

• STREET TALK •

The Official Newsletter of *Destination Orewa Beach*

At the end of July, we received the Paymark retail spend reports for the June quarter and the 2019-2020 financial year. We will detail these results throughout this edition of Street Talk. We always show a 'dashboard' style version of these results, but we welcome the opportunity to review these reports in full with any business Owner who has half an hour to spare and would like to know more.

August brings the time to 'wrap up' the last year and undertake some 'planning and forecasting' for the next year. Lots of crystal ball gazing is needed due to the unknowns ahead as we all recover from Covid.

We would like to take this opportunity to pat each and every business on the back. Your resilience, adaptability and determination to keep your business running is commendable. The journey has been tough, and it is not over yet. If you need direction to any of the many business support agencies, please reach out at any time.

Hellen & Gayle

FROM *DESTINATION
OREWA BEACH*

WELCOME TO OREWA

- **The Biltong & Braai Shop, Moana Avenue**
(in the former Portugrill premise)
- **Morison Property (Management) Ltd**
- **Coast Insurance**
- **Luck Mortgages**

BUSINESS CHANGES

- Animal Health Centre is now **Animal Naturals**

BUSINESSES CLOSED

- None that we are aware of

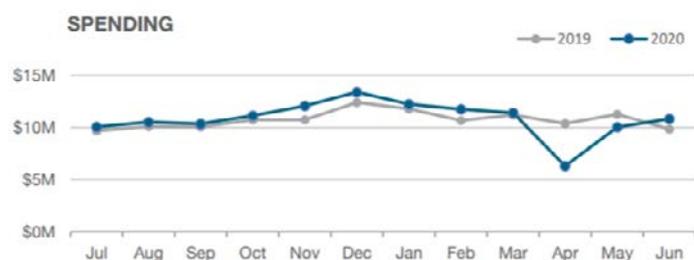
★ OREWA BEACH, WHERE THE SUN ALWAYS SHINES! ★ OREWA BEACH, WHERE THE SUN ALWAYS SHINES! ★



RETAIL SPEND RESULTS →

12-month snapshot to June 2020

Below is the chart reflecting the Orewa spend trend up to, and right through, the Covid lockdown period. The severe downward trend in March / April was expected. On a positive – it is good to see that the overall spend for June is higher than June last year. Long may this continue.



When comparing Orewa to the 3 'competitor' town centres that we track, Orewa overall has fared well. Orewa experienced a positive growth over the 2019-year end of 1%. This is far lower than the growth for the previous year BUT considering the impacts of lockdown on business revenues, 1% is a good result. Auckland City overall had -5% growth and Takapuna had -45% which is devastating for them.

Town Centre	% Growth 2019 Y/E	% Growth 2020 Y/E
Orewa	5.6%	1%
Browns Bay	-2.3%	-12.1%
Warkworth	0.4%	-1.8%
Silverdale	12%	1.2%

June (COVID) Quarter 2020 Vs 2019

When comparing the June 2020 quarter spend to the June 2019 quarter, Orewa experienced a -13.7% decrease in spend. 13.7% LESS revenue was generated for this quarter, than the same quarter last year. Supermarkets and retail stores that shifted to an online service, made a marked positive impact on this result – had it not been for this business model shift, the result would have been far worse.

As we have access to the Paymark reports from many other town centres, we were able to formulate the chart below which reflects 15 different town centre spend results over the COVID quarter'. Out of the 15 town centres, Orewa fared 3rd best.

	COVID
	Jun 20 Qtr
Orewa	-13.7
Browns Bay	-21.1
Devonport	-12.2
Milford	-17.3
Takapuna	-45.3
Warkworth	-15.9
Silverdale	-18.00
Parnell	-45
Ponsonby	-42.2
Mt Eden	-44.2
Birkenhead	-16.4
St Heliers	-35.6
Auckland CBD	-59.2
Remuera	-16.5
Newmarket	-11.7
Auckland Region Overall Average	-23.9

We realise these results are collective across all business sectors and do not reflect individual business results. Many businesses are still suffering financially in a major way and the likes of the Travel industry has a long way to go and many, many frustrating months ahead, to be anywhere 'near normal'.

