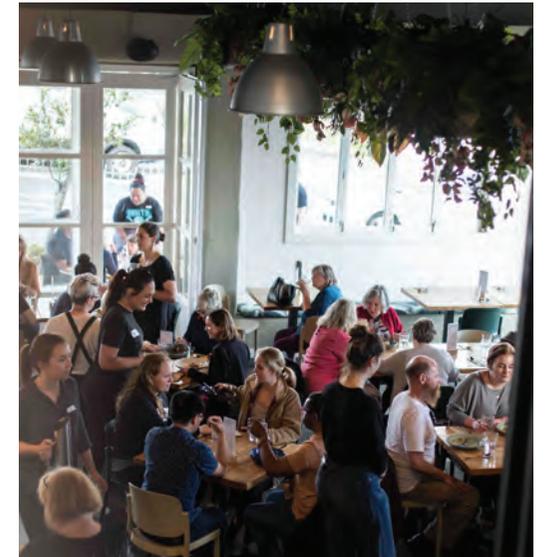




DISCOVER  
ONEHUNGA

FOR YOUR  
BUSINESS





0800 BIKEMAN

# WHY ONEHUNGA?

Onehunga is fast evolving with plans to fundamentally change the overall 'look and feel' of the suburb. If you're looking for a commercial space for your business, now's the time to become a part of Onehunga's exciting future.

Onehunga is an established town centre that is unique in character and spirit. It is one of Auckland's most central and accessible suburbs with a thriving retail and hospitality centre, and is quickly becoming the preferred location for up and coming hospitality, retail, recreation and professional service businesses.





# CENTRALLY LOCATED

Geographically, Onewhanga sits at the very centre of Auckland, nestled between Mangere and Cornwall Park.

The convenience of being close to both the city and the airport, makes Onewhanga a sought-after location for businesses.

# EASILY ACCESSIBLE

Major transport arteries flow through and around the suburb linking east to west and north to the south, making Onehunga easily accessible. Onehunga is in close proximity to State Highway 1, a relatively short distance from the CBD as a result of the Waterview Tunnel connection, and has good access to the airport via SH20.

In time, the proposed east-west motorway connection and light rail link from the airport to the Auckland CBD will further improve accessibility.





# WELL CONNECTED

Onehunga benefits from excellent public transport connections. The Onehunga train station is located at the eastern end of the town centre, and links the suburb directly to Britomart in downtown Auckland. Onehunga is also well serviced by buses to many parts of Auckland.



