



TAKAPUNA BEACH

city rhythm | beach vibe

# ANNUAL REPORT

1 JULY 2022 – 30 JUNE 2023



i♥TAKAPUNA

# THANK YOU





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# CHAIR REPORT

**This year was my 3rd as chair and it's my last. I absolutely love being involved in the Takapuna business community and believe that to keep growing it is important to have new ideas and views that a new chair will bring.**

While initially daunted with filling the role, the leadership that Terence Harpur brings to the position of CEO of the Takapuna Beach Business Association certainly assisted me in fulfilling the duties required of a chair.

It is an over used phase, “*we are in interesting times*” but the last 3 years have seen:

- Working from home become an accepted option
- The redevelopment of Hurstmere Road
- Our Winter Lights Festival become a landmark event
- Completion of the first part of the Anzac Car Park development

These are all significant areas that your Business Association has faced and shown leadership when required.

Thanks go to the members of the board who all give their time freely. Although we were sorry with the resignation of Brad Smith after his valuable contribution, we welcome Simon O'Connor and look forward to his involvement. Board meetings are always well attended with most board members also being present at the events we host, sponsor and support.

Our business plan is an important document which we refreshed during the year. Themes throughout the business plan were evident in actions the board were involved with during the year, including:

- Advocating for a relaxing of parking restrictions
- Encouraging a reduction in the car park fees
- Liasing with Waka Kotahi and Auckland Transport on improved parking and safer roads
- Working with Police and welfare agencies to reduce crime
- Mitigating disruption associated with the car park redevelopment

We requested audiences with local and central government agencies on planned developments of the car park, Northcroft Street, and the proposed



harbour crossing. Through these meeting we advocated strongly for the interests of the Takapuna business community and are pleased with the results achieved.

We are still challenged with getting people back into Takapuna, an issue that many cities and towns around the world are battling. Adding to the difficulty of this task are the cutbacks in Council spending and the cost pressures many households are having to deal with. Indeed, we have seen how tough our retailers have found these past few years

as we attempt to breathe life back into Takapuna with a number of varied events, including support for:

- Chinese cultural festival
- Christmas Carnival
- Easter Carnival
- Latin festival
- Shop and Win promotions
- Summer Days
- Takapuna Rocks
- A Taste of Takapuna
- Winter Lights

As well as these events, there are numerous markets that we've had including, Christmas, Dog Day, Maatariki, Queens Birthday, and Up-cycled Clothing,

In addition to supporting retailers and hospitality, the Networking Nights aim to connect and engage the business community with a variety of speakers and events.

With the redevelopment of Takapuna clearly underway, the next few years are tremendously exciting for the Business Association.

Developers are showing renewed confidence in Takapuna with several significant proposals completed or well progressed in the design stage. I am sure that when we look at Takapuna in 5 years time, we might struggle to remember how difficult a period the last few years were. The Council has shown real vision with “Unlock Takapuna” and with Takapuna being part of the proposed transport routes associated with the 2nd harbour crossing, the pieces continue to fall into place to make Takapuna a great place to live, work and play.

Andrew Hill  
Chair

# CEO REPORT

**The Takapuna Beach Business Association has had a very busy and successful year advocating for our members, marketing Takapuna, producing events and helping businesses become better at being in business.**

I am passionate about Takapuna and helping our local businesses to thrive. With every decision and action we take, we are always striving to make Takapuna the place “where you want to live, work and play” and continually looking for ways “to enhance the economic, social and environmental landscape of Takapuna through bold advocacy, active promotion and enabling business excellence”.

Takapuna’s development projects continue to take important steps forward, improving our area to be a more attractive and resilient destination. With the completion of Hurstmere Road, we have seen renewed leasing activity and businesses making the most of the improved landscape. The construction of the new Waiwharariki Anzac Square has started last year and continues to move forward at pace to be completed in late August 2023. We continue to work with the team to reduce negative impacts on local businesses, as well as programme the space with events and activations when it is completed.

“**TAKAPUNA’S DEVELOPMENT PROJECTS CONTINUE TO TAKE IMPORTANT STEPS FORWARD, IMPROVING OUR AREA TO BE A MORE ATTRACTIVE AND RESILIENT DESTINATION.**”

Takapuna continues to feature in the media, through news and our own publications. We continue to be a regular commentator, keeping Takapuna and local businesses top of mind for our community.

After a very difficult 24 months, Takapuna’s retail sector has had a strong 12 month recovery, with spending up by 23.5% to \$195.3m compared to the previous 12 months. Transactions also increased by 24.5%, while the average value fell slightly by 1% to \$44.37. Our hospitality members saw the biggest gain with an increase of 38.1%, followed by Apparel and Personal increasing by 24.1%.



The TBBA has continued to be very active with our targeted marketing campaigns and events to drive visitation and encourage spending in Takapuna. We have delivered 18 significant public events in Takapuna, including a very successful Takapuna Winter Lights event in July 2022 which attracted over 35,000 people over the 4 days. Other public event highlights have included our Christmas Carnival, Summer Days Festival, Chinese New Year Festival and Latin Festival, all attracting around 5,000 people each into Takapuna. We also hosted a series of markets, such as our Sunset Markets, Re-Generate clothing markets, Dog Day Out and Matariki Markets. We have also supported many other events to showcase our area such as theatre shows at the Bruce Mason Centre and Pumphouse, Beach Series or art shows.

