

# Street Talk

The Official Newsletter of Destination Orewa Beach

March 2017

## How in the world is it March already?

We are nearly a quarter done with the year and at the stage when we are fastidiously working through plans for 2017/2018 town enhancements, community projects, consumer promotions, regulatory and governance requirements as well as national and international marketing activities are all being slotted into schedules and project plans... oh yes and a couple of advocacy projects are the icing on the cake. We love this time of year – seeing the results of the past year and looking forward to bigger and better for the next year.

Whilst we scurry along with these plans, we are still at your disposal should you need anything – don't hesitate to call us or pop in – our door is always open.

*Hellen & Gayle*

### ‘Orewa’ Brand

We are looking into options to enhance the Orewa brand, regionally and nationally. We are very eager to hear your thoughts on:

- what sets Orewa apart from other town centres
- what Orewa will look like in 5/10/20 years
- what “being a coastie” means for you
- what are the pro’s and con’s of Orewa ?



In the next 2 weeks we will send out a brief online survey asking these questions. We can then work towards creating a solution to grow the brand – taking into consideration your thoughts and comments. Similarly, feel free to send us an email with your comments and thoughts.

### Orewa Beach Wifi

Tailor Made Computers have sponsored the home page of the Orewa Beach Free Hotpot for the past 6 months and have gained great exposure for their business in doing so.

Average views of their brand per week  
**25,000**

Average clicks to their own website per week  
**40**

At \$125 per week, this is very cost effective, high exposure for businesses – gaining a far wider audience than a print advert, for a fraction of the cost. There is also the ability to add a ‘call to action’ within the home page (a free coffee or product discount etc) and all the artwork is done for you at no cost. If you would like to discuss sponsoring this homepage, please contact us on [admin@orewabeach.co.nz](mailto:admin@orewabeach.co.nz)



# Summer Event Summary

Events are created to not only provide an economic benefit to the town, but to also bring foot traffic into the town – a fair proportion of which may not have been into Orewa before.

Purely due to being adjacent the beach, the main Highway is the optimal location to hold events. We appreciate that the businesses in this vicinity, fare better than the businesses farther back. Many towns have the same town layout / ideal event spaces – Browns Bay, Mission Bay, Devonport, St Heliers etc. With this front of mind we continually encourage all businesses to attend the events to engage with the audience, handing out business cards or promotional information or offering a special discount, to encourage business/foot traffic your way. It would be really wonderful to see an increased number of businesses use these event opportunities to grow their business brand – it’s a free promotional opportunity to a mass audience.

Destination Orewa Beach has requested retail revenue reports from Paymark for the key 3 event days over the summer. These reports enable us to:

- quantify the return on our financial investment
- gauge the economic impact on the town as a whole
- track geographically where event attendees come from – what ‘new’ business is generated
- provide information support (brand exposure and geographic catchment) when seeking sponsors

The chart below summarises the impacts of recent events in Orewa. Note that these percentages are all compared to a standard (summer) weekend prior to the event.

Event	% gain in		% of event attendees from			
	Revenue	Transactions	Orewa's Catchment	Outside Catchment	Rest of NZ	Overseas
Orewa Santa Parade & Orewa Surf Sounds concert	6.7%	23.7%	67%	26%	4.3%	2.7%
Hibiscus Rodders Festival	16.9%	15.1%	58.1%	26.3%	13.1%	2.5%
Boulevard Arts Fiesta	Results awaited					

Our final event of the summer is the **Orewa Beach Sand Castle Competition** on March 26th. This fun and interactive event is a hit with families who travel from the likes of Warkworth and the North Shore to take part. Hopefully we’ll see you down at the beach (adjacent Moana Reserve).

As reviewed previously, community events serve multiple purposes:

- ❖ to showcase Orewa’s best asset – its beach! ❖
- ❖ provide a free activity ❖ attract visitors to the town centre ❖
- ❖ provide a community engagement opportunity ❖
- ❖ financial benefit to the town ❖



2017 Buskers Festival



2017 Boulevard Arts Fiesta

# Orewa retail spend December 2016 quarter

Considering it rained on 36 days in the December quarter, we are pleasingly surprised that Orewa still experienced revenue growth (albeit very minimal) over the same quarter 2015 when there were only 15 rain days.

## Amount Spent

This Year	Last Year	Change	
\$31.71 mn	\$31.37 mn	+1.1%	National
\$0.80 mn	\$0.83 mn	-4.2%	International
<b>\$32.51 mn</b>	<b>\$32.20 mn</b>	<b>+1.0%</b>	Total

As we have had a good run of reliable weather and several large events in Orewa since January, we are anticipating a higher level of growth for the March quarter and we look forward to sharing this with you when these results are released.

