



TAKAPUNA BEACH

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ANNUAL REPORT

1 JULY 2024 – 30 JUNE 2025



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We would like to extend a big thank you for all their support over the last twelve months.

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CHAIR REPORT

To our esteemed members, partners, and friends of Takapuna

It is my privilege to present the chair report for the Takapuna Beach Business Association (TBBA) for the 2024/25 year. This has been a year of quiet sustained momentum in our beach side community. As I reflect on our journey, I am filled with gratitude for the trust you have placed in the board, the energy of our members, and the shared belief that Takapuna remains New Zealand's most liveable and welcoming beach side hub for commerce, culture and connection.

A year of purpose, partnership, and practical progress

We reaffirmed our core purpose; to support local business vitality, advocate for a vibrant public realm and foster a business community where every member can thrive. In 2024/25 we put that purpose into tangible outcomes; stronger engagement with council, targeted initiatives to boost footfall, and practical programs that reduce the friction of doing business in Takapuna.

A strengthened voice: Our engagement with Auckland Council and local agencies intensified through regular forums and advisory input. We pushed for sensible, evidence-based decisions on streetscape improvements, parking, and pedestrian safety and we celebrated when constructive feedback translated into positive changes on the ground.

A culture of collaboration: We deepened our partnerships the Takapuna stakeholders and business improvement networks across Auckland. The collaborative model we've built has enabled faster problem-solving, shared ideas and resources that showcase Takapuna's unique character.

Finances and Resources

Our accounts reflect prudent management, a disciplined approach to overheads, and a commitment to delivering value to members. We maintained a healthy reserve for strategic investments while ensuring BID rates remained fair and accessible.

We continued to invest in capabilities that serve members well; robust digital tools, timely communications, and a refreshed events calendar. We also prioritised governance processes to ensure the association remains accountable, responsive, and compliant.

Membership and community

Growth with value: Our membership base remains strong, with a diverse mix of retail, hospitality, professional services, and service providers. We focused on delivering member

benefits that answer real business needs, market intelligence, promotional opportunities, networking, and practical support.

Community events that spark pride: Takapuna's public realm shone with a calendar of events that drew locals and visitors alike. From seasonal markets to collaborative promotions with cultural and arts partners and the incredible Takapuna Winter Lights event. These activities reminded us that our business district is a social as well as economic engine.

“We pushed for sensible, evidence-based decisions on streetscape improvements, parking, and pedestrian safety...”

Impactful initiatives and highlights

Member News: A refreshed, member-focused communications approach kept members informed, inspired, and engaged, with consistently high open and click rates

Streetscape and activation: We played a pivotal role in advocating for safer crossings, enhanced security, and better lighting in the evenings. The result has been a more welcoming, walkable town centre that supports both day and night-time trade.

Skills, capability, and growth: A series of business development sessions offered practical tips on marketing, customer experience, and e-commerce. We recognise that at the heart of Takapuna's growth is the continual upskilling of our business community.

A great deal of work was undertaken, including strategy sessions, reviews and drafting to be able to present to you at this AGM the TBBA 5-year strategy.

Governance and accountability

Member voice in governance: We provided numerous opportunities for member feedback through surveys, meetings, and informal catch-ups. Your feedback informs our priorities, and we are committed to acting on it wherever possible.

Responsible fiscal discipline: We continued to optimise our expenditure, leverage in-kind support where possible, and pursue grant opportunities to extend the reach of our programs without compromising financial stability.

Challenges and responses

External headwinds: Inflationary pressures, supply chain volatility, and labour market tightness have posed challenges to both our members and our partnership programs. We have responded by prioritising high-impact initiatives, negotiating with suppliers, and sharing practical guidance with members to navigate these pressures.

Market volatility and consumer confidence: To counter softer demand in some quarters, we accelerated promotional collaborations, promotions that highlight Takapuna's diversity of experiences, and partner-driven campaigns to sustain foot traffic and spend. The result being economic growth and increased retail spending.

Balancing short-term wins with long-term resilience: We have kept a steady focus on long-term resilience, ensuring investment in the public realm, sustainable business practices, and digital infrastructure while continuing to deliver immediate value to members.

People and gratitude

To our members: Thank you for your continued trust, feedback, and participation. It is your energy that fuels the association's work and keeps Takapuna moving forward.

To our volunteers and board members: Your time, expertise, and willingness to step up when needed are the lifeblood of our organisation. Your contributions are seen, valued, and essential.

To council and partners: Our collaborations with Auckland Council, local iwi, business groups, and community organisations are foundational to Takapuna's ongoing success. Your guidance and support are deeply appreciated.

To our staff and contractors: Your professionalism and dedication ensure that our plans translate into real-world outcomes. Thank you for turning strategy into practical action.

A moment of reflection

Takapuna is more than a collection of businesses; it is a living community where people gather, exchange ideas, and share experiences. The past year has reminded us that a vibrant town centre is built on trust, collaboration,

and a shared sense of purpose. With your engagement, we are creating a Takapuna that is resilient, welcoming, and prosperous for years to come.

Looking ahead: 2026 priorities

Active promotion of Takapuna as a destination: Build on seasonal campaigns, cross-promotion with hospitality and arts partners, and a refreshed digital platform to attract locals and visitors alike.

Public realm and safety: Continue advocacy for streetscape upgrades, lighting improvements, security and pedestrian-friendly design to support safe, enjoyable, and accessible experiences after hours.

Digital and brand: Invest in analytics, public relations, marketing branding and streamlined communications to ensure members are well informed and increase Takapuna brand awareness.

Sustainability and resilience: Elevate our sustainability initiatives, reduce waste in events, encourage local sourcing, and support businesses in adopting resilient practices in the face of climate and economic variability.

Closing reflections

I am deeply grateful for the privilege of serving as chair. Takapuna's strength lies in its people, entrepreneurs with vision, community-minded partners, and residents who care about the vitality of our town. As we step into the next year, I invite each member to bring your voice, your expertise, and your optimism to the table. Together, we will continue to make Takapuna not only a successful commercial hub but a place where people choose to spend their time, invest their energy, and belong.

Thank you for your ongoing support, your trust, and your partnership. Here's to another year of shared success, bold conversations, and a Takapuna that shines even brighter.



Alex Bicheno
Chairperson,
Takapuna Beach
Business Association



CEO REPORT

It is with great pleasure that I present the Chief Executive Report for the Takapuna Beach Business Association (TBBA) for the past 12 months. This year, we have made significant strides toward our mission to make Takapuna the place “where you want to live, work and play” and to “enhance the economic, social and environmental landscape of Takapuna through bold advocacy, active promotion and enabling business excellence.”

Our dedication and hard work have yielded tangible results across all our key pillars of activity. From securing vital infrastructure investments to hosting a vibrant calendar of events and providing our members with crucial support, the TBBA has had another busy and successful year, including winning the 2Degrees Auckland Business Awards for Community Contribution. I would like to thank our incredible board, our dedicated team, our invaluable sponsors, and all our members for their continued support.

Bold Advocacy: Driving Investment and Improving our Town Centre

Over the past year, the TBBA has been a powerful advocate for the business community, actively engaging with both the public and private sectors to drive investment and development. Our efforts have been instrumental in pushing forward several key projects that will shape Takapuna's future.

We have seen new resource consents approved for a major four-tower apartment development on the old Colmar Brunton site, new apartments on Burns Avenue and actively worked with private landlords to progress their plans, including the exciting upgrade of the Eat Street laneway, and the refurbishment of 111 Hurstmere and creation of a new rooftop hospitality establishment.

