

## MANUREWA BUSINESS ASSOCIATION: ANNUAL PLAN AND BUDGET 2026-2027

### Introduction from the Town Centre Manager

Welcome to the 2026-27 Annual Plan for the Manurewa Business Association (MBA).

As we enter the second year of our 2025-2030 Strategic Plan, our focus is on building momentum and turning strategy into tangible action. The significant growth across South Auckland presents a unique opportunity for our business district. Our work this year will concentrate on leveraging the transformative transport investments and population growth to drive foot traffic and spending in our town centres.

This plan outlines a targeted programme of placemaking, promotions, and business support initiatives. We will continue to enhance the safety and attractiveness of our public spaces, celebrate our unique cultural diversity through engaging events, and provide our members with the resources they need to flourish.

By working together, we can ensure the Manurewa Business District is not only prepared for the future but is a leader in creating a vibrant, prosperous, and connected community. I look forward to collaborating with all our members and partners to bring this plan to life.

Warm regards,



Neil Punja

Town Centre Manager

This Annual Plan for the 2026-27 financial year outlines the key priorities and operational focus for the Manurewa Business Association (MBA). This plan represents Year Two of our 2025-2030 Strategic Plan, building on the momentum of the previous year and driving forward our vision for a prosperous, safe, and vibrant business district for both Manurewa and Clendon.

Our focus remains on delivering tangible results for our members under our four strategic pillars: Perception, People, Place, and Performance. This plan details the specific projects and programmes we will implement to support local businesses, enhance our town centres, and advocate effectively on behalf of our members.

## **Our Operating Area & Proposed BID Expansion**

The Manurewa Business Improvement District (BID) boundary currently encompasses the commercial areas of Manurewa and Clendon Town Centres. This plan and the associated BID targeted rate apply to all commercially rated properties within this defined area. The BID map remains the same for the 2026-27 year. We are excited to announce a formal project to explore the expansion of our BID boundary to close the gaps between Manurewa, Wiri, and Takanini.

The Manurewa Local Board has approved a **\$15,000 grant** from their 2025/2026 work programme to cover the costs of this expansion project. This grant will be held and utilised as the project commences.

The project timeline is as follows:

- **Early 2026:** Early engagement with eligible businesses will begin to discuss needs, wants, and the benefits of an expanded BID.
- **Mid-2026:** The proposed BID expansion information and map will be finalised.
- **October 2026 AGM:** The final proposal will be presented to members for approval.
- **October/November 2026:** A formal 21-day ballot period will take place, which must be completed by 1 November 2026.
- **1 July 2027:** If the ballot is successful, the expanded Manurewa BID boundary and targeted rate will come into effect.

Our 2026/2027 budget contains a contingency allocation of \$15,000 for this campaign. If the ballot is successful, this contingency will be used to maintain communication and provide initial support to businesses in the expansion area between the ballot and 1 July 2027, when the expansion is formally approved by the Auckland Council Governing Body.

## **Strategic Priorities & Key Projects 2026-27**

The project timeline is as follows:

- **Early 2026:** Early engagement with eligible businesses will begin to discuss needs, wants, and the benefits of an expanded BID.

### **1. PERCEPTION: Celebrate Manurewa as a great place to do business.**

- **Marketing & Communications:** Continue to implement a multi-channel marketing strategy to promote a positive narrative for Manurewa and Clendon, highlighting our unique retail offerings, diverse hospitality, and community spirit.
- **Shopper Events & Competitions:** Deliver engaging events and promotions designed to increase foot traffic, attract new customers, and reward local shoppers.
- **Business Attraction Programme:** Actively work to attract new businesses that diversify our retail and service mix, with a focus on securing at least one more anchor tenant.

### **2. PEOPLE: Keeping community at the heart of doing business.**

- **Cultural Events & Night Markets:** Explore and develop opportunities for night markets and cultural celebrations that showcase our diverse community and create a vibrant evening economy.
- **Āpōpō Studios:** Continue to support Āpōpō Studios as a key local enterprise for creative industries, fostering skills development and employment pathways for youth.
- **Local Employment & Education Linkages:** Build on our connections with local schools and organisations to support youth employment and workforce development.

### **3. PLACE: Our town centres will be safe, attractive, and accessible.**

- **Town Centre Ambassador Programme:** Grow the Ambassador programme, increasing their presence and support for businesses in both Manurewa and Clendon Town Centres. This growth is directly supported by the proposed 5% BID levy increase.
- **Clean & Safe Programme:** Continue our strong focus on safety through the expansion of our CCTV network, proactive collaboration with NZ Police, and ongoing advocacy for safety improvements.
- **Town Centre Beautification:** Advocate to Auckland Council and Auckland Transport for investment in streetscape upgrades, planting, public art, and improved amenities to enhance the attractiveness of our town centres.
- **Manurewa Link Bus:** Continue to support and promote the Link Bus service, ensuring vital transport connections for our community.

## 4. **PERFORMANCE: A strong, valuable resource and advocate for local business.**

- **Business Support & Networking:** Host regular networking events and provide resources to support business growth, digital upskilling, and sustainability practices.
- **Advocacy:** Continue to be a strong and effective advocate for our members, representing their interests to local and central government on key issues such as transport, infrastructure, and retail crime.
- **Innovation & Enterprise:** Foster a culture of innovation by collaborating on projects that benefit our business community and leverage new opportunities for growth.

### Proposed Budget 2026-27

The following budget has been developed to support the delivery of this Annual Plan. It is based on a proposed 5% increase to the BID targeted rate grant, which is essential for maintaining and growing our core services, particularly the Town Centre Ambassador programme.

