

MANUREWA BUSINESS ASSOCIATION INCORPORATED

TOWN CENTRE MANAGER'S REPORT FOR THE YEAR ENDED 30 JUNE 2026

Presented by: Neil Punja, Town Centre Manager

To be presented at: Annual General Meeting - Monday, 2 November 2026

1. EXECUTIVE SUMMARY & OPERATIONAL OVERVIEW

Tēnā koutou katoa,

The 2025/26 financial year has been an extraordinary period of action, growth, and consolidation for the Manurewa Business Association. As Year 1 of our 5-Year Strategic Plan (Moving Manurewa Together / Te Kōkiri Tahi i a Manurewa 2025–2030), our operational focus was centered on turning strategy into tangible frontline results. Despite wider economic headwinds across New Zealand, our town centres in Manurewa and Clendon demonstrated outstanding resilience, supported by our comprehensive suite of safety, marketing, transport, and community programmes.

2. OPERATIONAL PERFORMANCE BY STRATEGIC PILLAR

PILLAR 1: PLACE — SAFETY, SECURITY, TRANSPORT & URBAN QUALITY

Creating safe, accessible, and attractive commercial precincts remained our core operational deliverable:

- **Dual CCTV Hub Infrastructure:** We successfully completed the migration of our main CCTV monitoring hub to the Manurewa Police Station and established a real-time synchronised satellite monitoring station at Clendon Security. Full-time CCTV Operator Binwant Walia joined our team on 2 June 2026 to manage live surveillance, significantly enhancing crime prevention and response times.
- **Frontline Ambassadors:** Our Town Centre Ambassador team provided daily, visible patrols across Manurewa and Clendon (\$203,185 in gross wages, supported by WINZ Flexi-Wage subsidies). Their de-escalation skills and retailer support were recognized regionally, leading to our team assisting with training for the Papakura Angels under our formal MoU with the Papakura Business Association.
- **Crime Prevention Technology:** We expanded the Auror retail crime intelligence platform across South Auckland BIDs (Manurewa, Clendon, Manukau, Papakura, Pukekohe) to create a shared intelligence network with Police, and rolled out the 'Snap It Map It' digital incident reporting tool for shopkeepers.
- **Free Link Bus Expansion:** The free 'Manurewa Link' shuttle bus maintained high capacity utilization (Route 1 Southmall: 92%, Route 2 Gardens: 85%, Route 3 Clendon: 78%). Following our advocacy, the Manurewa Local Board approved an expanded \$140,000 grant to extend the service to a 5-day/week schedule utilizing a new leased Mercedes Sprinter vehicle.

- **Urban Beautification & Lighting:** We secured Local Board and Auckland Transport approvals to install decorative canopy lighting along the covered interchange walkway and managed seasonal flag displays across Manurewa and Clendon.

PILLAR 2: PERCEPTION — MARKETING, DIGITAL REACH & SIGNATURE EVENTS

We actively promoted a positive narrative for our business district, driving record digital engagement:

- **Digital Social Surges:** Our community-first social media strategy generated massive reach. The Southmall Free Movie Night campaign triggered 133,900 Facebook views (+214% MoM), Matariki Day content generated 10,393 organic views, and Clendon Town Facebook views surged by 91% to 47,800 views in June 2026 alone.
- **Business Spotlights & Campaign Drives:** We produced and published new video episodes for the 'Retailers of Rewa' series (exceeding 26,000 views), maintained the 'Buy Local Manurewa' campaign, supported Samoan Language Week (1–5 June), celebrated New World Southmall's 1-year anniversary under new ownership, and co-sponsored athlete Norman Tapa for the South Pacific Powerlifting Championships alongside Southmall.
- **Manurewa Santa Parade:** We delivered the annual Manurewa Santa Parade & Family Fun Day (\$30,509 invested), drawing thousands of local families into the town centre.

PILLAR 3: PEOPLE — COMMUNITY ACTIVATION, YOUTH & ĀPŌPŌ STUDIOS

Keeping community at the heart of business remains our defining strength:

- **Safety Engagements:** In partnership with NZ Police, we hosted monthly 'Coffee with a Cop' sessions (serving 105+ coffees per session) and quarterly 'Safer Plates' vehicle anti-theft drives (processing a record 109 cars in Feb 2026). We also supported a Plunket car seat giveaway (12 June) and an Ambassador-led Clendon cleanup (25 June).
- **B2B Networking:** Expanded our monthly 'Manurewa Meets' / 'Eats & Meets' networking series and hosted guest workshops, including Jehan Casinder's 'Cracking the Gen Z Code' session on youth recruitment.
- **Youth Employment & Work:** Maintained the 'Manurewa Works' job portal (\$3,500 web grant secured) and sponsored morning transport for the Bluelight JAM youth initiative.
- **Āpōpō Studios Hub:** Under General Manager Pauline Herangi, subsidiary Āpōpō Studios Limited launched a direct online booking platform for photography and podcast studios, secured an \$11,000 Local Board workshop grant, and continued expanding studio bookings and community creative offerings.

PILLAR 4: PERFORMANCE — ADVOCACY & BID BOUNDARY EXPANSION

We represented member interests through strong advocacy and strategic planning:

- **Precinct Resilience:** Marketview data showed annual spend reaching \$308.5M (YE Feb 26). Monthly growth reached +7.3% in May and +6.8% in June (\$25.2M), heavily outperforming regional and national benchmarks.

- **High-Level Visits & Compliance:** Hosted Deputy Mayor Desley Simpson on 22 July 2026 for an Ambassador walk-around, submitted retail crime feedback to the Ministerial Advisory Group, and resolved unlicensed night-market food truck trading in Clendon with Auckland Council Compliance (Ref: 8102103260).
- **BID Expansion Execution:** Evaluated Local Works Options Paper and adopted Option 1 to pause the formal expansion ballot until November 2027 (for 1 July 2028 live date) to navigate economic conditions while realigning the northern boundary along Browns Road with Wiri BID (Map Date: 14/08/2026).

3. ACKNOWLEDGEMENTS & CONCLUSION

I extend my sincere gratitude to our dedicated operational team—especially our frontline Town Centre Ambassadors and CCTV operators—who work tirelessly every day to keep our streets safe. My thanks also go to Chairperson Tony Parkes and the Executive Committee for their strategic support, and to the Manurewa Local Board, NZ Police, Southmall, and our member businesses for their ongoing partnership.

It is a privilege to serve Manurewa, and I look forward to delivering even greater outcomes in the year ahead.

FORMAL MOTION:

“That the Town Centre Manager’s Report for the financial year ended 30 June 2026 be received and accepted.”