

Chairman's Report for the Manurewa Business Association (MBA) - 2024

Tony Parkes

Introduction

Welcome, everyone, to my 2023-24 Chairman's Report for the Manurewa Business Association (MBA). I'm pleased to share that this year has been marked by positive growth and resilience in our business community.

Key Achievements

- **Business Growth:** We witnessed encouraging business openings in both Manurewa and Clendon Town Centres.
- **Santa Parade Revival:** The MBA successfully brought back the cherished Santa Parade to the Manurewa community, overcoming previous funding challenges.
- **Strong Partnerships:** Continued funding from the Manurewa Local Board empowered us to enhance safety, organise events, and improve placemaking through initiatives like the Town Centre Ambassador programme, CCTV monitoring, and the Manurewa Link bus service, which saw increased ridership and reduced costs.
- **Economic Progress:** Marketview data revealed an almost 5% growth in both spending and transactions in our Town Centres, compared to a 1% growth for the rest of Auckland, demonstrating real economic progress.
- **Community Engagement:** Our signature events, including "Coffee with a Cop," "Manurewa Meets," and "Safer Plates" campaigns, continued to foster strong connections between businesses and the community.
- **Clendon Community Success:** The Clendon Community Group, chaired by Town Centre Manager Neil Punja, achieved notable outcomes, particularly with the expansion of the "Kai for Kids" programme, thanks to generous support from "The Dusty Apron Baker."
- **Youth Leadership:** We maintained our sponsorship of the JAM programme, a youth leadership initiative led by the Manurewa Police, further demonstrating our commitment to nurturing future leaders.
- **Workforce Development:** The transition from the Ambassador Programme to the "Skills for Industry" partnership with MSD promises better job placements and aligns with our "Manurewa Works" plan for local employment.
- **Showcasing Local Success:** Our "Retailers of Rewa" portfolio expanded, highlighting the stories of local businesses and their owners, promoting Manurewa as a thriving business hub.
- **Āpōpō Studios Progress:** Despite funding challenges, Āpōpō Studios saw increased utilisation of its co-working space. We also proposed a partnership with Habitat for Humanity Re-Store to launch an upcycling programme, fostering sustainable business practices. The recent re-roofing of the building ensures a secure environment for future growth.
- **Strategic Expansion:** We are preparing a proposal for a second BID expansion to Holmes Road and Browns Road, aiming to increase membership and provide enhanced value to businesses in the area.

Gratitude and Acknowledgement

I extend my sincere gratitude to the Manurewa Local Board, funding providers, the dedicated MBA staff and management, the MBA Executive Committee, and all our community partners for their unwavering support. A special thank you to Neil Punja, our MBA manager, for his exceptional leadership.

Looking Ahead

I am proud of our accomplishments this year and optimistic about the future. We will continue to collaborate with all stakeholders to grow our membership, expand our initiatives, and make Manurewa an even better place for everyone.

Tony Parkes



Chairman
Manurewa Business Association