

BID BOUNDARY EXPANSION PROPOSAL & INDICATIVE ANNUAL PLAN MANUREWA BUSINESS ASSOCIATION INCORPORATED FOR THE YEAR ENDING 30 JUNE 2029

1. PROJECT OVERVIEW & STRATEGIC CONTEXT

To ensure commercial properties across our wider economic area receive dedicated security, transport, and economic advocacy, the MBA Executive Committee is tabling a formal BID Boundary Expansion proposal. The proposed expansion precinct encompasses approximately 165 additional business entities and commercial properties across Homai, Clendon, Wiri, Wattle Downs, and Takanini.

2. REALIGNED BOUNDARY MAP ALIGNMENT (BROWNS ROAD)

Following consultation with neighbouring business associations pursuant to BID Policy Requirement 23, the proposed northern boundary line has been realigned along Browns Road. This resolves potential territorial overlaps with the Wiri Business Association while maintaining a contiguous, gap-free boundary map (Date Printed: 14/08/2026).

3. STRATEGIC TIMING: ADOPTION OF OPTION 1 (NOVEMBER 2027 BALLOT)

In accordance with the strategic Options Paper prepared by Local Works (Ian Leader, July 2026), the Board resolved to adopt Option 1: Pause Campaign and Target November 2027 Ballot:

Economic Realities: Current economic pressures and subdued retail spending make an immediate ballot higher risk; a November 2027 ballot provides time for economic recovery.

Key Anchor Buy-In: Allows dedicated time to build formal relationships and secure endorsements from major strategic anchors, including Marley, Ramada Hotel, and Due Drop Events Centre.

Ballot Thresholds: Ensures sufficient preparation to achieve the mandatory BID Policy voting thresholds (minimum 25% voter turnout and >51% majority approval).

4. CAMPAIGN TIMELINE & IMPLEMENTATION MILESTONES

Late 2026 – 2027: Maintain low-cost relationship building with key property owners and major industrial anchors.

Early 2027: Launch updated voter database verification and formal campaign messaging.

November 2027: Execute formal postal ballot conducted by an independent polling agent (requiring >25% turnout and >51% majority support).

1 July 2028: Live implementation date for expanded BID rating boundary and service delivery (FY2028/29 financial year).

5. EXPANSION PROJECT BUDGET (\$15,000)

The campaign is fully funded by a \$15,000 grant approved under the Manurewa Local Board work programme.

Annual Plan Proposal

For the year ended 30 June 2029

Moving Manurewa together



PROJECT LINE ITEM	ALLOCATED BUDGET (\$)	NOTES / PURPOSE
GIS Mapping & Database Verification	\$3,500	Auckland Council property data & business mapping
Voter Consultation Packs & Mailouts	\$4,500	Printing & distribution of ballot packs
Public Meetings & Business Workshops	\$2,000	Free public consultation meetings
Independent Polling Agent Fee	\$5,000	Election agent to manage postal ballot
TOTAL EXPANSION CAMPAIGN BUDGET	\$15,000	Fully funded by Manurewa Local Board

6. INDICATIVE ANNUAL PLAN 2028–2029 (EXPANDED AREA DELIVERABLES)

If the November 2027 expansion ballot is successful, the expanded boundary takes effect on 1 July 2028 for the 2028–2029 financial year. The expanded operational deliverables will include:

Expanded Ambassador Coverage: Extend daily Town Centre Ambassador patrols into Wiri industrial corridors, Browns Road, and Homai commercial precincts (\$160,000 allocated).

CCTV Network Expansion: Install additional high-definition CCTV camera nodes along Browns Road and Wiri commercial access points, connected to the Police Station Hub (\$75,000 allocated).

Onboarding New Members: Deliver dedicated integration workshops, welcome packs, and business listings for ~165 new commercial property owners and tenants (\$20,000 allocated).

5-Day Link Bus Integration: Maintain seamless connections across all expanded precincts via the 5-day Link Bus schedule (\$140,000 Local Board funding).