



RBA

# Rosebank Wellbeing

## Rosebank Wellbeing Collab Summary Report

December 2021

**SPORT**  
WAITĀKERE

**healthy  
families**  
Waitākere  
He oranga whānau



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# Impact Statement

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**Rosebank business community leading the world in workplace wellbeing.**

A shared vision created during a global pandemic.

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The Rosebank Wellbeing Collab aims to grow a culture of wellbeing in the Rosebank Business District in partnership with local workplaces and key stakeholders.

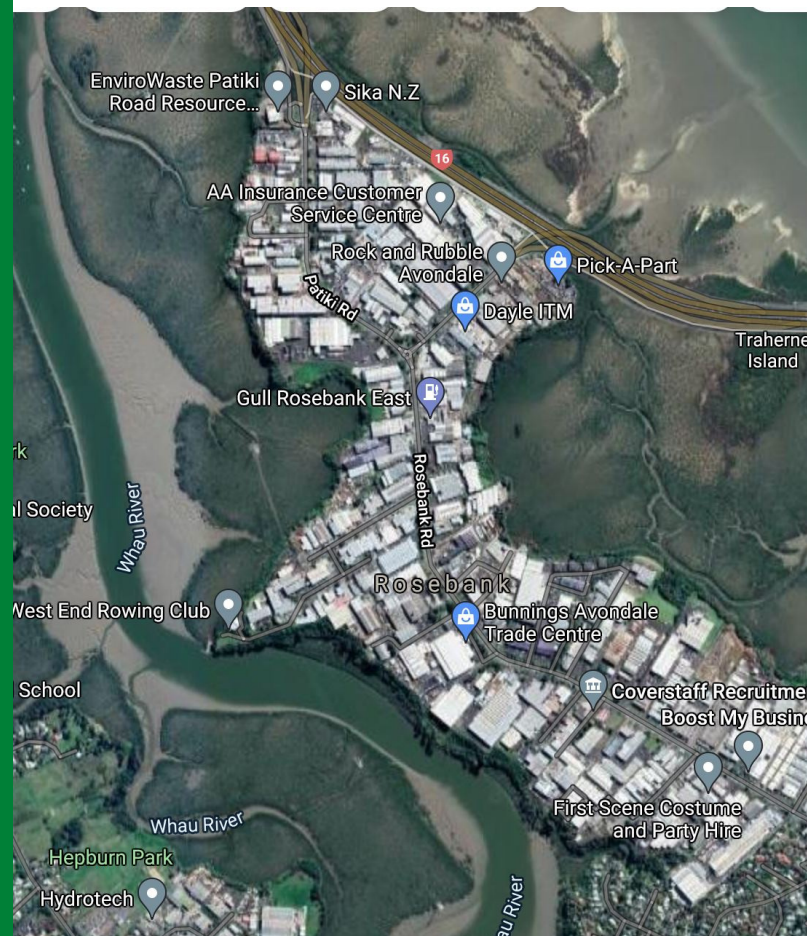
## **Systems change we want to create:**

A new model for Business Improvement Districts underpinned by a strong wellbeing lens



RBA

# Rosebank Wellbeing



## **ACKNOWLEDGEMENTS**

Firstly, we would like to acknowledge the workers who generously gave their time and valuable perspectives, and the leadership of the RBA, businesses and organisations who have been part of this journey. Thank you to Business Lab, Auckland Unlimited and Whau Local Board for the ongoing support. Ngā mihi nui to all involved for your commitment to having a positive impact on the wellbeing of workers in West Auckland and beyond.

# Background

Rosebank Business Improvement District (BID) is home to 9000 employees across 600 workplaces with the largest number of Māori and Pasifika workers in West Auckland. Formerly established as a BID in 2001, the Rosebank Business Association (RBA) is the first BID programme in Auckland to prioritise wellbeing as a strategic focus.

Since 2019, 45 representatives from local businesses and other organisations have engaged in the Rosebank Wellbeing Collab conversations and supported wellbeing activities in the Rosebank community.

This initiative started at the onset of a global pandemic and we have observed changes to policies and practices within workplaces that are supporting wellbeing and have the potential to contribute to business resilience.

## Our theory of change in a nutshell







# Indicators of Wellbeing

The RBA selected some indicators to measure over time to understand the impact of their wellbeing initiatives. Survey data and interviews carried out since 2019 have provided levels of success within each indicator.



## Community Wide Awareness

40% of employees in Rosebank have heard about the Rosebank Wellbeing Collab



## Wellbeing Support

77% of employees in Rosebank feel well supported by their workplace



## Effectiveness

90% of survey respondents strongly believe the Rosebank Wellbeing Collab initiatives are making a positive difference in their business community



## Membership levels

RBA Membership levels remain high despite COVID 19



## Workplaces implementing changes

We are seeing some evidence of change in workplace policies and practices

Other indicators include;

- Changes to the levels of job satisfaction in employees
- Level of investment into workplace wellbeing activities
- Changes to employment numbers in the Rosebank area
- Strategic partnerships developed with external organisations

# Change over time

Changes observed within the workplaces and in the RBA itself can be viewed through a systems lens where a shift in policies, practices, resource flow, power dynamics, relationships and mindsets are evident. The more changes that occur across these six areas, the more sustainable the changes will be.



