

**Progress Made Against KPIs
2020 - 2021**

| Action Item | Due Date |
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| Crime Prevention and Security | |
| 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. | Stage 2 is 58% completed. Slow due to COVID |
| 2. Attend a minimum of 350 member <u>security-related incidents</u> . | DONE (507) |
| 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). | DONE. Contract not required. |
| Member Services | |
| 4. Assist a minimum of 80% of business members to list their businesses on the new <u>business directory</u> at www.businessmanukau.co.nz . | DONE (81%) |
| 5. Keep <u>member database</u> updated to ensure that no more than 5 bounces occur per group email/newsletter. | DONE (1 or 2) |
| 6. Hold a minimum of 6 business <u>networking/training events</u> . | DONE (7) |
| 7. Provide <u>Marketview</u> quarterly retail spending reports by email. | Not available (change of service) |
| 8. Facilitate an annual <u>Marketview</u> information workshop for members. | Not held due to COVID |
| 9. Facilitate an annual <u>Panuku Development</u> information workshop for members. | Not held due to COVID |
| Strategic Goals | |
| 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. | Market research done. Concept design next. |
| 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. | Done. All were consulted this year |
| 12. Identify and attract 1 <u>key strategic tenant</u> to Manukau. | On hold due to COVID |
| 13. Hold one joint <u>key stakeholder meeting</u> per quarter. | On hold due to COVID |
| 14. Hold one joint <u>education provider meeting</u> per quarter. | On hold due to COVID |
| 15. Lobby local and central government for funding for <u>Manukau Beautification</u> and provision of <u>Te Papa</u> . | On hold due to COVID |