Our advocacy has been critical in securing improvements to public spaces. We worked with Auckland Council to fix footpath trip hazards and to plant new gardens along Lake Road, increased maintenance and enhancing the streetscape and improving safety. We have also enabled a new pedestrian crossing on Auburn Street, a key project for improving safety and connectivity for both residents and visitors. We have also focused on the day-to-day environment, working to ensure graffiti is removed promptly and resolving a number of rubbish collection issues.

Safety and security have remained a top priority. We successfully introduced daily security foot patrols, which have been met with overwhelmingly positive feedback and have significantly reduced issues. We also installed new CCTV cameras in public spaces, which we have linked directly to the NZ Police, further enhancing safety in the town centre. We have worked closely with the NZ Police, Community Patrol and Auckland Council's homelessness team to find coordinated solutions to anti-social behaviour and rough sleepers.

EXCELLENCE IN COMMUNITY CONTRIBUTION



TAKAPUNA BEACH



Active Promotion: A Year of Events and Record-Breaking Engagement

Our promotions and events have once again showcased Takapuna as a premier destination, driving visitation and boosting the local economy.

We are proud to have produced and supported over 20 large public events this year. The highlight of our calendar was the Takapuna Winter Lights Festival, which drew over 50,000 people (2024) and won Best NZ Community event (over 3,000 people) 2024. Other key events like our Christmas Festival, Takapuna Easter Festival, Matariki Market, and Takapuna Latin Fiesta all attracted thousands of people and contributed to a vibrant community atmosphere.

Our targeted promotional campaigns and marketing efforts have generated exceptional public engagement. We utilised a comprehensive strategy across a variety of channels, including social media (Facebook and Instagram), print media (Channel Magazine, Rangitoto Observer, and North Shore Times), online advertising (NZ Herald, Stuff News), radio adverts and traffic reports, and our own I Love Takapuna website and newsletters. Across our platforms we had some impressive statistics of people seeing our messaging, including Google adverts with over \$11m impressions, Facebook had a reach of over 4.5m and our website had over 671,000 views. The annual Shop and Win promotion saw 7,350 entries in 2024 and had an impressive start to 2025 with 4,097 entries. The Taste of Takapuna promotion set a new record with over 7400 votes in the People's Choice Awards. Our public relations efforts were also instrumental, with press releases and media engagement on economic performance, leasing, and new developments, ensuring positive media coverage and reinforcing the Takapuna brand. We also successfully increased tourism marketing, securing Takapuna's inclusion in the official Auckland Central tourism map (60,000 copies), distributing over 12,000 copies of our own Takapuna visitor guide to 240+ Auckland tourist outlets, and a special section on Takapuna in the Lets Go Kids publication (160,000 copies). These efforts ensure that Takapuna remains a top destination for visitors and locals alike.

Enabling Business Excellence: Fostering a Strong Business Community

Our focus has been on providing members with the tools and information they need to succeed and fostering a strong, connected business community.

Our efforts to strengthen the local economy were reflected in Takapuna's GDP growth of 3.8%, a testament to the resilience and strength of our businesses. Our retail spending reports



consistently showed Takapuna outperforming competitors each month. Overall for the year, Takapuna retail spending increased by 1.0%, which is in stark contrast to significant declines in other retail centres in this tough economic environment.

We held monthly networking events, with an average attendance of over 60 people, offering a crucial platform for members to build connections and learn from a variety of speakers, including an AI specialist and a leading national director of research. We also offered a range of professional development resources and promoted mentorship programs.

In terms of member services, we completed a comprehensive membership audit, resulting in the addition of 16 new businesses and 130 new contacts. The successful trial and implementation of a new CRM system improved our business newsletter delivery, with open rates consistently above 35%, and laid the groundwork for future website enhancements.

It has been my pleasure to serve as Chief Executive of the TBBA, and I am incredibly proud of what we have achieved together over the past year. We have a strong foundation and I look forward to building on this success in the coming 12 months.

A handwritten signature in blue ink that reads "Terence Harpur". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Terence Harpur

TBBA Board Members

Thank you to all of the board members of the TBBA for their ongoing support and commitment. This is a volunteer board who has immense passion and dedication to Takapuna. Their effective governance has been essential in driving the TBBA and Takapuna forward over the last 12 months.



Alex Bicheno
Chairperson
Partner, Mortimer & Hirst



Andrew Hill
Board Member
Advisory Partner, BDO



Glenn Read
Treasurer
Principal Advisor &
Director, Quartz Wealth



Andy Thompson
Board Member
Owner, House of Travel



Peter Allen
Board Member
Devonport-Takapuna Local Board



Simon O'Connor
Board Member
Owner and Managing Director,
Sentinel Planning



Janet Marshall JP
Board Member
Director, Colliers North Shore



Kate Chivers
Board Member
Supervising Partner,
Turner Hopkins



Nicky Partridge
Board Member
Owner, Street Organics



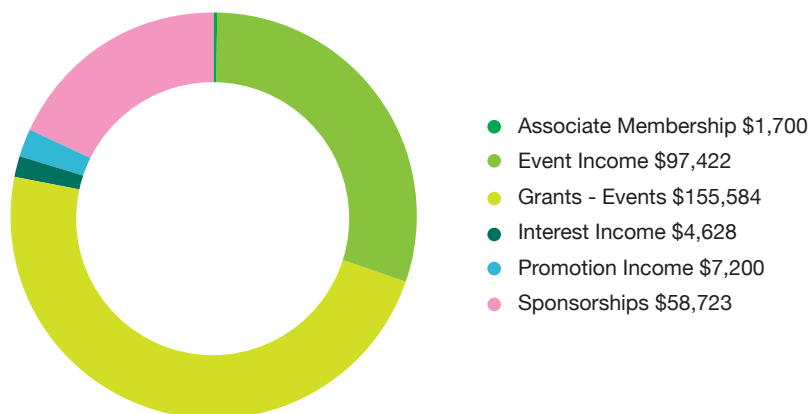
Rob Clark
Board Member
Partner, Simpson Western



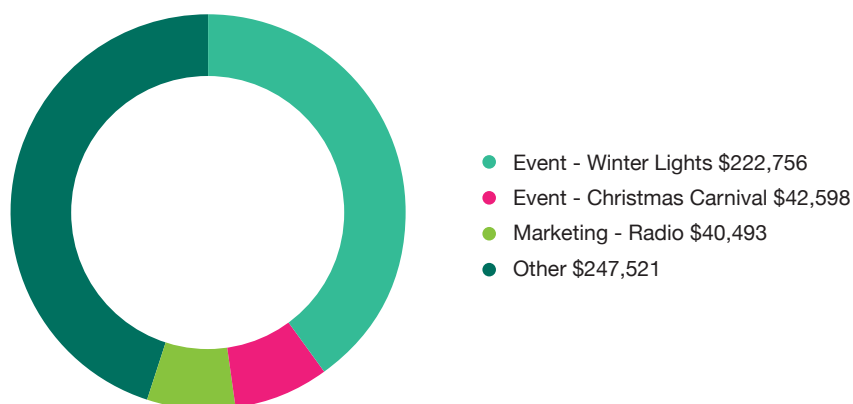
Steve Shute
Board Member
Director,
Rosie's Red-Hot Cantina