***"The RBA is much more effective for their members than pre-covid, they are listening to our voices and acting on our insights. The shift we are seeing within the RBA is phenomenal, it's encouraging to see our business association think about wellbeing holistically not just business outcomes but employee and community outcomes as well"***

*-David Speedy, Direct Office Products Depot General Manager*





# Impact stories from workplaces



## Direct Office Products Depot

Financial Wellbeing workshop

***"The Rosebank Wellbeing Collab has taught me to deeply engage my people, listen and then act. I joined the conversation to share and learn new ideas to support my staff, having dedicated time and space to come together with like-minded people was really encouraging"***

Since joining the Collab, Direct Office Products Depot has made an active commitment across:

- Growing open communication with management
- Walk the Floor management style
- Medical check-ups
- External financial advisory support for staff
- Family first focus
- Company supplied staff canteen
- Weekly fruit box, tea, coffee and snacks for breaks and managed Friday drinks

The support from the RBA through the wellbeing initiative has helped to scale and execute ideas such as exploring ways to reduce traffic congestion and making financial wellbeing workshops easy to access. There is an opportunity for all business hubs to integrate through a shared agenda of wellbeing to move away from operating in silos, and to think differently about cooperation between business hubs.

***"I would like to see more engagement from our sites outside of Rosebank, I'm going to take what we've implemented in Rosebank across to our other sites. I am excited that there are more local businesses that are yet to join the initiative and experience what we have experienced. The important thing is having an on-going vehicle such as the RBA, to drive wellbeing initiatives"***

- David Speedy, Direct Office Products Depot General Manager

## Covid-19 Response - Vaccination Support

The RBA in partnership with Pharmacy Care Group proactively supported workers to get Covid-19 vaccinations by setting up an outreach site on Rosebank Road and in Greenlane after it was recognised that the closest site out West was in Henderson or Epsom. 46 businesses put forward 674 workers to get vaccinated in September and a further 180 in October 2021.

***"The success of the Covid vaccination programme would not have been possible without the support of all the Rosebank business employers and workers led by the tireless efforts of the RBA's Executive Engagement Manager, Kim Watts. It is through these meaningful collaborations that further motivates the Pharmacy Care Group team to not only deliver but to make sure that they give the highest level of pharmacy services at all times."***

- Rowell Gorayeb, Pharmacy Care Group Business Development Manager



Pharmacy Care Group staff at Covid-19 Vaccination site

## Regal Rexnord New Zealand

***"We are an international company with strong values to demonstrate our responsiveness to wellbeing and sustainability. Being part of the Rosebank Wellbeing Collab has provided us a local and easily accessible platform to practice our values. We often share back with our leaders overseas about how we are engaging in initiatives such as the 'Give Back Days' and the Business Challenge and how through active engagement in these local initiatives we live by our company values."***

***Since joining the wellbeing initiative, I've come to realise there is quite a lot of people who want to do good for their people in our community and this has been inspiring for us. Our staff and leadership teams have gained a sense of achievement participating in meaningful local experiences and we are committed to growing in this space."***



***The challenge I see is that we still have leaders in our business community who are reluctant to engage in the Rosebank Wellbeing Collab because they feel it will cost significant time or money, we know this isn't the case. Next year will be important to bring those leaders who are slightly sceptical along with us on this journey"***

- Fiona Norris, Regal Rexnord New Zealand Customer Service Leader & Commodity Manager

Regal Rexnord New Zealand Give Back Day volunteering at Fair Food



## Autex

***"Autex is now 53 years old, we manufacture interior acoustic solutions and distribute globally. As Managing Director of our NZ operations being part of the Collab gave me an opportunity to feel more connected to my local business community. It takes something meaningful to bring the business community together and it has been able to break down silo thinking."***

***In my role, I'm wondering how I might drive inclusion and growth for our people, so they feel more valued. There is so much more for us as an organisation to explore in this space and provide meaningful opportunities to our staff."***

***The one thing that really stood out was 'Getting to know your Neighbours' as a focus area. We're in a global pandemic environment where everyone is as lost as you, we're all vulnerable to the same thing for once no matter the size of your company."***

***The wellbeing kaupapa was timely in helping convene leaders to share knowledge and tools for how we might better support our employees through this pandemic. As leaders we've been able to unpack common assumptions around wellbeing and how much it costs."***

***The Rosebank Wellbeing Collab is a low cost, high impact opportunity for our business neighbours and I think we need to tell that story, the true impact is yet to come as the kaupapa grows"***

- Rob Woolner, Autex Industries Managing Director

Autex Industries team at the Business Challenge



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