



# • STREET TALK •

The Official Newsletter of *Destination Orewa Beach*

Oops, it been a few months since our last Street Talk. An exceptionally busy summer followed immediately by Covid, upset the apple cart of regularity for us a little. But as a level of normality resumes for us here at Destination Orewa Beach, we are full steam ahead with creating initiatives to get foot traffic into Orewa again.... and lots of money being spent.

These are unusual and worrying times that will have lasting effects on every level. We anticipate it will take 3 months to get a full picture of businesses that can pick up where they left off, of those for whom the burden of Covid was just too much to bare. Beyond then, we anticipate it will be a full 18 months until any level of 'new normal' falls into place.

When Lockdown Level 4 hit like a bolt of lightening, there was so much uncertainty and unknown for all business owners. We

fielded calls from businesses asking questions such as 'am I an essential service', 'where do I access information for the Wage subsidy', 'can I ask my landlord for some rent relief' – and 'can you help me liaise with my landlord', 'where can I get Covid posters printed', 'is my business safe whilst we are in lockdown'. It was heart-warming that businesses knew to call us when they didn't know where to turn.

Rest assured that through these times of uncertainty and 'the unknown' we are here to help you all where ever we can – connecting you with support services, sharing insight, attracting customers...

*Hellen & Gayle*

FROM DESTINATION  
OREWA BEACH

## WELCOME TO OREWA

Since March – it has been rewarding to see the number of **new businesses opening** in Orewa:

**Drop Dead Handsome Barbers**, *Hillary Square*

**Dr Scissors Barber Shop**, *Bakehouse Lane*

**Island Women's Fashions**, *Bakehouse Lane*

**Marshall Gallery**, *Florence Avenue*

**Thyme after Time**, *Cnr Keith Morris Lane & Tamariki Avenue*

**The Hair Studio**, *main Hibiscus Coast Highway*

★ OREWA BEACH, WHERE THE SUN ALWAYS SHINES! ★ OREWA BEACH, WHERE THE SUN ALWAYS SHINES! ★



## BUSINESS CHANGES

Hearing Life (behind Hickeys Unichem) is now Audika

The Post office services and PO Boxes are now located in Paper Plus

## BUSINESSES CLOSED

**Emi Deli**, Cnr Keith Morris Lane & Tamariki Avenue

**Diamond & Time** have relocated to Silverdale (this was planned pre Covid)

**Flight Centre**, Hillary Square

**Copper Spoons**, Bakehouse Lane

**Coconut Gallery**, HBC Highway

**Roc Kitchen**, HBC Highway

**Alley Katz Café**, HBC Highway

**Vintage Sports Limited**, Westpac Plaza

A reflection of the confidence in Orewa by many business owners, there are FOUR Orewa business Owners who are looking at taking on a second premise in Orewa to either grow their current business, or start a complementary business. We will keep you posted as these are confirmed and details are able to be shared.

## BUSINESS RECOVERY INFORMATION

To ensure as many businesses as possible remain sustainable through this Covid recovery period, The **Auckland Chamber of Commerce** are offering free mentoring for 3 months to all business owners, not just Chamber members (usual cost \$200 + GST per year). This is a spectacular offer!

The link for information regarding free mentors is:

<https://www.aucklandchamber.co.nz/programmes/chamber-mentors/>

There is also a free phone number to call 0800CHAMBER for any questions around support and information. This is a free service provided by the Chamber.

The **Ministry of Business** has a website full of great resources and information around funding opportunities for business owners, under their '**Thrive to Survive**' brand.

The direct link to this information is:

<https://www.tools.business.govt.nz/funding-explorer>



## SUPPORT YOUR LOCAL →

It is imperative in the current post-Covid climate, that the Shop Local message be shouted from the roof tops. We have joined with Business Whangaparaoa and Silverdale Businesses creating a collaboration initiative 'Keep it on the Coast'. Shop local and support THE COAST – we all need to work together to ensure business right along the coast is sustainable as we move forward. This campaign is of course running concurrently with our own Shop Local (Orewa) campaign so we retain our own identity and shop local culture.