FINANCIAL SNAPSHOT

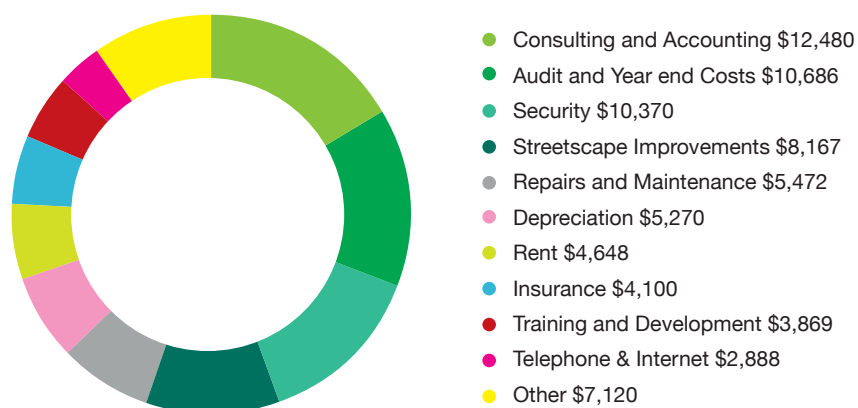
Top Revenue Contributors Excluding BID Levy, This Year



Top Three Marketing Expenses - This year



Top Ten Opex - excluding wages, This Year



BUSINESS PRIORITY HIGHLIGHTS

1. BOLD ADVOCACY

1.1. Infrastructure and Development

This past year has seen a mix of progress and delays in Takapuna's infrastructure and development projects. We've continued to advocate for our members and collaborate with key stakeholders to drive positive change.

The demolition of the old Colmar Brunton building has progressed, and a resource consent for a new development featuring four apartment towers with retail space and a large number of car parks has been approved, as well as the building of a 48 apartment development on Burns Avenue. However, a construction timeline has not yet been confirmed. Similarly, the building of Willis Bond's Takapuna central apartments, and the 358 apartment development on Auburn Street have been delayed due to the current market conditions. The redevelopment of Eat Street has also been delayed due to slow council processes. We will continue to monitor these projects and advocate for their progression when conditions improve.

On a more positive note, the new pedestrian crossing for Auburn Street has been confirmed and is scheduled to begin construction in October 2025, which will significantly improve pedestrian safety and connectivity. Additionally, a new \$10.2 million Auckland Transport project for improving walking and cycling connections within a 1km radius of Takapuna has been endorsed and is moving into the design phase. We have also seen the completion of new low-vision tactiles on pavements



and the repair of footpaths on Lake Road at our request. We are also pleased to have seen the completion of the Northcroft Street upgrade. We also have successfully advocated for the removal of the temporary changes (Planters etc) to Huron Street and to have this return back to its original design until a full upgrade happens in the future. The removal of these elements is scheduled for late 2025.

1.2. Disruption Mitigation

Construction disruption mitigation has been a key focus when we have been working with development and upgrades to Takapuna. We are pleased to have spearheaded the increased notification to business associations across Auckland by Auckland Transport when they receive requests for Temporary traffic management. This allows for early engagement with the works to reduce issues.

We have worked with Vector power and gas supplies, as well as Auckland Transport and Auckland Council, to minimise their works around Takapuna. This has included a new power supplies on Hurstmere Road (north), footpath upgrades, asphaltting, painting, tree pruning and streetscape upgrades.

We have maintained our "open-door policy" for members to voice concerns, as well as providing the regular communication of information to all members relating to construction projects.

We have engaged with local media to report positively, as well as give updates on progress and encourage support of surrounding businesses.

1.3. Relationship building with decision makers.

We have been pleased to continue to build strong and influential networks and relationships within local and central government.

We have worked closely with other business associations to jointly lobby Auckland Council and the NZ government with budgetary changes, Long Term Plans, security and council priorities. We have a strong relationship with a key group of Auckland's eight largest BIDs, who are the most influential.

We are pleased to have an open-door policy, with members regularly getting in touch with us for support or information. We communicate regularly and receive great feedback from our members, as well as regular sector updates with board members.

1.4. Environment, Safety and Presentation

This year, the Takapuna Beach Business Association (TBBA) focused on enhancing the environment, improving security, and elevating the overall presentation of our town centre. Our efforts have been met with positive feedback from members and the public.

To address security, we implemented dedicated security guard foot patrols around Takapuna, which have been successful in reducing issues with rough sleepers and anti-social behaviour. We've also worked closely with the NZ Police and local agencies, including co-hosting a meeting on homelessness, to foster a coordinated approach to crime prevention. Following a concerning armed robbery, we assisted the police and advocated for improved lighting and additional CCTV cameras in the area, including around the bus station.

In terms of presentation, we advocated for and achieved the replacement of slippery, low-vision tactiles on footpaths with safer alternatives, improving pedestrian safety. We've also partnered with Wairau Valley Special School to have students maintain public gardens, which has significantly improved the streetscape's appearance. We actively monitor and work with

the council to ensure graffiti is removed promptly and that public spaces like benches and gardens are well-maintained. We continue to manage and maintain fairy lights on trees around Takapuna to improve the nighttime atmosphere. Currently we have approx. 26 trees with lights on.

These initiatives demonstrate our ongoing commitment to making Takapuna a safer, cleaner, and more attractive place for everyone to live, work, and play.

1.5. Parking and Transportation

This year, the Takapuna Beach Business Association has made significant strides in advocating for improved transport and parking infrastructure. A major milestone was the endorsement of a new Auckland Transport project, which will invest \$10.2 million in enhancing walking and cycling routes within a 1km radius of Takapuna. This initiative is set to make our town center more accessible and enjoyable for both residents and visitors.

Furthermore, our collaborative efforts have led to tangible local improvements, including the confirmed new pedestrian crossing on Auburn Street, which is scheduled for construction in October 2025. We have also successfully advocated for the ongoing repair of footpaths on Lake Road and worked with Auckland Transport to improve the functionality of their parking website for Takapuna.

We have also continued to keep the new Toka Puia car park with 420 spaces, free on the weekend, as well as keeping all street parking free on a Sunday, and having more parking returned on Huron Street as part of the removal of the temporary elements installed by Eke Panuku. We also continue to replace P10 signs around high use drop/off areas, as well as regularly promote parking availability and number on our marketing channels.

1.6. Business Attraction and Economy

Figure 1. Gross domestic product
Annual average % change, year to March 2024

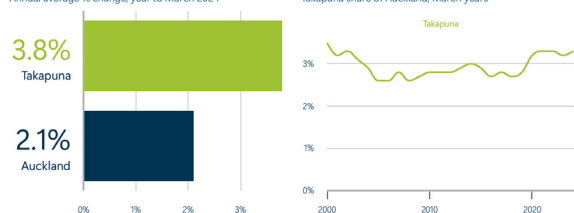
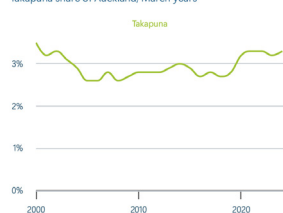


Figure 2. Gross domestic product
Takapuna share of Auckland, March years

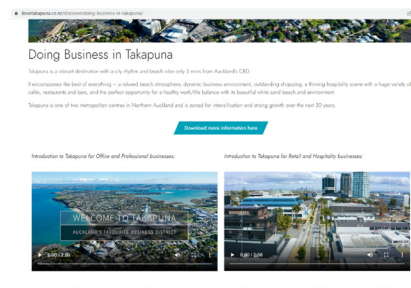


The past year has been defined by robust economic growth and a focus on business attraction. Takapuna's retail sector consistently outperformed Auckland's major competitors, with spending increasing by a remarkable \$12.8% in October 2024 and \$8.0% in March 2025. Infometrics economic data for Takapuna shows strong economic growth in 2024, with GDP increasing by 3.8%, compared to 2.1% for Auckland. These

strong results, which signal a thriving business environment, are a testament to our proactive efforts in promoting the area and our members' resilience.

