

MANUREWA BUSINESS ASSOCIATION INCORPORATED

Draft Business Plan 2027/2028 (Expanded BID)

Welcome to the 2027-28 Business Plan for the Manurewa Business Association (MBA) Incorporated. This document builds upon our 2025-2030 Strategic Plan and sets out our operational focus following the successful "Good Neighbours" engagement phase and formal boundary expansion.

The expansion into neighbouring commercial precincts, including areas along Great South Road, Mahia Road, Holmes Road, and the Wattle Downs clusters, brings approximately 165 new businesses into our network. This growth empowers us to deliver broader advocacy, enhance public safety, and drive cohesive economic development across a unified Manurewa commercial footprint.

1. PERCEPTION: Celebrate Manurewa as a great place to do business

We will continue to implement a multi-channel marketing strategy to promote a positive narrative for Manurewa, highlighting our unique retail offerings, diverse hospitality, and community spirit.

- **Expansion Focus:** Extend the "Buy Local Manurewa" strategy and associated digital marketing to comprehensively feature the new businesses, integrating them into our promotional directory.
- **Shopper Events:** Scale up engaging events and promotions designed to increase foot traffic and reward local shoppers across the newly expanded boundaries.
- **Business Attraction:** Actively leverage our larger, unified boundary to attract new anchor tenants and diversify our retail and service mix.

2. PEOPLE: Keeping community at the heart of doing business

With one of Auckland's most diverse communities, celebrating our rich heritage and cultural practices provides a catalyst for building community and commerce.

- **Expansion Focus:** Expand our cultural events and night markets, identifying new potential locations within the expanded footprint to drive the evening economy.
- **Youth and Employment:** Continue building linkages with local schools and organisations (such as Apōpō Studios and Manurewa Works) to connect local people with local jobs, leveraging the larger pool of employers.

3. PLACE: Our town centres will be safe, attractive, and accessible

This pillar represents our most significant investment shift. Attractive, vibrant, and well-connected precincts encourage people to visit, socialise, and do business.

- **Expansion Focus (Ambassadors):** We are allocating an additional \$50,000 to significantly grow the Town Centre Ambassador programme, ensuring dedicated patrol hours, visibility, and support for businesses in the newly incorporated zones.
- **Expansion Focus (Clean & Safe):** A dedicated capital injection of \$40,000 to expand our monitored CCTV network and Auror crime reporting platform subscriptions into the new boundary areas, working proactively with NZ Police.
- **Placemaking:** Advocate for beautification, streetscape upgrades, and public art that physically connects the old boundaries with the new.
- **Transport:** Sustain support for the Manurewa Link Bus service to ensure vital transport connections for shoppers and commuters.

4. PERFORMANCE: A strong, valuable resource and advocate for local business

A thriving and sustainable local economy needs a strong central agency. Our recent boundary expansion requires MBA to continually evolve to remain a valuable resource for all members.

- **Expansion Focus (Onboarding):** Dedicate targeted resources to successfully transition, onboard, and support our new commercial property owners and business operators.
- **Advocacy:** Represent the unified voice of the expanded Manurewa business community to Auckland Council, central government, and transport agencies on key issues such as infrastructure and retail crime.
- **Business Support:** Host regular, accessible networking functions (Manurewa Meets) and digital upskilling workshops that cater to both our legacy and new members.

Financial Summary 2027/2028

This draft Business Plan is supported by the corresponding Budget A, which incorporates the new target grant from the expanded boundary.

Key Financial Metrics	Amount (NZD)
Total Projected Income (Including Expansion Target Yield)	\$919,500
Total Operating Expenses (Balancing Budget)	\$919,500
Net Surplus	\$0