



Manurewa Business Association began the current financial year with a brand-new look. The new logo, *left*, brings the visual cues of people standing beside each other, symbolising how business connects with community, explains Neil Punja.

Standing together, 'rewa proud



Shortly after Neil, pictured, was appointed Town Centre Manager in 2017 he started work on what he calls the Manurewa Value Proposition.

“Our focus was improving the attractiveness of Manurewa and the perception of the town centre to local and outside audiences,” he said.

As Neil rightly points out, the perceptions of an area are formed by those from outside of that area.

“The branding change was based around perception of the words *business association* within the community.

“We have always felt that there was a perception that the association was only for businesses. However, the reality is that our audiences are the people of Manurewa and those outside of it who frequent our town centre,” he said.

The new logo, co-designed by Neil and Manurewa-raised Adam Bryce, shows people side-by-side, symbolising unity with the message “Moving Manurewa Together”.

‘A fresh new bold colour and smooth lines shows our strong local economic growth and continuous improvement for the betterment of all of Manurewa.

Overall it speaks to the strength of all our communities when we stand together representing Manurewa.’

- NEIL PUNJA

“Adam is originally from Manurewa and we have done - and are doing - several projects together,” Neil said.

“We had a photographic exhibition called ‘*Manurewa* by Adam Bryce’ in Southmall, Allpress Art Gallery in the City, one coming up at Nathan Homestead and, potentially, another one at Pah Homestead next year.



Neil, with Adam Bryce outside Southmall.

“Our latest project, called **Apopo** (translation: *tomorrow*), is about offering a hub in Manurewa for creatives including a photography studio, workshop space and café. We’re currently seeking funding for this project.”

The brand-new logo now proudly adorns street flags as well as other marketing collateral for new and upcoming projects like the Manurewa Link- see below – a free bus service operating around Manurewa and Clendon.



The Manurewa Link service is scheduled to start in September and the vehicle used will be wrapped with the new branding and messaging “Moving Manurewa together”.

For more
<https://www.facebook.com/manurewalink/>



Neil says the intent is to increase the footfall in the Manurewa and Clendon Town Centres by improving accessibility and connectivity for shoppers, elderly and the community in Manurewa.

“It was driven from customer dissatisfaction and falling business patronage after the adverse effect of removing AT bus service from Great South Road. This directly affected the vibrancy of the town centre. Several futile attempts through MBA and the Manurewa Local Board were made to reinstate the bus service along Great South Road.

“The Manurewa Business Association saw this as an opportunity to run our own shuttle bus service for the benefit of our local shoppers, elderly and community.

“It was tabled at the Manurewa Town Centre Local Board Steering Group in December 2018 and we started working on the project with United Taxis in February 2019. A proposal for funding the operations of the Link Bus was made to the local board by the MBA and Southmall. The marketing collateral is being carried out by Southmall and the MBA.”