold one joint <u>education provider meeting</u> per quarter.	<b>On hold due to COVID</b>
15. Lobby local and central government for funding for <u>Manukau Beautification</u> and provision of <u>Te Papa</u> .	<b>On hold due to COVID</b>