

VOTEYES 



**Business Improvement District
Expansion 2016**

VOTEYES

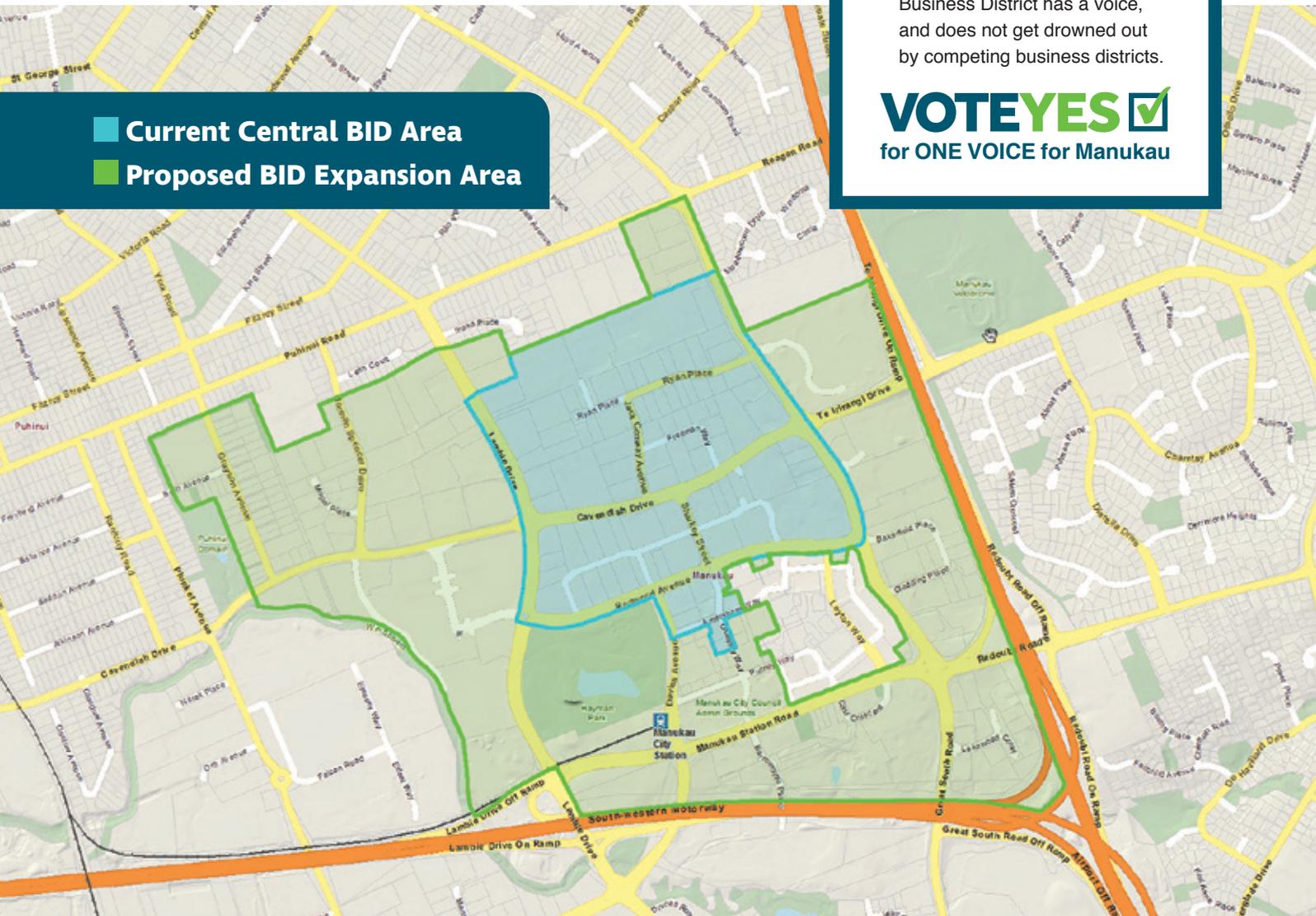
- You have been sent this prospectus because your property or business is within the proposed Business Improvement District (BID) expansion area
- You need to decide if Business Manukau should expand in order to represent all of the Manukau Business District in future
- Voting papers will arrive at your business by post from 10 October. **Return your vote by Freepost, to arrive by 12 noon, Monday 31 October 2016**, in order that it can be counted.
- The results of the BID Expansion ballot will be published on www.businessmanukau.co.nz by 11 November 2016

Why is this important to you?

