

Rosebank Wellbeing Collab Summary Report

December 2022



Rosebank^{RBA}
Wellbeing



Rosebank^{RBA}
Business Association

SPORT
WAITĀKERE

healthy
families
Waitākere



Table of Contents

01

Impact Statement

02

Background

03

Systems change over time

04

Impact Initiatives

Impact Statement

Rosebank business community leading the world in workplace wellbeing.

A shared vision created during a global pandemic.

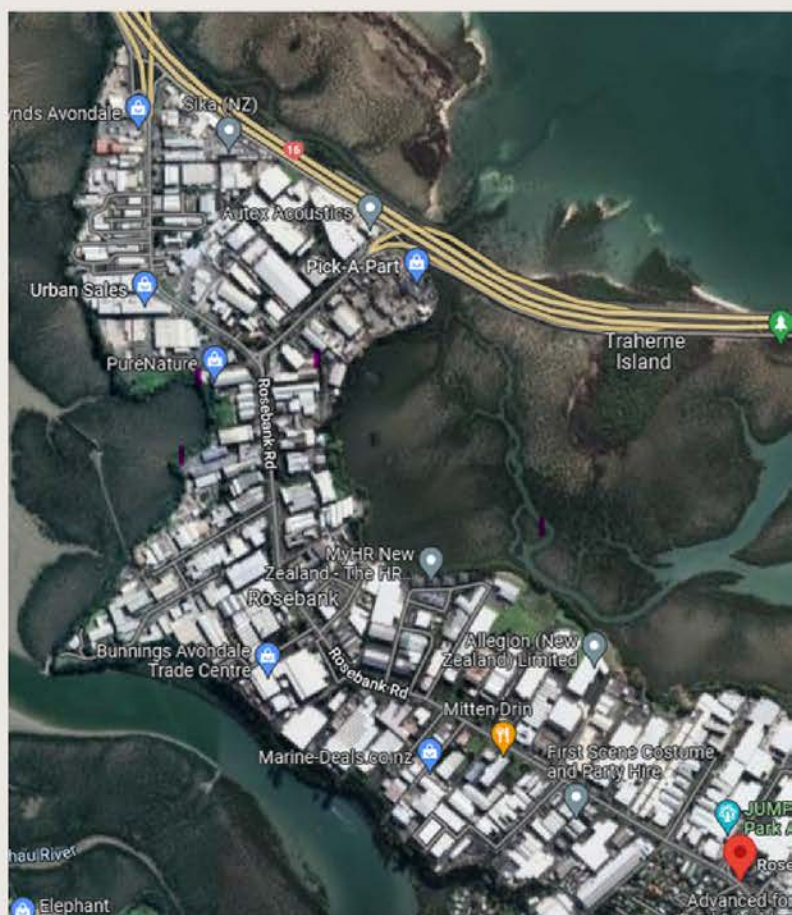
The Rosebank Wellbeing Collab aims to grow a culture of wellbeing in the Rosebank Business District in partnership with local workplaces and key stakeholders.

Systems change we want to create:

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



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 team, businesses and organisations who have been part of this journey. Thank you to Healthy Families Waitākere, Business Lab, Tātaki Auckland Unlimited and Whau Local Board for the on-going 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



Impact Initiatives

2022 was a busy year as the RBA continued to create initiatives to grow the Rosebank Wellbeing Collab toolbox.



KN95 masks and RAT tests – January 2022

With continued concern for our Rosebank workers the RBA worked with local business Direct Office Products Depot to inform the Rosebank Business Community of the availability of KN95 masks and subsequent Rapid Antigen Testing Kits.

Financial Wellbeing Picnic Lunch webinar – April 2022

As part of the Rosebank Wellbeing Collab (RWC) our emphasis this year was on Financial Wellbeing as the implications of Covid take their toll on our Rosebank employees. We have solid support from co-design stakeholders, and on Wednesday 6th April 2022 our first Financial Wellbeing Picnic Lunch was held as a virtual webinar through Zoom.

