

Street Talk

The Official Newsletter of Destination Orewa Beach

November 2016

BEAT THE WINTER BLUES

Less than 50 days to Christmas now – it's not just Santa and the Elves in preparation mode, it's getting to the time of year when it's hard to see the wood for the trees amongst the multiple projects in play for us at Destination Orewa Beach. But we love the challenge and the variety that our jobs bring – seeing the smiles on the faces of people throughout the town, and happy business owners makes the daily juggle very worthwhile.

The final cogs are being put into the Santa Parade/Surf Sounds events later this month and we are working with multiple Council stakeholders to ensure the town is looking as tidy as possible, over the summer. Even if we are wearing multiple hats on any given day, we are always available should you want to catch up about anything we are doing, any help you may need or anything you think may not be right. We're always out and about so we are also happy to call in to your place of business if you prefer – just pick up the phone, and we'll be there.

Hellen & Gayle

ATTENTION HOSPITALITY BUSINESSES

The first annual Council Verification of your Food Handling Control Plan will be due imminently, under the 2014 Food Act. With the significant impacts this Plan will have on your business processes and your business if standards are not met, it is imperative that the right systems are in place. Fiona Eames of FCP Food Safety Services can provide assistance with your Food Control Plan to ensure that you pass your Council Verification.

Fiona can also assist with staff essential training courses and pre-verification 'am I on track...' type services.

Fiona Eames,
FCP Food Safety
Services
Ph: 027 427 8360



OREWA BEACH GUIDE 2016/2017

17,000 copies of the new Orewa Beach Guide have been distributed to all houses in the immediate area – up to Puhoi, as well as all the motels, and Jasons brochure racks throughout the region. We are working our way through the Orewa CBD delivering brochures to all businesses, which is a major task, if we haven't got to you yet and you would like some, give us a call or pop into our offices.



HIGH IMPACT DIGITAL MARKETING EXPOSURE

Chameleon Live Source Broadcasting is working with Eftpos Now and Destination Orewa Beach, to install multiple digital advertising screens throughout the town centre. With a ten minute rotation, these screens will also show local information, events, and an awareness of community messages as well as local business advertising. This programme has successfully been installed in Browns Bay and New Lynn town Centres, and is currently in progress throughout Dominion Road. With the growth in digital marketing, we think this is an extremely effective, innovative and affordable way to reach your customers, whilst gaining massive brand recognition for your business. We sent an e-news regarding this programme recently and 8 requests for further information were received within minutes. For 5000 ads a week from \$20 per week please email me - hellen@orewabeach.co.nz



HBC Youth Centre sample digital ad'

* You could also consider being a host site for a screen – a great way to attract passers-by to linger by your business window whilst watching the digital screens. Refer to the enclosed brochure.

SANT A'S ARRIVAL...

your feet – this is your chance to engage with the attending crowds... It's as simple as giving branded balloons or lollipops to the children or mingle with the audience handing out special-offer flyers and information for your business... Encourage all those potential customers to want to come to your business, whether it be that day, or another day.

The Santa parade is followed immediately afterwards, on the main Surf Reserve, by the Orewa Surf Sounds concert and fireworks. Destination Orewa Beach created this event in collaboration with the Orewa Surf Life Saving Club and More FM Rodney, and it promises to be a spectacular beach side summer festival with bands, amusements, food trucks and fire works at 9pm.

November 26th brings the New World Orewa Santa Parade to town, starting at 4.30pm. A ready-made audience is at

OREWA NEW WORLD 
Santa PARADE
4.30pm
SATURDAY 26 NOV. 2016
Hibiscus Coast Highway
Between Florence Ave & Orewa Surf Club Carpark
NEW WORLD    
Followed by THE OREWA SURF SOUNDS - OREWA RESERVE from 5.30pm - FIREWORKS at 9pm

Orewa Surf Sounds Concert & Fireworks
Saturday 26 November from 5.30pm (fireworks at 9pm)
Brought to you by
   
Main Surf Club Reserve
right after the Orewa New World Santa Parade
With thanks to
 
For further information check out www.orewabeach.co.nz



MEET the BOARD Networking evening

27 business owners attended the first networking drinks on 26th October. The evening was fun, energetic and yet very casual. Two business owners arrived uncertain of how to 'mingle with strangers' yet commented on how welcoming everyone was and how much insight they gained from other business owners they spoke to.