- With the disappearance of Manukau City Council into the Auckland Super City, Manukau has lost its voice.
- There is now limited Auckland Council focus on Manukau, and the Local Board must divide its attention between Otara, Papatotetoe, Hunters Corner, Wiri and Manukau.
- Manukau is growing rapidly and is now the second largest city centre of Auckland.
- We must ensure that Manukau Business District has a voice, and does not get drowned out by competing business districts.

VOTEYES 
for ONE VOICE for Manukau

 **Current Central BID Area**
 **Proposed BID Expansion Area**



What is Business Manukau?

Business Manukau, more formally known as Manukau Central Business Association Inc., is a Business Improvement District (BID) located in the heart of Manukau's main business precinct.

There are 48 BIDs in Auckland, and the Manukau BID was established in 2007 after it was identified that business and commercial property owners needed an association to look after their specific interests and needs.

The existing BID boundaries were approved by Manukau City Council and a ballot was held amongst all the local business and commercial property owners, with the majority voting to form the current BID. Since 2007, the district has grown rapidly and Business Manukau now represents 335 businesses and 385 commercial property owners in the existing BID district.

Due to the spectacular growth of the Manukau district in the last decade, many new businesses and commercial properties have sprung up around the periphery of the existing BID area but don't receive the many benefits that BID members enjoy.

We now have an awkward situation where businesses and properties on one side of a street benefit from the security patrols, crime prevention programmes and networking events the association provides, while those on the other side of the street receive no protection or assistance from the BID at all.

Many of you have told us that it's time for a change, so, on October 31 2016, there will be an opportunity to remedy the current situation and form a much more extensive BID, so that all business and commercial property owners throughout the Manukau business district can take part and benefit equally.

With a 'YES' vote, new members can guarantee themselves of the services of a new, enhanced, Business Manukau.

Auckland Council, via the Otara-Papatoetoe Local Board, have approved the expansion boundaries we're proposing for the revised BID area. The necessary ballot will be run by Electoral Services throughout October, and all votes MUST be received by October 31.



Kerry BurrIDGE
General Manager,
Business Manukau

If you would like to see:

- Less crime in our district;
- Less graffiti and tagging;
- Security patrols every night; and
- A Crime Prevention Manager on call during working hours

Then **VOTEYES**  at the forthcoming expansion ballot, closing 31 October 2016.

Business Manukau has lobbied council to recognise Manukau as a major area of future growth. As a result, Panuku Development is now working to transform the district, and our Local Board has supported Business Manukau with \$50,000 of funding towards crime prevention and the planned BID Expansion. Business Manukau is a strong, dynamic BID that we are proud to support.

Fa'anana Efeso Collins

– Chairman, Otara-Papatoetoe Local Board

Business Manukau has gone from strength to strength over the last nine years. We now have specialist staff including a Crime Prevention Manager and a General Manager who is both a highly experienced economic development consultant and business adviser. By expanding our borders we will have the resources to help develop Manukau into the very best district in Auckland for shopping, investing, and doing business.

Aaron Jones – Chairman, Business Manukau Executive Board

Services available to our members

VOTEYES to enjoy all of the following services



Crime Prevention A safer Manukau for all

Business Manukau specialises in preventing crime in our area, and dedicates a large proportion of its budget to this objective. By Voting YES, you will immediately be provided with the following services:

- Regular security patrols of your street, seven nights a week
- Emergency call-out assistance from Anton Welsh, our Crime Prevention Manager, between the hours of 9 to 5, Monday to Friday
- A security audit of your premises, using the NZ Police-endorsed audit system
- Removal of graffiti and tagging, for free, within 24 hours of it being reported
- Regular crime alert emails
- Logging of crimes or suspicious persons or vehicles onto the Auror-Police electronic system on your behalf
- Instigation of CPTED (Crime Prevention Through Environmental Design) measures to decrease crime in your area

We have been very impressed by the support given to us and our commercial tenants in controlling crime, antisocial behaviour, and vandalism at our property. Business Manukau's Crime Prevention Manager, Anton Welsh, is very effective at ensuring that our retailers, staff and shoppers are kept safe.

Lynette Brummer – Property Manager, Cavendish Corner Complex, for Broadway Property Group

Advocacy

A united voice for business

- Advocacy and lobbying to central and local government to represent the interests of individual businesses or the interests of all members.
- Liaison with Auckland Transport and Auckland Council to help alleviate parking and traffic congestion issues in Manukau.
- Informative, timely, emails alerting you to relevant actions by Auckland Council, Auckland Transport and Central Government.