We have successfully fostered an environment ripe for new investment and development. This year saw the approval of major projects, including a new retail and apartment development on the old Colmar Brunton site, new Pack n Save supermarket and a number of business premises upgrades. We have regular communication with real estate agents and landlords, as well as assisting potential tenants with information on Takapuna pre-lease, as well as support for when they open.

We are proud to see new hospitality venues contributing to our vibrant community, including the opening of the Takapuna Surf Club, Rosies Red-Hot-Cantina, Bennys American burgers, Moo Moo steak house and Cousin Scotts to name a few. These coupled with the opening of popular new retail stores such as LSKD's first NZ store, Novita Diamonds, Beach Road Country Club, Re-Circle and Collective Shoes, signal a strong and confident future for Takapuna's business landscape.



1.7. Media Management

We have worked with media outlets to report positively on Takapuna and help businesses. We have been a regular commentator for media on a variety of projects and issues as they come up and are seen a leader in business representation. Please see our Public Relations section for more information and examples.

1.8. Business Recovery, Resilience and Sustainability

We provided regular wellbeing, mentoring and information support to our members through weekly newsletters, as well as face to face communications. We have an open-door policy for help and support as needed, especially with the financial pressure in the current economic environment. We have helped with a large variety of issues this year such as leasing issues, crime, staff recruitment, marketing, rubbish and business mentoring. We have also worked with Auckland Emergency management and distributed their preparation information to businesses. We have also continued to work with Auckland Council on improving and fixing issues with wastewater and stormwater network and, improving water quality on Takapuna Beach.

RETAIL PERFORMANCE SNAPSHOT

The past year has solidified Takapuna's reputation as a strong retail destination, with our local economy consistently outperforming major competitors across Auckland.

For the period of July 2024 to June 2025, Takapuna's total spend was \$310.9M, marking a \$1.0% increase compared to the previous year. This was driven by a 1.5% rise in the number of transactions, totalling 6,282,286. These figures stand in stark contrast to the spending declines experienced in the CBD (-6.9%), Newmarket (-7.1%), Ponsonby (-8.3%) and Parnell (-7.9%) for the year, underscoring the success of our economic strategies.

This outperformance was sustained throughout the year. September 2024 saw spending up by \$3.0%, with transactions increasing by \$1.1%. In December, spending increased by \$3.1% and by \$2.0% for the quarter. While February experienced a slight 0.7% decline in spending, but then a very strong month in March of an 8.0% increase in spending. Our momentum continued into April, with

retail spending increasing by 1.5% despite a slight fall in transactions.

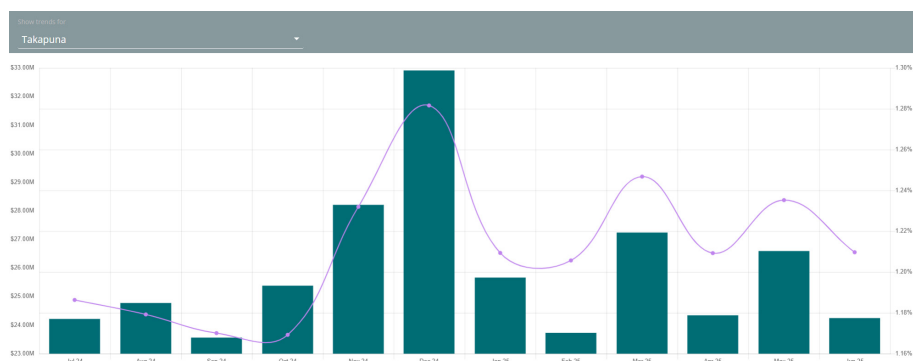
Hospitality was our strongest growth category, increasing by 4.6% for the year. This was followed by Department Stores & Leisure of 2.0% growth.

While we celebrate these achievements, we acknowledge the ongoing challenge of the economic environment, with a number of individual businesses still doing it tough, well others do well. We also have seen a lower overall lunchtime spending, which remains 12% below pre-pandemic levels due to fewer office workers.

We continue to focus on attracting businesses and visitors, ensuring Takapuna remains a vibrant and economically strong center for everyone.

TAKAPUNA		
For the period Jul 2024 - Jun 2025		
Compared to Jul 2023 - Jun 2024		
Total spend in Takapuna	Number of Transactions	Average Transaction Value
\$310.9M	6,282,286	\$49.48
comparison period \$307.7M	comparison period 6,192,462	comparison period \$49.68
since comparison period +1.0%	since comparison period +1.5%	since comparison period -0.4%
Total Auckland Business Association Spend	Share of Auckland Business Association Spending	Share of Auckland Business Association Transactions
\$25.6B	1.2%	1.2%
comparison period \$26.3B	comparison period 1.2%	comparison period 1.1%
since comparison period -2.5%	since comparison period 0.0%	since comparison period 0.0%

Category	Spending	Change *	No. of Transactions	Change *	Avg. Transaction Value	Change *
Cafes, Restaurants, Bars and Takeaways	\$92,185,765	+4.6%	2,980,154	+0.4%	\$30.93	+4.3%
Groceries and Liquor	\$69,841,023	+1.4%	1,778,620	+3.4%	\$39.27	-2.0%
Department Stores and Leisure	\$55,826,993	+2.0%	809,179	+2.2%	\$68.99	-0.2%
Apparel and Personal	\$46,451,569	+1.5%	374,579	+4.4%	\$124.01	-2.8%
Fuel and Automotive	\$25,710,045	-4.8%	210,413	+0.1%	\$122.19	-5.0%
Other Consumer Spending	\$9,420,868	-1.9%	83,293	-1.4%	\$113.11	-0.6%
Home, Hardware and Electrical	\$6,424,402	-20.8%	33,558	-26.2%	\$191.44	+7.4%
Accommodation	\$5,014,452	-8.0%	12,490	0.0%	\$401.48	-8.0%
Total	\$310,875,117	+1.0%	6,282,286	+1.5%	\$49.48	-0.4%



Customer Origin	Spending Distribution			Transaction Distribution		
	Spending Total	% Share	Change*	No. of Transactions	% Share	Change*
North Shore City	\$191,843,675	61.7%	-2.5%	4,129,324	65.7%	-2.5%
Auckland City	\$33,169,640	10.7%	0.0%	636,729	10.1%	+0.1%
Rodney District	\$22,234,403	7.2%	+0.8%	392,926	6.3%	+0.4%
Rest of New Zealand	\$20,542,281	6.6%	+0.4%	317,391	5.1%	+0.3%
International	\$18,846,533	6.1%	+1.1%	315,776	5.0%	+1.5%
Waitakere City	\$14,723,315	4.7%	+0.3%	303,018	4.8%	+0.2%
Manukau City	\$7,052,847	2.3%	-0.1%	142,781	2.3%	0.0%
Franklin District	\$1,271,019	0.4%	0.0%	20,031	0.3%	0.0%
Papakura District	\$1,191,403	0.4%	0.0%	24,310	0.4%	0.0%
Total	\$310,875,117	100%		\$6,282,286	100%	