We have completed successful marketing and promotional campaigns to highlight our hospitality, retail, services and entertainments options, as well as guides for public & school holidays, with a focus on growing the brand of Takapuna and showcasing to customers that there is always something to come to Takapuna for. Our Shop and Win promotion in June and July 2023 gave away a weeks holiday to Fiji and attracted over 10,000 votes. We also successfully held our Peoples’ Choice awards and promotion for our hospitality members with over 6,000 votes for businesses.

Our reach in the market continues to grow, with our engagement through newsletters, social media, website reaching significant amounts of people in Auckland and



# CEO REPORT [Continued...]



above industry standards. With Facebook alone, we reached over 695,000 people and had more than 4m impressions. Our new google, display and video advertising is also driving more traffic to Takapuna businesses. More people than ever are hearing about what is happening in Takapuna and given even more reasons to visit and spend money in our economy.

We have continued to work closely with the Devonport-Takapuna Local Board and North Shore councillors, who share our passion for making Takapuna the best it can be. We are grateful for their support and funding of the TBBA for various projects.

I would like to acknowledge the Board of governance of the TBBA for their dedication and passion for Takapuna businesses and our community. The board are all volunteers and a give their time for the betterment of Takapuna. Chair Andrew Hill, Deputy Chair Alex Bicheno, Treasurer Gina Todd and board members Rob Clark, Brad Smith, Janet Marshall, Nicky Partridge, Steve Shute, Andy Thompson, Simon O'Connor and DTLB member Peter Allen.

I would also like to acknowledge Hannah Stoddart, Marketing and Events Coordinator, who continues to achieve to a high

standard and thank her for her hard work and passion for the TBBA and Takapuna, as well as our team of causal staff who help us with various projects and events throughout the year.

Thank you to all our sponsors, members and to Auckland Council, its CCO's and the Devonport-Takapuna Local Board for improving Takapuna. Your continued support is really appreciated and made it possible to achieve our goals

It is my pleasure to be the Chief Executive of the Takapuna Beach Business Association and I look forward to another busy 12 months ahead.

A handwritten signature in dark ink, which appears to read 'Terence Harpur'. The signature is fluid and cursive, written on a light-colored background.

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.



**Andrew Hill**  
Chair  
Advisory Partner, BDO



**Alex Bicheno**  
Deputy Chair  
Partner, Mortimer & Hirst



**Gina Todd**  
Treasurer  
Owner, Escape HQ



**Andy Thompson**  
Board Member  
Owner, House of Travel



**Brad Smith**  
Board Member  
Director, Peakstone



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



**Janet Marshall**  
Board Member  
Director, Colliers  
International



**Nicky Partridge**  
Board Member  
Owner, Street Organics



**Rob Clark**  
Board Member  
Partner, Simpson Western

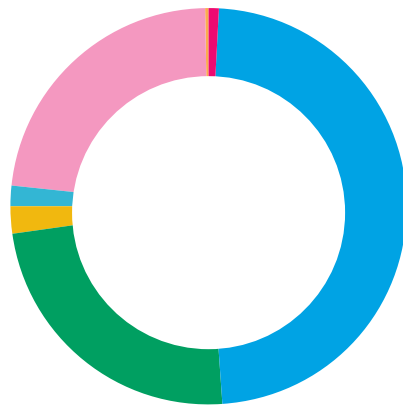


**Steve Shute**  
Board Member  
Director, The Elephant  
Wrestler

# FINANCIAL SNAPSHOT

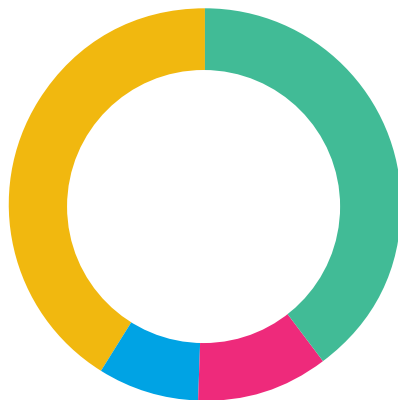
## Top Revenue Contributors

Excluding BID Levy, This Year



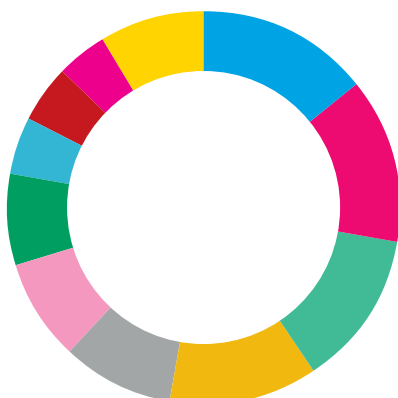
- Associate Membership \$2,800
- Event Income \$148,713
- Grants - Events \$73,685
- Grants - Other \$7,017
- Interest Income \$5,446
- Sponsorships \$70,625
- Other \$600

## Top Three Marketing Expenses - This year



- Event - Winter Festival \$173,382
- Event - Christmas Carnival \$47,253
- Marketing - Radio \$34,995
- Other \$178,458

## Top Ten Opex - excluding wages, This Year



- Depreciation \$6,288
- Streetscape Improvements \$5,891
- Insurance \$5,714
- Audit and Year end Costs \$5,285
- Consulting and Accounting \$4,050
- Subscriptions \$3,634
- Office Expenses \$3,321
- Website Design and Management \$2,060
- Computer Expenses \$2,021
- Rent \$1,794
- Other \$3,769



# SPONSORS

We have a fantastic group of dedicated sponsors who support the TBBA in its operations.

