

**Rosebank Wellbeing Collab**

# Summary Report



**2023**



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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.

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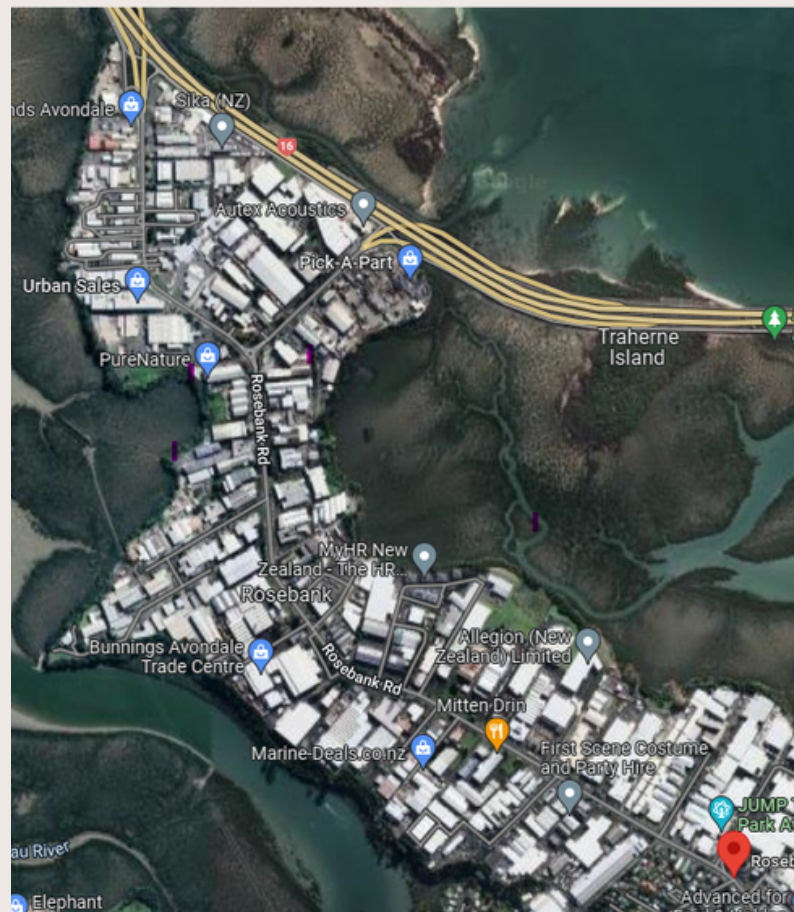
Systems change we want to create:

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



RBA

## Rosebank Wellbeing



### ACKNOWLEDGEMENTS

We would like to extend our appreciation to the committed employees who have generously shared their time and valuable insights. A special acknowledgment to the leadership of the RBA team, as well as the businesses and organizations that have consistently championed this initiative. Our gratitude also goes out to the Whau Local Board and stakeholders for their continued support. Ngā mihi nui to everyone involved for your dedication to creating 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



# RBA Survey

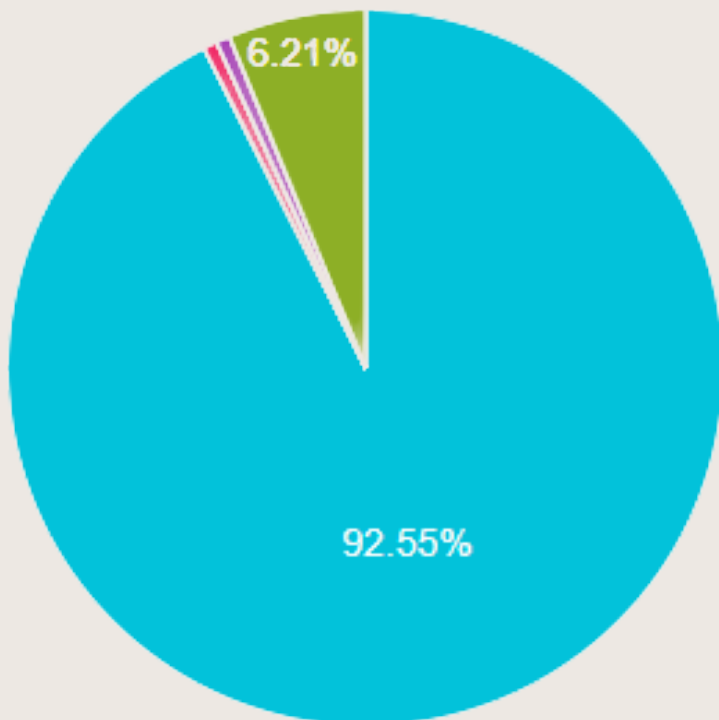
Every three to four years, the Rosebank Business Association connects with our local Rosebank business community, providing them with a chance to express their opinions by completing the RBA survey.

