

2025 / 2027 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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Voted Best City Beach in 2023 and 2024, Orewa is a quintessential beachside town with a vibrant main street, flourishing hospitality precinct, boutique retail business sector and a growing professional and digital business presence.

The 2024 Census stated the population of Orewa is 12,630, up from 10,242 in 2018 (24% increase). 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 in line with nationwide trends.

The Orewa Median House price in March 2025 was \$1.195m reflecting a decrease of 4.1% over March 2024.

Orewa number of property sales in the 12 months to March 2025 was 297 - a decrease of twelve over YTD March 2025
(Source, Realestate.co.nz)

The increase of young families, fit and active retirees and first homeowners moving into Orewa and the wider Hibiscus Coast is still visibly noticeable. Orewa businesses continue to adapt their product/service to cater for this changing demographic.

There are still many opportunities for growth and development within and around Orewa with new suburbs of Ara Hills, Milldale, Red Beach and Pacific Heights, supplemented by Stage 3 of The Grove now being complete. Further development of Kensington Park and the Sands Retirement complexes are quickly nearing completion. Although large-scale residential developers are not too impacted, development plans will be hindered somewhat for the likes of 'mum and dad investors' with the Army Bay Watercare Reservoir upgrade in play until 2031.

Destination Orewa Beach are continually examining possibilities and formulating strategies around growth, economic development, and opportunities to meet the challenges, to help our businesses, and to drive increased foot traffic (and associated revenues) into the town.



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

- Objective One - Drive foot traffic into Orewa to foster a financially resilient and self-sustaining business environment, contributing to a vibrant town centre
- Objective Two – Work with stakeholders to raise the appeal and appearance of the town centre
- Objective Three – Promote Orewa’s biggest asset – its beach
- Objective Four – Increase the opportunity for, and appeal of, the visitor experience
- Objective Five - Promote Orewa as an ideal business destination

Orewa Beach is a thriving retail and hospitality centre and is 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, 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.

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

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

- Proactively drive economic benefit to the town centre through ongoing marketing, events and promotions
- Promote Orewa as a destination locally, regionally, nationally and internationally
- Expand the reach of the Orewa 'brand' via social media and digital platforms
- Develop and instil a 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 needed
- Work with Stakeholders to create a town which is safe for all
- Seek out opportunities to connect customers and businesses to local suppliers
- 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
- Work with maintenance and development stakeholders and contractors to continually ensure the town beautification is maximised



S*W*O*T Analysis

STRENGTHS

- Orewa is a 'destination'
- Voted NZ's Best City Beach in 2023 and 2024 in the NZ Herald poll
- 3km pristine beach
- Retained 'boutique' look and feel
- Absence of big box brand retail stores
- Diverse demographic with high average incomes
- Fast growing population numbers
- Proximity to motorway access
- Position between Auckland and Northland
- Proximity to Snowplanet, the Te Ara Tahuna Cycleway, Shakespear and Wenderholm Regional Parks
- Ongoing surrounding housing development
- Sizeable catchment area (Dairy Flat to Te Hana, East coast to West coast)
- Readymade event spaces
- Engaged and supportive community
- Elevated level of engaged businesses
- Increased number of retail outlets with diversifying product lines
- Continued growth of professional service & technical businesses
- Consistent, highly utilised hospitality precinct
- Initiative-taking and engaged business association



WEAKNESSES

- Demolition clauses on many premises / blocks of premises
- Visually dated presentation of some businesses
- Disjointed and infrequent public transport system esp. between Orewa and Whangaparaoa
- High number of hospitality businesses closed on a Monday.
- Open air CBD area = wet weather seepage to indoor retail areas / malls
- Areas of the town centre in need of footpath, greenspace and road maintenance and unreasonable delays in issues being rectified
- 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' size premises i.e., show rooms / warehouses etc
- Marketing to a population sector who do not follow social media, listen to the radio, or read the paper = high levels of 'we didn't know' comments



S*W*O*T analysis

OPPORTUNITIES

- Increase promotion to the newer residential developments
- Showcase Orewa as being an 'appealing destination' versus functional, big box brand led neighbouring town centres
- Promote Orewa's enhanced hospitality product including free from & clean diet options
- Promote Orewa as a perfect day trip location especially through School Holiday and long weekend times
- Tap into the Te Ara Tahuna cycleway traffic
- Engage with the growing younger demographic
- Promote the emerging retail product diversity, catering to all ages
- Showcase Orewa as a place to stop for visitors heading to/from Northland
- Use Marketview statistics to highlight Orewa revenue growth and geographic area spend
- Engage with commercial Real Estate Agents around businesses coming into Orewa and businesses sought after in Orewa
- Increase collaborative promotion with Silverdale and Whangaparaoa business associations
- Encourage third 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 /collaborate with local entertainment & visitor attractions
- Continue the 'shop local' campaign



S*W*O*T analysis

THREATS

- Customer seepage to indoor 'weatherproofed' locations (malls)
- Lack of bargain box / big brand retail 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 local and visitor knowledge of 'everything Orewa offers'
- Increasing property values = increased rental levels = 'greedy landlord' perception
- Storm erosion of the beach
- Dis-engaged/uninterested and absentee landlords
- Raising levels of retail theft and anti-social behaviour/low level of Police presence
- High demand/limited availability of corporate sponsorship/grant funding across the area



Drive foot traffic into Orewa to foster a financially resilient and self-sustaining business environment, contributing to a vibrant town centre