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

## PRINCIPLE SPONSOR

# REGATTA

BAR & EATERY

Regatta Bar & Eatery

## PLATINUM SPONSORS



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Harper Digital



House of Travel



Shore City



Simpson Western



Street Organics



The Spencer on Byron Hotel

## GOLD SPONSORS



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Auckland Live



Channel Magazine



Colliers



HND Holdings



Les Mills



MBS Advertising



Nielsen



Oceanbridge



No.1 The Strand / Peakstone



Wiltshire Property Group

# BUSINESS PRIORITY HIGHLIGHTS

## 1. BOLD ADVOCACY

### 1.1 Infrastructure and Development

We have lobbied and collaborated with Auckland Council, Devonport-Takapuna Local Board, Eke Panuku, Auckland Transport and Watercare to continue with development and infrastructure investment in Takapuna. We have worked with Eke Panuku and their contractor JFC Construction on the construction of the new Waiwharariki Anzac Square, ensuring suitability of facilities and construction disruption is mitigated, as well as the upgrades to Huron and Northcroft streets. We have worked with Auckland Transport on their Safer Speeds programme to ensure the measures are feasible, fit for purpose and do not negatively impact local businesses. We have worked with Auckland Council on upgrading facilities such as the new beach bathrooms, changing facilities and disabled amenities. We have worked with private landlords on their buildings development and upgrade, providing information and support as required.

### 1.2 Disruption Mitigation

Construction disruption mitigation has been a key emphasis in discussions with Council and private developments.

We are pleased to have had minimal impacts from the construction of Waiwharariki Anzac Square, which we have ensured is contained within its own site, and the maximum amount of car parking retained in the Anzac Car Park, as well as delivery and rubbish collection access via the Anzac Service Lane.

We have had an 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, 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.

### 1.4 Environment, Safety and Presentation

We have a strong relationship with the Auckland Council maintenance team, ensuring our parks, benches and open spaces are regularly maintained. We are pleased to have also completed works ourselves, which council does not complete, such as painting of benches or pedestrian poles.

We have installed and maintained a significant amount of fairy lights along 11 large trees on Lake Road, increasing the attractiveness and atmosphere of this area.

We work closely with our Takapuna community constable, Ministry of Social Development and Kāianga Ora, and are pleased to have significantly reduced the number of people in emergency housing in Takapuna. We have also resolved issues with corrections clients, and rough sleepers in the area.

We meet regularly with senior police on crime prevention and updates. We have supported retailers that are affected by crime, including the installation of bollards, fronted up to media enquiries and have lobbied successfully for more police patrols and staff in Takapuna.

We have worked closely with our graffiti supplier, getting items removed within 24-48 hours. We have had an increasing issue of this, however with it being removed quickly, we continue to stay on top of it.



## 1.5 Parking and Transportation

We have collaborated with Auckland Transport (AT) to optimize parking availability and affordable pricing. Parking demand has been lower than usual with COVID 19 affects, especially on a Monday and Tuesday during the week. We have improved signage for parking in Takapuna, as well as installing P10 signs around high frequency parking spaces. We continue to promote the amount of car parking we have, as well as their locations and pricing through our publications. We have worked strongly with AT on their safer streets project, ensuring changes have minimal negative impacts on businesses. We have been pleased to be successful in lobbying AT to put in additional street parking due to this project. We have also lobbied for better public transport services to Takapuna, as well as better cycling facilities.

## 1.6 Business Attraction



We have worked with landlords and real-estate agents to attract destination retail, quality hospitality and commercial tenants to Takapuna by

having regular meetings with agents and sharing information on Takapuna. We have created a series of business attraction videos, with dialog directly from

local businesses on why Takapuna is a great place to host their business. This has been very well received, along with our “Doing Business in Takapuna” information pack. We have met and welcomed new businesses to Takapuna, doing special promotions for retail based businesses through our marketing channels.

## 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 as a leader in business representation. Please see our Public Relations section for more information and examples.

## 1.8 Business Recovery and Resilience

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 and from the weather events in early 2023.

## 1.9 Sustainability

We have distributed information and encouraged our members to reduce the environmental impact of their business, as well as prepare for changes, such as the plastic cutlery banning, when they come into effect. We have worked with Auckland Council civil emergency teams and distributed information to our members. We have continued to work with Auckland Council on improving and fixing issues with wastewater and stormwater networks, improving water quality on Takapuna Beach.



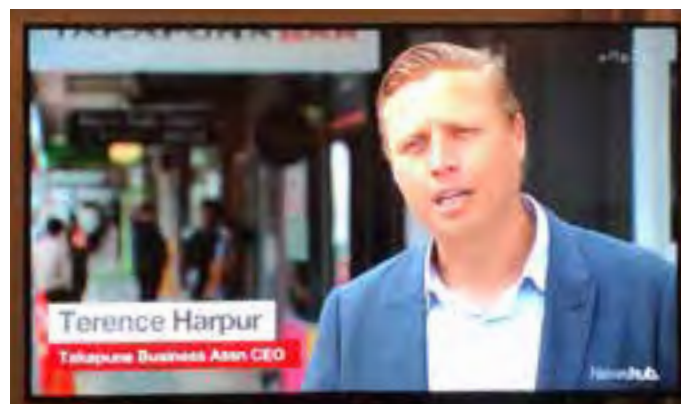
# PUBLIC RELATIONS

Public Relations continue to be an important aspect of advocacy for the business community, as well as Takapuna's brand management and visitor attraction. Themes we have publicised and advocated for strongly through the media over the 12 months have been around the rebound from COVID19 impacts, security issues, bringing office workers back to the office, infrastructure, awareness for hospitality, retail and entertainment. We have also showcased Takapuna's unique natural assets and lifestyle offering, as well as promoting Takapuna as an attractive place to do business, whether that is retail, hospitality, business services or technology.