A survey that was sent out in August 2023 has outlined the following nuanced dynamics of the local community, shedding light on its demographics, commuting trends, and collective aspirations.

The daily commutes within Rosebank's business district are primarily dominated by private vehicles, constituting an overwhelming 92.55 %. This data underscores the need for infrastructure development aligned with individual commuting preferences.

Professionals and entrepreneurs gravitate toward Rosebank due to its central location, drawing 82.61%, while 38.51% value proximity to key amenities, reflecting a community that prioritizes accessibility and economic opportunities.

Beyond professional considerations, respondents expressed a collective desire for reduced traffic congestion (84.47%), enhanced security measures (48.45%), and improved infrastructure (43.48%). These sentiments provide valuable insights for future developments and urban planning initiatives in Rosebank.



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# The community expresses interest in diverse seminar topics ranging from sales to mental and physical health



Survey respondents highlighted preferences for programmes fostering connectivity and information-sharing, with 58.39% advocating for transport and regional governance, 66.46% showing interest in networking events, and 47.20% expressing a desire for expert-led seminars.

Looking forward, the community envisions negotiating discounts (40.99%), embracing increased public transport (47.20%), and championing projects to alleviate traffic congestion (84.47%), offering a glimpse into future community development focus areas. The community's appetite for information is evident, with a focus on local policy changes (73.29%), success stories (55.90%), and crime prevention initiatives (69.57%).

Opportunities for community involvement, such as mentorship (8.07%), collaboration in information industry clusters (32.92%), and contributions to wellbeing collaborations (20.50%), reflect a collective desire for mentorship, collaboration, and a nurturing environment.

As the survey concludes, the community expresses interest in diverse seminar topics, ranging from sales to mental and physical health, reflecting the multifaceted nature of professional development needs.

In outlining business goals for the next 12 months, the community echoes a commitment to growth, with increased revenue taking the spotlight at 75.16%, a testament to Rosebank's resilient and determined business spirit.

In summary, the survey serves as a comprehensive exploration, providing a detailed portrait of the Rosebank business community. These insights go beyond statistics, weaving the narrative of a thriving and dynamic hub. As Rosebank evolves, these insights will serve as a guide, fostering community engagement as we work together to make Rosebank a safer, cleaner, and smarter business community.

**[Visit our website for the full report.](#)**

# Impact Initiatives

The past 12 months have been very busy as the RBA continues to create initiatives to grow the Rosebank Wellbeing Collab toolbox.

## The Amazing Business Race - 21st February 2023



Held at Riversdale Reserve on Tuesday 21st Feb 2023 with 18 teams entered and 133 participants, this wellbeing event once again didn't disappoint. Based this time on the Amazing Race our Rosebank business employees made their way around fun activities that had them walking a twister course, doing the Macarena, and working as a team to solve a puzzle. It was fantastic to see people laughing and having fun.

## To Care is to Share – 27/28 March 2023

All our Rosebank business employees have been affected by the price of living and none more so than the cost of fruit and vegetables. What better way of giving back than delivering fruit care packs to all our 600 businesses, two food banks, and three neighbouring schools for their staff members.



## Rosebank's Most Wanted - April 2023 ongoing

The RBA is always on the lookout for individuals and business teams who are doing selfless acts of kindness. With this in mind, we have created the 'Rosebank's Most Wanted' to celebrate and acknowledge their wonderful achievements. Help has gone to the Napier Cyclone victims, championing Diabetes NZ, donating magnifying glasses to the local primary school, and promoting self-sustainability for staff to name a few.

## Flu Vaccinations – 1st April 2023

For the second year, the RBA has collaborated with Peninsula Medical Centre to bring community nurses down to our Rosebank business community to administer the influenza vaccination to local business employees. We endeavour to continue to prioritize the health of our local community, and we saw more local businesses taking advantage of this opportunity.



## Rosebank Easter Bunny Hunt April 2023

This interactive online activity is for young and old alike and involves local Rosebank employees along with their families searching for Easter bunnies on our Rosebank website to go into the draw to win prizes.



