

CHAIRMAN'S REPORT FOR THE MANUREWA BUSINESS ASSOCIATION (MBA) - 2025

Tony Parkes

Introduction:

Tēnā koutou katoa and welcome to the 2025 Annual General Meeting for the Manurewa Business Association. The 2024-25 financial year was a significant period for our association, as it marked the conclusion of our five-year strategic plan, '**Moving Manurewa Together 2020-2025**'. It was a year of tangible progress, where our collective efforts produced positive results for our business district and the wider community.

Reviewing the year's activities, our focus on **PERCEPTION** has seen us shape the narrative of our town centres through targeted marketing campaigns and the successful return of the Manurewa Santa Parade, which was a well-attended community celebration.

A core part of our work is **PEOPLE**. We have worked to strengthen the business community through our 'Manurewa Meets' networking events and have deepened community engagement with safety initiatives like 'Coffee with a Cop'. Our commitment to local youth continues through our support for the Manurewa Works programme.

We have also focused on making our town centres a better **PLACE** to be. The presence of our Ambassadors has been instrumental in enhancing safety, and their operational expertise is now being shared to assist with the training of the Papakura Angels. Our investment in the Auror crime reporting platform, as part of a wider Southern Corridor partnership, highlights our commitment to using technology to support our members. Furthermore, thanks to the continued support of the Manurewa Local Board, the Manurewa Link Bus continues to provide vital connectivity for our community.

From a **PERFORMANCE** perspective, it has been a challenging economic climate for retail across Auckland and Manurewa has shown considerable resilience. While we saw a slight downturn in overall spend, our district performed better than the regional average, maintaining our market share. This is a testament to the strength and determination of our local business community. Internally, the Association's own financial performance remains robust, ensuring we are well-positioned for the future.

We have also strengthened our advocacy, formalising a partnership with the Papakura Business Association through an MOU for shared services to ensure our collective voice is stronger.

While we acknowledge these successes, we remain focused on the ongoing challenges. The rise in retail crime and aggressive behaviour is a serious concern. Your association has been proactive on this front, providing strong advocacy and feedback toward the national retail crime plan, using on-the-ground intelligence from our Ambassador programme to push for effective solutions.

Looking Ahead:

As we close one chapter, we begin another with our new **Strategic Plan for 2025-2030**. This plan sets a clear direction for the future, designed to leverage the growth and investment across South Auckland. It provides the roadmap to ensure our business district is well-positioned to adapt and thrive.

This work would not be possible without collaboration. I extend my thanks to my fellow board members for their voluntary service and strategic guidance. My gratitude also goes to our Town Centre Manager, Neil Punja, and his dedicated team, whose work implements our plans on a daily basis.

Finally, thank you to our members and our key partners, especially the Manurewa Local Board and the NZ Police, for your continued support.

I am confident that by continuing to work together, we will build a more prosperous and resilient future for the Manurewa Business District.

Yours sincerely,



Tony Parkes



Chairman
Manurewa Business Association