



TAKAPUNA BEACH

city rhythm | beach vibe

i♥TAKAPUNA

Doing Business in Takapuna



WELCOME TO TAKAPUNA

Congratulations in choosing to do business in one of the most desired locations in the country

Takapuna is a vibrant destination with a city rhythm and beach vibe only 5 mins from Auckland's CBD. It encompasses the best of everything – a relaxed beach atmosphere, dynamic business environment, outstanding shopping, a thriving hospitality scene with a huge variety of cafés, restaurants and bars, and the perfect opportunity for a healthy work/life balance with its beautiful white sand beach and environment.



Takapuna is one of two metropolitan centres in Northern Auckland and is zoned for intensification and strong growth over the next 30 years.

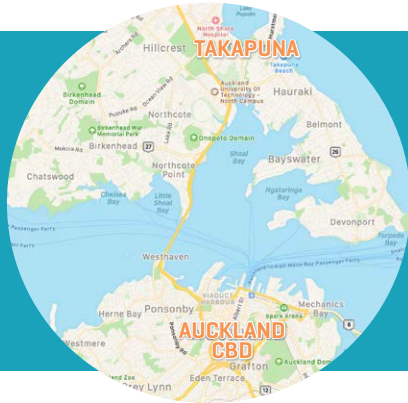
LOCATION

Takapuna is ideally located for easy access to the Auckland CBD and North Auckland via its excellent road and bus network.

Vehicles – Easy access to the northern motorway with dual carriage connections. 5 minutes drive to Auckland CBD.

Public Transport – Major bus stations with connections across the north shore and into the CBD. The #82 bus runs every 10 mins between the CBD and Takapuna and is only a 10 min trip across the bridge.

Bicycle – Good cycling connections with local suburbs and new Sky-path and Sea Path to be constructed to connect Takapuna directly to Auckland CBD.



BUSINESS COMMUNITY

Takapuna has a thriving business community where businesses connect regularly through networking events and a friendly neighbourly atmosphere allowing you to feel part of the community quickly.

Takapuna has around 300 different service-based businesses in the area, with a number of high profile companies and head-offices based here. Some of the companies based in Takapuna include: Vodafone, AIA, Partners Life, AC Nielson, AFT Pharmaceuticals, The Warehouse Group, BDO, Crombie Lockwood, Vocus Group and IRD.

The Takapuna area is a technology hub with 40 out of the top 200 fastest growing NZ tech businesses are located here, while Auckland's Northern district is also the second highest region in New Zealand for the number of tech businesses.

Takapuna offers the perfect life-work balance and the ability for companies to attract and retain staff. People today want and desire easy access to parking and transport, beaches, bars, cafes, community, shopping and a great local atmosphere. Takapuna boasts a great retail mix of business including around 150 hospitality businesses and 200+ retail and personal services, with a mix of High street shopping, laneways and shopping centre – Takapuna has it all!

CAR PARKING

Takapuna boasts over 4200 public car parks in and around its centre.

Many office buildings have private car parks included within / next to their buildings.

Additional car parking spaces can be found at the back of the booklet.



DEVELOPMENT AND IMPROVEMENT

Takapuna is currently experiencing large scale investment and development from Auckland Council and the private sector.

Takapuna is one of Auckland Council's targeted development locations with large scale development. Within the next 2-3 years, Takapuna will see:

- Completion of a new large multi-story car park with 420 spaces (open now)
- Building of a large central town square of 3200 sqm
- Building of laneways and connections through the centre and to the Beach
- Building of five new high-rise buildings for retail, office and apartments in its centre
- Transformation of its high street, Hurstmere road, focused on retail and pedestrians.
- Upgrades of major roading interactions, bus station and footpaths.

The private sector is also investing significantly with developing and upgrading new and existing buildings.



DEMOGRAPHICS

Takapuna, along with Albany, are the metropolitan centres for the North Shore, which has undergone phenomenal growth since 2000 and now generates around 18% of Auckland's GDP (6.8% of NZ's GDP) – second only to Central Auckland (24% of Auckland's GDP) and well ahead of Auckland Airport and Ellerslie-Southdown with 10% each.