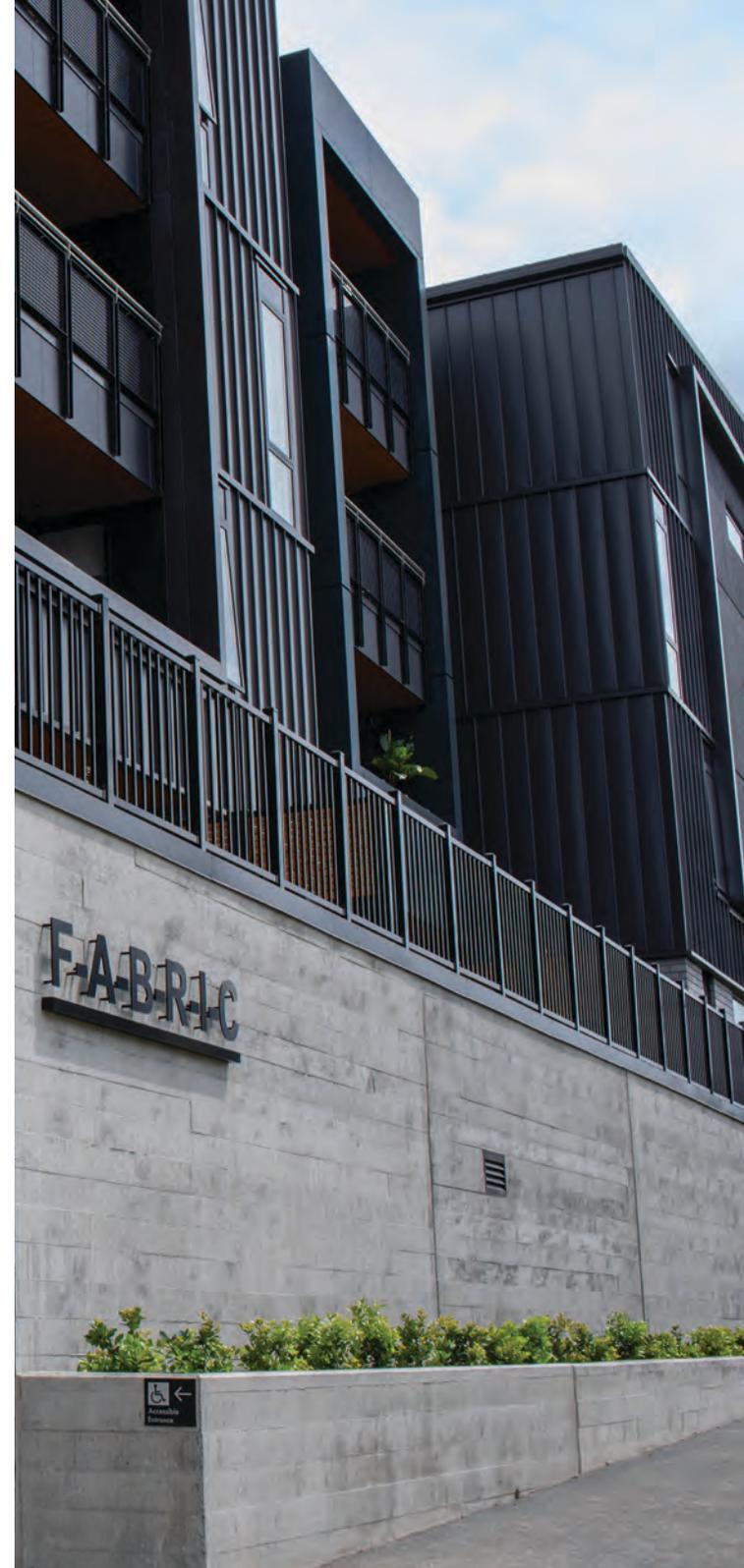
# FUTURE REGENERATION

Onehunga has been selected by Panuku Development Auckland as a priority for transformation. This means revitalisation of the town centre, regeneration of the wharf area, more local connections by enhancing the walking and cycling experience and fostering innovative residential housing solutions.

# POSITIONED FOR GROWTH

With several new local residential developments, including Beachcroft Residences, an apartment development situated on Onehunga's coastline and Fabric, a pocket neighbourhood with one-, two- and three-bedroom apartments in the heart of Onehunga, there's plenty of growth and development which will bring more residents to the suburb.

Other major developments that are underway include a redevelopment of Dress Smart, Onehunga Springs (formerly known as Onehunga Workingmen's Club) and plans for a new Countdown supermarket.





# VIBRANT COMMUNITY

Onehunga has a vibrant community that celebrates culture and diversity. The locals are colourful, creative, friendly and loyal.

As one of Auckland's oldest established town centres, Onehunga is rich in history and includes a number of heritage buildings and hidden gems which add to the area's character and charm.

# DIVERSE OFFERING

Onehunga has got everything - a wide variety of retail, hospitality, recreation and services on offer making it a desirable destination to live, work and visit. As the home of Dress Smart, Onehunga also has the best outlet shopping in New Zealand which attracts thousands of visitors to the area every year.



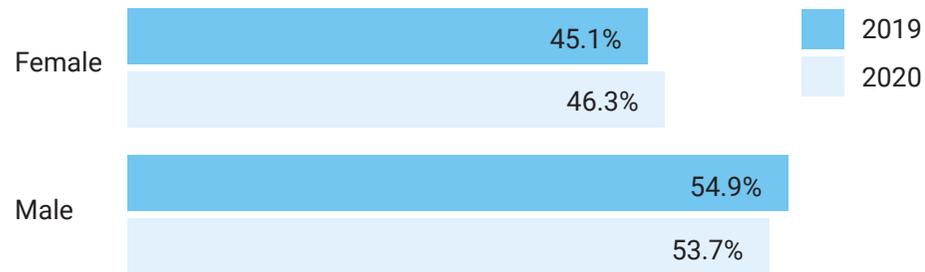


# FREE PARKING

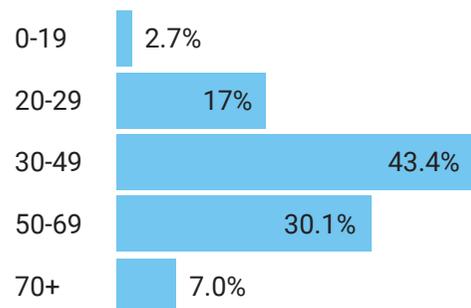
As one of the last central suburbs to offer free car parking for several hours, Onehunga is a great shopping choice for shoppers and workers alike. There are also numerous bike parking locations in the town centre which makes Onehunga a popular destination for cyclists.