Category: All Categories
Merchant: Takapuna

*on period starting Jul 2023

Category	Spending Distribution			Transaction Distribution		
	Spending Total	% Share	Change*	No. of Transactions	% Share	Change*
Cafes, Restaurants, Bars and Takeaways	\$92,185,765	29.7%	+1.0%	2,980,154	47.4%	-0.5%
Groceries and Liquor	\$69,841,023	22.5%	+0.1%	1,778,620	28.3%	+0.5%
Department Stores and Leisure	\$55,826,993	18.0%	+0.2%	809,179	12.9%	+0.1%
Apparel and Personal	\$46,451,569	14.9%	+0.1%	374,579	6.0%	+0.2%
Fuel and Automotive	\$25,710,045	8.3%	-0.5%	210,413	3.3%	0.0%
Other Consumer Spending	\$9,420,868	3.0%	-0.1%	83,293	1.3%	0.0%
Home, Hardware and Electrical	\$6,424,402	2.1%	-0.6%	33,558	0.5%	-0.2%
Accommodation	\$5,014,452	1.6%	-0.2%	12,490	0.2%	0.0%
Total	\$310,875,117	100%		\$6,282,286	100%	

Category: All Categories
Merchant: Takapuna

*on period starting Jul 2023

RETAIL MERCHANT NUMBER CHANGES ON THE WORLDLINE NETWORK

Category	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	YE Jun 2025
Accommodation	7	7	7	7	7
Apparel and Personal	99	95	93	93	95
Cafes, Restaurants, Bars and Takeaways	134	132	125	127	138
Department Stores and Leisure	58	53	57	59	62
Fuel and Automotive	16	16	16	14	13
Groceries and Liquor	26	24	26	29	30
Home, Hardware and Electrical	15	14	14	14	11
Other Consumer Spending	32	24	24	26	26
Grand Total	387	365	362	369	382

*merchants on other networks like 'Windcave' are not shown

EVENTS

Events have continued to be a major focus to drive visitation, promote Takapuna as a destination, increase brand awareness and support businesses, as well as provide fun, free entertainment and activities for the community.

Some event highlights throughout the year include:

Takapuna Winter Lights Festival (25-28 July 2024)

Takapuna Winter Lights was held as a celebration of Winter in Takapuna, to showcase the area as a popular winter destination, as well as driving business to local hospitality and retailers.

This event ran successfully for a fourth year with over 50,000+ visitors across the four nights, with Friday and Saturday being the busiest nights. The event featured two projection mapping installations and 13 large-scale light sculptures, as well as three tree installations, plus several coloured lights throughout the site, along with DJ music, performances, artistic installations from local schools and an augmented reality experience as part of a Maori Engagement programme.

This event received a significant amount of marketing reach, including digital billboards from Go Media gaining over 6M plays across 71 digital billboards in AKL, Whangarei, Hamilton, Tauranga, Rotorua, Taupo and Wellington, a number of print and online news media, with event partner Campbell+Co delivering a comprehensive PR plan. The Takapuna Winter Lights social media pages highlighted pictures from previous events and what was coming up, and both achieved great results, with Facebook gaining over 1600 followers, reaching over 145K individuals and Instagram gaining over 1500 and reaching over 15K individuals.



Photo by Brett Phibbs

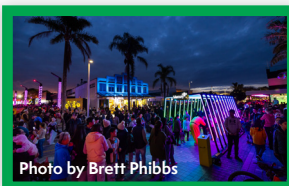


Photo by Brett Phibbs



I Love Takapuna Christmas Carnival (30 November 2024)

The Christmas Carnival was a free community event to celebrate Christmas in Takapuna and drive visitation and spending. The event attracted approximately over 4,000 people on the day and was advertised on social media, local print publications, Eventfinda website and billboards around the North Shore.

We worked with Sunshine Events to help manage and organise over 65 market stalls (including local businesses) selling boutique goods and food for the event along Hurstmere Road, with family-friendly entertainment and performances within Waiwharariki Anzac Square and Hurstmere Green. This year's event contended with some wet weather which lowered the attendance slightly, however a new and popular store opening – LSKD – boosted event numbers, as people attended both events.

Takapuna was also decorated with Christmas decorations from early November until the New Year, including the 6m Christmas tree on Hurstmere Rd, a giant Christmas bauble adorned with LED lights, "Surfing Santas", light pole decorations and flags around the centre.

Christmas Movie Night in the Square

(Waiwharariki Activation Fund – 7 December 2024)

Funding was allocated from DTLB for another community event in Waiwharariki Anzac Square, so a free movie night was held. This event featured some well known Christmas movies, with screen provided by MonstaVision and sound provided by Bandwagon.

Three movies were screened from 3pm: The Grinch, Home Alone and Love Actually.

This event was smaller than our usual events, but well received by the community, with approximately 400 people attending across the 3 movie sessions.



Christmas Music in the Square

(14 & 21 December 2024)

A range of groups, singers and performers were scheduled to play live music along Hurstmere Road in the lead up to Christmas. This aimed to enhance the Christmas atmosphere in Takapuna and encourage patronage and shopping in Takapuna.



Takapuna Beach Summer Days Festival (25 January 2025)

The Summer Days Festival was held successfully again for 2025, running a similar format to previous years with family entertainment and games throughout the day, and live music running into the early evening, and attracting over approximately 5K people throughout the day. Some wet weather blew in to finish the event slightly early, so artists timing were moved up so performances still went ahead, and the event finished early.

Marketing for this event ran from early December, with the event also listed on Eventfinda and Our Auckland, in local print publications and physical billboards around the North Shore.



Takapuna Easter Festival & Activity Trail (12 April 2025)

This event was planned similarly to previous years, with an Easter Activity Trail for children, stage with performances, games and activities, and featured a large Market in Waiwharariki Anzac Square and Hurstmere Green run by Sunshine Events.

The event ran successfully, with approximately 500+ groups of families coming through to take part in the Activity Trail, with over 4,500 people coming through the entire event over the course of the day.

Market vendors and contractors all had positive feedback from the day, and enjoyed the entertainment and atmosphere. There were many happy kids and smiling faces walking around and enjoying a sunny day in Takapuna.

The Activity Trail continued from the event date throughout the remainder of the School Holidays (27 April), to provide on-going holiday entertainment.



EVENTS (Continued...)

Takapuna Markets (March & June 2025)

Some one-off market events were organised with Sunshine Events, to keep Takapuna town centre buzzing, increase patronage and support local businesses.

• Dog Day Out in Takapuna (29 March 2025)

This market day event was held in the Waiwharariki Anzac Square and Hurstmere Green and celebrated the dog-friendly nature of Takapuna, with themed market stalls and a Dog Runway event, where prizes were awarded to some of the most memorable dogs. This event was very successful with approximately 3,000 people attending over the day, and featured over 30 stalls. TBBA supported this event with logistics and organisational support, waste management and marketing support.

• Takapuna Matariki Market (21 June 2025)

This market was held to celebrate the Matariki public holiday, featuring market stalls of different products themed towards New Zealand and nature. There was also live music and free workshops for terrarium and star making. Approximately 4,000 people attended over the course of the day, and also enjoyed some sculpture installations from a team of Unitec School of Architecture students.