Questionnaire feedback from those who attended:

"Much gratitude for the invitation, welcome and support... and the introduction to an awesome and willing group of businesses participants". *Sandra*

"Loved it, met some awesome people, thank you". *No name given*

"Great event, friendly people. Thank you. Its nice to know that others feel they 'work alone' and I now feel encouraged to meet other businesses". *Robin*

"Great mix of business people. Thank you". *Geoff*

We hope to host another evening in February with the aim to encourage businesses to meet each other, which will in turn, increase interaction and support between businesses and provide an enhanced feeling of unity between Orewa businesses.



BUY local – GIVE local Christmas Appeal

Support local businesses & families in need this Christmas.

Hibiscus Matters' BUY local GIVE local Christmas campaign asks customers to buy vouchers (\$10 or more) from any local business and donate them to families in need. Donation boxes are at Orewa New World and Hibiscus Matters in Tamariki Plaza.

It's a WIN/WIN situation – tell your customers all about it!

Vouchers are distributed at Christmas by Hibiscus Coast Community House and Love Soup Hibiscus Coast.

More info: localmatters.co.nz or in Hibiscus Matters.

Hibiscusmatters

OREWA ORGANIC MARKETS

The first inaugural Orewa Organic Market on 30th October was smaller than expected – mainly thanks to mother nature who threatened wet weather several days prior resulting in multiple stalls cancelling.

The day was bright and sunny and ideal for a wander around a beach side market.

These events are monthly on the last Sunday of the month and we look forward to the 27th November market.

FOR BUSINESSES WHO USE ENVELOPES

We have for sale boxes of 500 Orewa Beach branded self-seal, postage paid envelopes

\$381.43 inc GST a box*

This equates to 76c per pre-paid envelope versus \$1 per stamp at the post office (*plus the envelope cost*)

Contact us on admin@orewabeach.co.nz for orders

*half boxes can be bought, on request

ENCLOSED FOR YOUR INFORMATION:

We don't usually inundate you with 'inserts' however those enclosed herein are well worth your time investment to read.....

- The latest Neighbourhood watch information leaflet.
- Support information for the Chameleon Digital Marketing programme.
- Orewa Lunchtime Toastmasters information. The perfect way to develop your staff/customer communication techniques, through quick and efficient lunch time sessions.

Changes within the town centre this month....

NEW BUSINESS

- **BDS Hughes Chartered Accountants**, Tamariki Avenue

BUSINESSES CLOSED

- **MTF Finance** Florence Avenue
- **Ray White Real Estate** Florence Avenue
- **NZ Home Loans** Tamariki Avenue

BUSINESS CHANGES

- The Winning Post on the main Highway is now the **Horse and Harp Sports Bar**

COMMUNITY ADVERTISEMENT

HOLIDAY SEASON

As the end of the year approaches, businesses will be pushed to capacity to meet the needs of customers. If you are considering taking on additional staff for this season, Edge Employment provide an employment service matching job seekers with a disability with employers. Both parties through the new job transition, to ensure longevity of work. Job seekers range from low skilled but hard working people who are keen to learn, to those with single & double degrees – providing a skill level for most jobs.

There are many benefits of supported employment such as: finance, reputation, diversity, community engagement and enhanced staff morale.

Edge Employment have 25 years of matching job seekers to jobs, and providing (2 years) ongoing support via an experienced professional and free service for Employers. Subsidies may be available for some job seekers.

Call Jan Philpott 021 921 713 or
Iain Taylor 021 0297 2484



and finally ...

Remember that if you dress your business window by **Friday 25th November**, you'll be in to win a \$500 Radio advertising package thanks to MORE FM Rodney.

Quote of the month

*ABILITY is what you're capable of doing
MOTIVATION determines what you do
ATTITUDE determines how well you do it.*

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

Petra Hewitt 09 426 6646 Orewa Optics

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



Mainstreet Orewa Inc.

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