# CUSTOMER DEMOGRAPHICS

Onehunga's customers gender profile



Onehunga's customers age profile



# CUSTOMER SPENDING

Onehunga's spend over the last 5 years



Customer Spending by Store Type

STORE TYPE NAME	2018	2019	2020
Apparel & Personal	\$82.0 m	\$85.4 m	\$70.2 m
Cafés, restaurants & takeaways	\$20.0 m	\$21.1 m	\$18.0 m
Department stores & leisure	\$39.7 m	\$39.6 m	\$35.9 m
Fuel & automotive	\$24.4 m	\$26.0 m	\$24.6 m
Groceries & liquor	\$29.4 m	\$30.4 m	\$30.2 m
Home, hardware & electronic	\$9.6 m	\$12.0 m	\$11.2 m
Other store types	\$12 m	\$11.0 m	\$9.1 m

Customer Spending by Origin

AREA	2018	2019	2020
Auckland Central	\$63.1 m	\$64.8 m	\$57.6 m
Catchment	\$43.8 m	\$47.6 m	\$45.0 m
Auckland South	\$42.4 m	\$45.3 m	\$41.1 m
Rest of NZ	\$30.8 m	\$26.5 m	\$20.5 m
Auckland West	\$15.1 m	\$17.4 m	\$14.2 m
Auckland North	\$15.2 m	\$16.5 m	\$13.8 m
International	\$6.8 m	\$7.5 m	\$6.9 m
<b>TOTAL</b>	<b>\$217.2 m</b>	<b>\$225.6 m</b>	<b>\$199.1 m</b>

Source: Verisk Financial Marketview Report, September 2020

# STRONG SUPPORT



The Onehunga Business Association (OBA) was established in 1937 and has a proactive, capable Executive Committee and Office Team who are dedicated to supporting member businesses with:

- Regular communications
- Onehunga promotions and events
- Tailored workshops, programmes and networking opportunities
- Dedicated Onehunga security and CCTV service
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Refer to the OBA's 2020-2023 Strategic Plan for more information about the OBA's exciting plans for the future.



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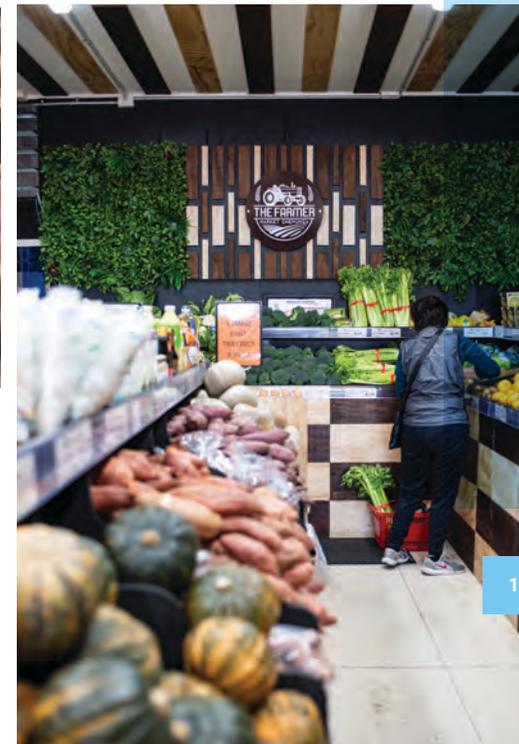
**Amanda Wellgreen** Town Manager

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ph. 09 636 8535

email. [manager@onehunga.net.nz](mailto:manager@onehunga.net.nz)