Economic Development

Helping Manukau to grow

- Liaison with Auckland Council and Panuku Development Auckland (a council-controlled organisation) to enhance the Manukau metropolitan area.
- Support for property owners and real estate agents in filling vacant premises.
- Liaison with developers, seeking to create new amenities, commercial buildings and apartment blocks.

Networking and Events

Together we grow stronger

- Free access to networking events and seminars, designed to help you increase your business knowledge and grow your business network.
- Invitations to joint events with neighbouring BIDs, enabling members to network, while sharing ideas and information.

Marketing and Promotions

Grow your business

- Inclusion of members in the marketing of Manukau as a desirable shopping and business destination.
- Provision of an enhanced physical environment, primarily through our work to beautify Manukau, which includes the removal of rubbish, graffiti and tagging.
- Joint marketing with Rainbows End theme park to promote Manukau as the playground of South Auckland.
- Working with MIT, AUT, PTEs to provide the skills, knowledge, research and expertise to help grow your business.
- Design and installation of large, entry-point signage at the four corners of Manukau, welcoming visitors to our district – subject to obtaining council financial assistance.
- Provision of regular promotional events, including the inaugural “Wheels on Manukau” event, scheduled for summer 2017.

Other Member Benefits

- Full support from Anton Welsh, Crime Prevention Manager, and Kerry Burrige, General Manager over a wide range of business issues.
- Free hire of the Business Manukau board room for offsite meetings. Facilities include white board, projector, printer, photocopier and kitchen.
- Free business advisory sessions from our highly experienced General Manager.
- Savings through bulk membership deals (coming soon).
- Member discounts when you buy from other Business Manukau members and present your membership card (coming soon).
- Free listing in the Business Directory on the new Business Manukau website (coming soon).

Budget

The expansion of Business Manukau's boundaries to include all businesses and commercial properties in the Manukau business district, rather than the limited area that is currently serviced, will greatly enhance the level of services that the association can provide to its members.

As a result of your YES vote, Business Manukau will be much better resourced, and in a significantly stronger position from which to promote Manukau as the best place in Auckland to shop, do business, and invest.

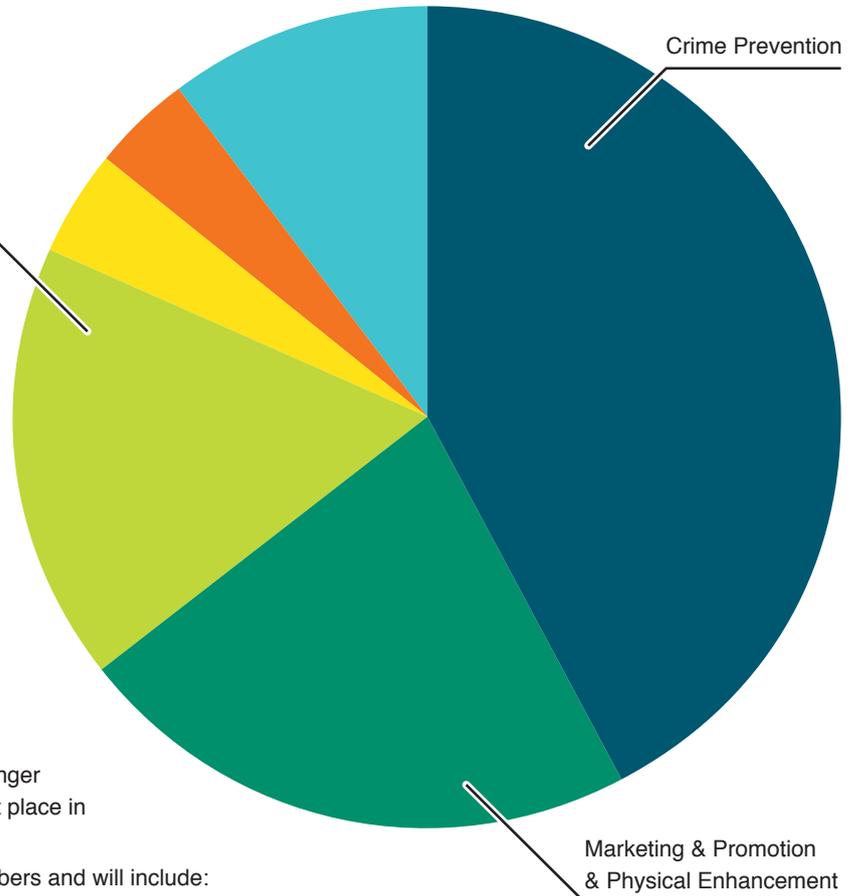
All expenditure will be targeted to the needs of members and will include:

90% of the budget being allocated to activities that are of **direct benefit to members**, including: crime prevention, business development and networking, marketing, promotion, physical enhancement plus economic development assistance and advocacy.

