

• STREET TALK •

The Official Newsletter of **Destination Orewa Beach**

financials

Month on month revenue growth

Retail spend in Orewa increased a little* from April to May, showing a 3% increase across all retail sectors.

The highest sector increase for the month was Hospitality showing a 2.2% increase in May.

For comparison, our neighbour town centres showed 1.6% growth for Warkworth, -.7% for Whangaparaoa and -5.2% for Silverdale.

* This is a total figure across the town and we realise individual businesses will reflect differing outcomes.

Source: Marketview

In this Street Talk we're getting straight into it ! July is the big reporting, planning & strategising month so we're wrapping up plans, making plans and justifying plans. But our door is always open, if you ever want to chat through anything, anytime.

Hellen & Gayle
DESTINATION OREWA BEACH

Random local fact

49km ! Starting at the Orewa South bridge, travelling around to the Weiti inlet (in line with the start of Whangaparaoa Road), 49km the Whangaparaoa Peninsula coastline approximate length. That's round about the same distance driving from the Orewa South bridge to Te Hana in the North.

WELCOME TO OREWA

- The Chatty Barber, Cammish Lane
- The Salt (Op)Shop, Florence Avenue
- House of Travel, Tamariki Avenue
- Pink Pony Creative, Cammish Lane
- Blende Beauty, HBC Highway
- Styx & Stones Tattoo, Muldoon Walkway
- The Colour Club, 8 Moana Avenue

BUSINESS CHANGES

- The Uniform Shop is now in Tamariki Ave

BUSINESSES CLOSED

- MCF Homeware
- Marshall Home
- Provincial Education



events



keep an eye on our socials
for event details

The annual event schedule is created for a multiple of purposes:

- To bring foot traffic into Orewa
- To increase \$\$ spend in the town
- To showcase local performers
- To create a sense of pride in Orewa
- To make use of the ideal green spaces
- To promote Orewa's biggest asset - it's beach !
- To give visitors a great experience
- To promote local sponsor brands

The Destination Orewa Beach 2023/2024 event schedule has been set as follows:

Sunday September 24th

Orewa Winterfest Festival *NEW EVENT*

10 tonne snow play area, polar swim, Olaf and Elsa from Frozen, face painting, food trucks, Harcourts Cooper & Co chillax area.

Saturday November 4th

Orewa Beach Brands Fashion Show

Showcasing fashion from Orewa retails in a fun & vibrant outdoor setting.

Saturday November 25th

New World Orewa Santa Parade

The largest Santa Parade North of the Harbour Bridge

cont....

Saturday December 2nd

Orewa Asian Cultural Festival

Cultural food trucks, art and performances from the wider Asian nations.

Saturday February 17th

Orewa Boulevard Arts Fiesta

A quintessential street fiesta adjacent the beach.

Saturday March 9th

Orewa Sandcastle Competition.

The 20 tonne promotional sculpture will commence on Monday 4th March.

Saturday March 30th

Orewa Surf Sounds

The annual food truck / amusements / concert & fire works event.

NOTE this is now a standalone event and not associated with the Santa Parade.

Saturday April 13th

Orewa Bike Cruise

11km cycle around the estuary with fun & entertainment along the way.

events cont....

The events we create for the community could not happen without the support of

our local community focused businesses. If you would like to get your brand in front of a mass audience, and be part of one of our signature events, there are several financial sponsorship places available for \$2,500 and \$5,000. Get front and centre of audiences up to 15,000 people who hail from as far north as Warkworth, Kaipara in the west and the East Coast Bays & North Shore area in the south. Click [here](#) for a full schedule of events and sponsor partnership opportunities and reach out if you'd like to chat through anything.

REVIEWS REVIEWS REVIEWS

Google

yelp*



Find us on

On-line reviews play a crucial part in running a business.

By attracting/encouraging great reviews, your brand is more likely to show up when customers are googling their next shopping decision. Customer reviews on the best review sites, can significantly enhance your marketing efforts.

Reviews reflect the service levels and trustworthy-ness of your business. Reviews that are personally responded to, show you are engaged and that the customer experience MATTERS.