## Shape Auckland

CAT

Each year Auckland Council ask for feedback on the services funded by the rates we pay, prior to the Annual Budget being formalised. Destination Orewa Beach will be submitting

a concise written submission in relation to the proposed Accommodation Targeted Rate which will have a major impact on the industry, and could be catastrophic for the independently owned accommodation providers in Orewa and the wider HBC area. We heartily recommend that you, as rate payers, send your submissions and thoughts around the budget, via the online form at [www.shapeauckland.co.nz](http://www.shapeauckland.co.nz) or longer written submissions can be emailed to [annualbudget@aucklandcouncil.govt.nz](mailto:annualbudget@aucklandcouncil.govt.nz)

# Free Business Clinics

Auckland  
Tourism, Events and  
Economic Development  
An Auckland Council Organisation

ATEED are running a series of small business free clinics, 28th March in Orewa, 30th March in Manly and 11th April in Silverdale. 45 minute appointments are available across the locations noted above. For additional locations or to secure an appointment, visit [aucklandnz.com/clinics](http://aucklandnz.com/clinics) – its not very often we receive something for free – reserve your spot today!

The ATEED experienced business growth specialists can help your business with:

- Business Strategy
- Productivity Improvements
- Cash flow / financial management
- Marketing challenges
- Exploring new business opportunities
- Staff management issues
- Entering the exporting markets

# NZ SUP Nationals

March 11th and 12th brings the NZ National SUP (Stand Up Paddle Board) competition to Orewa. This event will bring

2 days of showcasing Stand Up Paddle board racing at a National level.

**Day 1** – Consisting of 2 long distant races, a 15km and a 6 km, depending on wind direction, hoping to finish at Orewa.

**Day 2** – Short course racing close to the beach – lots of people and lots of action, super fun.

Anyone considering themselves fit enough can enter any of the races. For further information check out [www.facebook.com/nzsupchamps/](http://www.facebook.com/nzsupchamps/)





## Orewa Business Networking Evening

After the success of the October networking evening, the second event will be held on Thursday April 6th. At the October 2016 event we welcomed businesses wanting to host a networking evening to showcase their business, Bayleys Orewa approached us to host the April event and as such, this will be held in the BAYLEYS OREWA office, at 14 Florence Avenue, Orewa. Goran Ujdur, Bayleys Senior Analyst will give a brief overview of the commercial property market, growth opportunities and property trends in the Orewa area.



We received so many comments throughout the last evening regarding how easy it was to mingle and make conversation and how guests felt like they finally knew their neighbouring business owners. So we would love to see all those who attended previously, and lots of new faces as well. That's what its all about !

### YOUR BOARD MEMBERS

#### Chairman:

Brie Edwards-Adams 022 103 8363 Orewa Beachcomber

#### Business Association Manager / Secretary:

Hellen Wilkins 021 412 613 or 09 426 2638 Destination Orewa Beach

#### Treasurer:

Clinton Sanford 09 421 9020 baldry + sanford

#### Deputy Chair:

Richard Worker 09 427 0550 North Harbour Law

Eric Blake 09 427 0131 The Nautilus Apartments

Barbara Everiss 09 426 5287 Flowers by Joanne

Kim Lyons 021 739 922 First Rate Mortgages

Paul Murphy 021 131 6657 Shafer Design

Jonathan Rigg 027 496 3904 Rigg Family Trust

Nigel Rigg 021 242 4448 Property Owner

Nik Sams 09 426 7873 The SUP Shed

Ramona vanderlee 027 672 2164 Charlie Coco's

### Over the summer we welcomed the following businesses to Orewa:

- **363 Boutique B&B**, 363 Hibiscus Coast Highway
- **College of Digital Photography**, upstairs in Hillary House
- **Labyrinth Digital Signage & Touch Screen**, Florence House, 16 Florence Avenue
- **Eco Tinting**, 319B Hibiscus Coast Highway
- **La Bella Ladies Boutique**, 16 Florence Avenue
- **Milford Eye Centre**, Under the Nautilus, Tamariki Avenue
- **Beachcomber Café and Bar**

### The following businesses moved within Orewa:

- **Abstraxt Hair**, from Moana Court to 16 Florence Avenue
- **Massage Works** from Tamariki Avenue to 16 Florence Avenue

*Join us . . .*  
for casual drinks & nibbles  
*Thursday 6th April, 5pm to 7pm*

Meet other businesses to share stories and network, in a no-pressure & casual environment. With guest speaker Goran Ujdur, Bayleys Senior Analyst giving an overview of the real estate market plus property trends in our area.

Hosted by BAYLEYS Orewa, 14 Florence Ave, Orewa

RSVP by Friday March 31st, to  
hellen@orewabeach.co.nz

**BAYLEYS**



### *Quote of the month*

*The two most powerful warriors are patience and time*

~ Leo Tolstoy ~



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(Operating as Destination Orewa Beach)

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