The TBBA has been a key contributor to press items, from commentary on developments to security issues. The reputation of the TBBA and willingness to engage with media has been positively received by media, who are in touch with us regularly and more often than previously.

## Key activities have included:

- Television appearances on TV1 News, Newshub and Checkpoint.
- Live radio interviews on Newstalk ZB, Radio NZ and Newshub news bulletins.
- Regular commentary on written media channels such as NZ Herald, Stuff, RNZ, North Shore Times, Rangitoto Observer, Devonport Flagstaff, The Spinoff and NZ City.



# RETAIL PERFORMANCE SNAPSHOT

**Takapuna retail sector has enjoyed a strong recovery over the last 12 months, following a very difficult two year period. Takapuna retail spending for the 12 months to June 2023 increased by a significant 23.5% to \$195.3m. Transactions also had a strong result, increasing by 24.7% to 3,529,236 transactions. The average transaction value fell slightly by 1.0% to \$44.37.**

Our strongest categories have been 'Cafes, Restaurants, Bars and Takeaways' with an increase of 38.1% in spending and 26.8% in transactions, followed by 'Apparel and Personal' with 24.1% increase in spending and 32.8% in transactions, followed by 'Department Stores and Leisure with 15% increase in spending and 22.5% increase in transactions.

The TBBA has produced and supported a significant number of events and promotions over the last 12 months, which has had a direct impact on bringing customers into Takapuna and supported their spending with retailers. We are thrilled to see these results for our retail members.

There are still challenges being faced by Takapuna retailers, despite the strong spending and transaction results this year. Total spending is still below 2019 levels due to less merchants being in Takapuna, but is on the recovery. Takapuna has a large amount of office workers compared to surrounding areas, who in turn support retailers. Office worker habits have changed from pre-2019 and we are still seeing a lot of people working from home a few days a week.

The "cost of living" crisis is also being widely publicised and we are starting to see the effects of reductions in disposable income for households as shown in the decreasing of our average transaction value. This trend looks like it will continue as inflation rises and cost pressures continue for households and businesses.

A number of businesses, particularly in the hospitality sector,



have also moved to a new electronic transaction merchant "Windcave", which means their data is not in the Marketview spending reports shown, but were included in previous years. This is however the best dataset we have available at this time.

There is however a lot of positivity the retail sector with a number of new businesses moving into Takapuna. Our new 'Doing Business in Takapuna' videos and information packs, as well as our positively generated PR has been a positive influence on businesses moving to the area.

## TAKAPUNA 'WORLDLINE' MERCHANT NUMBER CHANGES\* JUNE 2021 VS 2022 VS 2023

Category	2021	2022	2023
Accommodation	4	4	4
Apparel & Personal	89	86	83
Cafes, Restaurants, bars & takeaways	113	104	102
Department Stores and Leisure	33	33	31
Fuel & Automotive	5	5	4
Groceries & Liquor	18	17	18
Home, Hardware and Electrical	12	12	12
Other Consumer Spending	14	16	16
<b>Grand Total</b>	<b>288</b>	<b>277</b>	<b>270</b>

\*Only Worldline merchants are included. If a merchant moves to a competitor, such as Windcave, they are shown as closed down and not included in the above table or revenue figures.

# RETAIL PERFORMANCE SNAPSHOT (Continued...)

TAKAPUNA					
For the period Jul 2022 (Jan 2022)					
Compared to Jul 2021 (Jul 2021)					
Total spent in Takapuna		Number of Transactions		Average Transaction Value	
\$195.3M		4,400,867		\$44.37	
Comparison period:	\$156.2M	Comparison period:	3,329,236	Comparison period:	\$44.82
Spex comparison period:	+25.0%	Spex comparison period:	+33.0%	Spex comparison period:	-1.0%

Category	Spending	Change	No. of Transactions	Change	Avg. Transaction Value	Change
Cafes, Restaurants, Bars and Takeaways	\$77,366,089	+26.3%	2,475,175	+28.8%	\$31.25	+0.0%
Apparel and Personal	\$42,063,286	+24.4%	943,337	+22.8%	\$44.50	+0.0%
Department Stores and Leisure	\$30,875,066	+25.2%	695,794	+22.3%	\$44.37	+0.2%
Groceries and Liquor	\$17,875,427	+24.0%	825,236	+23.0%	\$21.65	+2.0%
Fuel and Automotive	\$11,987,238	+15.0%	19,829	+15.0%	\$604.54	+0.0%
Home, Hardware and Electrical	\$9,358,898	+2.2%	55,288	+2.2%	\$175.62	+0.0%
Other Consumer Spending	\$5,712,093	+20.3%	30,889	+22.1%	\$185.75	+0.0%
Accommodation	\$2,708,807	+10.0%	6,724	+10.0%	\$402.57	+0.0%
<b>Total</b>	<b>\$195,274,678</b>	<b>+25.3%</b>	<b>4,400,867</b>	<b>+24.7%</b>	<b>\$44.37</b>	<b>+0.0%</b>

