

# • STREET TALK •

*Focus!!*

The Official Newsletter of **Destination Orewa Beach**

We're three months into our fiscal year and our focus is clear: getting as many people as possible into Orewa and showing off everything our town has to offer. From locals seeking trusted professional services or a great place to shop, to day trippers popping in for a few hours, right through to holidaymakers soaking up the full Orewa experience - we're committed to making sure they discover just how much there really is here.

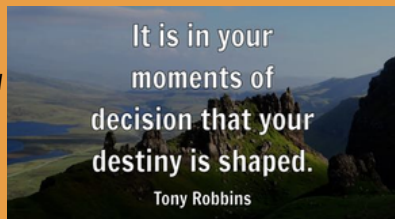
I'm meeting with Chris Penk, Minister of Small Business in early October so I'll share any insight he may give, in the next Street Talk.

In this edition of Street Talk, we've included some AGM info, useful business updates from the Department of Employment, along with a fantastic offer for Orewa businesses from the **Chamber of Commerce** which we urge all businesses to consider.

It's all about keeping you informed and connected with opportunities that can benefit your business.

*Hellen & Ramona*

DESTINATION OREWA BEACH



The new edition of the Orewa Beach Guide has landed and it's flying out the door! This popular marketing tool is in high demand, with copies disappearing quickly from Visitor Point racks around New Zealand. We boosted the print run by 13,000 copies compared to last year, and it's already clear a reprint won't be far off.

Over the next few weeks, we'll be making the rounds to drop brochures off to local businesses. If you'd like some sooner, feel free to pop by and collect a supply.

The guide is designed to work across multiple fronts: the front half features local maps, day trips, and visitor information, while the second half showcases business advertising and a comprehensive business directory. Every local business (*we know of at print time*) is included, so it's a go-to resource for visitors and locals alike.

# Crime

In recent weeks, Orewa has experienced a concerning rise in criminal activity, including front windows being deliberately smashed and two ram-raid style incidents, plus ongoing retail theft, and pockets of antisocial behaviour affecting local businesses and the wider community.

The vehicles driven into **BossBurger** and **Shoreward** caused significant and gratuitous damage and we need to reiterate that there is no evidence of gang involvement or any broader sinister connection. While we remain empathetic to those directly impacted, it is important that these events are not sensationalised or misrepresented. CCTV footage of both incidents is in hand and should assist police in holding those responsible to account.

These events are unsettling for the businesses involved and for the wider community who value Orewa as a safe and welcoming place. More than 100 Orewa businesses are linked through a 'Crimeshare'

WhatsApp group, where key crime information is shared quickly. This proactive approach has already led to the successful apprehension of several past offenders and reflects the town businesses strong sense of connection, resilience, and collective responsibility.

If you would like to be connected to the Crimeshare WhatsApp group, please text/WhatsApp me on 021 412 613 with your name and business name.

The Business Association plays a key role in both prevention and recovery, working closely with stakeholders, businesses, and local authorities. A coordinated CCTV plan for Orewa is being advanced by HBC Neighbourhood Support, and discussions with Auckland Transport are underway re bollards in key areas. No single initiative is a solution to the problems though. Whilst these measures help, real progress lies in the high level of collaboration in place. between our business community.



Seen something dodgy ? Someone doing something they shouldn't be doing ? Been a victim of crime ?

**REPORT IT**

[www.police.govt.nz/use-105](http://www.police.govt.nz/use-105)

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



# AGM

The 2025 AGM was held on 17<sup>th</sup> September. We reviewed what we as the Business Association had fulfilled over the last financial year, how the town fared regarding customer spend, and the initiatives we propose for the coming year. Budgets and Strategic Plans etc were also approved.

We know times are tough out there, with many businesses feeling the pinch across the board. As your Business Association, we get it - and we're here to support where we can. We also understand that Business Associations generally are more beneficial to some sectors than others, so we welcome your suggestions on how we can better support your business.

Below is a dashboard view of the retail spend trend that shared at the AGM. Note that these results are for the town as a whole, and do not reflect individual sector/business results.

