

• STREET TALK •

The Official Newsletter of **Destination Orewa Beach**

January, February and March have been a rollercoaster in regard to town centre impacts - from buzzing streets with a quintessential holiday vibe, to low lows with wet n' wild weather, low levels of foot traffic and low energy all around. The two typically high revenue long weekends, were obliterated by the January floods and the February cyclone and multiple events which bring high levels of revenue into the towns across the summer, were also cancelled, Auckland wide.

As well as the 'visual check' to ascertain the town's likely turnover across the months, the Paymark Marketview results give quantified statistics around revenues generated. For the past 3 months, Paymark shows that Orewa has followed the trend of other town centres in regard to retail spend Vs weather impacts. A summary of the retail spend stats is detailed within this newsletter.

Once we wrap up the reporting and financials for the topsy turvy events season, we will confirm a date for the next Destination Orewa Beach networking event.

We heartily encourage you to attend one of these evenings - there's no ice breaker activities, no round table introductions, no hard sell tactics, just a casual and low key couple of hours sharing a wine and lots of laughs amongst other Orewa business owners. Look out for the invite in your e-mailbox and we hope to see you there !

Hellen & Gayle
DESTINATION OREWA BEACH

'**Rain Drops Keep Fallin' on my Head**' was written by Burt Bacharach in 1969 for the movie 'Butch Cassidy and the Sundance Kid' starring Paul Newman. It has been re-recorded at least 11 times including a Yiddish version and a French version. It's the perfect song to sing driving to work this week !

Random rainy day fact

WELCOME TO OREWA

- Dominoes Pizza, Tamariki Avenue
- Simpson Scott Homewares, Hillary Square
- Semola, Moana Avenue
- Knight Inspired, Hillary Square
- Absurd Hope, Moana Court
- Laundromat Co, Moana Avenue
- Mandurang Korean Restaurant, HBC Highway

BUSINESS CHANGES

- None known

BUSINESSES CLOSED

- La Cucina Mexican Cantina ★
- Marshall Home Gallery
- Bakeaboo
- Obreros Japanese and Philappino restaurant
- The Pine Cafe

financials

Month on month revenue growth

November to December	-19.9%
December to January	+17.7%
January to February	+24.3%
February to March	-9.6%

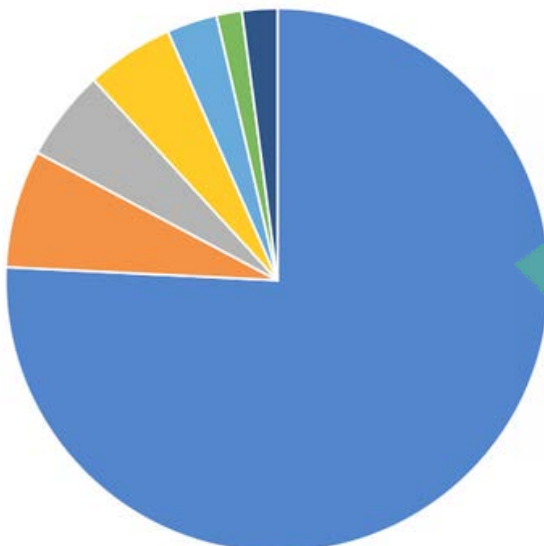
The highest revenue generating days of the 3 months to March '23 were February 10th & 11th - the weekend of the Beach Rodders Festival.

Revenue gain on event dates*

5 th November, Beach Brands Fashion Parade	+16.1%
26 th November, Santa Parade & Surf Sounds	+12.5%
10 th & 11 th February, Beach Rodders Festival	+19.5%
4 th March, Beach n Bites Longest Dinner	+21.7%
25 th March, Orewa Bike Cruise	+9.3%

* Event date revenues when compared to the previous non event weekend

Orewa Customer Origin



■ Rodney ■ Nth Shore ■ Rest of NZ ■ International ■ Auckland City ■ Manukau ■ Other

Retail Revenue for Orewa generally builds up from December, January and February and then drops down in March once schools return and the holiday season wraps up.

Auckland wide so much revenue was lost over two typically financially huge long weekends as both Auckland Anniversary weekend and Waitangi weekend were a wash out due to extreme weather.

To the left is a snapshot of the town revenue over the summer, sourced from Marketview. These reports *include* all eftpos transactions and *exclude* any transaction done via bank to bank transfer, gift vouchers, cash or invoice. The likes of Professional services and industrial business revenues are very hard to ascertain due to typically being paid via invoice.. The stats we report are therefore a worst case scenario and the overall town revenue would be far higher if all forms of payment were able to be quantified

Although 3/4 of the Orewa revenue comes from customers living within the Rodney region, there is growth in the 'Rest of NZ' and 'International' customer origin spend also.



Get ready for less single-use plastic

From 1 July, the next step in phasing out single-use and hard-to-recycle plastic begins. This will affect multiple business sectors and our day to day life, not just the food or retail industry sectors. We encourage everyone to be aware of these changes. A simple summary of changes is;

- single-use plastic produce bags, plates, bowls, and cutlery will be banned
- the sale of single-use plastic straws will be restricted
- a transition to compostable plastic produce labels by 2025 begins.

