

Manurewa Town Centre Manager's Report

Year: 1 July 2023 - 30 June 2024

Manager: Neil Punja

Introduction

It is with great pride and enthusiasm that I present the Manurewa Town Centre Manager's report for the year 2023-2024. This year has been a testament to the resilience and dynamism of our business community, and I am honoured to have played a part in its continued growth and development.

Key Achievements

- **Business Growth and Economic Progress:** We have witnessed a remarkable surge in business activity, with new ventures opening their doors in both Manurewa and Clendon Town Centres. This, coupled with a 5% growth in spending and transactions - outpacing the rest of Auckland - paints a picture of a thriving local economy. Feedback from new business owners highlights the appeal of Manurewa's diverse customer base and the supportive business environment fostered by the MBA.
- **Community Engagement and Partnerships:** Our commitment to fostering strong community ties has been unwavering. Signature events like "Coffee with a Cop," "Manurewa Meets," and "Safer Plates" have not only created vibrant experiences but have also deepened the bond between businesses and residents. Surveys conducted after these events indicate a marked increase in positive sentiment towards the town centres and a sense of belonging among both business and community.
- **Enhanced Safety and Placemaking:** Thanks to the continued support of the Manurewa Local Board, we have made significant strides in improving safety and the overall aesthetic appeal of our town centres. The Town Centre Ambassador programme, CCTV monitoring, and infrastructure upgrades have all contributed to a more welcoming and secure environment. Qualitative feedback suggests that people feel safer and more comfortable spending time in the town centres, leading to increased footfall and dwell time.
- **Clendon Community Group Success:** Under joint leadership of business and community stakeholders, the Clendon Community Group has achieved notable milestones, particularly with the expansion of the "Kai for Kids" programme, made possible by the generous support of "The Dusty Apron Baker." Testimonials from families benefiting from this programme underscore its positive impact on the community, addressing food insecurity and promoting wellbeing.
- **Youth Leadership and Workforce Development:** Investing in our future, we've maintained our co-sponsorship of the JAM youth leadership programme and are transitioning the Ambassador Programme into the "Skills for Industry" partnership. This new initiative, aligned with our "Manurewa Works" plan, promises better job placements for our local youth. Early indications suggest that this partnership is proving successful, with participants expressing increased confidence and improved job prospects.
- **Showcasing Local Success and Innovation:** The "Retailers of Rewa" portfolio continues to expand, showcasing the inspiring stories of our local entrepreneurs.

Āpōpō Studios, despite funding hurdles, has seen increased usage and is poised for further growth with the proposed upcycling programme in partnership with Habitat for Humanity Re-Store. Interviews with studio users highlight the value of this creative space in fostering collaboration and innovation within the community.

- **Strategic Expansion:** We are actively exploring a second BID expansion to Holmes Road and Browns Road, aiming to broaden our reach and offer enhanced value to even more businesses. Initial consultations with businesses in these areas have been positive, with many expressing interest in joining the MBA and benefiting from its services.

Gratitude and Acknowledgement

I would like to express my gratitude to the Manurewa Local Board, our funding partners, the dedicated MBA staff, the Executive Committee, and all our community collaborators for their unwavering support. Their contributions have been invaluable in making this year a success.

Looking Ahead: Five-Year Plan (2024-2029) and Business Plan 2025-2026

- **Economic Revitalisation:** We will actively attract new businesses and investments, diversifying our retail landscape and fostering a vibrant night-time economy.
- **Placemaking & Beautification:** Comprehensive placemaking initiatives will further enhance the aesthetic appeal of our town centres, creating a sense of place and pride.
- **Community Hub:** We envision our town centres evolving into true community hubs, offering a rich tapestry of cultural, recreational, and social activities.
- **Sustainability & Resilience:** Sustainable practices will be embedded into all aspects of our operations, ensuring the long-term health and vibrancy of our community.
- **Collaboration & Partnerships:** We will continue to strengthen our partnerships with key stakeholders, fostering a collaborative spirit that drives progress.
- **Business Plan 2025-2026:** We will prioritise targeted marketing and promotion, expand our events calendar, enhance business support programmes, maintain our focus on safety and security, and co-deliver and implement key infrastructure upgrades.

Conclusion

As we reflect on the achievements of the past year and look ahead to the exciting possibilities of the future, I am filled with optimism for Manurewa. With our collective dedication and the strategic plans we have in place, we will continue to build a thriving, vibrant, and inclusive community for all.

Thank you,

Neil Punja



Town Centre Manager

Manurewa Business Association