



• STREET TALK •

The Official Newsletter of **Destination Orewa Beach**



'tis the season

Calling Santa Parade Floats

If your business / club would like to take part in the 2023 Santa Parade (25th November, we'd love to see you there !

One of the largest Santa Parades North of the Harbour Bridge, the parade attracts thousands of spectators from far beyond the Hibiscus Coast so this is an ideal way to get your company brand / club name out into the community.

Whether you have a group who want to walk, a ute to drive, a trailer to tow and anything in between. you can register on this link:

<https://orewabeach.co.nz/santa-parade/>

WELCOME TO OREWA

- Perfection Nails and Beauty, Hillary House
- Designate Architectural, Tamariki Avenue
- Pixi Digital Marketing, Tamariki Avenue

BUSINESSES CLOSED

- Bike Me

Random local fact

We're kicking off with a piece of random-ness this month - In the 70's the former Orewa Combined Businessmens Association felt that the area needed a name to pull together Orewa, Silverdale and the Peninsula. Although "Hibiscus Coast" rolled off the tongue easily more Hibiscus plants were needed to compliment the name they had chosen. Maximising the resources available to them, Des Adams set up a promotion via the Orewa Pharmacy to give away a Hibiscus plant with every purchase. Bob and Carmen Urban's nursery was commissioned to grow thousands of Hibiscus plants - resulting in over 2,000 Hibiscus plants a year being given away to the Hibiscus Coast Community. Seeing the success of the programme, the then Rodney Council complemented this programme by planting even more Hibiscus plants throughout Orewa, Silverdale and the Peninsula. And that is how the Hibiscus Coast came to be!

Hellen & Gayle
DESTINATION OREWA BEACH

BUSINESS CHANGES

- Wallace Stratton are now above Cafe Largo in Moana Avenue
- Ray White Real Estate are now in the former ANZ Bank building at 6 Florence Avenue ★
- VIBE.fyi have relocated to Takapuna
- The Farmhouse Cafe is now the Farmhouse Cafe & Bakery

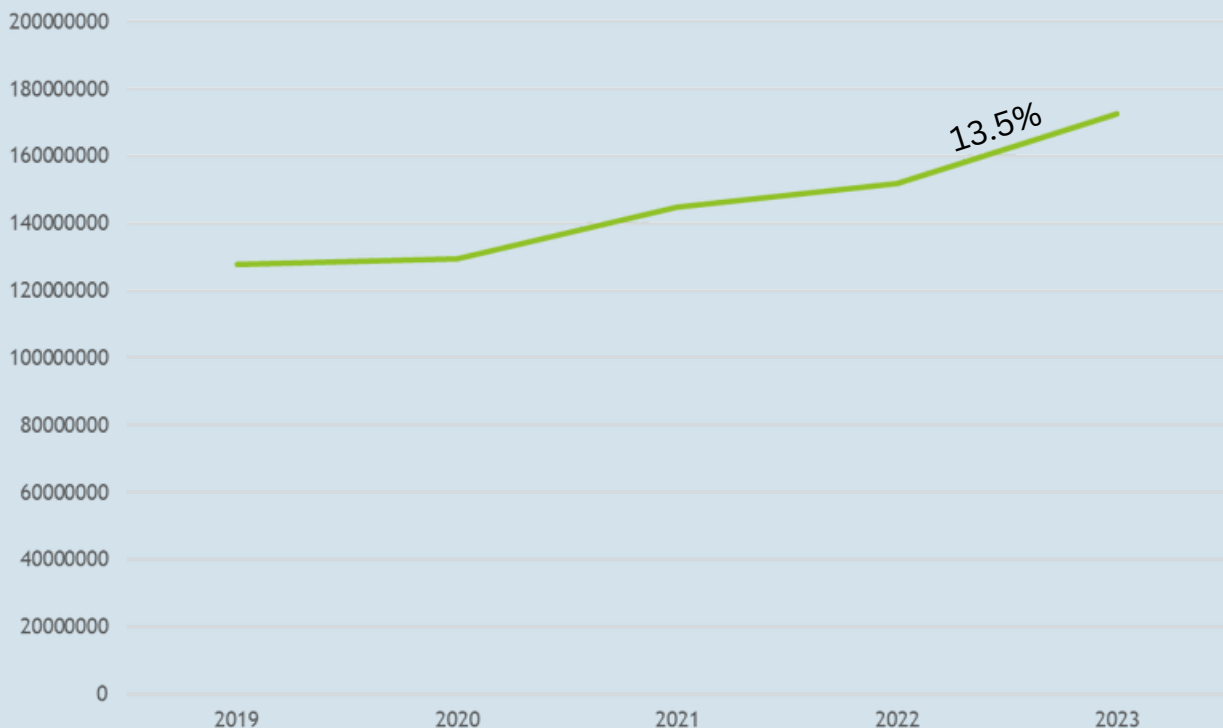
AGM

The 2023 AGM was held on 21st September and around 20 businesses were represented on the day.