TBBA Sponsored Events

TBBA is proud to continue to sponsor and support community events and organisations that bring people in to Takapuna, like:

- Barking Mad Dog Market in Takapuna
- Takapuna Food Truck Nights – Food Truck Collective
- Repco Takapuna Rocks
- Urban Cocktail Trail
- Chinese New Year in Takapuna
- Takapuna Beach Cup Waka Ama racing
- Taste of Turkiye
- Re:generate Fashion Markets
- Urban Wine Walk Takapuna
- Aotearoa Surf Film Festival
- Takapuna Beach Latin Fiesta
- NZ Paddleboard Championships
- Takapuna Filipino Festival



As well as supporting shows and events at venues like the Bruce Mason Centre, The PumpHouse Theatre, Lake House Arts Centre, and community events organised by various smaller community groups.



TBBA Business Events – Networking Nights and Business Seminars

TBBA continues to connect our local business community and provide opportunities for collaboration and network building. We have hosted 9 Networking Nights, with some highlights being a panel discussion with local businesses, an update from ASB Chief Economist, discussion about the property market – current and the future, and a previous AIMES Award winner talking about how to use AI to enhance business. We also held a Business Seminar discussing the art of selling with Natalie Tolhopf and a sponsors evening attending a show at the Bruce Mason Centre.

TBBA is grateful to our main venue hosts The Elephant Wrestler and Regatta Bar and Eatery, for helping us with these events and looking after our members on the night with refreshments and delicious food, as well as to the rest of our sponsors that host these Networking Nights and help us find speakers – thank you for your continued support of Takapuna businesses.

PROMOTIONS

School Holidays 2024-2025

July 2024 - TBBA worked alongside Shore City Shopping Centre to put on some entertainment for the school holidays. TBBA engaged An Enchanted Party and hired 3x popular entertainers for 4x performances: Spiderman, Elsa, Ariel the Little Mermaid. All sessions were well attended, with Shore City packed with kids and parents, and many stayed on after for lunch in the food court or wandered around Takapuna. A What's Hot page was also promoted throughout social media that listed all the things to do in Takapuna during the school holidays.



Easter – April 2025 - TBBA extended the Easter Activity Trail to run throughout the Easter School Holidays in April, encouraging families to come through and explore Takapuna. This was run in partnership with Shore City, with their teams helping to manage the activity. This proved popular with a steady flow of families and children throughout the school holidays. A What's Hot page was also promoted throughout social media that listed all the things to do in Takapuna during the school holidays.

Taste of Takapuna (Spring – October 2024)

Taste of Takapuna was updated and rolled out, including the People's Choice Awards, which gathered over 7,400 votes. The winners were: JAM Café (2x categories), Tok Tok, Dodo Sushi, The Elephant Wrestler, and Duck Island. These businesses were celebrated and presented with a certificate and trophy at the November Networking Night, as well as promoted and announced on social media, and local print publications.

The People's Choice Awards web page was the second most visited for October (8,078 views), and the main Taste of Takapuna page got 5,330 views, with the most-visited page being the Taste of Takapuna Deals page with 9,148. Advertising was run through Stuff online with over 245K impressions and social media ad campaigns that reached over 155K people and over 500K impressions.

A walking food tour event was also held, organised with Lincoln's Table. This was a ticketed event that sold out. A group of 40 members of the public were taken around Takapuna to visit 8 local hospitality businesses where they learnt some background to the business and owners, the cuisine, and received a demonstration and samples of the businesses signature cuisine. The feedback from the attendees was positive - they enjoyed learning about places in Takapuna and walking around the town. The businesses involved enjoyed the tour, and the opportunity to showcase their offerings, and getting to speak directly to the customers and share their stories.



Shop and Win (Winter – June-July 2025)

This year's Shop and Win promotion was run in retail businesses, aiming to encourage more spending during a typically quiet time of year. The main prize was a trip for two to the Gold Coast, Australia, with a week's worth of accommodation, flights, and various activity vouchers. There were also three \$500 Shore City vouchers, and a pair of Persol glasses from Mortimer Hirst to be won.

There were approximately 135 businesses participating this year, and there were 7,491 total entries. This is a 1.91% increase from last year's entries. There was a strong physical presence of this promotion around the town centre, as well as social media, online, print and radio advertising.

This year, the Takapuna Beach Business Association has executed a robust public relations strategy to promote the area and our members. We have proactively engaged with the media, providing press releases and commentary on key topics such as Takapuna's positive economic performance, investment, and new developments. A key focus has been to highlight our "thriving" centre, which has resulted in positive media uptake in publications like NZ Business and Inside Retail.

While our efforts have been largely successful, we also demonstrated our ability to manage negative media, such as the coverage of the Tokyo Bay armed robbery. Through these coordinated public relations efforts, we continue to build a positive brand for Takapuna, encouraging both visitors and new businesses to be a part of our vibrant community.

From page 1

He noted that real-estate listings on the North Shore were the highest in years, and that a high proportion of properties up for auction were being passed in.

The Colmar Brunton site, which stretches from The Strand to Hurstmere Rd, has resource consents, but building consents are yet to be processed and can take up to a year for such large-scale projects.

It is understood HND prefers not to take a piecemeal approach with the build, which could delay a start, given further demolitions are required to clear the site.

Knight, who with fellow former Kristin School student Shane Crawford owns Knight Crawford, concentrates on prime suburban sites, said he remained buoyant about Takapuna's future. "Takapuna is the only metropolitan-centre land on the North Shore outside Albany."

It would only become more sought after. Regeneration had been held back by Covid, a concentration of commercial property ownership in a few hands and tired 1960s-era buildings.

Knight Crawford, which focuses on retail, hospitality and office space, has built its portfolio by upgrading existing properties.

It owns 40 Hurstmere Rd, with the Eat St hospitality laneway, and the Parkway Arcade, which both link Hurstmere to

Waiwharariki Anzac Square. Above the renovated arcade, it is developing business studios. Consent to open out the rear of the building to the square has also been received.

The company also owns the 150 Hurstmore Rd building, next to the Bruce Mason Centre and more recently bought the former Aon building on Fred Thomas Dr north of a site pak'nSave is seeking consent to develop. Knight said that it provided the opportunity for retail next to the supermarket along with continued use by medical tenants.

Knight said there was a lot of outside interest in Takapuna. Crawford, who is now based in Hong Kong, was able to tap into this, with investors who took a long-term approach.

"Kiwis are too short-term in their thinking," Knight said.



THE RANGITOTO OBSERVER. PAGE 9

Economic growth in Takapuna outpaced Auckland and New Zealand-wide figures last year, a new report shows.

The local economy grew 3.8 per cent in 2014, compared with 2.9 per cent in Auckland and the national figure trailing at 1.4 per cent, said consultancy Infometrics in an annual survey it issued this month.

Takapuna Beach Business Association chairwoman Catherine Harpur said the affluent town centre's position as an attractive hub for retail, hospitality and high-value services. Summer in the seaside suburb was tracking well, with visitors enjoying the location and events.

Infometrics also reported that annual job growth in Takapuna was up 3.9 per cent, compared with 2.8 per cent for Auckland city, and 1.9 per cent for the country as a whole. A driver of growth and jobs, this sector, taking

As with IT, health, financial, and services, accounted for just over 2 percent of the total. Takapuna business, significant in the city (32 per cent), has been hit hard by the pandemic. New Zealanders already know one of New Zealand's premier business districts is a hub for innovation and economic development.

Performance in 2024 came from global and national economy, Takapuna's resilience as a business district, and its attractiveness to skilled professionals.