The North Shore is home to 43,430 businesses and 413,000 citizens, across five local boards, and is one of the fastest growing areas in Auckland/New Zealand with 4.6% per year (2013-2018). Our employment growth in 2017 was 4.4% against 3.8% for Auckland and 2.4% nationally.

With the current average growth and development across the area, we anticipate an additional 54% more people living in the area by 2043, which would create a "city" of 640,000 – bigger than the current population of Christchurch and Wellington combined.

North Shore's wider catchment has continued to grow rapidly. In the 10 years to 2016, the local economy grew at a rate more than double the national average resulting in significant diversification of industry sectors, as well as a massive increase in residential housing.

Current features compared to the rest of Auckland and New Zealand:



- ♥ The high incomes and skills base of the population
- ♥ The high number of well-established businesses; one out of 16 jobs are professional services, (second only to CBD where one out of six jobs are professional services).
- ♥ An above average number of SMEs – many technology-focused.
- ♥ The high number of businesses that are "global from inception". \$1.1 billion of exports was generated in 2018 from just 42 North Shore tech businesses.
- ♥ large infrastructure and development projects across the area in transport, commercial and residential development
- ♥ Two established tertiary institutes: Massey University and Auckland University of Technology (AUT)
- ♥ The national sports innovation hubs include the National Aquatic and Millennium Centre, softball, BMX, and hockey, as well as major yachting and basketball facilities

BUSINESS ASSOCIATION

Locating your business in Takapuna Beach, you are entitled to FREE membership of the Takapuna Beach Business Association (TBBA).

Its vision is "to have Takapuna recognised as Auckland's premier Metropolitan Centre" and its mission is "to promote economic growth for its members through strategic planning, development and collaboration with key stakeholders."

There are lots of benefits of membership including:

Advertising

Advertise your business through our marketing channels including website, business & consumer, newsletters and social media, subject to availability. Advice and assistance to help improve your own advertising.

Website Directory Listing

A free directory listing on the TBBA website. www.ILoveTakapuna.co.nz

Business Events & Networking Opportunities

Invitations to our monthly networking meetings, business seminars and other events.

Public Events

Involvement in TBBA produced public events with priority access to stalls and sites. Events include Christmas Carnival, Summer Days Festival, Easter Carnival, Cultural Festival and Winter Lights. Subject to availability and some fees.

Newsletters

Keep informed with local and community news, events and activities which may affect your business with our weekly members newsletter (1,350+) and two-weekly consumer newsletter (21,000). Ability to advertise your business, subject to availability.

Promotions

Involvement in TBBA produced promotions including Shop & Win, Restaurant month and Summer

destination campaigns. Facilitate media and public relation connections. Advice and assistance with your own promotions.

Security

Advice and assistance related to security of your business. Information and guides through TBBA website. Graffiti removal.

Social Media

Promotion of your business through TBBA social media channels Facebook (15,500+), Instagram (5,500+) and LinkedIn, subject to availability. Advice and assistance with your social media.

Auckland Council

Advice, advocacy and assistance for dealing with Auckland Council and its Council Controlled Organisations. Business advocacy when working with Auckland Council developments.

Market Intelligence and information

Access to market information including spending reports, shopper profiles and business help.

Members only access ON www.ILoveTakapuna.co.nz

Members only access area includes guides, templates and information to help you with your business.



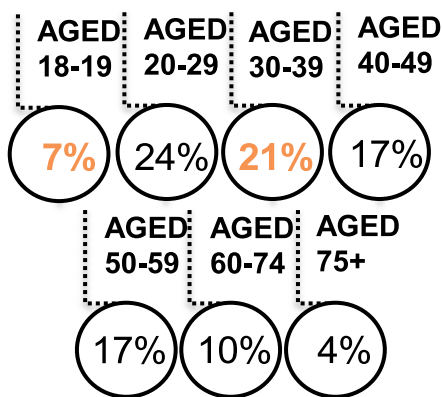
TAKAPUNA SHOPPERS PROFILE



Takapuna shoppers are more likely to be between **30-39 years**, chances are they have a **young child/children at home**, or lives in a **multi-generational household**, most probably **in a house they owned** (with or without a mortgage). They are more likely to identify as **European/New Zealander**, or **Asian**. Takapuna shoppers tend to have a higher than average personal income (+\$8K) and household income (+\$19K); highest income compared to 5 other shopping centres. These shoppers are more likely to be employed in a range of **professional careers** or are **business owners/self-employed**.