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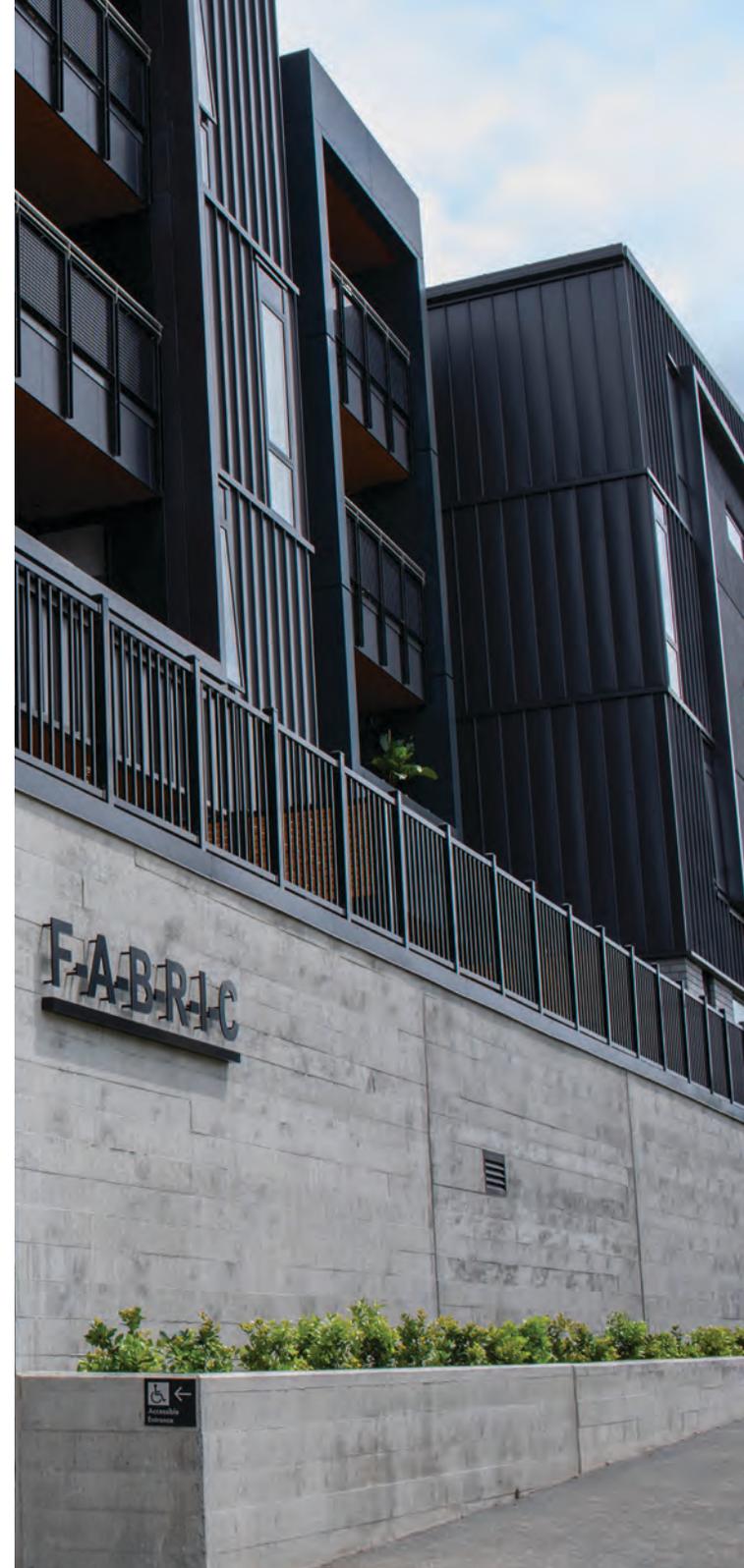
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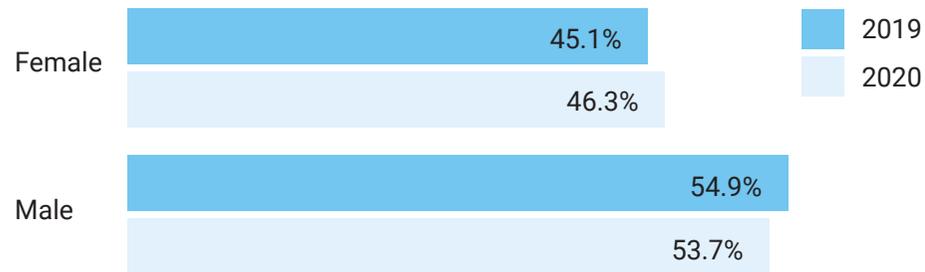


