

ROSEBANK WELLBEING COLLAB

Summary Report 2025

 **Rosebank**
Business Association

 **Rosebank**
Wellbeing



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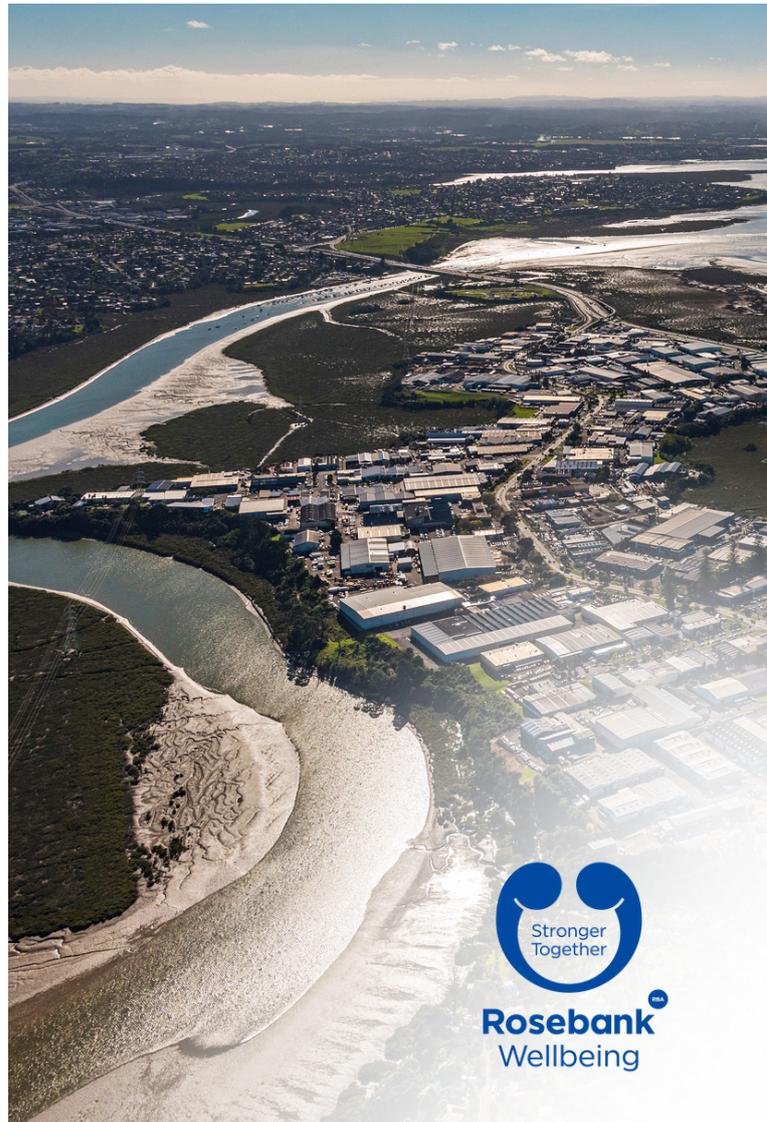
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Impact Statement

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.



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 8000 employees across 520 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, hundreds of 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 deeply engage their employees

Workplaces join a lead change initiative

They collectively address stress factors employees experience

We see a happier, more engaged and productive workforce

Navigating Change: Workplace Wellbeing in Focus

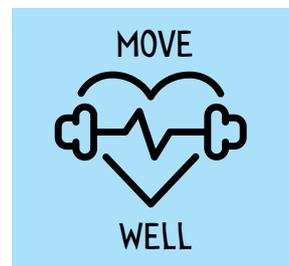
Over the past year, the RBA has observed significant shifts in workplace wellbeing across the Rosebank business area, many of which align closely with the latest Southern Cross / BusinessNZ Workplace Wellness Report 2025. [251104-Workplace-Wellness-Report-2025.pdf](#). The survey provides valuable benchmarking for employers and highlights how policy settings and economic pressures are shaping daily workforce management.

A key trend seen locally—and reflected nationally—is the sharp rise in sick leave usage and absence-related costs. This follows the 2021 increase in minimum sick leave entitlements from five to ten days per year. Sick leave is now being taken at significantly higher rates than in previous years, a pattern also evident across RBA-affiliated workplaces.

Remote and hybrid work remain widespread, with one to two days at home now standard practice. However, the current economic downturn is prompting some organisations to reassess these arrangements. The RBA also observed rising stress levels among both employers and employees as financial pressures intensified and saw an opportunity to introduce the ‘Sssshh... Can You Keep a Secret?’ initiative, recognizing bosses who, despite being under pressure themselves, continued to listen, show kindness, support, and lead with care.