The biggest area of expenditure will be on **crime prevention** with 42% (\$205,800) allocated to providing three security patrols per night to all streets in the BID – 365 nights per year; plus two dedicated crime prevention officers, on-call to all members during business hours.

22% (\$107,800) of the budget will be spent on **marketing, promotions and physical enhancement measures**, carefully designed to ensure that Manukau is the increasingly preferred go-to district for Auckland shoppers. This will also include funding two major public events in Manukau each year.

A further 18% (\$88,200) will be dedicated to **business development and networking**, which will include regular member networking events per year, as well as frequent member newsletters, an online member business directory, and member discount programmes.



Budget:
\$490,000

- Crime Prevention 42%
- Marketing & Promotion & Physical Enhancement 22%
- Business Development & Networking 18%
- Economic Development 4%
- Advocacy 4%
- Operations 10%

What will it cost to VOTE YES and join Business Manukau?

The fee (targeted rate) for joining Business Manukau has been set conservatively with most properties (50% of the total) contributing less than \$250 per annum towards the services offered above. A further 21% will contribute between \$250 and \$500, and 12%, between \$500 and \$1,000, meaning that 83% of properties will be contributing significantly less than \$1,000 per annum to the budget. This figure reduces further when multiple business tenants share a building, in which case the annual fee will normally be divided amongst them.

BEAR IN MIND! It could cost an individual business or property owner between \$2,000-\$3,000, per annum, to contract the services of a reputable security company to provide three, nightly patrols, 365 days per year, yet this is just one small part of the many services you will receive by voting YES to joining Business Manukau.

We support the expansion of Business Manukau, for the benefit of networking, promoting the area, sharing information for crime prevention and the unified goals of making Manukau a destination of choice.

Belinda Sutton – Southpoint

How does it work?

Each business and commercial property in the Business Improvement District pays a separate fee (or targeted rate), which is added to their property rates bill from Auckland Council.

100% of this separate fee is passed onto Business Manukau who provide collective benefits to all the businesses and commercial property owners in the defined geographic area.

The total amount to be collected is spread across the members by dividing the total amount by the capital value of each property in the collection area. As a result, larger capital value properties pay a greater proportion of the targeted rate and, therefore, every property pays a different amount.

**BUSINESS
MANUKAU
2016**

720 members
= partial
Manukau business
representation

**BUSINESS
MANUKAU
2017**

1350 members
= strong, united
Manukau business
representation

What next?

- Contact us at Business Manukau to discuss, or
- Attend an information event
- Remember that your voting paper will arrive in the post on, or after, 10 October
- **Return by Freepost to arrive by 12 noon, Monday 31 October**

Need more information?

TALK TO ONE OF OUR BUSINESS MANUKAU CONTACTS:

General Manager: Kerry Burrridge
Ph 263 7959 / 0274 879 643
manager@businessmanukau.co.nz

Crime Prevention Manager:
Anton Welsh
Ph 263 7959 / 021 175 3534
security@businessmanukau.co.nz

Office Manager: Janene Pryce
Ph 263 7959
info@businessmanukau.co.nz

TALK TO OUR AUCKLAND COUNCIL CONTACT:

Stephen Grey
– Otara-Papatoetoe Local Board
Ph 261 8503 / 021 244 2748

TALK TO ONE OF OUR BOARD MEMBERS:

Chairman: Aaron Jones – BNZ
Ph 924 9492 Ext 59492 / 021 815 640

Treasurer: Rachel Darlington
– Business Like NZ
Ph 262 0726 / 021 321 670

Board members:
Didier Ferreol – Auto One
Ph 262 3706 / 021 031 2247

Peter Lim – Lim Electronics
Ph 263 4809 / 021 158 860

Emily May – Jaedon Enterprises
Ph 263 4566 / 021 252 5678

Neil Denney – Friendship House
Ph 262 2322 Ext 807 / 027 549 4380

VOTEYES 

info@businessmanukau.co.nz
www.businessmanukau.co.nz

VOTEYES

Crime Prevention

Networking and Events

Marketing and Promotion

Economic Development

Advocacy



Corner Cavendish and Lambie Drive
P O Box 76 782, Manukau City 2241
PHONE +64 9 263 7959
EMAIL info@businessmanukau.co.nz
www.businessmanukau.co.nz