AGE



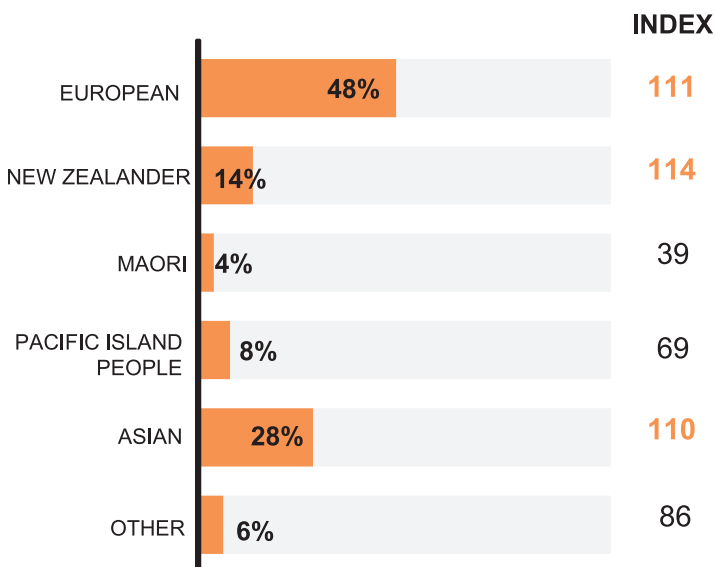
LIVING ARRANGEMENT

- 51% Living with spouse/partner with children or without children [96]
- 26% Living with my parents and/or siblings or with extended family e.g. grandparents [118]
- 13% Other* [94]
- 10% Border/living shared household [94]

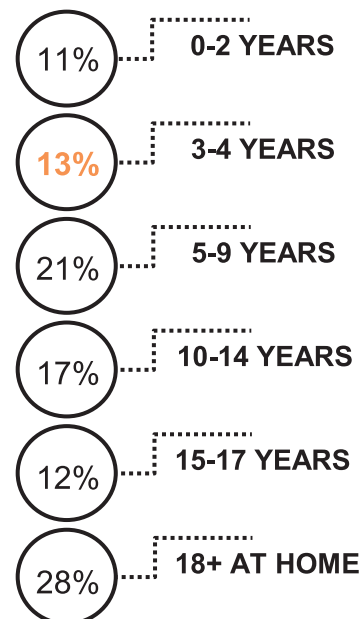
*Other includes statements e.g. living with children as a single parent or living on my own.



ETHNICITY



AGE OF CHILDREN IN HOUSEHOLD



Base: All People 18+ and visited Auckland shopping centres in the last month.

Source: Nielsen CMI Q2 18- Q1 19

Where an index is higher than 104 the percentage is bold and coloured.

Auckland Shoppers* including those aged 18+ and visited at least one of these shopping centres: Shore City, Takapuna Shopping Centre, Albany (Westfield Albany or Albany Mega Centre), Newmarket, Ponsonby, or Glenfield Mall in the last month.

