

Date: Wednesday 22 May 2024
Time: 4:00 pm
Meeting Room: Local Board Chambers
Venue: 35 Coles Crescent
Papakura
Auckland

Papakura Local Board

OPEN ATTACHMENTS

ATTACHMENTS UNDER SEPARATE COVER

ITEM	TABLE OF CONTENTS	PAGE
15	Papakura Local and Multi-board Grants Round Two 2023/2024 Grants Allocation	
B.	Papakura 2023/2024 Local Grants round two application summary	3
C.	Papakura 2023/2024 Multiboard Grants round two application summary	169



Papakura Local Board 2023/2024 Grant Round Two Application Summary

Contents

1. Papakura Business Association	3
2. Papakura Business Association	7
3. Papakura Business Association	11
4. Papakura Business Association	15
5. Life Education Trust Counties Manukau	19
6. Mobility Assistance Dogs Trust	26
7. KiwiOra Community Trust.....	29
8. Papakura & Districts Historical Society Incorporated	33
9. The Rising Foundation Trust	37
10. Badminton New Zealand	42
11. Youthline Auckland Charitable Trust	47
12. South Auckland Choral Society Incorporated.....	58
13. Auckland southern District Chinese Association Incorporated.....	63
14. The Youth Spaces Charitable Trust	67
15. Great Potentials Foundation.....	70
16. Well Women Franklin Trust	74
17. Sustain & Enable Limited	78
18. School Start First Impressions.....	83
19. Counties Manukau Badminton Assn Incorporated.....	86
20. KiwiOra Community Trust.....	89
21. Brain Injury Association Auckland Inc	93
22. Asthma New Zealand Incorporated	97
23. Glass Ceiling Arts Collective	103
24. Royal New Zealand Plunket Trust.....	109
25. Tataru Hospice	113
26. Papakura Community Trust.....	117
27. Papakura High School and Papakura Intermediate	121

Item 15

Attachment B

28. Momentum Charitable Trust	124
29. Panacea Arts Charitable Trust	129
30. Rumen Rachev	134
31. Unity Rek Assembly Of God Church Trust	139
32. Sustainable Papakura	143
33. The UpsideDowns Education Trust	147
34. Counties Manukau Softball Association	153
35. Drury United Football Club	156
36. Action Education Incorporated	160

2023/2024 Papakura Local Grant, Round Two

LG2414-202

Papakura Business Association

Legal status:	Incorporated Society	Activity focus:	Community
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Project: Dressing of Centre Court area of christmas lights

Location:	Corner of Broadway and Great South Road, Papakura		
Summary:	To put up beautiful Stars in Centre Court by the Council Fountain area and to put Stars in the Council Centre Court Tree in the same location This is to dress Papakura with Christmas Festive Lights for the Christmas Period across the Council Fountain grassed area		
Expertise:	Have put this in place now for the last ten years with preferred and dedicated suppliers and feel very confident in delivery this project		
Dates:	15/11/2024 - 10/01/2025		
People reached:	10,000		
% of participants from Local Board	100%		
Promotion:	Website, Business Newsletter and Facebook and Instagram		

Community benefits

Identified community outcomes:

A gorgeous tree and that whole fountain centre court area dressed for Christmas to celebrate the Christmas season, lighting in place in the town in the Centre Court area (which helps with safety and security as well). Makes the town more appealing to our community and customers which in turn helps our businesses with retail shopping and trade over this key trading period and ties in with the other elements of Christmas that is happening in Papakura

Alignment with local board priorities:

Papakura

- Enables more people to enjoy the environment in and around our parks, reserves, harbour and streams

The Stars in the Big Tree in Centre Court - and this year the wrapping of the tree trunk as well makes our town look so attractive and festive for the Christmas Period, and in turn makes people feel good about coming into town, doing their shopping in the town and ultimately helps the businesses in the town, which in turn drives economic development for Papakura. The PBA also puts up 100 Christmas flags throughout the town as well to compliment the stars and dressing of the Centre Court tree. Music is held on the little stage area and our new Live Papakura Sign will be lit up as well which will look beautiful in the centre of town, and a visual symphony for people who drive by or come into town. The lights are a focal point for the town and are part of a co ordinated Christmas Campaign of flags, stars, decorations and lights - along with a Santa Grotto, Santa, free Santa photos and gift wrapping as well. Christmas time is a time of celebration and the lights in the tree play a big part in that council owned area.