Customer Origin	Spending Distribution			Transaction Distribution		
	Spending Total	% Share	Change	No. of Transactions	% Share	Change
North Shore City	\$122,605,797	62.8%	+2.6%	2,388,790	54.3%	+2.7%
Auckland City	\$21,278,810	10.9%	+0.7%	496,562	11.3%	+0.0%
Rest of New Zealand	\$16,335,200	8.3%	+0.0%	381,309	8.7%	+0.0%
Rural Districts	\$12,875,833	6.6%	+0.7%	275,492	6.3%	+0.0%
International	\$5,841,660	3.0%	+0.0%	166,888	3.8%	+0.0%
Hastings City	\$4,222,226	2.2%	+0.0%	105,202	2.4%	+0.0%
Manawatu City	\$4,447,158	2.3%	+0.1%	98,055	2.2%	+0.0%
Papua New Guinea	\$768,376	0.4%	+0.0%	18,857	0.4%	+0.0%
Freemove District	\$714,148	0.4%	+0.0%	12,506	0.3%	+0.0%
<b>Total</b>	<b>\$195,274,678</b>	<b>100%</b>		<b>4,400,867</b>	<b>100%</b>	

Category	Spending Distribution			Transaction Distribution		
	Spending Total	% Share	Change	No. of Transactions	% Share	Change
Cafes, Restaurants, Bars and Takeaways	\$77,366,089	39.6%	+2.6%	2,475,175	56.2%	+0.0%
Apparel and Personal	\$42,063,286	21.5%	+2.4%	943,337	21.4%	+0.0%
Department Stores and Leisure	\$30,875,066	15.8%	+2.2%	695,794	15.8%	+0.0%
Groceries and Liquor	\$17,875,427	9.1%	+2.7%	825,236	18.8%	+0.0%
Fuel and Automotive	\$11,987,238	6.1%	+0.0%	19,829	0.4%	+0.0%
Home, Hardware and Electrical	\$9,358,898	4.8%	+0.0%	55,288	1.3%	+0.0%
Other Consumer Spending	\$5,712,093	2.9%	+0.0%	30,889	0.7%	+0.0%
Accommodation	\$2,708,807	1.4%	+0.0%	6,724	0.2%	+0.0%
<b>Total</b>	<b>\$195,274,678</b>	<b>100%</b>		<b>4,400,867</b>	<b>100%</b>	



# 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 [28-31 July 2022]**

Takapuna Winter Lights was held to showcase the area as a popular winter destination, as well as drive business to local hospitality and retailers and was included in the Elemental AKL festival run by Auckland Unlimited. This event ran successfully for a second year, and due to the popularity was extended from two to four nights with over 35,000+ visitors across the four nights, with Friday and Saturday being the busiest nights.



Photo: David Watson



Photo: Brett Phibbs

The event featured four projection mapping installations and 11 large-scale light sculptures, including three tree installations as well as several extra, coloured lights illuminating trees throughout the site. There was also a DJ booth with Karn Hall, and neon and fairy performances from Event Flair. Some local schools were also included in the artistic installations, with students from Campbells Bay Early Learning Centre and Takapuna Primary School submitting their artwork to be projected as part of two different installations.

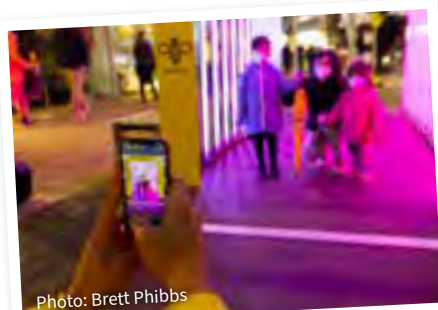


Photo: Brett Phibbs

This event received a significant amount of marketing reach, including digital billboards from Go Media gaining over 300,000 plays across 24 digital billboards in AKL, Hamilton and Tauranga, a number of print media, magazines and local newspapers, an online news sites like Urban List.

The Takapuna Winter Lights social media pages both saw great growth from 2021 with Instagram reaching 937 followers, and the Facebook page growing 100% to over 3,000 likes.

## **Takapuna Sunset Market Series [10 & 24 Nov, 8 & 22 Dec 2022]**

Local market operators, Sunshine Events were contracted to run a series of afternoon, sunset markets on Thursday evenings in McKenzie



Arcade on Hurstmere Rd. These market events aimed to add to the Thursday late-night shopping, and increase patronage to Hurstmere Rd and Takapuna in general in the lead-up to Christmas.

These markets gathered approx. 400 people for each event. Unfortunately each date had some unsettled weather with a few showers which kept the event attendance low, but Facebook event page marketing worked well, reaching over 20,000 each event with posts and shares to I Love Takapuna main channels, Eventfinda and Our Auckland listings, and physical signage put up around Takapuna.

# EVENTS (Continued...)

## Christmas DJ sessions and Carols [26 Nov, 10 & 17 Dec 2022]

To enhance the Christmas Shopping atmosphere in Takapuna, DJ Karn Hall and North Shore Brass Academy were engaged to perform for a few hours on Saturday afternoons in the lead up to Christmas. Events were based on the footpath above Hurstmere Green outside 51 Hurstmere Rd.

The events were well received and provided a great Christmas atmosphere for shoppers and visitors to Hurstmere Rd.



## I Love Takapuna Christmas Carnival [3 December 2022]

The Christmas Carnival was a free, full-day event open to the whole community to celebrate Christmas in Takapuna and drive visitation and spending. The event attracted approximately 5,000 people on the day and reached over 90,000 on social media.

