

2023 / 2025 Strategic & Action Plan

This is a confidential document and is not to be shared without prior written approval from the Board of Directors of Main Street Orewa Inc.



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Orewa is a quintessential beach side town with a vibrant main street, flourishing hospitality precinct, boutique retail business sector and a growing professional and digital business presence.

High numbers of new, high value residential properties being built in the immediate surrounding suburbs of Awa Hills, Milldale, Red Beach and Pacific Heights along with the continued development of Millwater add significantly to the increasing customer base for Orewa.

Being located within New Zealand's fastest growing residential area of Hibiscus Coast, the Orewa house sales history has shown significant price fluctuations year on year, and the number of sales continues to decrease which is expected within the Real Estate sector.

Orewa Median House price June 2023, \$1,265,000 – a decrease of \$85,000 over June 2022

Orewa number of house sales 12 months to June 2023, 318 - a reduction of 39 over YTD June 2022

The demographic of Orewa has continued to adjust over the past 5 years with an increase of young families, fit and active retirees and first homeowners, being visibly noticeable. Orewa businesses are adapting their product / service to cater for this younger, dynamic, and financially stable customer base.

There are still many opportunities for growth and development within Orewa, either redeveloping existing buildings or vacant spaces to build new, high spec premises. Destination Orewa Beach are continually examining the possibilities and formulating strategies around growth, development, and opportunities to meet the challenges, to help our businesses, and to drive increased foot traffic (and associated revenues) into Orewa.

This strategic and action plan will outline what we do and what critical factors we work around meet our five key objectives:

- Objective One - Raise the appearance, appeal and vibrancy of the business area
- Objective Two - Increase the promotion and identity of Orewa biggest asset - its beach
- Objective Three - Increase awareness of Orewa as a Business Destination
- Objective Four - Increase the opportunity for, and appeal of, the visitor experience
- Objective Five - Raise awareness of the diversifying Orewa product in relation to its shifting demographic customer base

A scenic view of Orewa Beach with waves crashing on the shore, a green lawn in the foreground, and trees framing the scene. The text 'Destination Orewa Beach Vision' is overlaid in a white, outlined font.

Destination Orewa Beach Vision

Orewa Beach is a thriving retail and hospitality centre and as the preferred Auckland North location for upcoming hospitality, boutique, retail, and professional services wanting to position themselves in a quality coastal urban environment which has sustained growth, is convenient, naturally aesthetic, and easily accessible.

Orewa town centre is a bustling and successful town centre known for its welcoming community and village atmosphere which is strengthened by the high number of owner operated businesses offering a unique point of difference. There is entertainment and excitement generated by a variety of annual community events and an atmosphere of strong community bonds.

As a destination, Orewa attracts both national and international visitors back time after time largely due to its natural green coastal environment which offers vast outdoor recreational activities and its number one asset 'Orewa Beach'. Its growing reputation as a destination has brought increased prosperity for the local community without affecting its unique charm and local feel.

OREWA: **Where residents feel proud**
 Where workers feel happy
 Where businesses feel successful
 Where visitors want to return

A scenic view of Orewa Beach with waves crashing on the shore, a green lawn in the foreground, and trees framing the scene. The text 'Destination Orewa Beach Mission' is overlaid in a white, outlined font.

Destination Orewa Beach Mission

Our mission is to ***ensure Orewa Beach becomes a leading Auckland satellite centre. Through combining business strengths and the town's biggest asset – the beach – Destination Orewa is committed to bringing success to businesses and to becoming Auckland's preferred urban coastal playground for locals and tourists.***



Destination Orewa Beach Role

Destination Orewa Beach provides the following (but not limited to) services for businesses within the Orewa BID region:

- Promote Orewa as a destination locally, regionally, and nationally
- Develop and instil the sense of pride in Orewa by business owners, residents, and stakeholders
- Project credibility, vibrancy, diversity, destination, and boutique appeal, through events and promotions
- Advocate for businesses between key stakeholders – Auckland Council * The Local Board * Auckland Transport and others as deemed appropriate
- Work with Stakeholders to create a town which is pedestrian and cycle friendly
- Engage with the businesses and the wider community to ensure their best interests are met
- Distribute information relevant to businesses from MBIE, Business.govt and other official agencies
- Proactively drive foot traffic and visitor numbers into the town centre through ongoing marketing events and promotions
- Work with maintenance and development stakeholders and contractors to continually ensure the town beautification is maximised
- Expand the reach of the Orewa 'brand' via social media platforms



STRENGTHS

- Orewa is a 'destination'
- 3km pristine beach
- Retained 'boutique' look and feel
- Absence of big box brand stores
- Diverse demographic with high average incomes
- Fast growing population numbers
- Proximity to motorway access
- Position between Auckland and Northland
- Ongoing surrounding housing development
- Sizeable catchment area (Dairy Flat to Te Hana, coast to coast)
- Readymade event spaces
- Engaged and supportive community
- High level of engaged businesses
- Increased number of retail outlets with diversifying product lines
- Continued growing presence of professional service & technical businesses
- Consistent highly utilised hospitality precinct
- Progressive business culture, diversifying around economic impacts, changing demographic etc
- Increasing number of premises being upgraded



S*W*O*T analysis

WEAKNESSES

- Visually dated presentation of some businesses
- Demolition clauses on many premises / blocks of premises
- Fragmented 5 ½ / 6 day opening retail culture
- Open air CBD area = wet weather seepage to indoor retail areas / malls
- Areas of the town centre in need of maintenance
- Limited CCO funding for infrastructure upgrades and repairs needed
- Limited variety of retail product stores compared to Albany & Silverdale retail malls
- Lack of parking – compounded by population growth
- Shortage of ‘commercial’ premises i.e., show rooms / warehouses etc
- Disjointed and infrequent public transport system esp. between Orewa and Whangaparaoa



OPPORTUNITIES

- Engage with the increasing level of younger demographic
- Promote Orewa's enhanced hospitality product including free from & clean diet options
- Promote the emerging retail product diversity, catering to all ages from babies to retirees
- Increase promotion to the newer residential developments
- Tap into the cycleway traffic
- Use Marketview statistics to highlight Orewa revenue growth and geographic area spend
- Engage with commercial Real Estate Agents around businesses coming in to Orewa and businesses sought after in Orewa
- Increase collaborative promotion with Silverdale and Whangaparaoa business associations
- Encourage 3rd party event organisers to use Orewa as an event space
- Stay connected to the Orewa Surf Club and seek out conference businesses for the new venue and associated revenue streams
- Engage with local entertainment & visitor attractions to collaborate
- Continue the 'shop local' campaign



THREATS

- Customer seepage to indoor 'weatherproofed' locations (malls)
- Proximity to seven day opening shopping centres
- Lack of bargain box / big brand store prices
- Unitary Plan restrictions on new and future development
- Growth of the on-line shopping culture
- Ongoing perception of Orewa being for 'old people'
- Low locals and visitor knowledge of 'everything Orewa has to offer'
- Increasing property values = increased rental levels = 'greedy landlord' perception
- Storm erosion of the beach
- Degree of dis-engaged / uninterested and absentee landlords
- Increase anti-social behaviour and increase in emergency & social housing within the Orewa CBD area
- Reduced level of corporate sponsorship / grant funding due to Covid financial impacts
- K Mart and Spotlight stores due to open mid 2024 in Silverdale



Action Plan 2023 - 2025

OBJECTIVE ONE

Raise the appearance, appeal and vibrancy of the business area

2023 / 2024	2024 / 2025
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Appearance:

Seek out beautification opportunities which can be funded through the BID Levy	To continue to annual schedule of events and activations, adjusting format and plans around community preferences
Engage with Council stakeholders around maintenance programmes and work plans for the town Centre.	Follow up progress and new maintenance / work plans in place.
Engage with business owners and commercial property owners around ongoing general upkeep of their business facades & maintenance.	Track progress and further engage as needed. Connect business owners to service providers as needed.
Seek our Street Mural opportunities with local artists and continue to advocate to Governing bodies around the benefit they bring to town centres.	Seek ongoing opportunities as per 2023/2024

Appeal & Vibrancy:

<p>To deliver a schedule of free to attend events and activations which appeal to all, within the budgets set below. <i>*budgets to be adjusted year on year to cover increased event and infra structure costs</i></p> <p>Events budget allocated for 2023/2024 is \$48,800 which was an 11% increase over the 2022/2023 budget.</p> <p>This will be supplemented by an anticipated \$75,000 in sponsorship funds and grants, and a \$32,000 Partnership funding agreement with Hibiscus & Bays Local Board.</p> <p>Total projected event funds available \$155,800</p>	<p>To continue to evolve and deliver an annual schedule of events and activations around community preferences.</p> <p>2024/2025 Events budget allocated is \$53,800 which was an 10.2% increase over the 2023/2024 budget. This will be supplemented by an anticipated \$78,000 in sponsorship funds and grants, and a \$32,000 Partnership funding agreement with Hibiscus & Bays Local Board.</p> <p>Total projected event funds available \$163,800</p>
Advocate for and connect with Pop Up shop operators with commercial property owners, to reduce vacant premises.	Ongoing advocacy and connection as per 2023/2024
Work with Council stakeholders to ensure the beach areas are well maintained, clean and safe.	Track progress of maintenance undertaken, and new maintenance required over 2023/2024.

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OBJECTIVE TWO

Increase promotion and identity of Orewa’s Biggest asset – its beach

2023 / 2024	2024 / 2025
Distribute the Orewa Beach Guide through all Visitor Point outlets as well as local businesses and accommodation providers.	Continue the brochure distribution network as per 2023/2024 and seek out new opportunities for placement of this guide.
Engage with and advocate for 3 rd party event / multi-sporting event co-ordinators highlighting the natural event ready green spaces adjacent the beach.	Ongoing advocacy and support as per 2023/2024 and continue to expand the use of Orewa Beach and green spaces.
Use social media platforms to highlight Orewa as an ideal day trip or staycation destination to local travellers, national and international travellers	Continue and seek opportunities for social media exposure.
Maximise radio and social media marketing schedules in locations outside of Hibiscus Coast, to attract the out of the area parent / child visitors, at school holiday times especially mid-week.	Continue radio and social media marketing campaigns as per 2023/2024
Engage with review websites such as Trip Advisor and Google around reviews of Orewa to ensure a positive perspective is retained and attempt to remedy any issues which may arise. Encourage all Orewa businesses to stay abreast of review sites and posts regarding their business. Ensure businesses ask themselves “what can we do to attract positive reviews?”	Ongoing tracking of social media review platforms as per 2023/2024
Retain full page platforms on the likes of NZ Pocket Guide and Our Auckland Apps, to showcase Orewa as an ideal destination for App savvy visitors	Continue paid app exposure to showcase Orewa as a destination and seek out new opportunities to enhance this exposure.
Work with Council stakeholders to ensure the beach areas are well maintained, clean and safe.	Track progress of maintenance undertaken, and new maintenance required over 2023/2024.
Deliver an annual schedule of events in locations adjacent to the beach to enable a free flow of audience between the beach and the event space.	Continue the annual schedule of beachside events as per 2023/2024.

