

TOWN CENTRE MANAGER'S REPORT FOR THE YEAR ENDED 30 JUNE 2025

Manager: Neil Punja

Tēnā koutou,

The 2024-25 year has been one of significant activity and progress for the Manurewa Business Association. Despite a challenging national economic backdrop, our town centres have shown remarkable resilience, and our team has worked tirelessly to deliver a safe, vibrant, and supportive environment for our members. This year also marks the successful completion of our 2020-25 strategic plan, and I am proud of what we have collectively achieved.

Operational Highlights: A Year in Review

Our work this year was focused on delivering tangible outcomes across our four strategic pillars:

- **PLACE: Enhancing Safety, Amenity, and Accessibility**

Our core focus remains creating a safe and welcoming environment. The Town Centre Ambassador Programme has been a cornerstone of this effort. Their visible presence, engagement with businesses, and de-escalation of anti-social behaviour are invaluable. This year, their expertise was recognised through their role in training the new Papakura Angels team, cementing a strong partnership with the Papakura Business Association, which has been formalised with an MOU for shared services.

To support this work, we rolled out the Auror crime reporting platform across the Southern Corridor, providing a unified system for tracking and responding to retail crime. Our monthly meetings with NZ Police and the new 'Great South' operational group have ensured our efforts are coordinated and intelligence-led. We have also been persistent in our advocacy with Auckland Transport and Auckland Council for infrastructure upgrades, including progressing decorative lighting for the transport interchange canopy and continuing to lobby for paving and streetscape improvements.

- **PERCEPTION: Promoting a Positive Narrative**

Changing perceptions is key to attracting visitors and investment. The highlight of our events calendar was undoubtedly the successful return of the Manurewa Santa Parade, which brought immense joy back to the community after a two-year hiatus.

Our regular events like Coffee with a Cop and Safer Plates have continued to strengthen relationships between businesses, the public, and Police. We also launched new initiatives like the monthly Manurewa Meets networking events and the Retailers of Rewa video series to celebrate the success and diversity of our local businesses.

- **PEOPLE: Fostering Community and Connection**

The Manurewa Link Bus continues to be a vital service, and I am pleased to report that we have secured ongoing funding from the Manurewa Local Board, who have also approved a feasibility study to explore expanding the service in the future.

Āpōpō Studios has navigated a period of transition, with a change in management and ongoing studio renovations. It remains a key project with huge potential as a creative and social enterprise hub for our community, and we are excited to see it develop under its new leadership.

- **PERFORMANCE: A Strong and Resilient Business District**

In a year where Auckland's overall retail spending saw a downturn, Manurewa held its ground. Our final economic data shows a total spend of \$301.5 million. While this was a slight decrease of 1.1% from the previous year, it significantly outperformed the Auckland-wide BID average, which saw a 2.5% decrease. This demonstrates the loyalty of our local customers and the resilience of our business community.

Our advocacy has been a major focus. We made a formal submission to the government's Ministerial Advisory Group on retail crime, using direct, on-the-ground intelligence from our Ambassadors to call for more effective tools to manage anti-social behaviour.

Looking Ahead to 2025-2030

As we move into our new 5-Year Strategic Plan, we will build on this strong foundation. Key priorities for the coming year include delivering Year One of our new annual plan, growing our Ambassador programme, and progressing the proposed **BID expansion campaign** to close the gaps between Manurewa, Wiri, and Takanini.

I want to extend a huge thank you to our dedicated staff, particularly our Ambassador team who are on the frontline every day. My thanks also go to the MBA Board for their strategic guidance and to all our members and partners for their continued collaboration and support.

It is a privilege to serve this community, and I look forward to working with you all to achieve our shared goals in the year ahead.

Ngā mihi,

Neil Punja



Town Centre Manager

Manurewa Business Association