

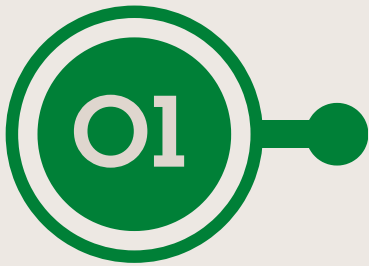
Rosebank Wellbeing Collab

Summary Report

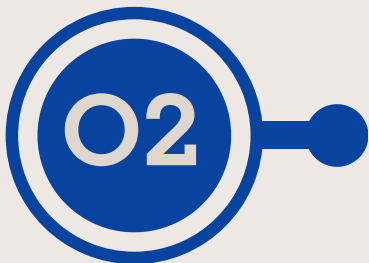




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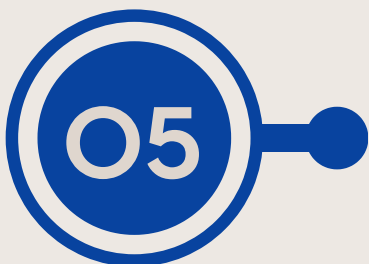
Impact Statement



Background



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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

We would like to extend our appreciation to the committed businesses and 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 makes
wellbeing
a priority

Workplaces join a
lead change
initiative

Workplaces
deeply engage
their employees

They collectively
address stress
factors
employees
experience

We see a happier,
more engaged
and productive
workforce



The Importance of a Systems Lens for Sustainable Change



Over the past year, New Zealand has faced notable challenges and shifts in wellbeing, particularly in mental health, workplace safety, and the broader social determinants of health.

By adopting a systems lens, the Rosebank Business Association through the Rosebank Wellbeing Collab, addresses challenges holistically, ensuring that policies, practices, resource flows, power dynamics, relationships, and mindsets all align for lasting impact. Sustainable change is not achieved through isolated adjustments but by fostering interconnected shifts across these six areas. When these elements reinforce one another, they create a robust framework that sustains progress over time.

**Addressing
challenges
holistically
for lasting
impact**

Building trust and expanding resources to enhance wellbeing

The Rosebank Wellbeing Collab initiative, now in its fourth year, exemplifies the power of this approach. Alongside regular programs such as FREE health checks, Rosebank Business Challenge, Fruit Care, and Winter Warming packs, we continue building new tools, options, and opportunities to enhance wellbeing. These recurring and evolving efforts expand the resources available to employees and the wider community while fostering trust and shared commitment.

This systems thinking is further exemplified by the way businesses are stepping up to look out for each other. From collaborative approaches to community safety to shared wellbeing initiatives, these interconnected actions strengthen the fabric of our community. Policies ensure equitable access; practices embed these values into daily operations; and relationships foster a culture of mutual care.

By aligning these six areas, we create a resilient community where interconnected changes sustain wellbeing, safety, and thriving local businesses and employees.



Impact Initiatives

Over the past 12 months, the Rosebank Business Association has focused on strengthening and expanding existing initiatives to further enrich the Rosebank Wellbeing Toolbox.

Treasure Island | 20 February 2024

On February 20th, 18 teams and 127 shipmates set sail for the Rosebank Business Challenge at Riversdale Reserve. The “Treasure Island” theme brought swashbuckling fun with pirate-themed tasks, from sword duels and deck scrubbing to navigating islands and solving word jumbles. This event aimed to unite employees with adventure, camaraderie, and shared treasures!



NZ Blood comes to Rosebank | 2 February / 27 Sept 2024

Seeing local business employees stepping up and donating when NZ Blood visited Rosebank in February and September 2024 was inspiring. We're making this a consistent choice in the wellbeing toolbox—every donation helps save up to three lives and supports essential medical care!

To Care is to Share: Fruit packs | March 2024

Now in its 3rd year, the RBA continues to deliver the mahi by personally handing out fruit care packs to all the Rosebank businesses to share with their teams.