Our region is experiencing a shift in business activity, with a significant increase in organisations leaving the area over the past year. We now have approximately 520 businesses operating locally, down from 600, supporting around 8,000 FTEs. This contraction has also added to pressure across workplaces.

Despite these challenges, one of the most encouraging observations is the continued commitment to workplace wellbeing. This is evident in initiatives such as ‘Help a Workmate Stand Tall’, ‘Mental Health Awareness Week’ activities, and the ‘Rosebank Business Challenge’, all designed to support staff wellbeing. By engaging with these resources, businesses not only strengthen their own resilience and growth but also help build a community that is stronger together.



Southern Cross Key Findings



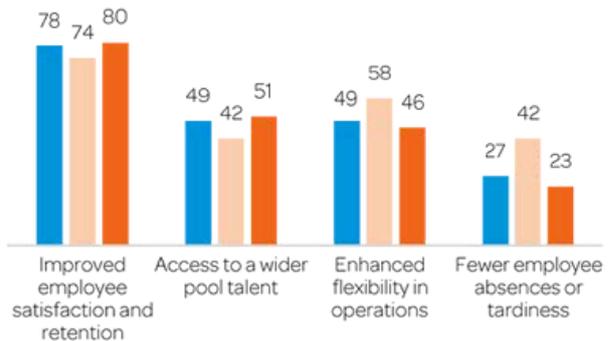
173,982 people, including
163,030 permanent staff



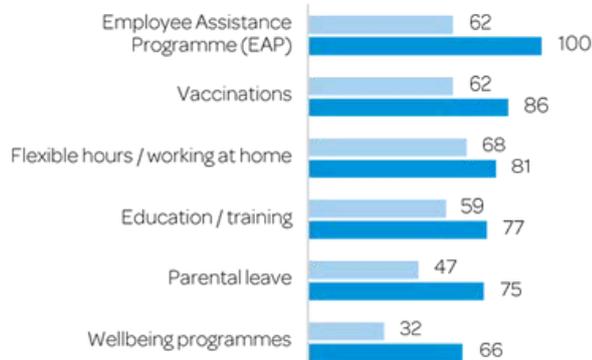
\$1,319

The annual median cost of absence for a typical employee

■ Total ■ Fewer than 50 staff ■ 50 or more staff



■ Fewer than 50 staff ■ 50 or more staff



45.9%

of all organisations do NOT have infrastructure in place to support those with disabilities

Research for the Southern Cross Health Insurance-BusinessNZ Workplace Wellness Report 2025 was carried out between March and June 2025. Respondents were asked to report on data for the period 1 January to 31 December 2024. In total, 111 enterprises responded, representing 173,982 employees (7.93 percent of all NZ 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.

Rosebank Business Challenge - 'Who Killed Rosie Banks' | 18 February 2025

This annual event didn't disappoint, as local business employees eagerly stepped into the role of sleuths for an afternoon of fun and mystery, solving the case in our very own spin on the classic game 'Cluedo'.



Coffee with a Cop | 27 February 2025

There's something special about sitting down with your local Police to talk about what's happening in the neighbourhood. Big thanks to Avondale Police for taking the time to listen, share insights, and connect with some of our Rosebank business employees.



Fruit Care Packs | 10-11 March 2025

Fruit Care Packs have become a regular part of what we do, and the appreciation we receive from businesses shows just how much this small gesture means to their teams.



Buy a Tile | March 2025

The “Buy a Tile” initiative raised \$45,000 to fund a backbone of CCTV cameras along Rosebank Road, boosting safety for the community. An impressive 64 businesses contributed, showing strong local support.



Rosebank School Easter Egg Hunt | 10 April 2025

Room 9 from Rosebank Primary School took on the RBA Easter Egg Hunt with energy and excitement, cracking clues as they went. Big thanks to Woolworths New Lynn and Molly Woppy for generously donating eggs and biscuits to make the event extra special.

Help a Workmate Stand Tall | 20 & 27 April 2025

Sixteen Rosebank employees were nominated by their colleagues to take part in the Giraffe Experience at Auckland Zoo. Each of them had faced a challenging year, so it was a meaningful way to show appreciation. Even better, they got to share the experience by bringing along a friend or family member.



Influenza Shots | Begin in April

Community nurses from Peninsula Medical visited Rosebank once again to deliver annual flu jabs for local businesses and their staff. This yearly initiative has now become a regular feature on our health calendar.