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OBJECTIVE THREE

Increase Business Attraction

2023 / 2024	2024 / 2025
<p>Retain strong relationships with Commercial Real Estate Agents.</p> <p>Connect businesses seeking premises to local Commercial Real Estate Agents.</p>	<p>Retain ongoing Commercial real Estate relationships and connecting potential businesses, to commercial Agents.</p>
<p>Co-ordinate a minimum of THREE Orewa Business networking events per year, held in differing Orewa business premises.</p>	<p>Continue annual schedule of Orewa Business Networking events.</p>
<p>Attend 3rd party networking evenings and speaking engagements to showcase Orewa as a place to run a business.</p>	<p>Continue to seek opportunities to attend 3rd party networking events and speaking engagements.</p>
<p>Retain a strong relationship with the Orewa Surf Life Saving Club around their new 'Community Hub' developments and connect with businesses partnership with the Club.</p>	<p>Continue to build the relationship with the Surf Club and once building of the new Community Hub commences, keep abreast of progress and opportunities.</p>
<p>Keep engaged with social media posts seeking office space and services / products in Orewa. Connect the seeker to appropriate businesses.</p>	<p>Keep engaged with social media platform and connect those making posts, to premise / services available as per 2023/2024</p>
<p>Approach businesses outside of Orewa, who may be interested in opening a branch in Orewa. Share Marketview stats to support the suggestion.</p>	<p>Continue to seek out businesses to open an outlet in Orewa, as per 2023/2024</p>

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OBJECTIVE FOUR

Increase the opportunity for, and appeal of, the visitor experience

2023 / 2024	2024 / 2025
<p>Promote local places of interest i.e., Regional Parks, Snow Planet, Auckland Adventure Park, Te Ara Tahuna Cycleway, Whangaparaoa Peninsula, Gulf Harbour Marina & Ferry etc in the Orewa Beach Guide.</p> <p>Showcase a range of day trip activities outside of Orewa, in the Orewa Beach Guide.</p>	<p>Continue showcasing local places of interest in the Orewa Beach Guide.</p> <p>Add the Whangaparaoa Art Walk once this is completed.</p> <p>Keep abreast of new tourist activities / places of interest, to include in the Guide to keep the content fresh.</p>
<p>Ensure the annual schedule of events and activations throughout summer to provide a vibrant and engaging activity for those coming to Orewa.</p> <p>Engage high energy and skilled performance and musical buskers along the restaurant precinct, in the summer early evenings to attract audience.</p>	<p>Continue and seek opportunities to grow the annual summer events / activations schedule as per 2023 / 2024</p>
<p>Continue to create and promote the weekly 'What's On' weekend guide through the Orewa beach website and social media</p>	<p>Continue the weekly What's On as per 2023 / 2024</p>

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OBJECTIVE FIVE

Raise awareness of the diversifying Orewa product in relation to its shifting demographic customer base

2023 / 2024	2024 / 2025
<p>Increase the use of platforms such as Tik Tok and Instagram to showcase Orewa, to reach the widest social media audience possible.</p> <p>Engage a social media strategist for training as needed to ensure maximum use of these apps can be gained.</p>	<p>Continue to use and expand marketing on more social media platforms.</p>
<p>With the growth in preference for 'free from' foods (free from gluten, meat, sugar, paleo, keto etc) use social media and print media opportunities to showcase the range of food options available to meet these needs, within Orewa.</p> <p>Highlight social options around Orewa outlets selling boutique and locally brewed beers, Kombucha and wines.</p>	<p>Continue to showcase the free and boutique from options in Orewa and keep up to date as options grow / change.</p>
<p>Engage with (especially) retail businesses around their stock – keep product appealing to the more youthful customer base and the increasing numbers of youth / teens moving into the area.</p>	<p>Stay abreast of demographic changes to ensure the product available in Orewa is appealing to a wide customer age range.</p>
<p>Highlight the 'funkier' & more youthful establishments appealing to the increasing youth sector i.e. Cheek & Chong, Puff Café, Drifter Coffee, Yawara Ramen etc</p>	<p>Continue to showcase the funky and youthful options in Orewa and keep up to date as options grow / change.</p>
<p>Work with professional market organisers to deliver a schedule of food truck rallies and artisan market events which appeal to a younger demographic.</p>	<p>Continue to engage with professional market organisers to deliver and grow a schedule of food truck rallies and artisan markets, as per 2023/ 2024</p>

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