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. With Hurstmere Rd being completely open, the market stalls were lined up down the road, as well as family-friendly entertainment, POPs Giant Games, roaming characters, PreSchool Play, steam train rides, bouncy castle and a visit from Santa Claus. Takapuna was also decorated with Christmas decorations from early November until the New Year, including the 6m Christmas tree on Hurstmere Rd, and “Surfing Santas”, light pole decorations and flags around the centre.

### Event Feedback:

*Catch 21 Café: “I would like to, on behalf of the Catch 21 Eatery team, say “Thank You” to the team for organizing the event last Saturday. That is very helpful for our business and we think it is very good for Takapuna and that is what Takapuna needs.”*

*(via facebook) Phillip McDonald: Well done to the organisers – was great fun*

## Re:generate Market Takapuna [10 Dec '22, 21 Jan, 18 Feb '23]

A new market operator, Susi Lay from Re:generate Fashion was engaged to hold a high-quality, pre-loved fashion market, based off previous successful markets in other areas of Auckland. These markets were held in the McKenzie laneway on Hurstmere Rd, and were aimed to increase patronage to Takapuna pre-Christmas and during the summer months.

Approximately 1,000 people came through each of these market days, and has also resulted in Re:generate Market setting up a short-term tenancy in one of the spaces used for the pop up market in the McKenzie Laneway.







### Takapuna Beach Summer Days Festival [21 January 2023]

The Summer Days Festival was held successfully again for 2023, running a similar format to previous years with family entertainment, games and live music, attracting approximately 5,000 people throughout the day.

Marketing for this event ran from early December, with the Facebook event page reaching over 110,000, with over 9,000 event responses. The event was also listed on Eventfinda and Our Auckland, and was picked up by a Japanese magazine GekkanNZ.

### Chinese New Year Festival [22 January 2023]

An event celebrating the Chinese New Year was organised by several local Chinese community organisations, who put on a day of performances, music, food and stalls on Takapuna Beach, with I Love Takapuna as the main sponsor.

The event attracted over 3500 people, and will likely become an annual event for Takapuna.



### Takapuna Beach Latin Fiesta [25 February 2023]

Organised in conjunction with Latin Fiesta NZ and Viva Dance, this event was a success for the second year, despite the odd rain shower. Approximately 5,000 people attended this event, and enjoyed live dance lessons, cultural performances as well as music, food, language exchange and market stalls. The atmosphere was energetic and fun with lots of people dancing and enjoying the event all day.

Social media marketing worked well, with the Facebook event page reaching over 66,000 people, as well as a listing on Eventfinda, Our Auckland and a mention in the Our Auckland newsletter, promotion in Channel Magazine as well as the Devonport-Takapuna Local Board's Facebook page and many other shares across social platforms.

### Takapuna Easter Festival & Activity Trail [1 April 2023]

The Takapuna Easter Festival event was planned, but ended up being cancelled, due to the extreme weather forecast for the day.

The Activity Trail was still run for those willing to brave the weather and had a few hundred people take part over the course of the day.





# EVENTS (Continued...)

## Takapuna Markets (June-July 2023)

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 (10 June 2023)

This market day event was held in the new 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 thousands of people attending over the day.

### • Matariki Market Takapuna (15 July 2023)

This market was held to celebrate the Matariki public holiday and everything reflected by the Nine Star cluster, and featured market stalls of many different goods and products. There was also live music and free workshops for terrarium and star making, and Matariki Ink Star workshops. Thousands of people attended over the course of the day, and 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, as well as supporting shows and events at venues like the Bruce Mason Centre, The PumpHouse Theatre, Lake House Arts Centre, as well as community events organised by Takapuna North Community Trust.

## 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 8 Networking Nights, with some highlights being a “Meet the Mayoral Candidates” Panel and an End of Year Networking Night where we announced and awarded the winning businesses in the Taste of Takapuna People’s Choice Awards at The Elephant Wrestler. We also heard from Mike Jones, Chief Economist at BNZ about the economy and forecasted challenges for 2023, as well as a fashion-focussed event at Shore City, with some local members parading outfits down a catwalk.

We also held a Wellness Seminar with Kia Kaha Studios, a Business Seminar on Social Media Marketing with Harper Digital, a networking and update meeting for Takapuna Landlords, a Business Seminar on business continuity and preparation and a Special General Meeting.

We also partnered with the Ministry of Social Development and organised two employment expos, where Takapuna businesses were able to have a free stand and directly meet a large number of potential new employees.

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.



# MARKETING

## Print Media

Takapuna has been featured through double/triple-page spreads in Channel Magazine which distributes approximately 25,500 copies each month and is distributed in 11 issues annually. The majority of Channel Magazine's distribution and readership matches the primary Takapuna catchment, the magazine an ideal channel in promoting Takapuna.

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



## Newsletters

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 2022	As at 30 June 2023
<b>Business Newsletter</b> "Keeping our Members Informed"	1,456	1,336
<b>Consumer Newsletter</b> "I Love Takapuna News"	21,818	20,972

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	
<b>Business Newsletter</b> "Keeping our Members Informed"	end of 2022	end of 2023	end of 2022	end of 2023
	29.4%	35%	3.2%	3.3%
(vs. Business & Finance industry)	Vs 21.56%		Vs 2.72%	
<b>Consumer Newsletter</b> "I Love Takapuna News"	2022	2023	2022	2023
	30.71%	36%	1.5%	1.5%
(vs. Marketing & Advertising industry)	Vs. 17.38%		Vs. 2.04%	

Average open rate across all industries: 21.3%



# MARKETING (Continued...)

## 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 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 has resulted in a great increase in the number of Facebook followers this year, and despite a number of algorithm, advertising and targeting changes within the Facebook and Meta systems, campaigns and posts have achieved great results and provided extra support for businesses.