It demonstrated the importance of high-value local businesses and residents alike, and the challenges and opportunities in Takapuna over the next five years.

Christmas period, he said.

Auckland overall experienced a 2.1 per cent increase in December.

Markets, with falls in the number of visitors, including New Zealanders, was a significant factor.

Ponsonby.

In Takapuna town centre, a 3.1 per cent, with the number of visitors up 4.3 per cent compared to 2023.

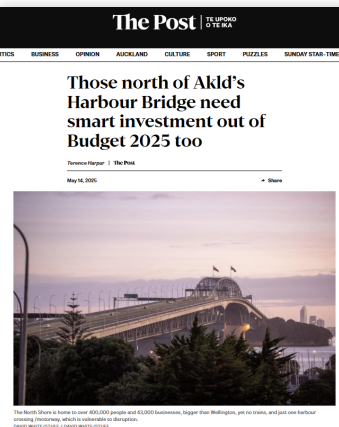
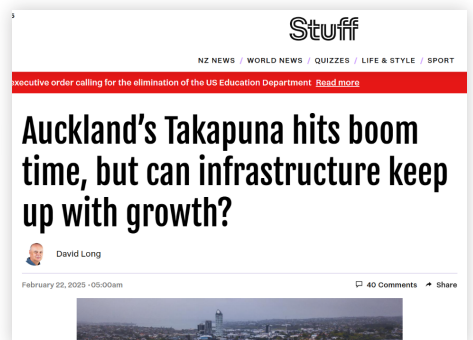
The hospitality sector saw a 6 per cent, and the liquor sector a 7 per cent increase.

Harpur said the results for Takapuna will be success in the long term.

With more than 130 cafes and bars, and ample parking, it is being seen as a hub for business and leisure.

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Print Media

TBBA has also used other print media to advertise and encourage visitation to Takapuna. These include feature articles and full page adverts, in publications like the Rangitoto Observer and Devonport Flagstaff. Each publication has a different target audience and message portrayed.



The TBBA uses Mailchimp to manage e-newsletters. Subscriber lists are regularly cleaned to be kept as accurate as possible. TBBA continues to gather emails for the Consumer Newsletter at events and promoting the newsletter via social media.

Subscribers	As at 30 June 2024	As at 30 June 2025
Business Newsletter “Keeping our Members Informed”	1,227	1,190
Consumer Newsletter “I Love Takapuna News”	22,164	21, 441

The average open and click rate for TBBA newsletters continues to do well versus the industry averages, showing that our members and subscribers are highly engaged and interested in our content, helping us further promote our members and Takapuna.

	Average Open Rate		Average Click Rate	
Business Newsletter “Keeping our Members Informed”	end of 2024 42%	end of 2025 41.5%	end of 2024 2.7%	end of 2025 3.4%
(vs. Business & Finance)	Vs 20.2%		Vs 2.5%	
Consumer Newsletter “I Love Takapuna News”	2024 37%	2025 37%	2024 1.5%	2025 1.9%
(vs. Marketing & Advertising)	Vs. 19.3%		Vs. 2.6%	



Social Media

The I Love Takapuna brand in social media continues to grow. Social media channels are used to promote Takapuna activities, events, businesses, as well as showcase the beauty of the area. It is also a way for followers and visitors to reach out to engage with our brand.

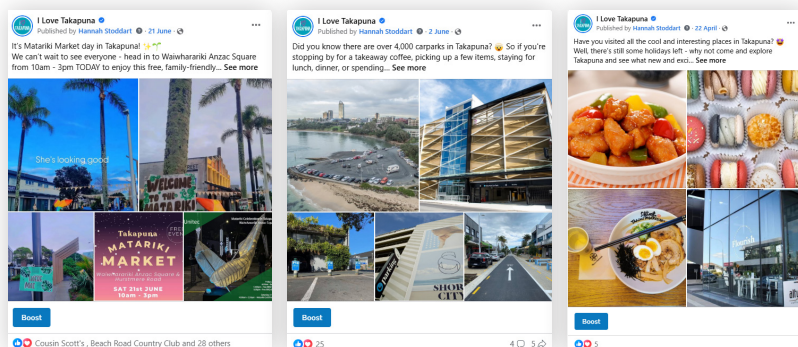
With a continual increase in focus on online marketing and advertising, TBBA has focussed on creating strong and constant paid social media adverts and sponsored posts, to help encourage community engagement and increase awareness of businesses, events and activities. This continues to increase follower numbers as well as reach and impressions across platforms.

	Number of Followers	As at 30 June 2024	As at 30 June 2025
f Facebook		33,456	34,823
@ Instagram		6,974	8,188
in LinkedIn		263	312

Facebook

The I Love Takapuna Facebook page continued to have great engagement from followers and new followers. Posts about upcoming events, ongoing promotions such as Shop & Win, giveaways from local businesses, new store openings, events, and scenic photos were all featured posts throughout the year that did well in engagement and reach.

Majority of our followers on Facebook are women (76.9%), between 35-44 years old (28%), and living in New Zealand.



Facebook (01 July 2024 – 30 June 2025)

Total Reach (paid & unpaid distribution)

Total Reach: The number of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more. Reach is different from impressions, which may include multiple views of your posts by the same people. (Unique Users).

562,069

2024: 762,655

Paid Impressions

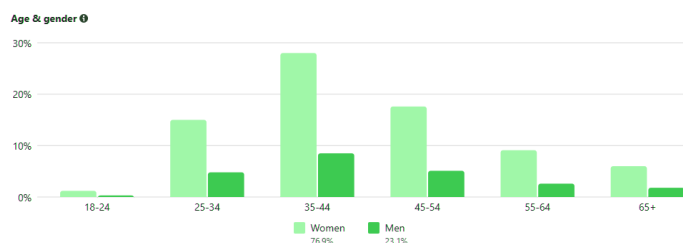
Total Impressions: The number of times that your posts were on screen. (Total Count).

4,541,351

2024: 6,130,332

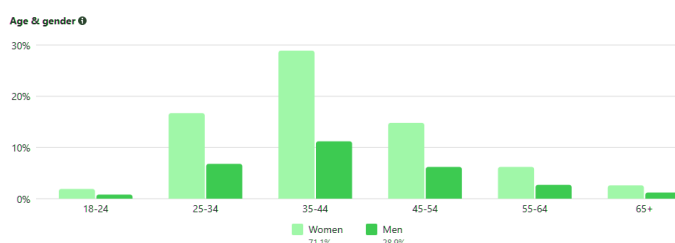
Facebook followers

34,823



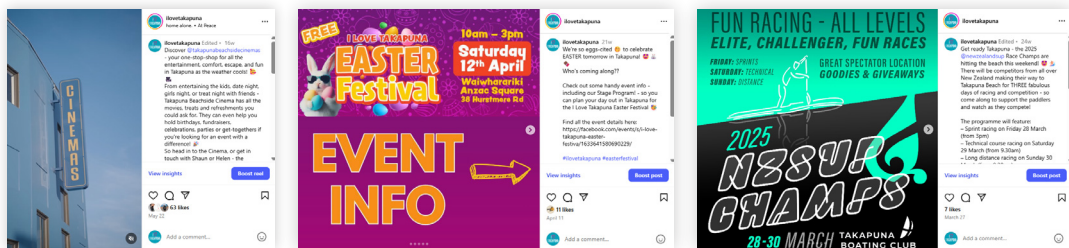
Instagram followers

8,188



Instagram

The I Love Takapuna Instagram page continues to have high levels of organic engagement, with a similar age demographic. The majority of our Instagram followers are women (71.1%), generally our followers are between 35-44 years old (28.9%) living in Auckland.