## HEALTH & SAFETY GUIDELINES →

Although there are no legal requirements for business and services at Alert Level 1, businesses are encouraged to adopt the **Ministry of Health** guidelines to ensure the health & safety of their employees and customers.

1. Display a Ministry of Health Covid Trace App QR Code at the entrance to your premise
2. Enable good health, hygiene and safety practices.
3. Encourage physical distancing where practical.

Walking around Orewa last week there were 19 street level businesses displaying a Covid Tracker QR Code OR Covid Health Guidelines in their shop windows. This is a relatively low level of businesses – we do heartily encourage you to display the Trace QR code in your window as a minimum.

Full details of Guidelines and practices as well as links to the Covid Track & Trace QR Code, can be found on the Ministry of Health website <https://www.health.govt.nz> - once on the landing page simply search '**Guidelines for Business**' or '**Covid Trace QR Code**' to be directed to the appropriate page.

*Mix & Mingle with*  
**OTHER OREWA BUSINESSES**

**A DATE FOR YOUR DIARY** the Orewa Beach networking events are free to all Orewa Business Owners, and provide the perfect platform to meet and engage with other business owners in a casual and relaxed setting. You may have a chance to work together, to recommend each other or to support each other – the advantages of knowing your fellow business Owners, are many!

*join us at the*  
**Destination Orewa Beach**  
**networking event**  
*mix & mingle with other Orewa businesses*  
**5.30 - 7.00PM WEDNESDAY 29TH JULY**

**DESTINATION OREWA BEACH OFFICES**  
UPSTAIRS, 350 HIBISCUS COAST HIGHWAY  
(BESIDE BOLLIWOOD)

**RSVP: by Thursday 23rd July**  
TO: ADMIN@OREWABEACH.CO.NZ  
PH: 09 426 2638

**Destination Orewa BEACH**  
www.orewabeach.co.nz

## LEVEL 1 RETAIL SPEND AUCKLAND

Since business limitations have been removed, statistics reflect that metropolitan centres around NZ showed a spike in retail spend as Level 1 hit, which quickly dropped again after an initial spending flurry. However, for urban and suburban town centres the overall Auckland spend spike has continued across most industry sectors, and remains status quo in regards to retail spend growth. Growth of 10.17% was experienced for the week ending 7th June and 10.78%, 12.85% and 10.8% respectively for the three weeks prior (when compared to the same week, last year).

Although the retail spend is consistently UP, the number of transactions is consistently DOWN which reflects there LESS people out and about – however less people are spending more money per transaction.

This is all so favourable to hear and we are doing everything we can to ensure this growth rate continues.....

# CHANGES TO ANNUAL OREWA ACTIVITIES

Foot traffic = customer spend. The most successfully proven way to attract foot traffic into Orewa, is through events. The annual event schedule brings locals into town to enjoy a free to attend family day out. Increased numbers of visitors from wider Auckland and northland come to Orewa to attend our events, and we also try and attract overseas visitors who are travelling North or South via Orewa. The Orewa events every year are funded via a combination of allocated funds from our own budget, from an annual grant from the Local Board, funding grants from Funding Trusts and also from generous local businesses (corporate sponsorship).

We anticipate there will be a reduction of funding grants and corporate sponsors available over the next year or so due to the financial impacts of Covid, yet it is imperative we continue our usual high level of engagement with the community over summer and keep the foot traffic coming.

For 2021 we will not run the Orewa Buskers Festival. DOB contribute more to this event than any other event over the year,

so sadly we have to lose some to win some – this event will be shelved and the allocated funds for this event will be spread across our two big events – the Surf Sounds Concert and the Boulevard Arts Festival – to fill in the expected funding grant gaps and ensure these events can continue.

On the plus side, 2021 brings the 36th America's Cup (AC36) and Orewa will be hosting a 3 day AC36 event over the weekend of the match finals 12-14 March 2021. Big screen live match racing, movies at night, bean bags, food trucks, clowns, bouncy castle etc and the annual Sand Castle event will take place on the Sunday. These 3 days of activity will no doubt attract a large audience from the HBC and beyond.... and will hopefully bring high levels of retail spend into the town.