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INCOME

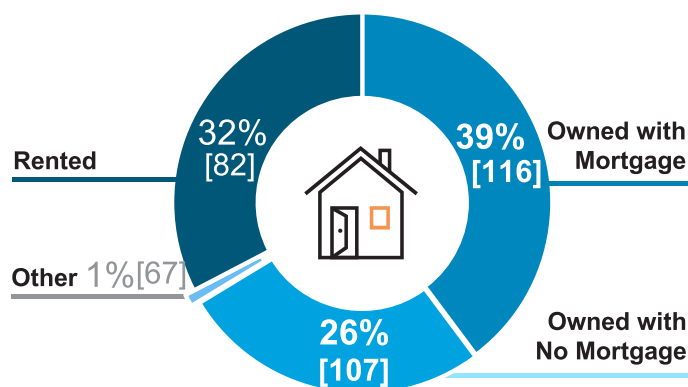
AVERAGE PERSONAL INCOME
\$62,800 – \$8K *higher than population*

AVERAGE HOUSEHOLD INCOME
\$137,300 \$19K *higher than population*



TENURE

They are **16%** more likely to live in a **house owned with mortgage**.



OCCUPATIONS

- 14% Technical /Skilled Worker [92]
- 11% Business Manager Or Executive [149]**
- 10% Business Proprietor/ Self Employed [129]**
- 9% Professional/ Sr. Government Official [125]**
- 9% Teacher /Nurse /Other Trained Worker [100]

Note: Tenure refers to the type of home currently living in, this may not specify home ownership (e.g. home I currently live in is owned with a mortgage or is rented).

THEIR MEDIA USAGE

| | TV | Daily Newspaper | Magazines | Radio | Online | Cinema | Outdoor Advertisement | Unaddressed Mail |
|---------------------|-----|-----------------|-----------|-------|--------|--------|-----------------------|------------------|
| Index Heavy | - | - | - | - | ✓✓✓ | ✓✓ | ✓✓ | - |
| Index Moderate | - | - | - | ✓✓ | - | ✓✓✓ | - | ✓✓✓ |
| % Moderate to heavy | 45% | 25% | 49% | 45% | 83% | 47% | 71% | 63% |

Index: <101 = -, 101 – 104 = ✓✓, >104 = ✓✓✓

Base: All People 18+ and visited Auckland shopping centres in the last month

Source: Nielsen CMI Q2 18- Q1 19

Where an index is higher than 104 the percentage is bold and coloured

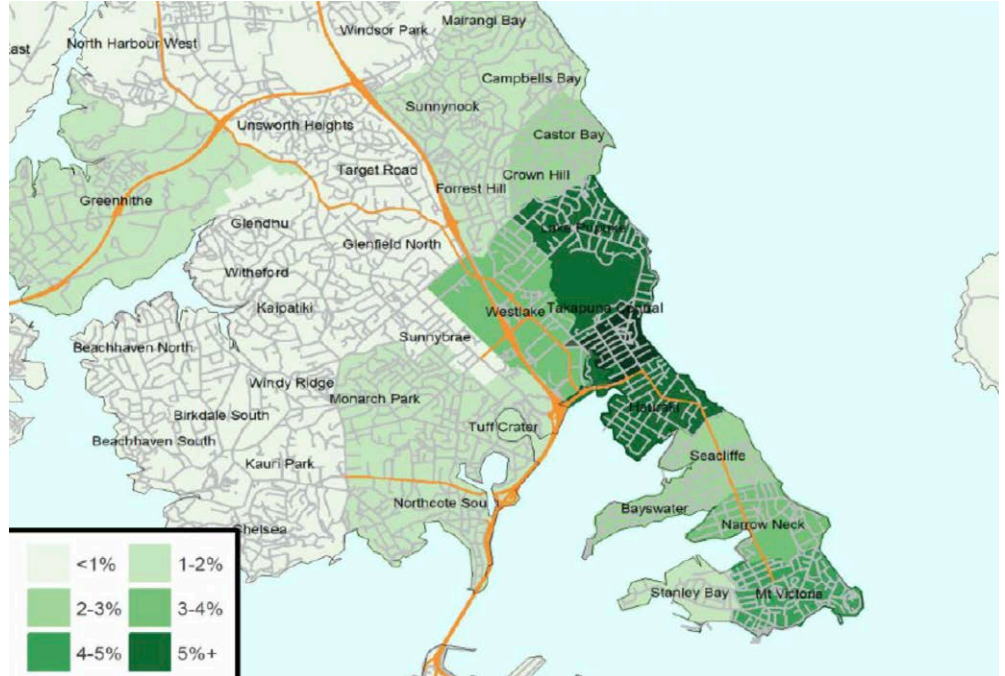
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SPENDING PROFILE OF TAKAPUNA CUSTOMERS