We reviewed the last financial year with lots of information and outcomes reviewed. However at the end of the day the bottom line is “how did Orewa fare financially overall ? “

The gradual upward curve in the graph below reflects a total 34.89% increase in retail spend over the past 5 years, including 3 financial years impacted by Covid.

The Year end to June '23 showed a **13.5%** increase which is great in simple terms *however* the cost of living increase was 6.7% over that period, so is the adjusted **actual spend increase** 6.8% ? In Summary - any positive result is a good result.....



As far as we are aware of, 18 businesses arrived in Orewa over the year and 14 left Orewa and two businesses moved to larger premises within Orewa. This reflects that Orewa is still an appealing place to run a business

AGM continued.....

BID town	Total retail spend	% spend change
Browns Bay	\$168,966,237	+13.9%
Orewa	\$172,363,577	+13.5%
Silverdale	\$230,177,631	+12.8%
Whangaparaoa	\$123,669,726	+11.5%
One Mahurangi	\$263,760,019	+10.3%

Source: Marketview

We always like to stay abreast of how the towns around us are tracking to ensure we are always getting our market share of retail spend.

This chart shows the retail spend for the year and % growth over last year, for our neighbouring town centres.

Our Board represents a cross section of Orewa business sectors, and they volunteer their time to the Board. Without them, Gayle and myself could not fulfill our day to day roles. After the AGM, the Board of Directors for the current financial year are below.

Vanessa Grant, Orewa Framing Studio
Jonathan Rigg, Commercial Property owner
Steve McClean, New World Orewa
David Carrol, Harcourts Cooper & Co
Jake Law - HBC Local Board Representative
Gayle Hill, Office Manager

Leanne Little, Forrest Funeral Services
Barbara Everiss, Commercial Property Owner
Jeanine Mitchell, North Harbour Law
Lisa Siddens, ASB Orewa
Clinton Sanford, Baldry Sanford
Hellen Wilkins, Business Assoc. Manager

and introducing new Board Members:

Anna McGovern, Mediaworks / More FM Rodney and Mark Brogan, Shoreward Gastro Bar



Board Members meet once a month to discuss matters arising in Orewa as well as local and regional issues which may affect Orewa. Promotions are discussed and how we can gain the widest reach of businesses with these, as well as media strategies and opportunities as they arise.

As moved at the AGM, **the total BID levy for the 2023 / 2024 year is \$290,681** (a 7% increase over the previous year in keeping with CPI). These funds cover things such as the Orewa flags, distribution of the Orewa Beach Guide (30,000 copies right around NZ), website and other online social marketing platforms, events, the Orewa Free Wifi Hotspot, radio advertising, operating costs for the office, Governance costs (Accountant and Auditor) and wages. Support for smaller events by way of prizes or small services, are also covered when there are funds available to do so.

PHOTO:
Chair - Vanessa Grant, Orewa Framing Studio
Business Association Manager - Hellen Wilkins
Jake Law - Local Board Representative

Bits and Pieces



Image: Coastlab shared space

Orewa Community Centre is temporarily closing from November to undergo key maintenance and roof works. It is anticipated that these works will be completed by November **2024**.

We are working with regular community centre users to find alternate venues fit for their needs, however multipurpose venues large enough and vacancies around their own existing bookings, are hard to come by.

The *Orewa Artisan Market* and *Orewa Twilight* markets will be held at the Estuary Centre and surrounding grounds.

The *Citizens Advice Bureau* also need to relocate temporarily whilst these works happen, and as such the CAB services will be in the new Ray White branch, at 6 Florence Avenue.



Orewa's first dedicated shared work space!

Flexible & temporary desk options for teams, small businesses, creatives & entrepreneurs - join the vibe of a great local business community.

Meeting Room Hire, Event Hire & Networking events.

Hire a desk or a room for an hour, a day, a week or longer - it's flexible to meet whatever the need.

Destination Orewa Beach held a immensely successful networking function in Coastlab earlier this year and the venue was perfect for the occasion!

We love visitors in the office so if you have any questions or suggestions, please feel free to call in.

Upstairs next to Cheeky Chapati Restaurant, 350 Hibiscus Coast Highway