Anti-theft Screw replacement for number plates | 7 March 2024

The RBA and Matrix Security recently offered a free service to replace standard number plate screws with anti-theft screws. With strong community participation and support from the NZ Police, this quick, five-minute upgrade helps prevent plate theft, protects vehicles from identity theft, and reinforces the importance of staying safe.



Hopping to it for Easter | 27 March 2024

In its third year, the RBA hosted two Easter Egg Hunts: an online hunt for Rosebank business families and a school event featuring games, treats, and challenges, fostering community engagement and excitement.



Vaccinations | 1 April 2024

Health is a priority, and it was fantastic to have community nurses from Peninsula Medical once again visit our local Rosebank businesses for their annual workplace flu vaccinations.



Handling Stress | 19 April 2024

Over recent years, the RBA has supported the growth of Rosebank business employees by offering wellbeing courses that enhance personal and professional development. On April 19, 10 participants attended the EMA Stress Management and Mental Resilience course, covering mental resilience, stress response, workplace wellness, and techniques for managing acute anxiety. Key takeaways included balancing stressors with rewarding activities, fostering a supportive workplace culture, and prioritizing quality rest and healthy habits to combat burnout. This invaluable experience equipped attendees with practical tools to enhance mental health, resilience, and overall workplace wellbeing.



Administrators Professional Day | 24 April 2024

The RBA celebrated Administrators Professional Day by asking bosses to nominate deserving employees. Congratulations to the 15 winners who received either bunches of flowers or wine.



Resonate Health FREE Hearing and Ear Wax Removal | 7-9 May 2024

Resonate Health NZ provided FREE hearing tests or wax removal to 98 employees in Rosebank, highlighting the importance of early detection for hearing health. The RBA sees this as an essential tool to be included in its wellbeing toolbox.

Pink Ribbon Day Breakfast | 21 May 2024

54 local business employees attended a Pink Ribbon Breakfast organized by the RBA and Intelligent Environments, raising \$5000 for breast cancer awareness. Guest speaker Talia Cooper shared her personal story, inspiring support, and donations for this important cause. Seeing strong support from local businesses, who generously donated items for the auction was wonderful.



Matariki Colouring Competition | 12-26 June 2024

For the second consecutive year, the RBA hosted its Matariki Colouring Competition, engaging both our Rosebank business employees' families and the local primary school. Rosebank School submitted 240 entries, with winners receiving prize packs that included Auckland Zoo passes.



Bouncing Around | 13 June 2024

60 Rosebank employees gathered at Bounce Avondale for a day of fun and friendly competition. Teams participated in five activities: dodgeball, X-Run, Wall Climb, Basketball Shoot the Hoop, and Foam Pit Tower Build. The event promoted exercise, boosting cardiovascular health, muscle strength, coordination, mood, and social connections while fostering teamwork and wellbeing.





AED Listing Update | 5 July 2024

Each year, the RBA tracks the number of AEDs in Rosebank, which has grown significantly from 26 in 2020 to 75 in 2024. This year, the RBA donated three AEDs to local businesses to enhance workplace safety.

Share a Treat, Gather, and Meet | 22/23 July 2024

On 22 July, the RBA team distributed Westie Food Group mini pies to Rosebank businesses for our Winter Warming Giveaway. The initiative encouraged shared meals, promoting team bonding, job satisfaction, and workplace culture, while supporting employee wellbeing and strengthening community connections.



Rosebank's Most Wanted - New Sponser | August 2024

Rosebank's Most Wanted has recognized selfless acts of kindness and environmental improvements since March 2023. Best Blooms, our local florist, is proud to sponsor this initiative, celebrating a deserving business or individual each month with a Big Sharing Gift Box filled with biscuits and treats, along with a fresh bouquet of flowers. This is their way of showing appreciation for those who make a positive impact in our community. 9

NZBT Credit & Collection Workshop | 7 August 2024

Now in its third year, the Credit & Collections Workshop by NZBT shared insights on debt recovery, covering excuses, pre-call planning, escalation, and legal remedies. RRR sponsored 8 Rosebank employees, highlighting the importance of this critical business challenge.



