



## **Chairman's Report 2018**

Dear Members,

It has been an exciting year of growth for the Manurewa Business Association. Sales, number of transactions and value of transactions all increased at higher rates to our key competitors. In addition, our rate of growth is higher than that of other BIDs in Auckland. Significant work was done on the Manurewa Value Proposition workstream to strengthen our identity and belonging in the Town Centre. Perceptions of safety also improved during the year given the successful implementation of our Housing First strategy. We have also had a significant role in the formation of the Clendon Business Association through our partnerships with key stakeholders, in particular the Manurewa Police and the Manurewa Local Board.

I would like to take this opportunity to thank the Town Centre Management Team for their ongoing dedication to the betterment of Manurewa.

The Statement of Service Performance in the Annual Accounts provides more detailed information about our Association, our purpose, outcomes, and outputs. A summary of our key outputs for the year ending June 2018 is noted below:

1. Growth in local economic development
2. Manurewa Value Proposition
3. Creating safer communities
4. BID expansion

### **Local Economic Development**

All areas of growth have increased in the past financial year at a higher rate of change to that of other Auckland Council BIDs. This indicates that the market is favourable for local businesses and that we are continuing to grow. Footfall, transactions and sales indicators equally have continued to show growth indicating an increase in attractiveness of the Town Centre. This was a trend that we saw in the previous year of performance data. We believe that growth will continue to trend upwards based on business investment in the area.

### **Manurewa Value Proposition**

The Association has continued to represent the Town Centre as a key partner in the 10-year revitalisation framework for Manurewa. This framework encompasses Manurewa well beyond the Town Centre. This is aligned with the partnership model adopted and has shown commitment to the improvement of all areas relating to the targeted BID area.

Last year the Association was the lead in the implementation of a value proposition consultancy study to effectively create a Town Centre with vibrancy, life and energy driven by the community taking ownership of the Town Centre.

This year saw the manifestation of the value proposition work in the form of the *Manurewa Photographs Project*. This project was designed to show the positivity, vibrancy and pride of Manurewa. This was achieved through an art exhibition driven by the Manurewa Business Association with grant funding and sponsorship assistance from the Manurewa Local Board,

Southmall Shopping Centre and the Wiri Licensing Trust. Attached to the exhibition was a social purpose and community betterment outcome through the sale of books and artwork with proceeds being driven back into Town Centre value proposition and revitalisation objectives. This is now growing to stage where a “Creative Centre” of Manurewa is being proposed. The Association will continue to umbrella this venture as part of its commitment to the ongoing advancement of Manurewa.

Another example of building the Town Centre value proposition was the publication of “*On the Trail of Manurewa’s Famous Footprints*” by Jim Watkins. The Association published the book with grant funding assistance from the Manurewa Local Board. The Book entails details of famous athletes that have cast their footprints in concrete set in pavements around the Town Centre. Similar to the *Manurewa Photographs Project* a social purpose was set to sell the books through the Association with proceeds going into the ongoing maintenance of the famous footprints.

### **Safer Communities**

The Manurewa Business Association has continued to strengthen its relationship as a Police partner and has aligned its safety objectives to those that are being advocated by the Police.

The Police Partners Programme now includes partnering Town Centres of Manukau, Wiri and Clendon. This addresses the issue of crime displacement more efficiently and has a more holistic approach to the general policing issues faced by Town Centres. Of significance is a significant reduction (17%) in reported crime in the Manurewa area for the last quarter.

Placemaking funding of \$18,500 during the year from the Manurewa Local Board was well utilised in a series of four family fun and safety events towards the end of 2017. The purpose of this funding was to improve perception of safety in the Town Centre through community. This is once again aligned with the key objective of the Association in lifting the image of Town Centre by making it a safe and secure place for its community to live, work, invest and spend time in.

### **BID Expansion**

Aligned with Local Board priority outcomes of Town Centre attractiveness, a healthy local economy and enjoyment of spaces and places, the Association has started a conversation with Auckland Council for the potential of a future BID expansion.

To this end, the Association has been involved in the formation of a separate entity, the Clendon Park Business Association Incorporated. Administration, staffing and resource has been allocated accordingly to run the day to day operations of the new Clendon Association with assistance from the Manurewa Business Association. This gives us a larger geographical area to cover and makes a strong case with Auckland Council for a future BID extension.

Yours faithfully,



Ken Penney  
Chairman – Manurewa Business Association Incorporated