



2021/22 Manager's Report

What a year it has been. With all the best of intentions the team at the Onehunga Business Association have learnt a lot about cancelling and reorganising events and activations. Our promotions were increased while we look to encourage customers back to the town centre.

In July 2021, the Culinary Crawl was in its second year and quickly sold out with over 300 tickets for the progressive dinner event. Overall, the Crawl was received as a great night out and enjoyed by many. It is fantastic to have a night-time event that hospitality locals love and encourages others to experience what Onehunga has to offer.

Following this came lockdowns and our Support Local series of promotions. The year concluded with a Countdown to Christmas series of activations around the town centre as the Christmas Parade needed to be cancelled. This was an intense period with giveaways, a pop-up Santa grotto and prize draws being coordinated over the 24 days before Christmas.

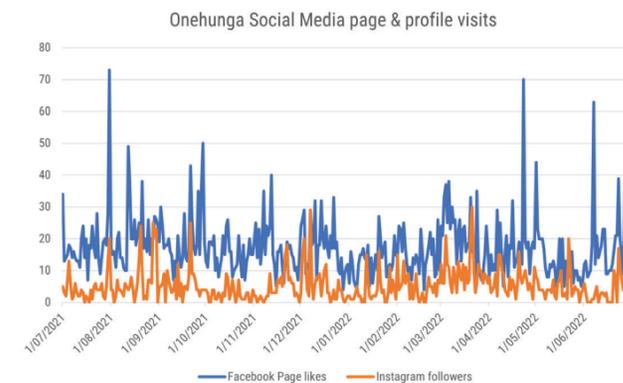
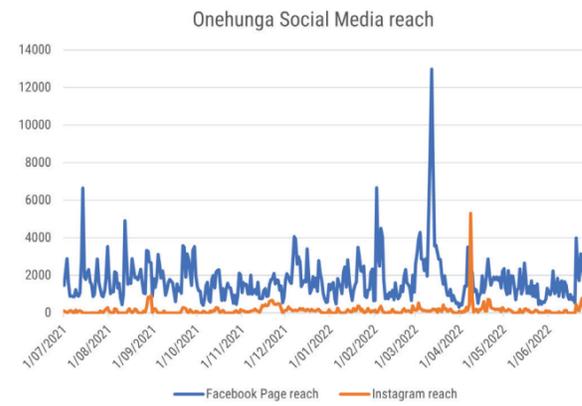
Things started looking up starting 2022, with the installation of 'Our Hands', part of the WWF NZ Whale Tales art trail around Auckland. The OBA team was also successful at getting a grant for Toi Onehunga, a pop-up art gallery utilising an empty shop and displaying some of Onehunga's local artists' work. We also released a series of insider video guides to Onehunga hosted by local Madeleine Sami that proved popular.

This year the Business Association has been investigating the expansion of the Business Association from beyond the town centre into the light industrial area. This change is a strategic process as we would shift from primarily retail to include more extensive services. The Board believes that if we represented the wider Onehunga area that our voice would be stronger and together, we could have more influence. We could invest more in a wider security approach with a more comprehensive response. Alongside security, we could also strengthen our business event programme to offer more extensive calendar of events including subsidised First Aid courses, luncheons, and panel discussions amongst others.

We continue to engage with Eke Panuku regarding the Transform Onehunga development. Things have slowed down considerably as they waited for Countdown and Dress-Smart to progress their expansion plans. They have now lodged consents for enabling works in the Gerrard Beeson car park and the wider Waiapu Lane area. Engagement on the beautification of the town centre is ongoing. We should have new streetlights very soon!

The apartment development at 154-158 Onehunga Mall is progressing and are on track to open at the end of 2023. This includes some large retail space on the ground floor. People should be making plans to engage with the 150+ tenants in the building.

Overall, despite challenges, the Business Association is proud of the work we have undertaken in the last year. We continue to advocate for businesses and hear a wide variety of feedback from members and the public. Promoting our business community is always our top priority.



Security & CCTV

Crime has been noticeably on the rise in the town centre. Alongside the variety of burglaries (including ram raids) since December there has been a large increase in vandalism and anti-social behaviour.

This escalation has kept our team busy alongside supporting aging CCTV infrastructure, Tevita has been looking at our cameras and how we can continuously improve our services. Unfortunately, global shortages in some areas have also affected us with long waits for new/replacement products. The new Onehunga Police Station sergeant, Chris Gwilliam, is helping with a new focus on our community and ensuring that crime prevention is priority. We are always actively asking people to report any type of crime. If it is not an emergency, then ring 105 or report online. The more that they understand any issues then we are more likely to be prioritised for support.

