

Meet two of the Macca's franchisees making a difference in South Auckland



Franchisees Sarah Hassett and Steve Sund are connecting with their South Auckland communities through local initiatives, cultural pride, and a shared love for Macca's.

Macca's isn't just everywhere—it's right here, bringing communities together with a local touch and a big heart.

South Auckland is known for its strong sense of community, rich cultural mix and proud local spirit. And at the heart of it all are the people who live, work and give back every day - including the franchisees behind your local Macca's.

While McDonald's is a global brand, here in New Zealand 90% of their restaurants are owned by locals. And in South Auckland, franchisees Sarah Hassett and Steve Sund are two business owners who are helping their local communities thrive.

Sarah Hassett: Community at heart
Sarah Hassett owns the Macca's restaurants on Massey Road in Māngere East and in Papatoetoe. She's been at the helm since 2020 and says both stores reflect the vibrant mix of cultures that make South Auckland unique.

"The restaurants are seven minutes

apart and very anchored in South Auckland culture and so are all our customers and employees – from management to crew – massive diverse mix of cultures," says Sarah.

Her teams are made up of locals, and that connection is felt by the customers who come through the doors.

"I think our customers see and recognise the crew serving them, and they relate to them," she says. "Sometimes our crew's families will come in while they're working, or on the weekends. The family will come in for lunch, and it'll be the whole extended family."

At the Papatoetoe store, one group of regulars has become part of the furniture. Known affectionately as 'The Papas', this group of retired gentlemen visits every day for coffee and an ice cream. "They always clean up after themselves and even bring gifts for the staff," Sarah says.

Championing local sports teams, Sarah provides Player of the Day certificates to team managers. Both of her restaurants run quarterly fundraisers for Ronald McDonald House Charities. Each one includes themed hampers, dress-up days and raffles, all with the aim of giving back.

Outside the restaurants, Sarah

contributes her time to the Papatoetoe Business Association, working on initiatives that focus on lighting, rubbish collection and public safety.

Steve Sund: A lifelong connection
Steve Sund knows South Auckland well. He grew up in Ōtāhuhu, went to local schools, and studied at Manukau Tech. Today, he owns the Macca's restaurants at Botany Town Centre, Manukau Mall, Ōtara and Ōtāhuhu.

"All my restaurants are close to the places I've spent my whole life at, so I'm fortunate to maintain a strong connection with the community, and I'm proud to be back in these locations," Steve says. "That connection drives me to ensure we help the next generation and the local community as much as we can."

Over the years, Steve has helped fund and support a wide range of local sport. His restaurants have backed rugby, basketball, netball and football, including sponsorship of the Ōtāhuhu Sports Awards and the rugby teams at Tangaroa College.

Steve says his restaurants are more than just places to eat - they are welcoming spaces where people come to relax, catch up with friends or enjoy a meal or a coffee.

"We have a number of recurring

customers, mostly retired individuals, who come in every day to enjoy a coffee and have a chat with the crew," he says. "The local ambulance team, rail team, and police are also regulars, often grabbing a quick meal if they're in a hurry."

His teams are just as rooted in the community as his customers.

"Most of our crew are from the local community so quite often we have multiple generations working with us, with kids taking over from their parents as they grow up. They are all extremely customer-oriented, and they even remember the orders of regular customers."

A local business with local heart
For Sarah and Steve, running a Macca's is about more than serving food. It's about being part of something bigger. Their restaurants reflect the cultures, values and spirit of South Auckland.

Whether it's through sport, community fundraising or a friendly chat over coffee, these franchisees are making a difference every day.

Want to know more? Visit mcdonalds.co.nz or check out McDonald's LinkedIn page at linkedin.com/company/mcdonalds-nz