Age Bands % of Spend

| | |
|-------|-------|
| 15-19 | 2.5% |
| 20-24 | 6.1% |
| 25-29 | 7.0% |
| 30-34 | 7.4% |
| 35-39 | 7.9% |
| 40-44 | 9.7% |
| 45-49 | 10.8% |
| 50-54 | 11.5% |
| 55-59 | 9.5% |
| 60-64 | 8.3% |
| 65-69 | 7.5% |
| 70-74 | 5.6% |
| 75-79 | 2.9% |
| 80-84 | 1.9% |
| 85+ | 1.2% |

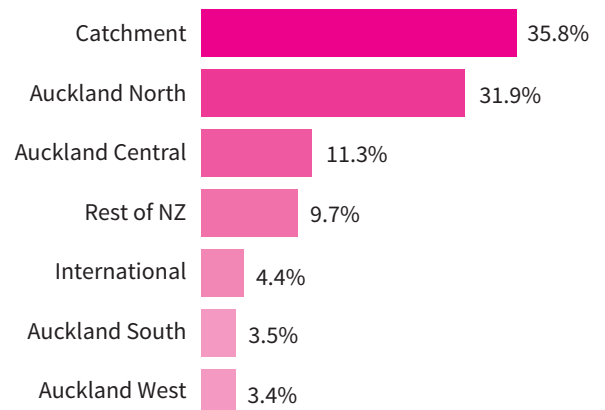
Origin of Takapuna Customers



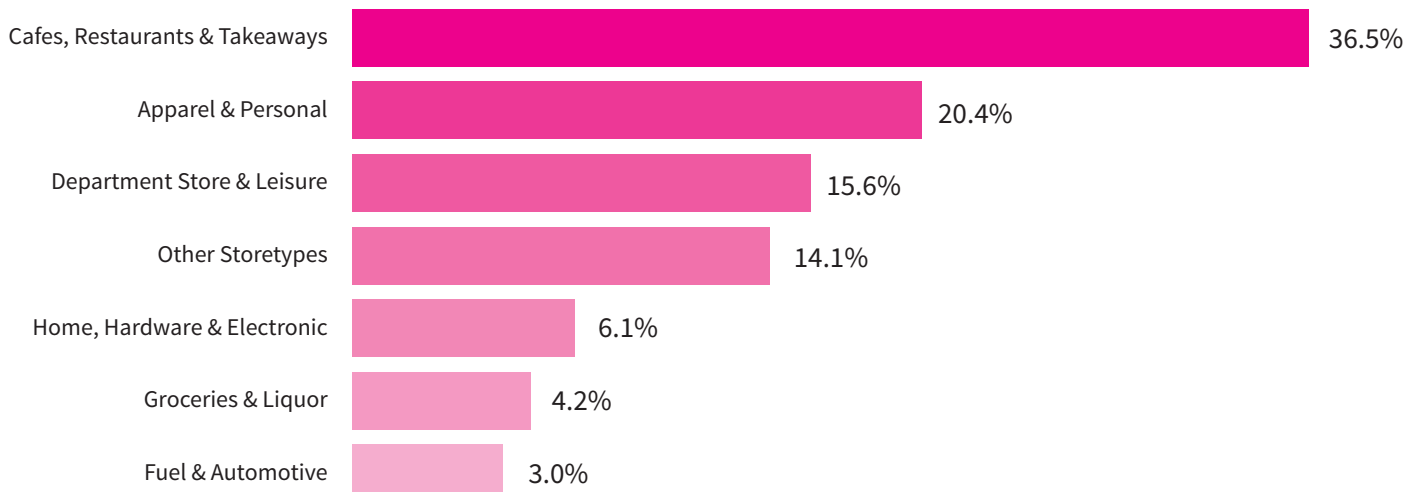
Storetype Name

| Storetype Name | This Year |
|--------------------------------|-----------|
| Apparel & Personal | \$43.2M |
| Cafes, Restaurants & Takeaways | \$77.1M |
| Department Stores & Leisure | \$33.1M |
| Fuel & Automotive | \$6.4M |
| Groceries & Liquor | \$8.9M |
| Home, Hardware & Electronic | \$13.0M |
| Other Storetypes | \$29.8M |