We are working with other event organisers to provide as much assistance as we can to ensure their events are also financially viable to continue – the Beach Rodders Festival, the HSV Show, The Lions Big Dig etc

*Support  
Orewa!*

## OREWA BEACH BROCHURE

Typically at this time of year we are in full swing confirming advertisers for the next edition of this much sought after, multi-purpose brochure.

However as we were not able to distribute brochures to businesses and accommodation outlets over the 7 weeks of level 4 and level 3 lockdown, we have a surplus of the current 19/20 brochure in stock. This surplus level is compounded by the temporary ceasing of service from Visitorpoint who distribute the brochures to all the iSites, information Centres, rental car depots and accommodation throughout NZ. After talking to a focus group of Orewa business owners and our Board of Directors, it has been decided that we will defer producing a new brochure until such time as the current brochures have been used. It is not an environmentally or financially sound decision to reprint a brochure which

is still 95% up to date. This provides a great bonus for those businesses advertising in this brochure in that they gain a 2nd years promotion for the price of one year !

The current brochures will continue in circulation until such time as the stock levels depict an update is needed.



## PARKING →

The number of Staff from Orewa businesses parking the in Orewa CBD is becoming unacceptable! New World, Countdown (and Hillary Square) carparks are abused by Orewa staff every day. Customers are not able to get close access to these businesses because parking is taken up by staff from another business.



We ask businesses to advise their staff NOT to park in the Orewa CBD overall and especially **do not park in either supermarket carpark** - these are private carparks. Parking enforcement is in place in these carparks due to the number of staff from other businesses, parking there every day. It is a 600m / 10 minute walk from the centre of Orewa to the edge of the 2 hour parking zone. A ten minute walk from vehicle to place of work is a reasonable expectation. Losing customers due to a lack of parking close by, is an unreasonable outcome.

This is NOT an easy fix - sadly Browns Bay, Mairangi Bay, Takapuna and the majority of town centres all have the same issue with parking limitations and staff taking advantage of other businesses parking. Population growth and urban spread are increasing the customer levels in all town centres putting pressure on available parking.

As mentioned in the previous Street Talk's – there are 30+ car parking spaces available for lease at 24 Moana Avenue. The cost of a parking space is less than one cup of coffee per day. This can be a quick and simple solution to staff parking. For more information, phone 0275 723023.



**Here's a blast from the past** – The Skulanders Four Square 1950. The original building where Farida's Italian & French Restaurant now sits.

### YOUR BOARD MEMBERS

#### CHAIRMAN:

Kim Lyons 021 739 922 First Rate Mortgages

#### BUSINESS ASSOCIATION MANAGER / SECRETARY:

Hellen Wilkins 021 412 613 Destination Orewa Beach  
or 09 426 2638

#### TREASURER:

Clinton Sanford 09 421 9020 baldry + sanford (Treasurer)

#### DEPUTY CHAIR:

Richard Worker 09 427 0550 North Harbour Law

Eric Blake 09 427 0131 The Nautilus Apartments

David Carrol 021 670 085 Barfoot & Thompson, Orewa

Barbara Everiss 09 426 5287 Flowers by Joanne

Vanessa Grant 09 421 1606 Orewa Framing Studio

Sophie Howard 021 855 778 Harcourts Tandem, Orewa

Leanne Little 09 426 7950 Forrest Funeral Services

Vaughan Reed 021 612 753 Labyrinth Solutions

Jonathon Rigg 027 496 3904 Rigg Family Trust

Jo Robertson 021 041 4111 The Grove Orewa

**LOCAL BOARD REPRESENTATIVE (NON-VOTING):** Hibiscus & Bays Local Board

021 242 7504 Janet Fitzgerald

### QUOTE OF THE DAY

*Look for something positive each day, even if some days you have to look a little harder*



### Mainstreet Orewa Inc.

(Operating as Destination Orewa Beach)

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