Whau River Celebration Day | 4 May 2025

The RBA continues to support this valuable community event, as volunteers gathered on Saturday, 4th May, at the West End Rowing Club for the annual Whau River Estuary clean-up. Keeping our waterways clean is vital for the health of our environment, and participants did just that – collecting all sorts of surprising items by boat and on foot along the Kurt Brehmer Walkway. It was a powerful reminder of what can be achieved when the community comes together to care for our local environment.



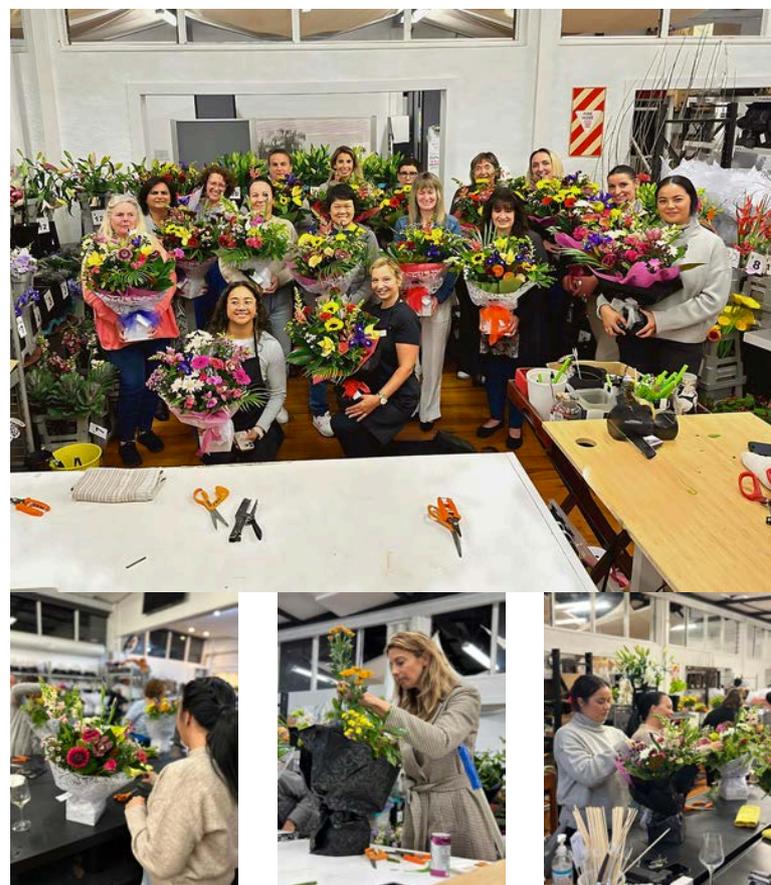
EMA Stress Management & Mental Resilience Course | 13 May 2025

For the third consecutive year, the RBA has supported Rosebank employees in building their skills to manage stress and improve mental resilience.



International Administrators Day | 21 May 2025

15 Rosebank employees and Associates attended an evening of wine, flower arranging, and fun at Best Blooms Florist. What better way to say 'Thank You' to those people who keep everything running smoothly – the ones who quietly bring it all together, and often without recognition.



Matariki Colouring Competition | 12-26 June 2025

Our annual Matariki Colouring Competition was once again divided into two categories: one for Rosebank School students and another for the families of Rosebank employees. Participation was strong, and it was wonderful to see so much creativity and talent from this young age group.



NZ Blood | 23 June 2025

To increase donor participation, NZ Blood trialled extending appointment hours to 1:00–6:00 pm, targeting individuals who are available after work.

However, the turnout during these extended hours was lower than the usual participation seen during standard work hours. Following discussions with NZ Blood, it was agreed to trial the extended hours again during the summer period, when demand and availability may differ.

Resonate Hearing Tests | 16, 23, & 30 July 2025

Hearing tests are now an annual event, with Resonate Health visiting Rosebank to check business employees. In-house testing minimized workplace disruption, ensuring staff received valuable care—with immense thanks to the testing team.

BECOME A LIFESAVER

DONATE BLOOD IN AVONDALE

WEST END ROWING CLUB, 26 SAUNDERS PLACE, AVONDALE

MONDAY 23 JUNE 1.00PM - 6.00PM

CHECK ELIGIBILITY
 BOOK NOW
 DOWNLOAD THE APP

NZBLOOD 0800 448 325
nzblood.co.nz

PLEASE REMEMBER TO BRING PHYSICAL I.D.



