

May 2022



·STREET TALK·

The Official Newsletter of *Destination Orewa Beach*

In March, we had no idea how the town was going to 'keep going' with a low energy throughout the town and an even lower level of people around and about. Everything and everyone was visibly fed up – fed up with Covid impacts, reducing customer numbers and staff shortages.

The transition from March to April brought with it a significant increase in foot traffic throughout the town. The town seemed to buzz and the warmer weekends attracting high numbers of families to the town to enjoy the ongoing sunny weather.

We have held off sending out this Street Talk as we were awaiting the monthly Paymark Report so we can report the financial stats for April – in anticipation that the financials reflected the vibrancy that was now visually evident around the town.

A snapshot of these financials are detailed farther in this Street Talk. This is purely a snapshot cross the overall town Vs for specific sectors - if you would like a walkthrough of a full Paymark report from end to end, please contact us. We are always happy to share these reports in full.

WELCOME TO OREWA:

~ Boo Boo Sushi, Hillary Square

BUSINESSES CLOSED:

BlueFit Gym, Centreway Road ~

As the invitation to the right states, it has been far too long since we held a networking event.

We invite all businesses within the Orewa CBD, to join us for a casual drink and catch up at the offices of **GJ Gardner Homes**.

If you are 'not a networker' these events are purposely designed to be very casual, inclusive, and welcoming. There are no ice breaker games or expectations around connecting with other businesses. It is purely convivial conversation, over a drink.

We always host these drinks within an Orewa business. This enables businesses to visit other business premises. We have the next venue (August tbc) sorted but if you would like to be the venue for one of these evenings, please let us know. We do everything and fund everything, you are simply the venue. *Easy!*

DESTINATION
Orewa
BEACH



It's been far too long - it must be time for
Networking Drinks

Tuesday May 31st
5.30pm to 7pm

hosted by GJ Gardner
Cnr Tamariki Ave & Cammish Lane

please RSVP by 27th May, to admin@orewabeach.co.nz

open to all Orewa CBD business owners & staff

G.J. Gardner. HOMES

PLANNING IS PROGRESSING.....

There is a long-proven history of events having a positive economic impact on Orewa.

These annual events are funded through a combination of \$60,000 events and promotions budget allocated in the Destination Orewa Beach annual budget, \$22,000 Partnership funding from the Hibiscus & Bays Local Board, funding grants, corporate sponsorships from local businesses and in two cases – ticket sales revenue.

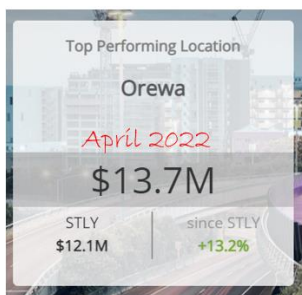


The 2022 / 2023 event schedule is proposed to be:

- November 12th – Brands by the Beach fashion show (ticketed event with bubbles & Canapes etc)
- November 26th – New World Orewa Santa Parade (float applications will be sent out in August)
- November 26th – Orewa Surf Sounds Concert & Fireworks (amusement rides, food truck alley, band)
- February 18th – Orewa Boulevard Arts Fiesta (150+ market stalls, food trucks, entertainers & bands)
- March 3rd – Hospitality event yet to be refined (Beach Bites Longest Dinner or similar event)
- March 25th – Beachie Bike Cruise (12km fun family cycle ride ending with band & food trucks event)
- April 8th (to be confirmed) – Orewa Sandcastle Competition & twenty tonne sand sculpture

Additional to these events, a summer **'Live Streets'** schedule of musical buskers will also be implemented Friday to Sunday each weekend from December through to mid-February.

The intent of all these events is to: bring *locals* into Orewa * attract *visitors* into Orewa * increase retail spend * add vibrancy to the town centre * provide free to attend activities for the community *



As mentioned, the Paymark report for April was eagerly awaited. Although these reports capture only around 80% of the spend in Orewa, it is a great gauge as to the financial position of the town. This snapshot here does not breakdown the spend growth into industry segments, however we are always happy to run through these reports, including individual sector results, with businesses at any time. As shown to the left, of the four reporting months in 2022, Orewa held the top retail spend increase spot for three of these months, out of 60 Auckland town centres.



Retail spend growth April 2022 Vs to April 2021 + 13.2%
 Retail spend growth April 2022 Vs March 2022 + 7.4%
 Geographic customer increases in April 2022:

- North Shore +7.1% Waitakere +35.3%
- Manukau City +41.1% Papakura +62.4%
- Franklin +33.2% International +30.1%

THE BIG BANG PROMOTION....



Using the unspent event funding from the 21/22 summer, the month long 'Win a Car' promotion cost \$28,128 – including costs for the prize draw event on May 7th.

The Winner, Heidi Anderson, a mum of 2 small boys from Millwater entered the competition three times. She advised that she knew about the promotion via Social Media promotion, she saw the branded bus-rear, and she heard the radio advertising. The car was handed over to Heidi at the Simon Lucas dealership on Thursday (12th May).

Having never done such a promotion before, we hoped to gain 3,000 entries. This number was well surpassed with 5,203 total entries from Auckland wide, in fact from NZ wide with visitors passing through on their travels, also entering.

Entrants who lived outside of the HBC were emailed a quick survey to ascertain why they came to Orewa and how they found out about the competition. It was very fulfilling to read that 90% of respondents advised that the business they visited, asked if they would like to enter the competition

Success is not about the big changes, its about continual small changes!

The Professional Collective is an emerging networking group of (so far) ten like-minded, proactive local business professionals who meet bi-weekly for breakfast to build business together, inspire each other and share specialist industry insights and experience.

At \$69/ month to join this includes two cooked breakfasts, the fees are the lowest of any network group available, because they are run by the members, for the members. Contact chris@allbrand.co.nz to learn more.



The Destination Orewa Beach Board of Directors for the 2022/2023 year are:

- Vanessa Grant – Owner, Orewa Framing Studio (CHAIR)
- Leanne Little - Forrest Funeral Services (DEPUTY CHAIR)
- Clinton Sanford – Baldry + Sanford (TREASURER)
- Jonathan Rigg - Commercial Landowner, Rigg Properties
- Barbara Everiss - Commercial Landowner, Flowers by Joanne
- Kim Lyons - Owner, First Rate Mortgages
- David Carrel - Branch Manager, Barfoot & Thompson Orewa
- Steve McClean - Owner Operator, New World Orewa
- Vaughan Reed – Managing Director, Vibe FYI
- Eric Blake – General Manager, The Ramada Suites by Wyndham Nautilus
- Jeanine Mitchell – Director, North Harbour Law
- Janet Fitzgerald – Local Board Representative, Hibiscus & Bays Local Board

Destination Orewa Beach

are located at 350 Hibiscus Coast Highway, upstairs next to the Cheeky Chapati Restaurant
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