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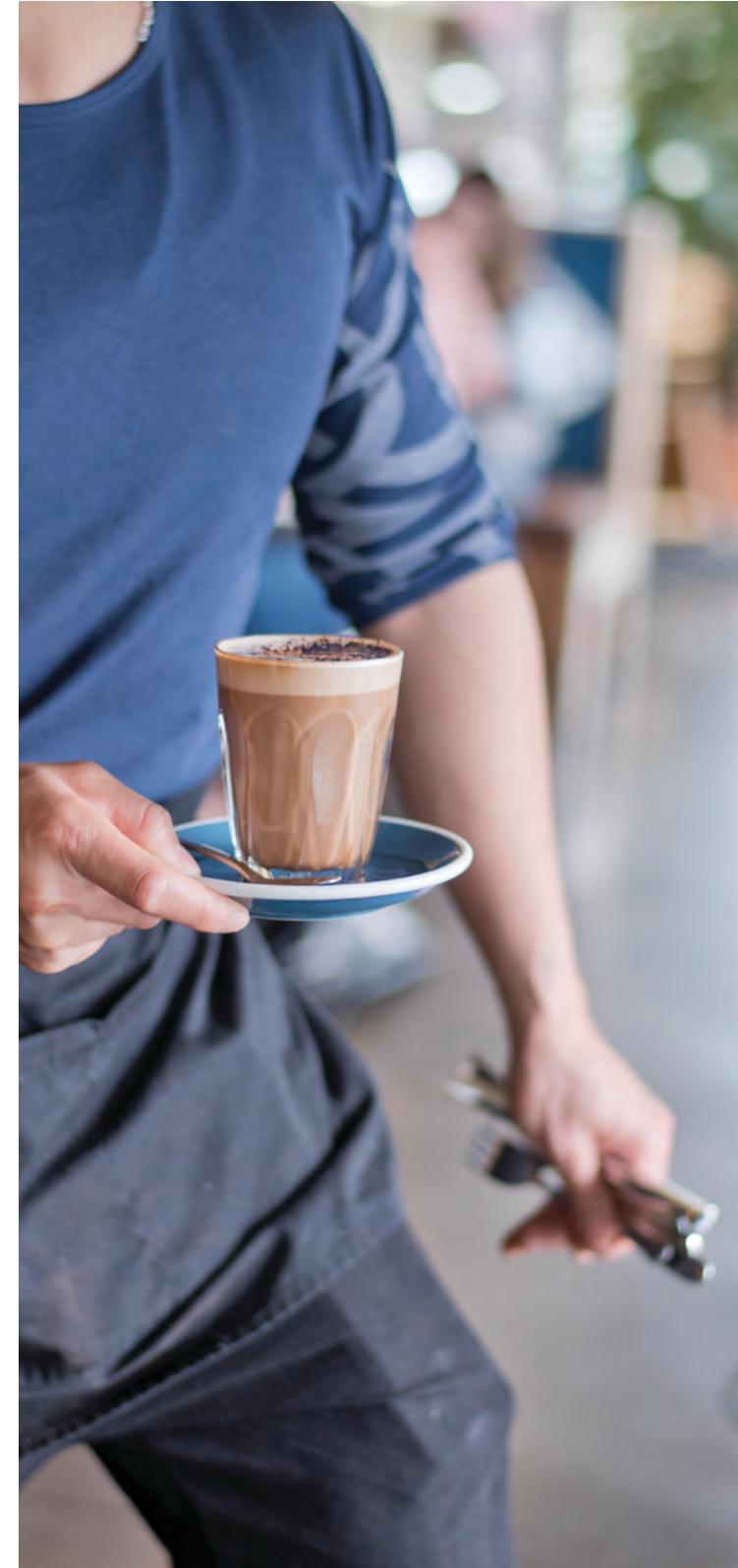
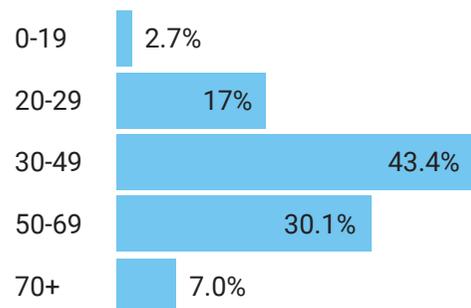
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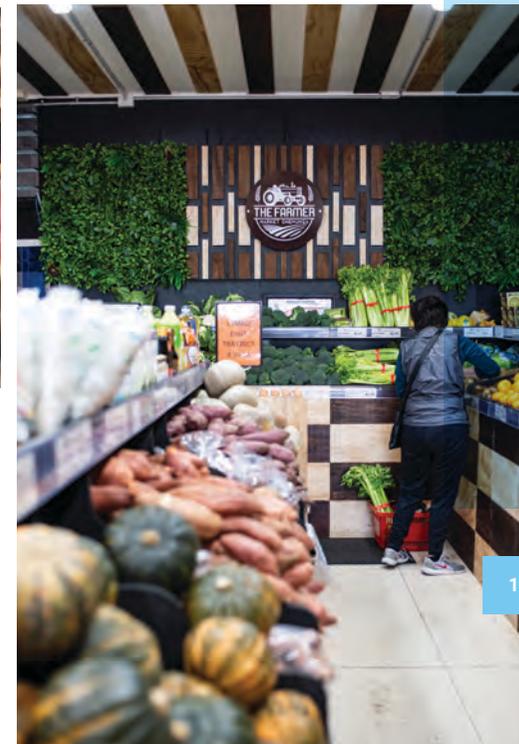
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