Number of Followers	As at 30 June 2022	As at 30 June 2023
Facebook	23,609	31,832
Instagram	5,774	6,352
LinkedIn	194	241

## Facebook

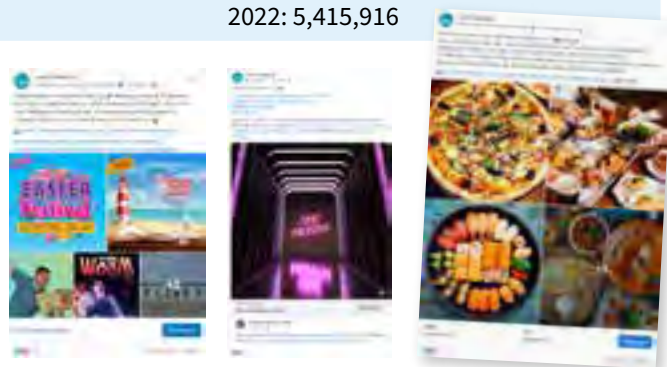
Facebook [01 July 2022 – 30 June 2023]

Total Reach (paid & unpaid distribution)	Paid Impressions
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).	Total Impressions: The number of times that your ads were on screen. (Total Count).
<b>695,736</b>	<b>4,074,285</b>
2022: 907,722	2022: 5,415,916

The I Love Takapuna Facebook page continued to have great engagement from followers, despite a slight decrease in reach and impressions. Posts about upcoming events, ongoing promotions such as the 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 (77.9%), between 35-44 years old (27.1%), and living in New Zealand.

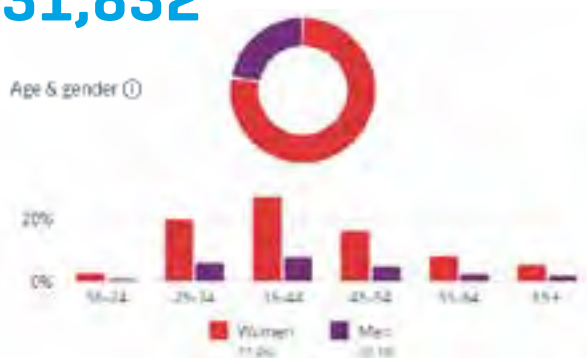
Female followers aged 25-34 years old is a close second (19.6%), and those aged 45-54 years old taking third place (16%).



### Facebook followers

**31,832**

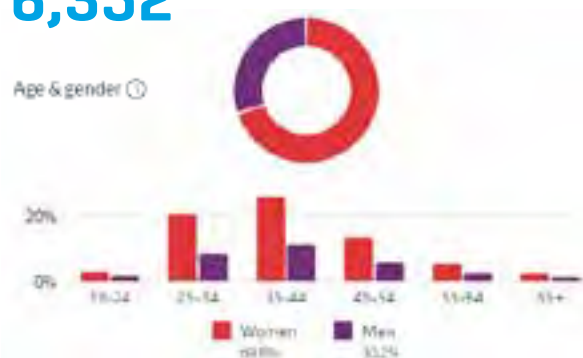
Age & gender ①



### Instagram followers

**6,352**

Age & gender ①







## 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 (69.8%), generally our followers are between 35-44 years old (25.8%) living in Auckland. Followers aged 25-34 years old come in at second highest (20.4%).

## Google Ads

This year, TBBA invested in advertising through Google Ads using both display campaigns (visual ads), and Google search ads (using keywords and search terms) to expand our marketing and advertising reach, with the help of local experts, Harper Digital.



Starting in May 2023, and running for a month, the results so far have been very promising, and will be constantly worked on and adjusted over the coming months to increase website visits further.

The ads that gained the most impressions during May-June were two display ads, Dine and Relax with 176,296 impressions and Reconnect with Friends getting 63,117 impressions. The ad with the highest clicks was the Google Search ads for Retail & Shopping in Takapuna, with 543 clicks, and the display ad Dine and Relax, with 515 clicks.

	2022	2023
Clicks		2 645
Avg cost-per-click (CPC)	No data for this period	\$0.30
Conversion Rate		0.83%
Click Through Rate (CTR)		0.53%
Impressions		498 635



## 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.**



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 Eat & Drink category of the business directory, equating to 5.35% of the total page views, followed closely by the Shop and Win section (entry form & success page & What's Hot article) that gathered 11.97% of total page views in total. The next popular sections were the Shopping category of the Business Directory, the Events section and then Where to Park in Takapuna.

The numbers are showing that users on the I Love Takapuna website have increased, that they're staying on the website for a longer amount of time, and visiting more pages within that timeframe, therefore accounting for the increase in page views and the dramatic decrease in bounce rate (exits).

	2022	2023	% Change
Users	88 898	95 115	^6.88 %
New Users	87 054	111 613	^28.21 %
Sessions	105,517	121 064	^14.73 %
Sessions per User	1.19	1.27	^6.72 %
Page Views	172,342	218 094	^26.55 %
Pages per User	1.63	2.30	^41.10%
Avg. Session Duration	00:00:51	00:02:06	^147.06 %
Bounce Rate	74.88%	52%	-30.56 %

# MARKETING (Continued...)

## Radio

Advertising over the past 12 months has followed a similar pattern to previous years with NZME providing the greater coverage with their stable of Newstalk ZB, The Hits, Coast and ZM providing a listening audience well suited to the business and entertainment sector customers in Takapuna.

