

• STREET TALK •

The Official Newsletter of **Destination Orewa Beach**

What's coming up ?

March 30th, 4pm to 8pm **Orewa Surf Sounds Concert & Fireworks event.** Orewa Surf Club Reserve.

April 3rd, 5.30pm - 7pm **Orewa Beach Networking evening** at The SALT Shop, Florence Avenue.

April 5th, 4pm - 8pm **Orewa Twilight Market**, Estuary Arts Centre surrounds

April 17th, **Social Media for Beginners workshop**, COASTLAB Florence Avenue

Look out for emails from us with further details

Hellen & Gayle
DESTINATION OREWA BEACH

The premise where **Creative Hair Works** are currently located used to be The Boyswear Shop & HOWZAT Sports in the mid 80's. A young Billy Bowden (NZ Cricket umpire) worked at the shop at that time. Jim Hickey (TVNZ Weatherman) and Rick Moors took over a large warehouse which was the former picture theatre at the rear of The Boyswear shop, and set up an indoor cricket centre.

Bill Bowden remembers: Jim threw a tennis ball across Hillary square for his dog. I was serving at the counter and saw the yellow ball come through the door towards the counter. Seconds later Jim's dog came scampering through & charging towards the counter to grab the ball however when he caught the ball he also 'caught' the elderly customer at the counter ! As I helped her up with tears streaming down my face with laughter, she said, "what was that"? I explained and gave her 25% off for the drama she had to go through. Bless her!"

Except from the OREWA THEN & NOW BOOK

WELCOME TO OREWA

- Chickenana - Moana Avenue
- Skin Safe, Skin Cancer Clinic - Florence Avenue
- The Fat Oyster - HBC Highway
- Just Bliss Beauty - Bakehouse Lane
- Marrow Butcher - Hillary Square
- OMG (Orewa Mutt Groomers) - HBC Highway

BUSINESS CHANGES

- Downbeat Restaurant has rebranded as LaLe
- First Rate Mortgages are relocating in March to the NEXUS Business Park (former Auckland Council building)
- Mark Mitchell, National MP for Whangaparaoa has relocated to 4 Keith Morris Lane



In December we sent our two-yearly survey to businesses...

....so we are aware of their needs and wants and to assess that we as a business association, are hitting the right marks in our role. This is all invaluable information to enable us to do our job as best we can.

Amongst other things, we asked businesses about their business size, their Covid revenue recovery and what the biggest hindrance to their business is. Essentially, we tried to get a 360 degree view of our businesses position.

We had just under 20% (51 businesses) of Orewa Business Association members respond which is lower than we would have liked but higher than the 10%-15% accepted response rate for external surveys. We ensured we had the widest spread possible across all business sectors.

The responses reflected:

Longevity: 25 respondents have been operating in Orewa for more than 10 years. 14 of these have been in Orewa for over 15 years. *As a side note Merv Huxford of Orewa Taxation Services is the longest operating business in Orewa under one owner. Merv is mid-way through his 5th decade (incorporated in 1979)! Mervs' son owns the Orewa Fish & Chip shop and his one of his daughters is a partner in North Harbour Law.*

Covid Recovery: 32 respondents performed financially 'far better' in 2023 than in 2022. 14 performed about the same and 4 performed a little worse.

Moving forward: 27 respondents forecast they will perform better in 2024 than in 2023. 15 believe they will perform the same, and 2 a little worse.

Business impacts: Reduced customer spending and supply cost increases (21 & 27 respondents respectively) are factors most impacting businesses. Minimum wage increases and retaining staff were the 3rd and 4th impacting issues.

Customer attraction marketing: The Orewa Beach Brochure, website and monthly radio advertising are marketing initiatives that all respondents knew of. Awareness of Orewa's presence on digital platforms such as the HBC App, the Auckland App, LinkU2 and various international travel apps was lower with 5 businesses being aware of each of these. On the flip side, positive statistic reports around viewership and engagement from these digital platforms reflect that they are well used by those searching Orewa online.

Continued.....

Business Development: 33 respondents made note that business development workshops etc are not something a business association should need to coordinate. For others, the option most ticked was 'Digital Media'. Plans are now in place to deliver a social media for beginners workshop in April which includes ten-minute 1:1 sessions with the facilitator for businesses around their specific needs. This will be repeated each year if demand is there.

Business Networking: more frequent business networking was requested by many. Networking sessions are imperative for businesses to stay connected and as such we have now pre-set a schedule for networking evenings held every 6 weeks throughout the year (Vs one per quarter). We'd love to see even more businesses attend these casual and fun evenings.