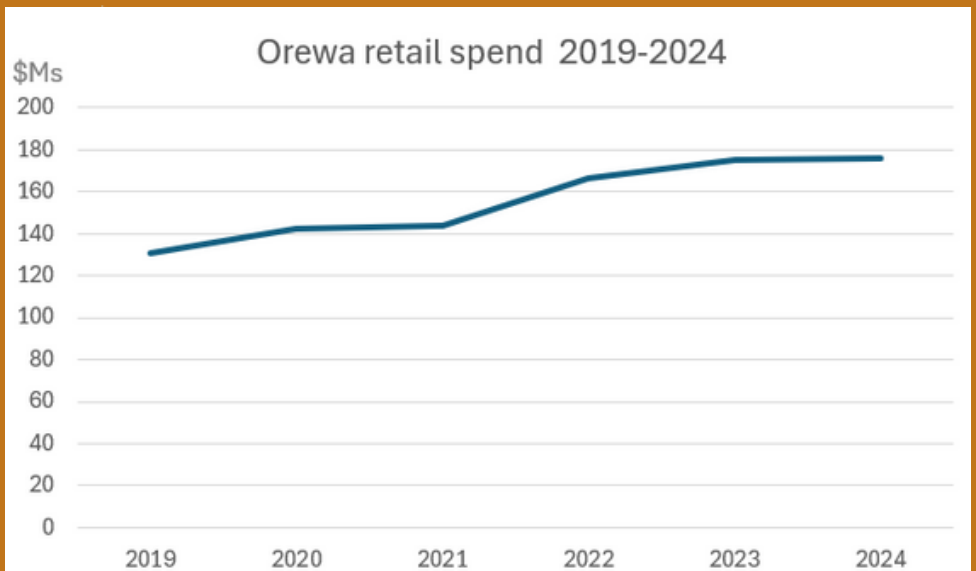
The chart below shows retail spend growth since 2019. While the rise isn't as steep as we'd like, it reflects the broader economic climate and the reality that many people remain cautious with their spending.

## Moved at the AGM:

The BID Levy (monies provided to the business association) for the 2026/2027 year was approved at \$341,276.84 which is a 4.5% (or \$14,696.13) increase over the current year.

This levy is charged to commercial land owners on their land rates, and passed to tenants through their Opex charges. This format ensures that any business operating from a commercial premises in the Orewa CBD area, is automatically entitled to be a member of the business association. **There are no additional fees to pay.**

Not sure if you are a member of the Business Association? or if you want to update your details, scan the QR code here, and complete the form. That's it! done!



Source for all Orewa stats: **Paymark**. Calculates eftpos transactions only. Cash sales, invoiced amounts, online or bank to bank transfers are not captured in this information.



# Meet the Board of Directors

Our voluntary Board of Directors is made up of a great cross-section of Orewa businesses. They represent and advocate on behalf of all members, bringing different perspectives and experience to the table. This mix means decisions are balanced, relevant, and focused on what really benefits businesses across the board.

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Vanessa Grant - Orewa Framing Studio  
Leanne Little - Forrest Funeral Services  
Barbara Everiss - Commercial Property Owner  
Jeanine Mitchell - North Harbour Law  
Steve McClean - New World Orewa  
Lisa Siddens - ASB Bank Orewa  
David Carrel - Harcourts Cooper & Co  
Anna McGovern - Mediaworks (More FM Rodney)  
Mark Brogan - Shoreward Gastro Bar  
Suia Westbrook - CoastLAB  
Andy Mackie - Vino Orewa  
Clinton Sanford - Baldry + Sanford (Treasurer)  
Hellen Wilkins - Destination Orewa Beach (Secretary)

Hibiscus & Bays Local Board Rep - advised post-Election

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Jonathan Rigg resigned from the Board after being part of Destination Orewa Beach since its inception and previously as the Orewa Combined Businesses Association. The Board would like to thank Jonathan for his commitment to Orewa and the Board over his 5 decades long tenure.

## 2025 - 2027 Strategic Action Plan Priorities

The Strategic Action Plan sets what we do and what critical factors we work around meet our five key objectives. Everything we do, slots in to one of these objectives.

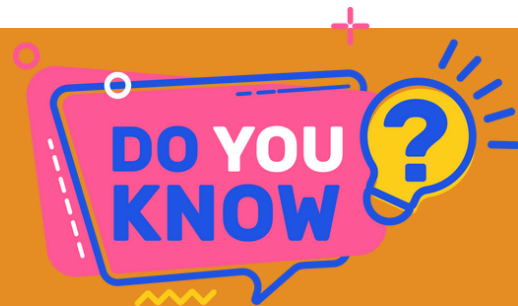
**Objective One** - Drive foot traffic into Orewa to foster a financially resilient and self-sustaining business environment, contributing to a vibrant town centre

**Objective Two** – Work with stakeholders to raise the appeal & 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



- **Business Movement:** in the 12 months to 30<sup>th</sup> June 2025, 29 new businesses opened in Orewa, while 12 moved on (*that we know of*).
- **Spending Trends:** over the same period a total of 3.73 million EFTPOS transactions were made in Orewa, with the average purchase sitting at \$47.19.
- **Population Growth:** Orewa’s full-time population has grown to 11,830, up 15% since the 2018 census. The average age here is 52.
- **Wider Hibiscus Coast (HBC)** is now home to 66,800 people, also a 15% increase since 2018, with an average age of 42.
- **Fastest Growing Area:** The Hibiscus Coast holds the title of New Zealand’s fastest-growing residential area.