From Us to You – with Pie | 28 & 30 July 2025

Since 2023, the RBA has been delivering Westie Food Group mini pie packs to Rosebank businesses—bringing wellbeing to staff in every bite.



SSshhhh... Can you keep a secret?

The Rosebank Business Association launched a meaningful campaign, Ssshhhh... Can You Keep a Secret? celebrating leaders who continually show care under pressure. Employees secretly nominated bosses who listen, support, and lead with kindness. Fifteen standout leaders were gifted an Imago Wellness bundle—six personalised online coaching sessions focused on improving sleep, nutrition, mindset, or movement. The surprise deliveries sparked gratitude all around and reminded everyone that leaders need support, too.

Women’s Health Week | 11-25 August 2025

For Women’s Health Week, the RBA invited staff to nominate inspiring women. Twenty-seven remarkable women—ranging from colleagues to family—were honoured for their strength, resilience, and leadership. The initiative celebrated women’s contributions, promoted health, and sparked conversations about everyday empowerment.



Credit & Collection Workshop | 13 August 2025

Now in its fourth year, the Credit & Collections Workshop by NZBT shared insights on effective debt recovery, covering common excuses, pre-call planning, escalation pathways, and legal remedies. Nine Rosebank business employees were sponsored to attend, highlighting the importance of this critical business challenge.



Rosebank School Camp | 8-12 September 2025

Every two years, starting in 2023, Rosebank School's Year 6 students are allowed to attend school camp—a memorable milestone filled with outdoor adventure and personal development. This year, 22 generous Rosebank businesses and individuals sponsored 25 underprivileged students, ensuring they could take part. Thanks to this support, children are able to explore nature, build confidence and independence, and form lasting friendships. Now in its second year, the initiative continues to thrive, with local businesses proudly backing students through these challenging times.



Mental Health Awareness Week | 6-12 October 2025

Once again, Rosebank businesses and associate members got behind Mental Health Awareness Week, sharing photos and ideas of activities taking place within their own workplaces. The week was filled with camaraderie, creativity, and community spirit.



Health Checks | 21 & 22 October 2025

This year marks five years of collaboration between RBA and Unitec Bachelor of Nursing students in providing free workplace health checks for employees, held once again at Apex Valves. The initiative makes it easy for staff to monitor their wellbeing through five quick stations: Eye test, BMI test, Blood Pressure check, Blood Glucose test, and the Sugar Station. The program not only supports healthier lifestyles but also gives the students valuable practical experience. It's a genuine win-win, encouraging employees to be proactive about their health while helping students gain real-world skills for their future healthcare careers.



Plastics NZ Operation Clean Sweep | 5 November 2025

For the third consecutive year, NZ Plastics, Imagin Plastics, and the RBA joined forces for the annual Kurt Brehmer Walkway cleanup as part of Operation Clean Sweep. The initiative continues to gain momentum, with 70 volunteers coming together to tidy up our Rosebank backyard.

The Icehouse | Financial Skills Workshop 13 - 14 November 2025

The Icehouse ran a two-day Financial Skills Workshop led by Matt Bellingham. Business leaders learned to break down financial reports, build profit plans, use key ratios and forecast cash flow. Three Rosebank leaders received complimentary places, gaining sharp financial insight. The workshop was practical, informative and geared toward helping businesses make smarter, more confident growth decisions.



Rosebank's Most Wanted | Ongoing

The RBA is always on the lookout for individuals and business teams who perform selfless acts of kindness or have excelled in their field. Since its launch in March 2023, 'Rosebank's Most Wanted' has recognized 50 recipients for their remarkable contributions, celebrating and acknowledging the positive impact they've made in our community and beyond!



Donate a Can | 17 November - 11 December 2025

Since 2022, local businesses and their employees have united to support Avondale families by donating non-perishable food to Kai Avondale. The holiday season is especially tough, with many support services closed over Christmas and New Year. Thank you to everyone whose generosity provides vital help during this time — a true act of kindness.



Donate a Toy | 17 November – 11 December 2025

Over the past three years, local businesses and their employees have brought joy to children by donating new toys to Visionwest and ATWC. These gifts brighten the holiday season for families facing tough times, ensuring every child feels remembered and cared for. Thank you for making a meaningful difference.



Christmas Giveaway | December 2025

Each year, we like to recognize the 8,000+ employees who come to work by giving them a little festive cheer. Our Christmas Hamper competition offers the chance to win gifts generously supplied by the RBA and local businesses. This year, Rosebank employees enthusiastically claimed 71 festive treats from 790 entries.





**For further information on the Rosebank Wellbeing Collab,
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