The event attracted 25 company representatives to listen to Tātaki Auckland Unlimited and Haven Financial as they imparted choices on how they can provide financial wellbeing support for their staff. Joanna Bourke from Tātaki Auckland Unlimited presented their 'Future Ready Training' initiative that provides short, in-work financial literacy courses for Pacific people and in contrast, Sky Leigh from Haven Financial covered the broader aspects of financial education.



Rosebank Easter Egg Hunt – April 2022

Covid restrictions created an opportunity for the team at the RBA to think outside the box and convert the traditional Easter Egg Hunt into something that was still obtainable and fun for our Rosebank businesses employees and their families. Businesses supported this idea by donating Easter products and baskets. The 37 winners' reactions to winning confirmed the importance of the role 'play' impacts in the wellbeing arena.



Fruit Care Packs – April 2022

'Caring for your business and caring for your people'. In April 2022 RBA staff members rolled up their sleeves and hand-delivered 600 fruit care packs to all of our Rosebank businesses. Leftover packs were divided between our three local schools, and it was also nice to be able to hand a few over to our two local charities Fair Food and the Village Community Trust. Feedback was immediate and heart-warming as local businesses responded with gratitude and appreciation for our caring deed.



The Whau River Clean-Up Regatta 2021 & 2022

This annual community event organized by the Whau River Catchment Trust has the support of the RBA and encourages our local businesses and staff to volunteer their help to clean up our Whau awa wahapū (Whau river estuary).

Hauled out of the Whau this year was rubbish to fill two nine cubic metre skips, as well as a trailer load of tyres and a large recycling bin of recyclables.



Re-opening of the Kurt Brehmer Walkway – May 2022



A great example of a community working together is the work done by conservation volunteers of Friends of Kurt Brehmer Walkway, and a joint deputation from the Rosebank Business Association and the Whau River Catchment Trust, stating the reasons why we wanted the Kurt Brehmer Walkway reopened from both wellbeing and environmental viewpoints. A Geotech report was requested, which resulted in partial funding from the Whau Local Board for the report, and finally, Auckland Council doing its part to meet the funding for the upgrade of the path. The reopening of the Kurt Brehmer Walkway creates opportunities to encourage Rosebank workers and the wider community to utilize this space with the potential for local schools to use it from an educational standpoint.

Jump event – 21st June 2022

The Rosebank Wellbeing Collab joined forces with Jump Avondale to create an action-packed fun-filled activity afternoon for our Rosebank employees. It was fantastic to see employees laughing and enjoying social interaction.



Avondale College Trade Day – 16 June 2022

The RBA has been collaborating with the Avondale College Careers Department to connect them with our Rosebank businesses. On the 16th of June 2022, eight local business employers spoke to small groups of senior students who were able to gain insights into trades and apprenticeship opportunities. The RBA is also working with the Rosebank business community as students look for work experience through their school Gateway Programme or need holiday/full/part-time work.

Defibrillator jointly donated by RBA & USL Medical - 17th June 2022

Each year the RBA updates our AED Locations list which now has 69 AEDs located in the Rosebank business area. This is a vast improvement from the 26 that were initially listed in 2019 and shows the system change that has occurred as wellbeing becomes more of a focus for businesses.

On the 17th of June 2022, Rosebank School put a call out to our Rosebank business community asking for a defibrillator after a scare bought to their attention the need for one. The RBA & USL Medical jointly donated a Rescue Sam AED and on the 17th of June 2022, Claire Greenwood (USL Medical) ran a training session for the school staff members.



Bay Audiology comes to Rosebank – July/Aug 2022



As part of continuing to build the toolbox for the Rosebank Wellbeing Collab, the RBA worked with Bay Audiology to provide hearing tests for our Rosebank Business Community. Because of the makeup of our diverse business community with a portion of businesses having heavy machinery on site, the wellbeing of our business employees is forefront. Hearing tests were carried out on business sites with 92 people booking appointments.