Upcoming events

- AGM** 26 October
- Music on the Mall** 29 October
- OBA office Christmas drinks** 13 December
- Onehunga Christmas Parade** 3 December
- Onehunga Festival** 4 March



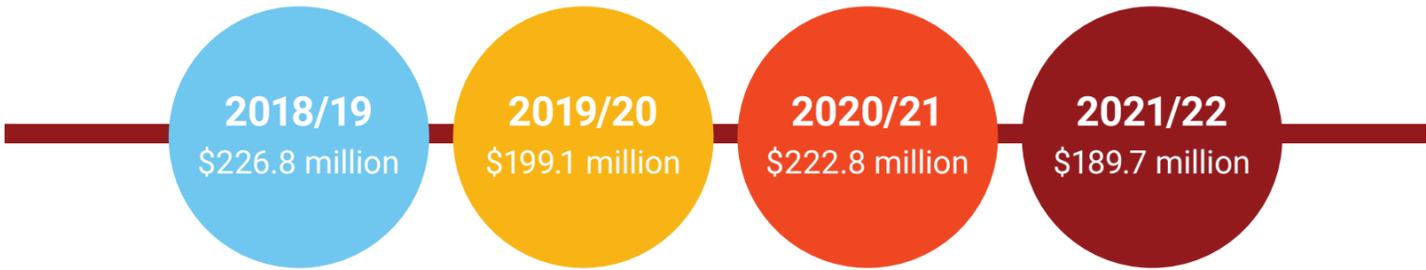
YEAR
REVIEW

Onehunga 2021/22 snapshot – Marketview data

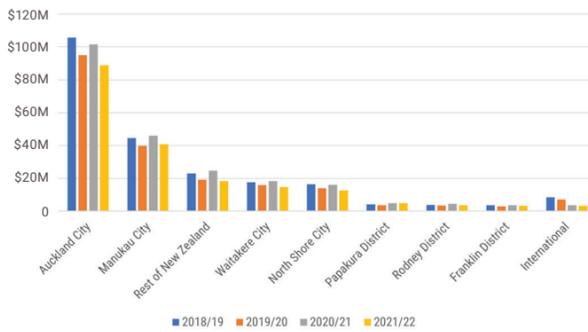
Revenue data from Marketview (Eftpos) has shown an overall decrease for Onehunga of 14.8% and the number of transactions declined by 20.9%. However, our average transaction value grew by 7.7% which is greater than the comparative inflation. This change is unsurprising given the year everyone has experienced.

Marketview data is a rudimentary collection as it does not take into account any online spend or cash so it is not a complete picture of retail takings in Onehunga nor the move towards click and collect. Following is data in a variety of formats to see where Onehunga's customer comes from, the store type they spend at and the per month spend compared to previous years.

Total spend in Onehunga

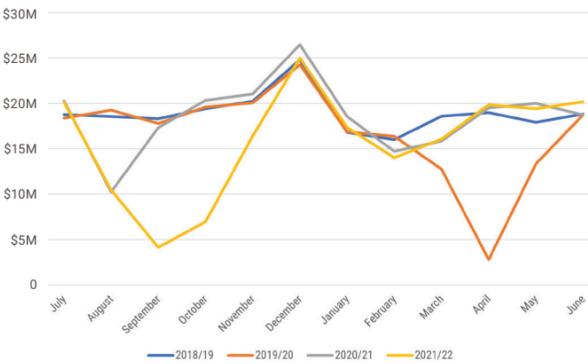


Origin of consumer spend

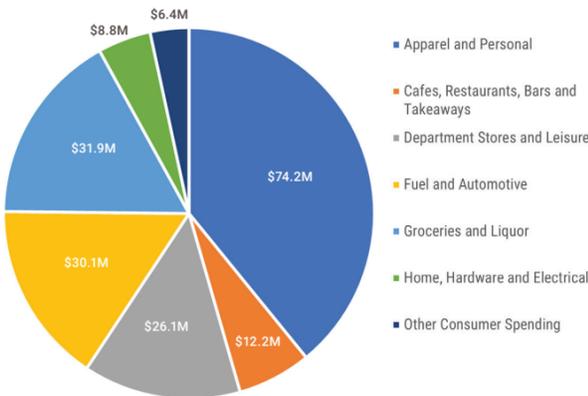


*Please note that we can only break down the detail to the former Council boundaries