Supporting these stations we have included More FM, The Edge and The Rock for specific campaigns as well as the Mediaworks Traffic Reports. The overall media spend of \$34,330.54 for the year provided six advertising campaigns. This nett spend produced a rate-card value of \$152,033.70 an added value of 4.6 to 1. As always, the Radio Networks have been extremely supportive of the Takapuna Beach Business Association and this is reflected in the excellent added airtime we have received. The distinctive “Takapuna is full of Surprises” style advertisements have proven an excellent method of maintaining a continuity in the branding of Takapuna, while the 15 second “centre” of the ads provides a clear message of the events, dining experiences, competitions and other special occasions that the Takapuna Beach Business Association use to promote on Radio. We have also utilised a number of “time saver traffic” spaces in prime weeks for our campaigns as well as some NZ Herald Digital campaigns. We are pleased to have been supported with Media Buying Services in securing these great rates.

### Takapuna Beach Business Association Radio Report • August 2022 – July 2023



Station/Promotion	Month	Booked	Received	Nett Cost
<b>Mediaworks</b>				
Accurate Traffic Pack all stations	27th - 30th Sept	2	2	\$2,016.00
<b>Taste of Takapuna</b>				
NZME - Herald Digital	5th - 31st Oct	200,000	202,102	\$2,000.00
<b>NZME</b>				
The Hits & ZM	26th Oct - 5th Nov	52	87	\$2,965.92
<b>Christmas Advertising</b>				
Newstalk ZB, The Hits, Coast	5th - 23rd Dec	130	299	\$6,995.55
More FM		51	66	\$2,998.80
<b>Extend Your Summer</b>				
The Hits, ZM, Coast	23rd Mar - 12th Apr	113	239	\$5,810.31
Mediaworks Accurate Traffic Pack	27th - 31st Mar	1	1	\$1,312.50
<b>Shop to Win</b>				
Newstalk ZB, The Hits, ZM	7th Jun - 22nd July	146	265	\$10,231.46
				\$34,330.54
<b>TOTAL GROSS RATECARD VALUE:</b>	<b>\$152,033.70</b>			

Please Note: The Shop & Win for June/July 2022 was on last years report. Rates quoted do not include GST.

## TOURISM



Tourism has started to rebound after COVID 19 and we have continued to work with tourism publications such as AA Official Auckland Guide, with a fullpage inside cover and bonus full page in the North Auckland section.

We have also continued with our Explore North Shore tourism initiative with Devonport and Milford, and with the remaining funding from the Devonport-Takapuna Local board and ATEED. We have again re-focused this initiative to domestic tourism, with a push to more digital assets.

# PROMOTIONS

## School Holidays 2022-2023

**July 2022 & April 2023 School Holidays** – a marketing campaign was launched to promote all the activities and things to do in Takapuna for the School Holidays, including events at Shore City, Lake House Arts, The PumpHouse and other local business specials and events. An article was created for the website, that was promoted through social media channels and newsletters.

**July 2023 School Holidays** - TBBA worked alongside Shore City Shopping Centre to put on a range of children's entertainment across the school holidays. TBBA hired 4x entertainers: Spiderman, Elsa, Cinderella and Fairy Rose to entertain children for an hour across 4 days. This was marketed across social media, the TBBA website and newsletters, Eventfinda, Our Auckland and Auckland for Kids websites. All sessions were very 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.

## Taste of Takapuna [Spring – October 2022]

Taste of Takapuna was updated and rolled out for October 2022. The People's Choice Awards was run as well, gathering over 6,000 votes, with some category winners just winning by 2 votes.

Winners were: Tok Tok, Honey Café, House of Chocolate, Flying Horse Takapuna, Takapuna Beach Café and Regatta Bar & Eatery – these businesses were celebrated and presented a certificate and trophy at the November Networking Night, as well as promoted and announced on social media.

The People's Choice Awards page on the TBBA website was the most visited page for the month of October (3,164 page views), with the general Taste of Takapuna page coming in second with 1,791 page views. Advertising was run through Stuff online and NZME / NZ Herald online, with Stuff recording 1.4M impressions and 771 clicks, and NZME recording 202,000 impressions with 504 clicks. Social media ad campaigns and organic posts were shared throughout the month, with paid campaigns reaching over 72,000 people, and organic posts reaching over 55,000 people throughout the month.



## Summer Destination Campaign [Summer – Feb-April 2023]

This “Extend your Summer” promotion was updated and rolled out for February through April 2023, to encourage visitation to Takapuna during the summer months. The campaign included radio, print and social media advertising, as well as promotion through the I Love Takapuna EDM's.



## Shop and Win [Winter – June-July 2023]

This year's Shop and Win promotion featured a travel prize: a week's accommodation, plus flights and more for two to Fiji, with thanks to House of Travel Takapuna, Fiji Airways and Sofitel Fiji Resort & Spa. We also gave away a \$1,000 Shore City Shopping spree kindly donated by Shore City, a night's accommodation at The Spencer Hotel, a \$200 restaurant voucher and a \$100 café voucher.

This promotion was run in retail businesses within Takapuna, with the aim to encourage more shopping and spending during a typically quiet month for retailers.

Approximately 105 businesses were included, and we received 10,138 entries – a 2.4% improvement on 2022.

The feedback during and after this promotion was very positive, from businesses and the community. There was a strong physical presence of this promotion around the town centre, as well as social media, online, print and radio advertising.





# TAKAPUNA BEACH

city rhythm | beach vibe