Google Ads

TBBA continued Google Ads marketing with local experts, Harper Digital. Constant ads were run on Google for shopping, dining and experiencing Takapuna, using specific keywords and search terms with creative that was constantly updated to stay relevant.

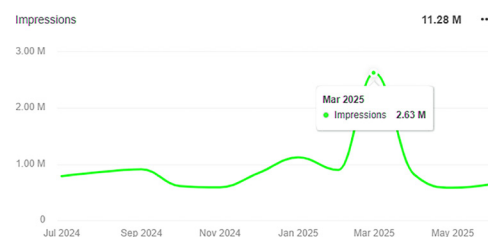
The results from this year have been strong and very positive, showing strong growth. We plan to continue running these ads, keeping them updated and monitored.

The ads that gained the most impressions during the last 12 months were display ads – the top ad was a medium rectangle showcasing Takapuna Beach with the call to action “need a break?”, followed by another medium rectangle showing homewares from a local shop with the call to action “shop the latest styles” with 1,005,708 and 982,125 impressions respectively.

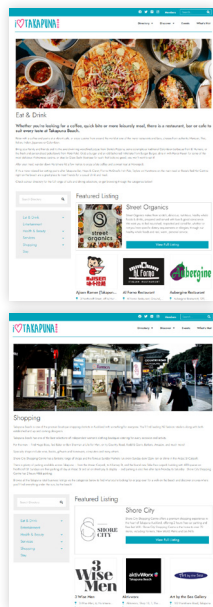
The two ads with the highest clicks were Google Search campaigns for Retail & Shopping in Takapuna with 9,888 clicks, and Fine Dining North Shore with 7,557 clicks. These were the same top two as last year, with both searches increasing in clicks, followed closely by a display campaign for “beachside dining in Takapuna” with a picture of a group of food from Rosie’s Red-Hot Cantina, that received 7,145 clicks.

2024 2025

	2024	2025
Clicks	49 490	83,173
Avg cost-per-click (CPC)	\$0.31	\$0.34
Conversion Rate	0.01%	0%
Click Through Rate (CTR)	0.96%	0.74%
Impressions	5 147 574	11,282,210



Website



The I Love Takapuna website is the best source of information on Takapuna. It is frequently updated with What’s Hot articles, upcoming events, as well as information on things to do in town, parking options, best ways to get to Takapuna, list of businesses by category, and other information that a visitor may want to know.

2024 2025 % Change

	2024	2025	% Change
Users	164 954	182 977	^10.93
Sessions	276 894	351 605	^26.98
Sessions per User	0.86	1.92	^123.26
Page Views	609 001	671 575	^10.27
Avg. Session Duration	00:02:25	00:02:11	-6.22
Bounce Rate	48.96%	50.73%	^3.61

Google Analytics is being utilised to track website visits and to improve the user experience.

The most popular section on the website this year was the Shopping & Retail category of the business directory, equating to 9.85% of the total page views, followed closely by the Eat & Drink section that gathered 9.56% of total page views in total. The next popular sections were the Activities page (things to do in Takapuna) and then the Parking Options page.

The numbers are showing that the Google Ad campaigns are continuing to do well and are keeping Takapuna in the minds of those searching the internet, and increasing the number of visitors to the website significantly. It shows that people are also finding the information they are looking for and visiting multiple pages in one visit.

Radio

Advertising over the past 12 months has followed a similar pattern to previous years with a mix of NZME and mediaworks for campaigns, as well as Traffic Reports across both networks.

The overall media spend of \$38,931 for the year provided four advertising campaigns. This nett spend produced a rate-card value of \$80,256. As always, the Radio Networks have been very supportive of the Takapuna Beach Business Association and this is reflected in the excellent added airtime we have received. We are pleased to have been supported with Media Buying Services in securing these great rates.

Takapuna Beach Business Association Radio & Digital Report October 2024 - July 2025



Station/Promotion	Month	Booked	Received	Total Clicks	Nett Cost	Ratecard Value
Taste of Takapuna	October					
NZ Herald - digital	1st - 31st October	220,000	222,001	235	\$2,025.00	\$4,440.00
Mediaworks - Accurate Traffic Pack	14th - 18th October	1	1	-	\$1,968.75	\$2,625.00
NZME - Time Saver Traffic Pack	14th - 18th October	1	1	-	\$2,200.00	\$2,650.00
Christmas Shopping	November-December					
Mediaworks - Accurate Traffic Pack	25th - 29th Nov	1	1	-	\$1,312.50	\$2,625.00
NZME - Time Saver Traffic Pack	3rd - 6th & 9th - 13th Dec	2	2	-	\$3,300.00	\$5,300.00
2025						
Keep Summer Going in Takapuna	February					
Mediaworks - Accurate Traffic Pack	10th - 13th & 17th 21st Feb	3	3	-	\$4,724.50	\$7,875.00
NZME - Time Saver Traffic Pack	24th - 28th Feb	1	1	-	\$1,899.00	\$2,650.00
Keep Summer Going In Takapuna	March-April					
Mediaworks - Accurate Traffic Pack	3rd - 7th, 10th - 14th March 17th - 21st, 24th - 28th March 31st March - 4th April	5	5	-	\$6,562.50	\$13,125.00
Shop to Win	June-July					
The Breeze	2nd - 11th June, 2nd - 10th July	33	77	-	\$5,049.38	\$17,243.55
The Hits	4th - 15th June, 2nd - 12th July	70	115	-	\$3,983.70	\$12,408.00
Mediaworks - Accurate Traffic Pack	7th - 11th July	1	1	-	\$1,706.25	\$2,625.00
NZME - Time Saver Traffic Pack	16th - 20th June	1	1	-	\$2,200.00	\$2,650.00
NZ Herald - digital	1st - 30th June & 1st - 27th July	200,000	202,000	194	\$2,000.00	\$4,040.00
TOTAL ALL MEDIA					\$38,931.58	\$80,256.55

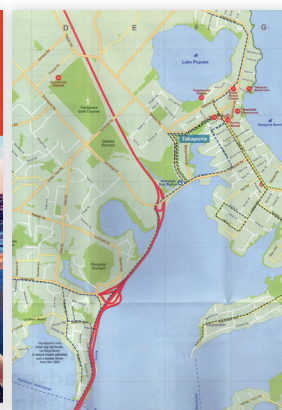
Rates quoted do not include GST.

TOURISM

Takapuna has continued to bring in tourists to the area through our publications and advertising. We have distributed over 12,000 copies of our updated 'Takapuna Visitor Guide' to over 200 tourist information brochure stands throughout Auckland and directly to 40 local accommodation providers.

This year we have also had the main Auckland Tourism Guide map adjusted north, to now include Takapuna, bus connections and a number of Takapuna attractions highlighted on the map. Over 60,000 of these maps have been printed so far.

We increased our family tourism promotion by adding Takapuna as a specific section in the 'Lets Go Kids' guide, where 160,000 are printed and given to school children throughout Auckland and the North Island. We have also continued to maintain Explore North Shore tourism initiative with website information.



THANK YOU



REGATTA

BAR & EATERY



SIMPSON
WESTERN



HND
HOLDINGS

LESMILLS





TAKAPUNA BEACH

city rhythm | beach vibe