Spend per month

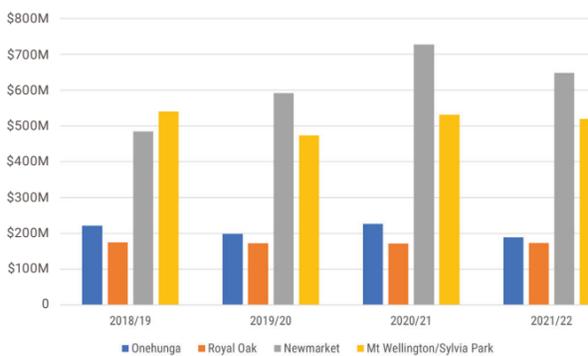


Spend by Store type



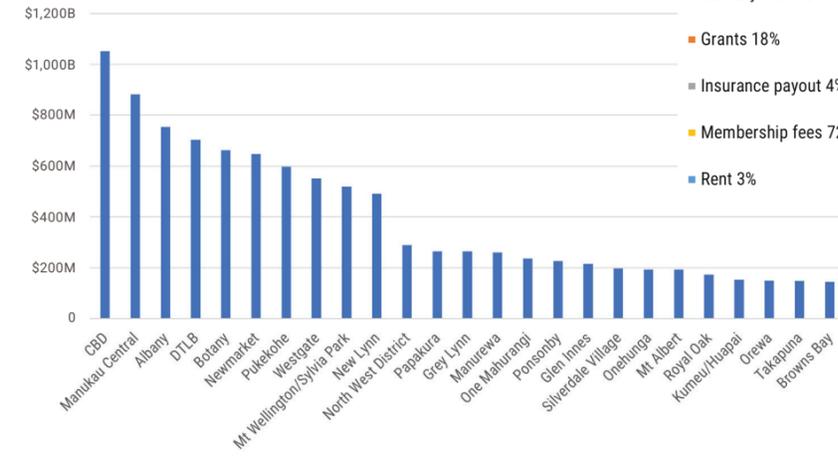
Revenue of our closest competitors

We monitor our closest key centres and overall there has been very little change. Royal Oak continues to be consistent which is reflective of the supermarket and takeaway food hospitality.



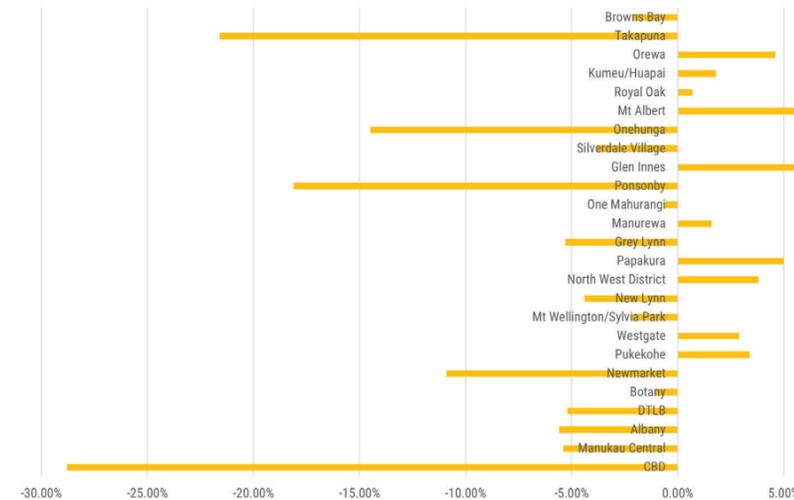
BID 'Top 25 Retail' spend 2021-22

When analysing the top 25 retail spend centres, Onehunga has dropped to 19th position. We have generally been a consistent 16th position so we will keep an eye on how this tracks over the coming year.



BID 'Top 25 Retail' spend change 2021-22

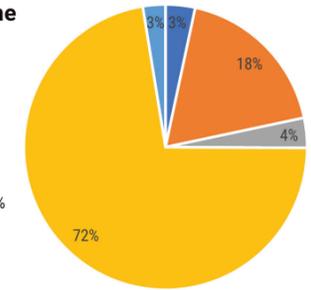
This year there has been quite a change in spend across the top 25 retail centres with some, including Onehunga, dropping double digits.



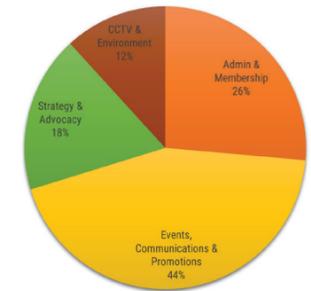
Onehunga Business Association 2021-2022 financials at a glance

2021-22 Income

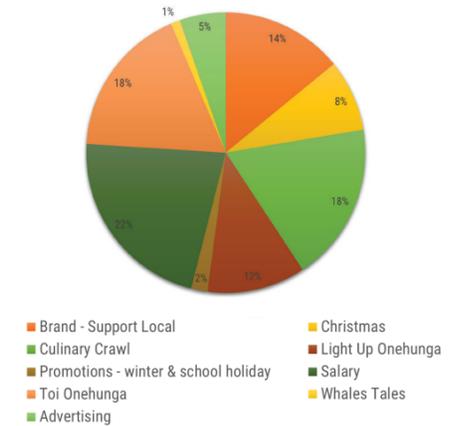
- Culinary Crawl 3%
- Grants 18%
- Insurance payout 4%
- Membership fees 72%
- Rent 3%



2021-22 Expenses

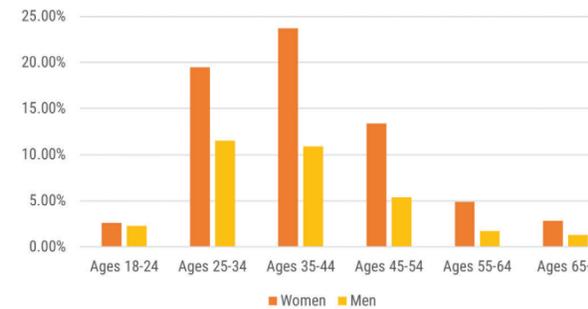


2021-22 Events and Promotions spend allocation



Social Media insights

Facebook 'likes' demographics



Instagram 'followers' demographics