Core purpose of a business association: As this defines what our Orewa businesses expect from us, the response summary is below. These are all touch points for us on a day to day basis. Promoting Orewa as a destination has been a key project in the past and will continue long into the future.

Advocate for businesses	65.31%	32
Connect business to business	57.14%	28
Grow the Orewa customer spend & report ongoing results	59.18%	29
Promote Orewa as a 'destination'	67.35%	33
Attract visitors / tourists	48.98%	24
Attract locals who would not typically come to Orewa	51.02%	25
Deliver a schedule of annual events to drive increased revenue & awareness of Orewa	48.98%	24
Provide business development platforms	20.41%	10
Engage with Council, the Local Board & Stakeholders around maintenance etc	48.98%	24
Engage with Police and wrap around services in regard to anti-social behaviour / crime	44.90%	22
Stay abreast of new development and any associated impacts to the town centre	57.14%	28

Sheena from George and Charlotte won the randomly drawn \$150 restaurant voucher in return for completing our survey.

Seen something dodgy ? Been a victim of crime ?

REPORT IT

www.police.govt.nz/use-105

**Policing numbers won't increase in our area
if the crime stats don't reflect the need.**

report it report it report it !



Bits and Pieces



Orewa Community Centre works are just about complete, and the facility is due to re-open for community bookings from mid April.

Sooner after the Community Centre re-opens, the *Orewa Library* will close for remedial works and the addition of a mezzanine floor. Library book services will operate from within the front hall of the Community Centre until the works conclude (approx December '24). Online pre-ordering of books will be encouraged and locations for the other services operated by the library, are still being sought.

These works are necessary to address long-standing remedial issues and to meet the needs of current and future library and council service priorities. The timeline and schedule of works may change as the project progresses.

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

Surplus Wheelie bins

Long lines of wheelie bins dominate the kerb edge on rubbish day throughout so many town centres. If you have Council Econowaste or Council recycling bins that you don't use, free up your space and have these collected by Council contractors.

If you have surplus bins that you'd like collecting please call 09 301 0101



RECYCLING UPDATE

Just to remind you of the new recycle standards from 1 February 2024:

Accepted:

**Glass bottles and jars
Paper and cardboard**

**Plastic bottles, trays, and containers
(grades 1, 2 and 5 only)**

Tin, steel and aluminium cans

Excluded:

**Items less than 50mm (e.g. caps, small cosmetic and spice containers)
Aerosol cans (steel and aluminium)**

Liquid paperboard (inc beverage cartons and juice boxes)

Plastics 3, 4, 6 and 7

Aluminium foil and trays

All lids

Items over 4 litres

Bits and Pieces

Orewa Beach Guide 2024

If you need a supply of Orewa Beach Guides for your business reading table or customer areas, let us know and we'll drop these off to you.

With a full business directory and business advertisements in the back half and local and tourist maps + the cycleway map in the front half - this guide is tailored to suit both locals and visitors.

Got a new neighbour ?

If you have a new business move in next door, please either let us know so we can reach out to them, or ask them to contact us.

We'll get them on the Orewa website business directory and swing by to see how we can help them and share their messages to our community.

Seagulls & pigeons are alfresco diners worst nightmare. Hospo's please remove plates / leftovers from tables ASAP after diners leave. Let's work together to ease the issue.

Have your Say 2024 The Auckland Council Long-term Plan (LTP) 2024-2034 is open for public consultation from 28 February 12pm (noon) until 28 March 2024 11.59pm.

- Find out what's happening in your area?
- How will the 2024-2034 budget affect your rates?
- What projects will Auckland Council deliver?
- Find out about the Council decision making process

To read the proposed LTP and submit your feedback or comments, go to;

<https://akhaveyoursay.aucklandcouncil.govt.nz/hub-page/long-term-plan-2024-2034>

YOUR FEEDBACK MATTERS!

Rodney Neighbourhood Support invite you to a
Free !! Four-hour First Aid Training Workshop
with Sarah Thompson from First Aid First Ltd

What to do in an emergency: recognition of an emergency situation, and what to do while you wait for help.

This concise first aid workshop covers the priorities of First Aid: keeping yourself safe, scene assessment, CPR, choking, recognition and management of key medical conditions (asthma, heart attack, stroke, seizure, diabetes) plus accidents (head injuries, broken bones, burns, bleeding, etc).

A certificate is given to each attendee.

Friday 3rd May, Red Beach Surf Club

Friday 24th May, St Chads Anglican Church, Orewa

Thursday 20th June, St Stephens Anglican Church, Stanmore Bay

Limited to 25 attendees per session

Register by 20th March to: rns.coordinator1@gmail.com