Note: these charts cover spend via electronic / eftpos only. Cash sales or services paid via invoice are excluded from these results.

We are often asked why do we compare our results to other town centres? If their financial results are significantly higher than ours - why? what should we be doing differently? Our local competitor town centres provide a benchmark for us to meet and surpass....



BUSINESS RECOVERY INFORMATION

Details for the various Agencies providing support and direction for businesses Owners in NZ:

Auckland Chamber of Commerce – 0800 chamber

Ministry of Business, Innovation and Employment – 04 901 1499

Ministry of Health – 0800 358 5453

COVID Tracer QR code generator - <https://qrform.tracing.covid19.govt.nz/>



ANNUAL EVENT SCHEDULE →

The annual schedule of community events delivered by Destination Orewa Beach, has been confirmed. These events bring not only significant revenue into Orewa, but also great foot traffic and they attract new visitors – many of whom return at a later date.

These events are funded through a mix of allocated Destination Orewa Beach Budget (\$50,000), Partnership Agreement Funding & Grants from the Hibiscus & Bays Local Board (\$30,000) and corporate sponsors / grants (\$56,000) plus for 2021 there's a one-off BID allocation of \$25,000 for the 3 day America's Cup event.

The schedule of Destination Orewa Beach events for the year is:

November 28th	New World Orewa Santa Parade
November 28th	Orewa Surf Sounds Concert & Firewords
February 13th & 14th	Boulevard Arts Fiesta
February 27th	Beach n Bites - Orewa's Longest Dinner
March 12 - 14th	America's Cup Finals Weekend Event
March 14th	Orewa Sandcastle Competition (intergrated into the America's Cup event)

Networking Evening

MEET OTHER OREWA BUSINESS OWNERS'

Held on **Tuesday 29th July**, this was attended by around 30 Orewa business owners. It was wonderful to see so many new faces and just how many 'connections' there were between businesses who found a point of mutual benefit.

Anne from *Never Ending Books* summed the evening up perfectly:

I like getting to know who is who at the zoo, so to speak. Am not sure why more folk don't take advantage of this networking opportunity (to say nothing of the refreshments) I gain customers and friendly faces in the street every time!

We hope to hold the next networking evening at the end of October. Watch your email inbox for the invitation.



PARKING →

Just like a squeaky wheel, we continue to squeak on and ask Orewa employees NOT to park in the Orewa CBD overall and especially do not park in either supermarket carpark - these are private carparks. As this problem is not dissipating, we have asked Auckland Transport to increase the level of Parking Enforcement in Orewa to deter the number of employees parking in the Orewa CBD all day every day.

Employee cars are denying a parking space for hundreds of customer vehicles over a week. Not only is this unjust to your fellow businesses as their customers cannot park nearby, it could be impacting your own businesses as potential customers drive away due to not being able to find a parking space by your premises.

There are 30+ car parking spaces available for lease at 24 Moana Avenue. The cost of a parking space equates to less than one cup of coffee a day. This can be a quick and simple solution to staff parking. Phone **0275 723023** for more information.

I AM WHEEL. HEAR ME SQUEAK.



Are you seeking new staff?

In-Work is a service that employers can access free of charge. If you an employer in the wider Orewa area and you are looking for employees, please contact **Sue McIntyre** at In-Work, on **027 665 8059** to discuss your needs.

Don't Forget

The Destination Orewa Beach AGM will be held on **Wednesday 16th September**. If you would like to attend to hear a summary of last year and plans for next year – followed by light refreshments, please contact **Gayle** on **admin@orewabeach.co.nz** by September 10th.

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 Carrel 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):

Janet Fitzgerald 021 242 7504 Hibiscus & Bays Local Board

QUOTE OF THE DAY

"The politicians say 'we' can't afford a tax cut. Maybe we can't afford the politicians."

— Steve Forbes
Editor-in-chief of Forbes Media



Mainstreet Orewa Inc.

(Operating as Destination Orewa Beach)

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