## Safety & Security – Monthly



A Neighbourhood Watch report was created out of a need to inform our local businesses of the increased crime rate happening in Rosebank since the onset of COVID-19. Our monthly report is receiving very positive feedback, and there has been a marked improvement in vigilance and neighbourly communication. Subsequently, interest has grown, and the Rosebank Crime Prevention Group was established with key stakeholders including Auckland Council, Whau Local Board, Avondale Police, Auckland Transport (AT), Matrix

Security, and the RBA with the intention of developing solutions to make Rosebank a safer business community.

## CCTV Operating in this area signage – April 2023

Nine CCTV signs have been erected on all our dead-end streets and entrances to Rosebank and Patiki Roads to deter boy racers in our area.





## Crime Prevention Webinar – 24th May 2023

The business community was invited to join the RBA, NZ Police, & Matrix Security for an informative discussion on current trends and insights on local criminal activity. Advice was also available on best practice ideas for local business



security. The recording was uploaded on YouTube and is available on our RBA website.



## Banana Swale Pilot Project – June 2023 ongoing



## Second Bite COMPOSTING

The RBA has collaborated with EcoMatters in bringing 10 Rosebank businesses on board to look at sustainability and food waste. All businesses received a Food Waste Audit and then their food scraps were collected and delivered to Hope Garden where 10 banana trees (Banana Swale) are currently growing. The banana trees feed off the food waste and it is the intention that the banana crops will go to our local primary school – Rosebank School for the kids to eat.



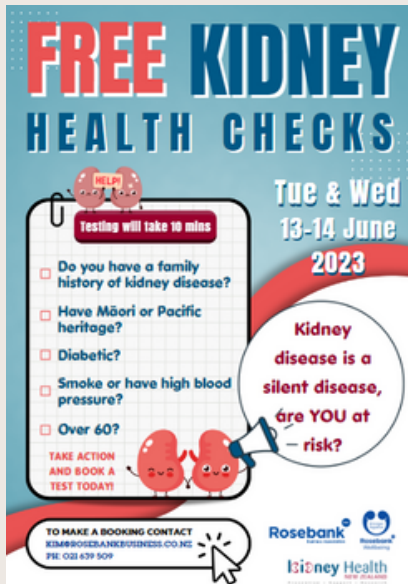
## New Lynn Bowls event 7th June 2023

Getting people motivated to do any physical activity in winter is always hard, however, this wellbeing event saw 52 of our local Rosebank business employees come together at the New Lynn Bowling Club for an afternoon of indoor bowls. With teams of four, the camaraderie amongst everyone was infectious, along with being a great social event where business employees met new people from the Rosebank business community.

## Credit & Control Workshop 2022 & June 2023



The RBA sponsored six local Rosebank employees to the NZBT's Credit & Collection Workshop on tools and processes for credit management. This is an area that places a lot of stress not only on a business but also on the employee(s) involved.



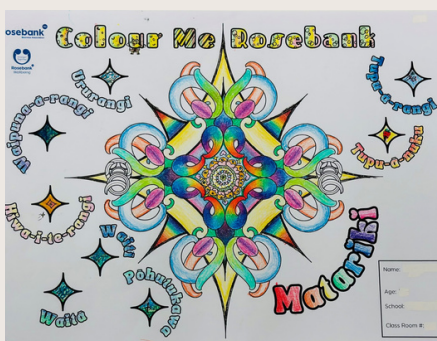
## Kidney Health NZ – 12th & 13th June 2023

Free kidney health tests were carried out at DOPD for our Rosebank business employees over two days in June. The overriding comment from a lot of people was what a fantastic opportunity this was to be able to get a kidney health check offered through their workplace, as it was very difficult for a lot of them to get to see their GP'S or health providers. Several people were recommended to have further investigations and checks done.



## Matariki Colouring Competition 19 – 28 June 2023

This year, the Auckland Zoo joined us as an Associate Member, and we saw this as an



opportunity to involve Rosebank School and Avondale Intermediate in a colouring competition to celebrate Matariki. We didn't want our Rosebank employee families to miss out, so there was a separate competition for them with Auckland Zoo Family Pass packs to hand out to all the winners.



## Meat and Greet – 18/19 July 2023

Following on from our 'to care is to share' theme, the RBA supplied Westie Food Group mini pie packs to all our 600 businesses, with the idea to use the pies as a base to create an in-house shared lunch extravaganza.

