

STATEMENT OF SERVICE PERFORMANCE MANUREWA BUSINESS ASSOCIATION INCORPORATED FOR THE YEAR ENDING 30 JUNE 2026

DESCRIPTION OF OUTCOMES

The Manurewa Business Association (MBA) is committed to fostering the economic and social vitality of the Manurewa and Clendon town centres. As a key partner in Auckland Council's Business Improvement District (BID) Programme, our core mission is to ensure our town centres are safe, vibrant, attractive, accessible, and connected places that attract, grow, and retain business while driving local employment and economic resilience.

The 2025/26 financial year represented Year 1 of our strategic plan, *Moving Manurewa Together / Te Kōkiri Tahī i a Manurewa* (2025–2030), formally adopted at our 2025 Annual General Meeting. Our operations and deliverables were structured across four core pillars: Perception, People, Place, and Performance. Working in close collaboration with key partners—including the Manurewa Local Board, NZ Police, Southmall, Clendon Shopping Centre, and local community organisations—we delivered targeted initiatives to elevate public safety, stimulate local spending, celebrate cultural diversity, and advocate for local business interests.

DESCRIPTION AND QUANTITY OF OUTPUTS

1. Perception: Celebrating Manurewa as a Great Place to Do Business

Marketing & Communications: Delivered a multi-channel marketing plan showcasing Manurewa and Clendon as attractive retail destinations. Maintained the 'Buy Local Manurewa' campaign and published regular editions of the 'Manurewa Heart' newsletter.

Precinct Spending & Economic Growth: Monitored Marketview economic data showing high precinct resilience despite wider cost-of-living pressures. Total annual spend reached \$308.5M (YE Feb 2026). Precinct spending grew +7.3% in May 2026 and +6.8% in June 2026 (\$25.2M), significantly outperforming both Auckland regional (+0.8%) and national (+1.7%) averages. Key growth categories included Department Stores (+40.0%), Fuel & Auto (+12.3%), and Cafes & Restaurants (+10.4%).

Digital Reach & Campaign Engagement: Achieved major surges across digital channels. Highlights included the Southmall Free Movie Night campaign generating 133,900 Facebook views (+214% MoM), Matariki celebrations reaching 10,393 organic views, and Clendon Town Facebook views surging 91% to 47,800 in June.

Promotions & Spotlights: Produced 'Retailers of Rewa' video features spotlighting local business owners (reaching 26,000+ views), supported Samoan Language Week (1–5 June), celebrated New World Southmall's 1-year anniversary, and co-sponsored athlete Norman Tapa for the South Pacific Powerlifting Championships alongside Southmall.

Signature Events: Successfully delivered the annual Manurewa Santa Parade & Family Fun Day in partnership with local sponsors and trusts (\$30,509 invested), drawing thousands of residents into the town centre.

2. People: Keeping Community at the Heart of Doing Business

Community Safety & Activation: Partnered with NZ Police to run regular safety engagements, including monthly 'Coffee with a Cop' sessions (serving 105+ coffees per event), 'Safer Plates' vehicle anti-theft campaigns (processing 109 vehicles in Feb 2026), a Plunket car seat giveaway event (12 June), and an Ambassador-led Clendon Town Centre cleanup (25 June).

Business Networking: Expanded the 'Manurewa Meets' / 'Manurewa Eats & Meets' monthly B2B series. Hosted specialized workshops, including Jehan Casinder's 'Cracking the Gen Z Code' session on youth recruitment and retention.

Youth & Employment: Continued the 'Manurewa Works' portal connecting local jobseekers with employers (\$3,500 grant secured). Supported morning student transport for the Bluelight JAM youth initiative.

Āpōpō Studios: Strengthened governance and operations for subsidiary Āpōpō Studios Limited under General Manager Pauline Herangi. Launched a direct online booking platform for photography/podcast studios, secured an \$11,000 Local Board creative workshop grant, and progressed commercial lease discussions with potential tenant Mana Inc.

3. Place: Creating Safe, Attractive, and Accessible Town Centres

Placemaking & Safety Funding: Secured \$120,000 in grant funding from the Manurewa Local Board dedicated to placemaking, CCTV monitoring, and ambassador operations.

CCTV Network & Infrastructure: Completed the migration of main CCTV monitoring infrastructure to the Manurewa Police Station and established real-time synchronisation with the Clendon Satellite station. Onboarded full-time CCTV operator Binwant Walia in June 2026 to strengthen surveillance capabilities.

Crime Prevention & Tech: Expanded the Auror retail crime reporting platform across South Auckland BIDs (Manurewa, Clendon, Manukau, Papakura, Pukekohe) and rolled out the 'Snap It Map It' digital incident mapping tool.

Town Centre Ambassadors: Maintained a daily, visible Ambassador presence across Manurewa and Clendon (\$203,185 in WINZ Flexiwave supported wages). Provided cross-training support for the Papakura Angels team.

Manurewa Link Bus Upgrade: Secured approved funding expansion from the Manurewa Local Board (\$140,000 grant) to extend the free 'Manurewa Link' shuttle service to 5 days per week and lease a new Mercedes Sprinter.

Beautification & Urban Upgrades: Secured Local Board and Auckland Transport approvals to install decorative canopy lighting for the covered interchange walkway, and managed seasonal town centre flag displays.

4. Performance: Being a Strong Advocate and Valuable Resource

BID Targeted Rate Grant: Received an increased BID Targeted Rate Grant of \$400,208 for FY 2025/26 (up 10% from \$363,825 in FY 2024/25). Total operating revenue reached \$803,734.

High-Level Advocacy & Visits: Hosted Auckland Council Deputy Mayor Desley Simpson on 22 July 2026 for a precinct walk-around with Ambassadors to highlight safety needs. Provided submissions to the Ministerial Advisory Group on retail crime and resolved unlicensed night-market food truck operations with Auckland Council Compliance.

Strategic BID Expansion Review: Evaluated the Local Works Options Paper regarding extending BID boundaries across commercial areas in Manurewa, Wiri, Wattle Downs, and Takanini. Made a strategic decision to pause the formal ballot campaign until early 2027 (targeting a November 2027 ballot for live implementation on 1 July 2028) to navigate current macroeconomic conditions and refine boundary alignments along Browns Road.

Governance: Confirmed the 2026 Annual General Meeting (AGM) date for 2 November 2026.