

MANUREWA BUSINESS ASSOCIATION: ANNUAL PLAN AND BUDGET 2027-2028

Guided by Year 3 of our 5-Year Strategic Plan (Moving Manurewa Together 2025–2030), the 2027–2028 Annual Plan outlines our operational priorities across the current baseline rating area. For FY2027/28, the Plan is supported by a 10% increase to the baseline BID Targeted Rate Grant (\$462,240 total BID grant) and \$140,000 in Manurewa Local Board Link Bus funding.

1. PERCEPTION: CELEBRATING MANUREWA AS A GREAT PLACE TO DO BUSINESS

Targeted Campaigns: Maintain the 'Buy Local Manurewa' campaign across digital, print, and billboard networks to drive customer foot traffic and shop-local loyalty.

Video Spotlights: Produce new episodes of the 'Retailers of Rewa' video series spotlighting local retail, hospitality, and service businesses.

Signature Events: Deliver the annual Manurewa Santa Parade & Family Fun Day in partnership with local trusts and sponsors.

Media & Newsletters: Publish regular digital and physical editions of 'Manurewa Heart' and 'Manurewa Buzz' to highlight economic progress and community stories.

2. PEOPLE: KEEPING COMMUNITY AT THE HEART OF DOING BUSINESS

Business Networking: Host monthly B2B networking events ('Manurewa Meets') and professional development workshops.

Safety Engagement: Run monthly 'Coffee with a Cop' engagement sessions and quarterly 'Safer Plates' vehicle security drives with NZ Police.

Youth & Employment: Expand local job placements via the 'Manurewa Works' platform and sponsor student transport for the Bluelight JAM youth initiative.

Āpōpō Studios: Operate Āpōpō Studios as a creative hub, managing commercial sub-leases (e.g., Mana Inc.) and delivering community creative workshops.

3. PLACE: CREATING SAFE, ATTRACTIVE, AND ACCESSIBLE TOWN CENTRES

Town Centre Ambassadors: Maintain a daily Ambassador presence across Manurewa and Clendon town centres to deter antisocial behaviour and support local shops.

Live CCTV Monitoring: Operate 24/7 dual-monitored CCTV networks (Police Station Hub and Clendon Satellite) under dedicated CCTV operator supervision.

Crime Prevention Tech: Expand member usage of the Auror crime reporting platform and the 'Snap It Map It' incident mapping tool.

Free Link Bus: Operate the free 'Manurewa Link' shuttle service on an expanded 5-day schedule (\$140,000 Local Board funding) utilizing the leased Mercedes Sprinter fleet.

Urban Enhancements: Maintain seasonal town centre flag displays and lobby for town centre paving, planting, and pedestrian crossing upgrades.

4. PERFORMANCE: STRONG ADVOCACY AND ORGANIZATIONAL SUSTAINABILITY

BID Expansion Execution: Complete voter database verification, stakeholder consultation, and public meetings leading to the November 2027 postal ballot.

Local Advocacy: Represent member interests to Auckland Council, Auckland Transport, the Local Board, and central government on retail crime and infrastructure.

Governance & Compliance: Maintain full compliance with the Auckland Council BID Policy (2025) and Incorporated Societies Act 2022.