## RBA Survey – August 2023



In August, the RBA conducted a survey to gauge the current perspectives of local businesses. Private vehicles play a crucial role in daily commutes, while the community underscores the importance of addressing traffic congestion, enhancing security, and improving infrastructure for future development. The survey also reveals a notable enthusiasm for networking events and a collective commitment to business growth in the coming year. The findings depict a thriving business community in Rosebank.

## EMA Mental Health First Aid course – 10/11 August 2023

With 1 in 5 NZ adults experiencing mental health issues, the RBA subsidised 5 x EMA 'Mental Health First Aid' courses to five of our HR Rosebank employees. This two-day MHFA workshop covers increased mental health literacy, encourages (early) help-seeking behaviour, and how to decrease stigmatizing attitudes.



## Sponsor a child to school camp – 18/22 September 2023

The RBA along with 12 other businesses in Rosebank, generously sponsored 24 underprivileged children to attend the Rosebank School camp, marking a return after a 15-year hiatus. The students enjoyed a variety of activities, such as rock climbing and acquiring bush survival skills. They also gathered around the campfire to indulge in the simple pleasure of roasting marshmallows. In today's challenging times, such opportunities are not guaranteed for every family, and the local businesses were eager to lend their support.



## Unitec Health Checks - 10/11 October 2023

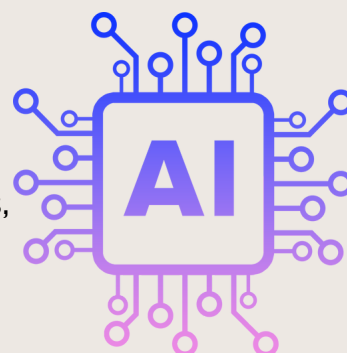
Unitec student nurses extended a new round of invitations to Rosebank business employees, providing them with the chance to undergo a complimentary health check. In a brief 15-minute session, participants moved through five stations, encompassing a blood pressure test, eye examination, BMI assessment, blood glucose measurement and an informative discussion on the detrimental effects of sugar consumption.



## The AI Show – 1st November 2023



Powered by the EMA – The RBA organised for five Rosebank businesses to attend an evening of inspiration, insights, strategies, expertise, and connections to take businesses into the AI-powered future.



## I am Hope ‘Gumboot Friday - 3rd November 2023

The RBA collaborated with Autex Industries to organise a Gumboot Friday walk in support of mental health awareness on November 3rd. Despite the rain, Rosebank employees and I am Hope staff donned gumboots to raise funds while walking along Rosebank Road. Special thanks go to Fair Food for generously supplying the ingredients and cooking gumboot cookies which were distributed during the event.



## Plastics NZ (Operation Clean Sweep) – 8th November 2023

The RBA partnered with Imagin Plastics and Plastics NZ for Operation Clean Sweep on November 8th. Demonstrating a dedication to environmental stewardship, employees from local businesses effectively removed a one-ton load of various litter from the Kurt Brehmer Walkway within a two-hour timeframe.



## Donate a Can – 14 Nov/12th December 2023

The RBA once again appealed to Rosebank business employees, urging them to contribute canned goods or other food items for Avondale families in need over Christmas. As of now, our community has generously donated a total of [4,105](#) items. These donations will be distributed through Kai Avondale's Free Guys store. The altruistic spirit displayed by our Rosebank business community truly embodies the essence of giving.



## Vision West – Christmas from the Heart – 14 Nov/12th December 2023

The RBA partnered with Vision West for their 'Christmas From The Heart' initiative, aiming to supply 2,000 West Auckland children who might have otherwise missed out on Christmas with new toys and treats. Thanks to the generosity of our Rosebank businesses and their employees who donated [595](#) toys.



When looking at the 23 activities introduced by the Rosebank Wellbeing Collab over the last year, one cannot help but appreciate the dedication put into this initiative to successfully organize and unite the Rosebank business community. We are seeing a commendable display of generosity, openness, and commitment within our business community and their actions reflect a sincere endeavour to give back and provide genuine support to our Rosebank neighbours.

We remain committed to growing the Rosebank Wellbeing Collab and enhancing our impact on community strengthening through wellbeing events, shared knowledge, and guidance.

In Rosebank, the narrative is now that our hub has become a space where success encompasses business, people, and community alike.

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

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