# Business stuff..

## Are you up to date with changes to Parental Leave and the Holidays Act

From 1 July, the Employment Department introduced updated requirements around **Paid Parental Leave**. These changes provide clarity on:

- When an absence from work counts as hours worked
- Adjustments to pre-term baby payments
- Paid parental leave entitlements for primary carers who are not the birth mother or their spouse/partner (e.g. adoption, surrogacy, or whāngai)
- The start date of parental leave payments in the case of pre-term births or for certain primary carers

In addition, the long-awaited **Holidays Act** overhaul is moving through Parliament. Once passed, employers will have around 24 months to implement the changes. Particular attention should be paid to how these will affect casual employees – something especially relevant in a hospitality-centric town like Orewa.

For full details on both the Parental Leave and Holidays Act changes, visit: [www.employment.govt.nz](http://www.employment.govt.nz)



### Chamber Membership for Orewa Members – Just \$50+gst a year.

**Being part of a chamber of commerce connects you with a strong business network, advocacy, and local opportunities. It's a simple way to grow visibility, credibility, and support for your business.**

As an Orewa Business Association member, you're eligible for Auckland Business Chamber membership at a special rate of \$50+gst per year, giving you access to a range of benefits, including (but not limited to):

- Savings through Alliance Partners – Get discounts with 2degrees, OfficeMax, Z Business, Bunnings, Noel Leeming, Yoogo Fleet, Clarity Insurance Brokers, Reliance Utilities and more.
- Chamber Toolkit – Access templates, guides, and business resources online, plus talk to a Business Advisor by calling 0800 543 543
- Free 30-minute consultation with one of our Growth Advisors



- Promotional opportunities – such as Feature Friday (a complimentary social media promo)
- Free Member Evenings and one BA5 networking event per year
- Member pricing on Chamber events throughout the year

It's easy to take advantage of this offer. Simply scan the QR code  here, enter coupon code: **OrewaBA** to access this membership.

# Bits and pieces....

Our networking events are open to all Business Association members\* and Associate Members.

These evenings are ideal for all businesses including those that don't benefit so much from the other initiatives that we create. Come and meet fellow business owners in a casual, low key drinks and nibbles format.

\* Note from page 3, if you are a business in the Orewa CBD area, **you are a member of the business association.**

## EVENT SPONSORSHIP:

Sponsor slots have mostly been filled by a great spread of business genres, with just 2 spots remaining and these are for the **2026 SURF SOUNDS CONCERT & FIREWORKS EVENT.**

For a \$3,000 (+ GST) investment, you could have your brand in front of the wider region via an intense week media campaign prior to the event (via social media and bill boards etc) and around 15,000 people on the night

A full *Return on Investment* document can be provided to any interested businesses.

We fully understand that times are tough. If Orewa businesses are not able to take up this opportunity, we can approach businesses farther beyond.

## RED or WHITE NETWORKING EVENT



Join us and other Orewa businesses for conversation and a glass of wine or two



**WEDNESDAY 22 OCTOBER**  
**5.30 - 7PM**



**Venue:** Kindly hosted by Natalia and Diogo at Romeo Panetteria.

**6 Keith Morris Lane, Orewa**

Free attendance for Destination Orewa Beach Business Association members.

(Limit of four per business please).

Please **RSVP** to Ramona by Monday, 20 October at [admin@orewabeach.co.nz](mailto:admin@orewabeach.co.nz)



**THE LEGAL TEAM**  
*Orewa Surf Sounds Concert*  
featuring *Off the Wall*  
**Orewa Surf Club Reserve**  
**Saturday 28th March, 4.30pm**  
FIREWORKS at approx. 8.15pm  
RAIN DATE Sunday 29th March



Get your logo here 



### Destination Orewa Beach

📍 350b Hibiscus Coast Highway (behind Bake & Brew Café)

☎ 021 412 613

🌐 [orewabeach.co.nz](http://orewabeach.co.nz)

📘 [facebook.com/orewabeach](https://facebook.com/orewabeach)

📷 Instagram: @OrewaBeachNZ