2025/2026	2026/2027
Distribute the Orewa Visitor Guide locally via business outlets and an annual resident mail box drop to all homes in the catchment area, as well as nationally via the Visitorpoint information racks around NZ inc key visitor areas such as domestic airports, bus stations, Auckland Ferry port, Drury and Bombay motorway stops etc	Distribute the Orewa Visitor Guide locally via business outlets and an annual resident mail box drop to all homes in the catchment area, as well as nationally via the Visitorpoint information racks around NZ inc key visitor areas such as domestic airports, bus stations, Auckland Ferry port, Drury and Bombay motorway stops etc
Promote Orewa via varying demographic radio channels, outside of the Hibiscus Coast area, to attract foot traffic retail spend, changing the call-to-action messages regularly.	Promote Orewa via varying demographic radio channels, outside of the Hibiscus Coast area, to attract foot traffic retail spend, changing the call-to-action messages regularly.
Continually promote the Shop Local philosophy to the Hibiscus Coast area	Continually promote the Shop Local philosophy to the Hibiscus Coast area
Encourage Orewa businesses to advertise in the Orewa Beach Guide to maximise their exposure + the online URL links to all advertisers.	Encourage Orewa businesses to advertise in the Orewa Beach Guide to maximise their exposure + the online URL links to all advertisers.
<p>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 2025/2026 is \$54,500 which was a 7% increase over the 2024/2025 budget.</p> <p>This will be supplemented by an anticipated \$54,000 with food truck commissions, sponsorship funds and grants, and a \$32,500 Partnership funding agreement with Hibiscus & Bays Local Board.</p> <p>Total projected event funds available \$141,000</p>	<p>To continue to evolve and deliver an annual schedule of events and activations around community preferences.</p> <p>2026/2027 Events budget allocated is \$57,500 which was a 5.5% increase over the 2024/2025 budget.</p> <p>This will be supplemented by an anticipated \$60,000 with food truck commissions, sponsorship funds and grants, and a \$32,500 Partnership funding agreement with Hibiscus & Bays Local Board.</p> <p>Total projected event funds available \$150,000</p>

Continued over

Increase the use of platforms such as TikTok and Instagram to draw in foot traffic across the widest social media audience possible.	Continue to use and expand marketing on more social media platforms.
Advocate for and connect with Pop Up shop operators with commercial property owners, to make use of vacant premises.	Ongoing advocacy and connection as per 2025/2026
Drive visitor revenue through promoting Orewa's other key benefits Vs just the beach – Alice Eaves (rainforest) Reserve, the Te Ara Tahuna Cycleway, proximity to two regional parks etc	Drive visitor revenue through promoting Orewa's other key benefits Vs just the beach – Alice Eaves (rainforest) Reserve, the Te Ara Tahuna Cycleway, proximity to two regional parks etc
Use online marketing tools and the Orewa Business directories to highlight professional service and beauty service sectors etc Vs focussing on retail and hospitality	Use online marketing tools and the Orewa Business directories to highlight professional service and beauty service sectors etc Vs focussing on retail and hospitality



Work with stakeholders to raise the appeal and appearance of the town centre and beach areas

2025/2026	2026/2027
Continually report town centre maintenance required and follow up to ensure works are completed.	Continually report town centre maintenance required and follow up to ensure works are completed.
Seek out beautification opportunities which could be funded through the BID Levy	Seek out beautification opportunities which could be funded through the BID Levy
Engage with Council stakeholders around maintenance programmes and work plans for the town Centre and beach areas.	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.
Advocate for businesses around enhanced services needed (i.e cardboard or recycling disposal) with landlords and body corporates to ensure their business interior/exterior are presented well	Advocate for businesses around enhanced services needed (i.e. cardboard or recycling disposal) with landlords and body corporates to ensure their business interior/exterior are presented well.
Seek out 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 2025/2026 and beyond
Retain engagement with the Orewa Reserve Futurisation Working Group and engaged parties around the Orewa Reserve Future Plan, advocating for a design which maximises usability, public appeal, and reserve/beach flow.	Retain engagement with the Orewa Reserve Futurisation Working Group and engaged parties around the Orewa Reserve Future Plan, advocating for a design which maximises usability, public appeal, and reserve/beach flow.



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

2025 / 2026	2026 / 2027
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 2025/2026 and seek out new opportunities for placement of this guide.
Engage with and advocate for third party event/multi-sporting event co-ordinators highlighting the natural event ready green spaces adjacent the beach.	Ongoing advocacy and support as per 2025/2026 and beyond 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 2025/2026
<p>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.</p> <p>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?”</p>	Ongoing tracking of social media review platforms as per 2025/2026
Retain full page platforms on the likes of NZ Pocket Guide and Our Auckland Apps, Tourism NZ to highlight Orewa as an ideal destination for App savvy visitors	Continue paid app exposure to highlight Orewa as a destination and seek out new opportunities to enhance this exposure.
Collaborate with Council stakeholders to ensure the beach areas are well maintained, clean and safe.	Track progress of maintenance undertaken, and new maintenance required over 2025/2026.
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 2025/2026.



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

2025 / 2026	2026 / 2027
<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>Highlight a range of day trip activities outside of Orewa, in the Orewa Beach Guide.</p>	<p>Continue highlighting 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 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 2025/2026</p>
<p>Continue to create and promote the weekly 'What's On' weekend guide through the Orewa Beach website and social media to showcase the social opportunities in Orewa.</p>	<p>Continue to create and promote the weekly 'What's On' weekend guide through the Orewa Beach website and social media to showcase the social opportunities in Orewa</p>



Promote Orewa as an ideal business destination

2025 / 2026	2026 / 2027
<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 FIVE 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 third party networking evenings and speaking engagements to highlight Orewa as a place to run a business.</p>	<p>Continue to seek opportunities to attend third 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 2025/2026</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 2025/2026</p>

end/.