Some stats around online reviews:

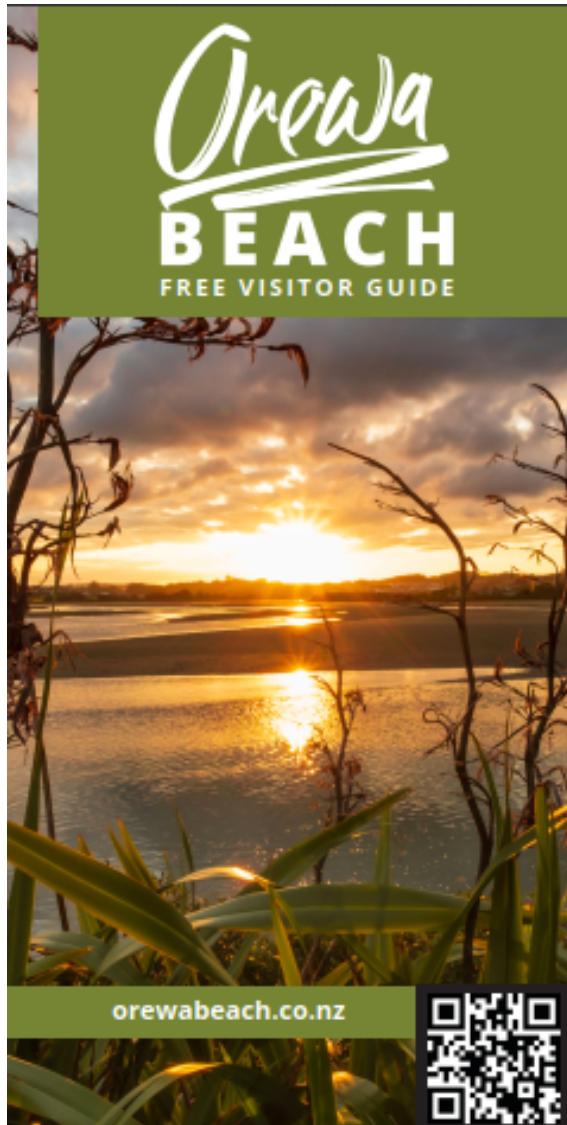
- 92% of customers won't buy a product if a negative review has been left
- 97% of customers state that reviews impact their decision making
- 75% of customers trust on line reviews over supplier reviews
(source: [websitebuilder.com](#))

Unfortunately, customers are far more likely to leave a NEGATIVE review than they are a POSITIVE one. If you're ahead of your reviews, you can ensure you deliver that positive customer experience.

Ask yourself these simple questions:

- When was the last time you checked reviews for your business ?
- Do you ASK your customers to leave a review ?
- Do you respond to on line reviews personally ?
- Do you adjust services as needed around complaints ?

Orewa Beach Guide



The next edition of the Orewa Beach Guide will be published in November.

Delivered to every house from Dairy Flat to Puhoi and Gulf Harbour to Kaipara, this brochure is a key marketing tool for the town, and the half visitor / half local information format means it is read by locals and visitors alike.

National iSites, car rental depots, accommodation providers on the Shore & Auckland City, Auckland Airport arrivals, the Auckland Ferry building and the BP Station at Drury have this brochure in their brochure racks.

There are limited advertising spaces available. Click [here](#) for the advertising sizes and costs. If you wish to take up the offer please fill in and email back the [advertising agreement](#)

All businesses in Orewa have a free line listing in the business directory at the rear of the brochure, and all picture ads have a URL link to their preferred website, on the online version of the brochure..

AGM

The 2023 AGM for Destination Orewa Beach, will be held on Thursday 21st September at 5.30pm. At this general meeting we will review the past 12 months... how we spent your money.... overview some key outcomes, and preview the plans for the next 12 months and then we wrap the evening up with a couple of drinks and some nibbles.. New Board Member nominations will also be moved, for the 2023 / 2024 year. Watch your email for details of the AGM and nomination forms.

All businesses within the Orewa Business Association* are eligible to attend this event. All relevant information / reports will be forwarded to all RSVP's prior to the event. * If you operate a business from a commercial premise in Orewa, you ARE a member of the Business Association.

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

PRIDE

We love seeing business owners cleaning their windows and sweeping the leaves from the footpath in front of their business - continuing the good old fashioned philosophy of taking pride in their premise. Sadly, not all businesses embrace this philosophy. It really does make the difference when little things are done such as sweeping leaves, cleaning windows, cleaning the concrete threshold, taking down out of date posters, keeping planters planted, picking up wind blown rubbish. If you have some down time - invest if by showing your property a few minutes of love each day.

Your customers will notice it !

CRIME REPORTING

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

For Council premises 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.

For grafitti on private / commercial premises this is the responsibility of the owner. Contact the likes of grafittidoctor.co.nz