Rheem / Well Women & Family Free Women's Health Check | 29 August

Rheem NZ partnered with Well Women & Family to host a free women's health clinic in Rosebank, offering cervical screenings, HPV self-tests, and sexual health checks—normalizing proactive care for better outcomes.



Free RAT tests for local businesses and employees | 1-30 Sept 2024

The RBA distributed 5,820 RATs in September, thanks to Avondale Kiwi Chemist's generous offer. Despite initial doubts, many businesses were still testing, highlighting COVID-19's ongoing impact. RATs remain vital for workforce health, operational stability, and public wellbeing, demonstrating how collaboration strengthens resilience in the business community.



Mental Health Awareness Week | 23-29 Sept 2024

This is the second year Rosebank businesses have embraced Mental Health Awareness Week's five wellness pillars: Be Active, Give, Keep Learning, Connect, and Take Notice. It was encouraging to see businesses using the appreciation wall to highlight people's value, with a noticeable increase in participation and commitment to workplace wellbeing.



SecondBite COMPOSTING

The Rosebank Business Association launched Second Bite to help members reduce waste, enrich soil, and support the local community. This circular economy initiative promotes environmental responsibility, innovation, and contributes to the region's sustainability. Now, we're focused on making Second Bite self-sustaining for the future.



Tamaki Makarau Zero Waste Awards

The RBA was nominated for the Community Contribution category at the Tamaki Makarau Zero Waste Awards. Recognizing its impactful work on the Second Bite Composting initiative.

Unitec Health Checks | 22/23 October 2024

The RBA and Unitec student nurses marked their 4th year offering free health checks for Rosebank employees and Associate members on October 22-23, hosted by Apex Valves. Fully booked, the event highlighted community wellness and student learning.



CCTV scoping and implementation | 1 November 2024

Following extensive scoping and reporting, CSLI was chosen to install a wireless CCTV system with cameras to enhance safety measures. The system also connects to the NZ Police vGRID, providing them with live feed access.





Lifting the Lid on Microgrids | 30 October 2024

22 Rosebank businesses came together to explore how solar power and a Rosebank microgrid could benefit their operations, while also looking towards a sustainable future by switching to renewable energy.

Plastics NZ - Operation Clean Up | 13 Nov 2024

On November 13, 55 employees joined Plastics New Zealand's Operation Clean-Up Week, restoring the Kurt Brehmer Walkway. In collaboration with Dutton Stormwater, Imagine Plastics, and the RBA, the event highlighted how teamwork combats plastic pollution, protects waterways, and preserves natural spaces for future generations.



Movember – Give Us a Mo | 21 Nov 2024

Movember highlights men's health issues like mental health and cancer. Intelligent Environment, RBA, and Bunnings Trade hosted a Movember Breakfast, emphasizing the importance of men prioritizing their health. A fun moustache competition added to the event's engaging atmosphere.



Donate a Can | 18 Nov-12 Dec 2024

For the third year, the RBA has launched the Donate a Can campaign, supporting Kai Avondale's 'Free Guys' supermarket to help Rosebank families in need over the Christmas break. While donations were slightly lower than in previous years, a total of 1,628 food items were generously donated by Rosebank business employees, reflecting both the challenges of the times and the enduring kindness of our community.



Visionwest and ATWC Toy Collection 18 Nov-12 Dec 2024

This year, the RBA was approached by our business neighbour ATWC to donate toys for families in need. Building on last year's Donate A Can initiative, we partnered with Visionwest to support their Gifts from the Heart campaign. Thanks to the generosity of our community, 466 toys were donated. The response highlighted the tough times many are facing and the incredible spirit and kindness within our community. Together, we are making a real difference.



RBA Christmas Giveaway Competition Dec 2024

The RBA was surprised to receive 465 entries for their Christmas giveaway competition, which offered two fabulous hampers and 29 other prizes. Seeing how such activities lift spirits and bring joy to our Rosebank community is heartwarming.



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

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