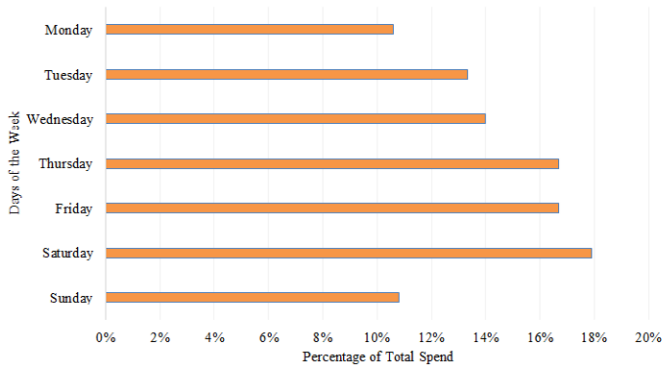
This Year



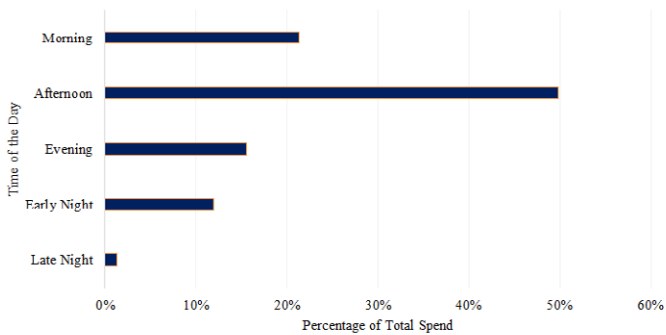
Storetype Distribution



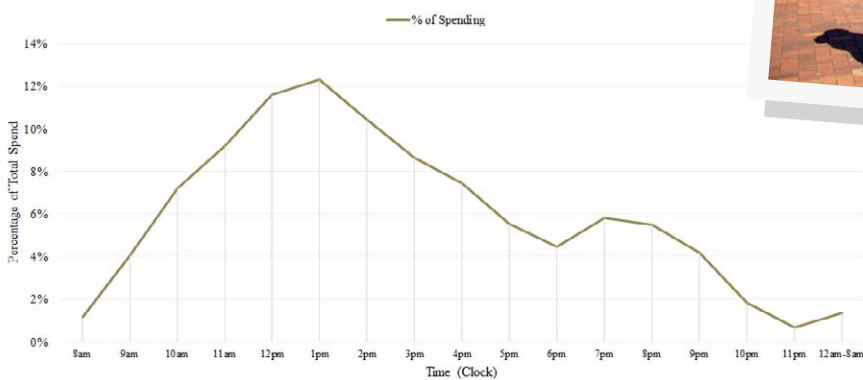
PERCENTAGE OF TOTAL SPEND BY DAY OF THE WEEK



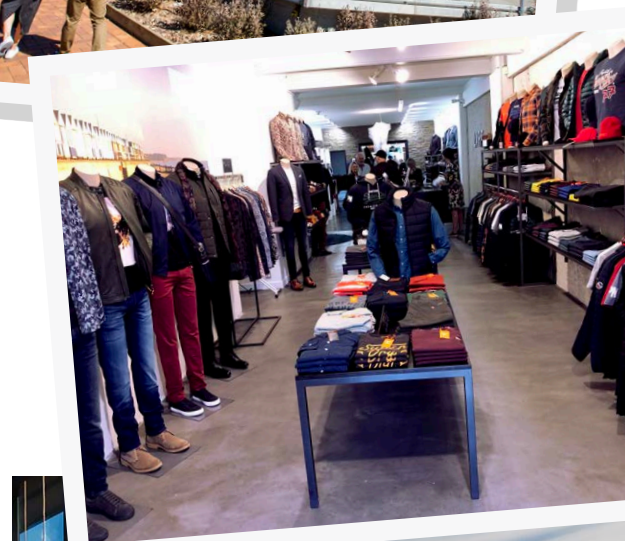
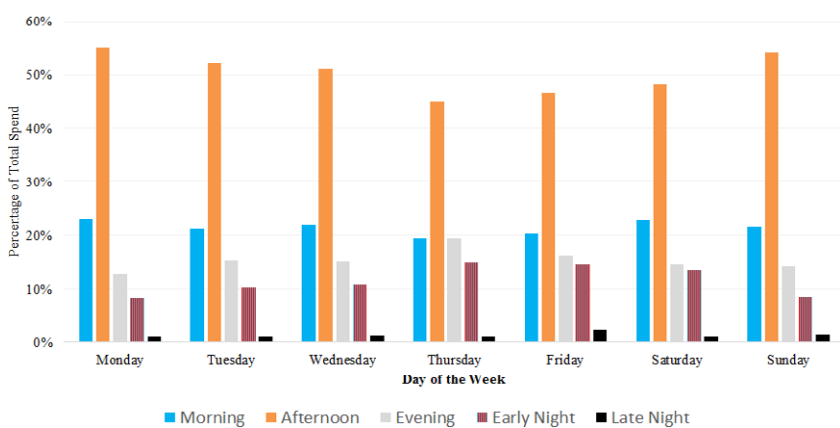
PERCENTAGE OF TOTAL SPEND BY TIME OF DAY



PERCENTAGE OF TOTAL SPEND BY HOUR



PERCENTAGE OF TOTAL SPEND ACROSS DAYS BY TIME OF DAY



TAKAPUNA CAR PARKING OPTIONS



ON STREET CAR PARKING
 1,790 spaces around the centre, within 10 min walk.
 Rates:
 10 mins free, from \$1 p/h
 120 min parking (no time limit further outside centre)

ANZAC ST CARPARK
 40 Anzac St
 250 spaces
 Rates:
 from \$1.50 p/h

KILLARNEY ST CARPARK
 2 Killarney St
 270 spaces
 Rates:
 from \$1 p/h
 \$8 per day

SHORE CITY SHOPPING CENTRE
 52 Anzac and 2 Como St (two entrances)
 860 spaces
 Rates:
 FREE for 3 hours
 Rates from \$5
 Monthly leases available

TOKA PUIA
 15 Northcroft & 11 Huron St (two entrances)
 420 spaces, 56 Bike parks, e-charging, changing facilities