INCOME	AMMOUNT	NOTES
Auckland Council BID Grant	\$400,208	Base BID Grant for 2025-26
Proposed 5% BID Grant Increase	\$20,010	To be approved at AGM; targeted for Ambassador growth
Manurewa Local Board Safety & Placemaking	\$140,000	Subject to LB funding
Manurewa Local Board Link Bus	\$50,000	Subject to LB funding
Manurewa Local Board BID Expansion	\$15,000	Grant from MLB 2025/26 work programme
Other BIDs (Shared Services)	\$15,000	Contribution to shared services (e.g., Auror)
Sponsorships, grants and other income	\$49,282	Contestable grants and business sponsorship
<b>TOTAL INCOME</b>	<b>\$689,500</b>	
OPERATING EXPENSES	AMOUNT	NOTES
Accident Compensation	\$1,000	ACC levies
Accounting and Payroll Costs	\$15,000	Bookkeeping, reporting, and IRD filing
Advertising & Promotions	\$20,000	Multichannel advertising and promotions
Ambassador Costs	\$10,000	Training, uniforms, and resources
Audit Fees	\$2,700	Annual audit as per BID requirements
BID Expansion Campaign	\$15,000	Costs for consultation and ballot process
Business Conferences & Training	\$5,000	Professional development for staff and board
Computer Expenses	\$5,000	Hardware and software for staff
Consultancy	\$15,000	Specialist project and strategic advice
Contracting Costs	\$85,000	Town Centre Manager contract
Donations	\$1,000	Support for local community groups/schools
Event - ANZAC Day Parade	\$1,000	Wreath, staffing, and event support
Event - Armistice Day	\$1,000	Wreath, staffing, and event support
Event - Audio Equipment	\$1,000	For placemaking and community events
Event - Blue Light JAM	\$2,000	Youth engagement programme support
Event - Christmas / Santa Parade	\$20,000	Annual community Christmas event
Event - Coffee with a Cop	\$10,000	Community safety and engagement event
Event - Kai for Kids	\$20,000	Community support programme
Event - Manurewa Meets	\$8,000	Business networking events
Event - Retailers of Rewa	\$10,000	Local business promotion initiative

OPERATING EXPENSES	AMMOUNT	NOTES
Event - Safer Plates	\$5,000	Vehicle crime prevention event
Event - Shop & Win Promotion	\$10,000	Retail promotion to drive local spend
Flags	\$10,000	Town Centre flag programme
General Expenses	\$2,000	General office running costs
Health & Safety	\$2,000	H&S compliance and resources
Insurance	\$8,000	Association and Committee liability
KiwiSaver Employer Contributions	\$6,500	Staff Kiwisaver contributions
Marketview Reporting	\$6,000	Local economic data and insights
Meeting Expenses	\$3,000	AGM, Committee, and other meeting costs
Memberships	\$5,000	Subscriptions to affiliated bodies
Motor Vehicle Expenses	\$10,000	MBA patrol vehicle running costs
Newsletter	\$12,000	'Manurewa Heart' and 'Manurewa Buzz'
Office Expenses	\$10,000	Office costs for Manurewa and Clendon
Printing & Stationery	\$1,500	General office printing requirements
Promotional Expenses - Collateral	\$15,000	Printing of marketing materials
Promotional Expenses - Manurewa Link	\$5,000	Link bus signage and promotion
Promotional Expenses - Placemaking	\$10,000	Support for placemaking activities
Promotional Expenses - Signage	\$10,000	General signage expenses
Promotional Expenses - Touchscreen Kiosks	\$5,000	IT and maintenance for public kiosks
Promotional Expenses - Videography	\$15,000	Promotional video content creation
Rent - Office	\$12,000	Rent for 4 Station Road, Manurewa
Repairs and Maintenance	\$10,000	Office and equipment maintenance
Safety & Security systems	\$10,000	Office CCTV and security
Shuttle Service - Taxis United	\$50,000	Manurewa Link Bus service operation
Small Value Assets	\$1,000	Minor asset purchases
Sponsorships	\$1,000	Local community sponsorships
Staff Training & Welfare	\$2,000	Staff professional development and wellbeing
Subscriptions - Auror Crime Reporting	\$15,000	Crime reporting and prevention platform
Telephone & Internet	\$3,000	Phone and internet costs
Town Centre Cleanup	\$2,000	Support for cleanup initiatives
Travel & Accommodation	\$2,000	Management travel for conferences/events
Wages - Ambassadors	\$90,000	Ambassador staff wages
Wages - Employees	\$40,000	Other employee wages
Wages - Safety/Security/CCTV	\$40,000	Staff costs for safety programmes
Website/Social Media/Hosting	\$15,000	Digital presence and hosting fees
<b>TOTAL OPERATING EXPENSES</b>	<b>\$689,500</b>	
<b>NET SURPLUS</b>	<b>\$0</b>	

### Key Performance Indicators (KPIs)

The success of this plan will be measured against the following KPIs:

- Achieve a year-on-year increase in positive media mentions.
- Maintain or increase local spend and transaction counts, aiming to outperform the Auckland regional average.
- Successfully secure the proposed 5% BID targeted rate increase at the 2025 AGM.
- Deliver at least 10 business networking and training events throughout the year.
- Increase member engagement with the Auror crime reporting platform.
- Successfully complete the BID expansion complete the BID expansion ballot process by 1 November 2026.