Winter Warming Goodie Packs – 2/3 August 2022

The RBA acquired soups, vegetarian hot dogs, and loaves of bread to create packs of Winter Warming Goodies. These were distributed to all our 600 businesses, local schools, two Rosebank food charities, along with I ♥ Avondale.



RWC contribution to Worksafe NZ – 1st Edition on ‘Mentally Healthy Aotearoa’ book

Dr. John Fitzgerald has written a book for Worksafe NZ – 1st Edition on ‘Mentally Healthy Aotearoa’, released on the 19th of September 2022, and lead innovators Zaynel Sushil (HFW) and Kim Watts (RBA) have contributed chapter #15 “Growing a wellbeing movement at work”. Dr. John Fitzgerald has been following our work since we started the Rosebank Wellbeing Collab.



Be a Tidy Rosebank Kiwi – 5th Oct 2022

The RBA instigated this drive to raise awareness for our surrounding Rosebank area along with encouraging our local employees to dispose of their waste responsibly. With slogans like ‘let’s tidy up our front yard, and ‘take pride in our Rosebank community’, the RBA’s aim was to work collaboratively with our business neighbours to help change behaviour as we endeavored to make Rosebank a safer, cleaner, smarter business community.

An unexpected surprise was the notification from Rosebank businesses that they were choosing to pick up litter as part of Mental Health Awareness Week (connecting with your community).



Rosebank Business Association finalist in the 2022 Westpac Auckland Business Awards



Recognising excellence and outstanding achievement in the business sector, the Rosebank Business Association (RBA) was announced as a finalist in the ‘Excellence in Community Contribution’ category at the 2022 Westpac Business Awards North/West.

As a finalist, the Rosebank Wellbeing Collab initiative was recognised for its commitment to leading the way in workplace wellbeing.

Generosity Goes a Long Way – 8th Nov 2022

Community spirit was once again expressed when on Tuesday 8th of November 2022, RBA staff distributed 1200 pottles of FREE Lisa Hummus samples out to our Rosebank business employees thanks to the generosity of Life Health Foods down in Rosebank Road.



Liquor Ban Signage 11th Nov 2022

The Rosebank Crime Prevention Group with the help of Auckland Council has now erected Liquor Ban Signage on every road within the Rosebank BID area which will now allow police to slap infringements on anybody drinking on our streets. This is a very positive deterrent in our efforts to curb boy racer activities down at Rosebank.

Where's Rosie Banks Scavenger Hunt 14-18th Nov 2022

This wellbeing 'play' activity saw Rosebank business teams follow pigtail signage and an information booklet to complete fun team activities while on the lookout for spot prize discs. There is something to be said for getting outdoors, building team relationships, and discovering the gem we have in our backyard – the Kurt Brehmer Walkway.



Diabetes Awareness – 29th Nov 2022



The RBA worked with Diabetes NZ to promote Diabetes Action Month and motivate people to take action for our country's largest and fastest-growing condition. Diabetes NZ bought a van and two testers down to Rosebank to do FREE testing for our Rosebank business employees. We were fully booked and could have done with another day.

Donate a Can This Christmas – 1/14th Dec 2022

The RBA initiated a 'Donate a Can This Christmas' on the back of government predicaments that there would be a lot of families suffering this Christmas. Businesses and their staff were asked to donate a can or item of dried food which would be collected for Kai Avondale to redistribute to families in need.

1020 cans, 806 dried products, 114 jars, 53 toiletries and 57 kids presents, totalling 2050 items were dropped off to the RBA office. We were blown away by the generosity, and kindness displayed by local businesses, their employees, families and friends to help one another. Well done Rosebank!



**For further information on the Rosebank Wellbeing Collab,
please contact:**

Kim Watts

Executive Engagement Manager, Rosebank Business Association Email:
kim@rosebankbusiness.co.nz

Kerry Allan

Healthy Families Waitākere Manager, Sport Waitākere Email:
kerry.allan@sportwaitakere.nz