 Rates:
 From \$1 p/h
 \$8 per day

WILSON CAR PARKING
 Monthly leases available

| | | |
|---|--|--|
| Takapuna Police 1-3, 21-23 The Terrace 50 spaces | 11 Northcroft St 36 spaces Rates: from \$4 | 24 Northcroft St 36 spaces |
| Car Park by the Sea 85 Hurstmere Rd 68 spaces Rates: from \$4 | Como St Carpark 35 Como St 28 spaces Rates: from \$4 | Blomfield Spa 26 spaces Rates: from \$3 |
| Takapuna Strand 1-7 The Strand 89 spaces Rates: from \$3 | Hurstmere Rd Carpark 144-148 Hurstmere Rd 85 spaces | 402 Lake Rd 22 spaces Rates: from \$2 |

PARKABLE CAR PARKING

| APP ONLY | Weekly / Monthly leases available | Rates from \$1 p/h |
|---------------------------------|-----------------------------------|--------------------------------------|
| Byron St 10 spaces | 35 Anzac St 6 spaces | The Strand 2 spaces |
| 106 Anzac St 3 spaces | 475 Anzac St 1 space | 2 Fred Thomas Dr 37 spaces |
| 9 Byron Ave 1 space | 6-10 the Strand 1 space | 14 Byron Ave 9 spaces |
| The Avenue 46 spaces | 9 Lomond St 2 spaces | North Shore Yoga 5 spaces |