Find out how to prepare now, including how to tell if your plastic items are designed for single-use.

The Ministry for the Environment [website link](#) has more in depth information, helpful links and details of alternate products to use.

THANK YOU!

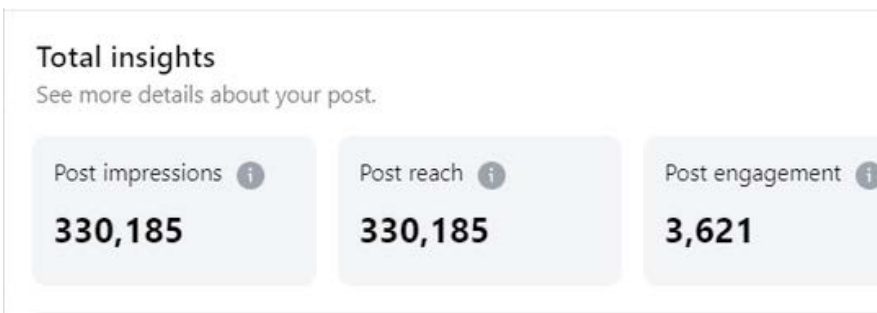
to all the local businesses whom sponsored our activities over the last year. You made the difference !

Auckland Transport, Barfoot & Thompson (Orewa, Millwater & Whangaparaoa), Bayleys in the North, Bike Auckland, Carlton Party Hire Warkworth, Estuary Arts Centre, Flowers by Joanne, Forrest Funeral Services, Fulton Hogan, Harcourts Cooper & Co Millwater, Hibiscus Coast Community Arts Council, Hopper Developments, Hibiscus Matters, IKON Homes, Independent Agent, More FM Rodney, North Harbour Law, New World Orewa, Orewa Optics, Rosalind Warren, Studio Eleven, The Legal Team, Sarah O'Gorman at Wallace Stratton, Waves Motel, Wyatt Haulage Snells Beach and the Hibiscus & Bays Local Board



GET OUT THERE!

Our role requires us to be heavily engaged with social media platforms for a multitude of purposes. As we share or create posts and go about tagging businesses relevant to our posts, it is interesting to note how many businesses still don't have a social media presence, or have a page which is not actively used. Social media is the most effective way of marketing to a wide audience for no cost - Facebook, Instagram, Twitter, Tik Tok.... the options are plentiful.



Google hosts hundreds of Social Media forums - why to / how to / how not to etc. A simple, concise link which covers the benefits to businesses, is from hootsuite: [Click here](#)

Above are the insights from a social media post regarding the Orewa Sand sculpture on the Orewa Beach FB page from 11th April. Over and above these figures, 74 people shared the post. 330,185 saw the Orewa Brand - FOR FREE.

If you're not taking advantage of socials within your digital marketing strategy, you're missing out on a fast, inexpensive, and effective way to reach a mass audience.

The ability to create real human connections is one of the key benefits of social media for businesses. Introduce your followers to the people who make up your company, share a fact about your business or details about how processes are done, comment on the weather or even a regular favourite - introduce the office dog, a guaranteed way to get lots of interaction.

Social media posts work best with an image attached Vs just a word-filled paragraph. Noting that sometimes the most inane images generate the highest interaction.

BUSINESS SUPPORT 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

CRIME REPORTING

The level of petty theft and intimidating activity throughout Orewa has declined marginally of late which coincides with the removal of some residents housed at MSD / emergency housing in Orewa. At a business meeting with the Police and Mark Mitchell at the end of March, it was advised that there is a large disparity between the level of crime in Orewa *EXPERIENCED* and the level of crime *REPORTED* in Orewa. A huge case of under-reporting is in play eg only 7 theft reports were reported to the police in the 3-months to March 2023. Police resourcing for the town will not increase based on the stats of crime reported. To enable an increased level of Police presence, it is imperative that businesses (and the community) report any crime to the police. If you think its something little, this could in fact be an element of something far bigger. No crime is too small to report. Even if no Police action is taken, it is reported and counts toward the Orewa statistics. We continue our pleas for businesses to **report all crime / antisocial behaviour / damage.**

crime

If its in progress, call 111

If it has already happened, is suspicious or is minor, call 105 or log this online at 105.police.govt.nz (photos / video can be added) - this website is the most efficient way of reporting crime !

damage

Damage to town infrastructure (bench seats, footpaths, plant beds, footpaths, tree fronds etc)

Phone: 09 301 0101, or

www.aucklandcouncil.govt.nz/report-problem

(photos can be attached), or

download the **SNAP SEND SOLVE** app on your phone.

grafitti

Refer to the 'damage' contacts above for grafitti on Council premises / buildings. For grafitti on private / commercial premises this is the responsibility of the owner. Contact the likes of grafittidoctor.co.nz