



TAKAPUNA BEACH

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ANNUAL REPORT

1 JULY 2023 – 30 JUNE 2024



THANK YOU



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CHAIR REPORT

To our esteemed members, stakeholders, and community partners:

As we reflect on the past year, it is with great pride and optimism that I present the Takapuna Business Association's Chair Report for 2024.

As we outline and review our 2024 accomplishments, it is essential to acknowledge the resilience and dynamism of our business community in Takapuna. Despite the ongoing challenges posed by economic fluctuations and global trends, our collective efforts have fostered a vibrant atmosphere for growth and collaboration for our vibrant community.

Economic Landscape and Recovery: The economic landscape in Takapuna has shown promising signs of recovery following the challenges of recent years. Our local businesses have demonstrated remarkable resilience and adaptability, embracing new technologies and shifting consumer behaviours. The association has played a pivotal role in supporting these transitions through workshops, networking events, and access to resources that empower our members.

The TBBA finances are in good shape with reserves. We have managed our financial position very carefully, costs are well under control and have been spent/invested diligently ensuring they were spent in the right areas.

We are witnessing significant interest in developments either underway and or in the planning stages which will ensure more foot traffic during both day time and night time.

Key Initiatives and Achievements: Business Support Programs: We launched several initiatives aimed at enhancing business capabilities, including mentorship programs and digital marketing workshops. Feedback from participants has been overwhelmingly positive, with many reporting increased confidence and improved business performance.

Business Events and Engagement: Our events calendar in 2024 has been robust, featuring:

Monthly Networking Meetings: These gatherings have fostered collaboration among members, leading to new partnerships and business opportunities. **Workshops and Seminars:** Covering topics such as digital marketing and financial management, these sessions have been well-attended, equipping our members with essential skills.

Community Events & Engagement: Our commitment to our community has never been stronger. We successfully organized a large number of events which drew record attendance and showcased our local businesses. These events not only engage community spirit but also drive foot traffic to our shops and services and promote our businesses to a wider audience. The Takapuna Winter Lights event attracted over

45,000 people to Takapuna. This event recently won Best NZ Community or not-for-profit event over 3000 people category in the 2024 NZEA New Zealand Event Awards and is a finalist in the 2degrees Auckland Business Awards for North & West for Community Contribution.

Advocacy and Representation: We have continued to advocate for our members' interests at both local and regional levels. Our efforts in lobbying for infrastructure improvements and business-friendly policies have resulted in tangible benefits that enhance the business environment in Takapuna.

Looking Ahead: As we move into 2025, our focus will be on:

- **Enhancing Member Services:** We aim to provide more tailored support and resources to meet the evolving needs of our members.
- **Strengthening Community Ties:** Further collaboration with local organisations will help us create a more unified community.
- **Promoting Diversity and Inclusion:** We will continue to champion diversity within our membership and the broader business community.
- **Sustainability:** In our commitment to sustainability, we are dedicated to fostering environmentally responsible practices that enhance the wellbeing of our community and preserve Takapuna's natural beauty for future generations.

Acknowledgments: I want to take this opportunity to sincerely thank our dedicated board members, volunteers, and all the businesses that make up our association. Your hard work and commitment have been instrumental in our successes this year. Also, a special thank you to our sponsors and community partners for their unwavering support.

I would also like to acknowledge and sincerely thank our CEO Terence Harpur and Marketing and Events Executive Hannah Stoddart. A common statement about this team is that they constantly exceed our expectations. A powerful team whom continue to raise the profile and performance of Takapuna.

Conclusion: In closing, I am optimistic about the future of Takapuna. Together, we can continue to build a thriving business community that not only meets the needs of today but also paves the way for a prosperous tomorrow. Let us carry this momentum forward into the coming year.

Thank you for your continued support and engagement.

Alex Bicheno
Chairperson, Takapuna Beach
Business Association



CEO REPORT

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

It's been fantastic to have had an uninterrupted year of getting stuck into our mission of making 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 with our advocacy, improving our area to be a more attractive and resilient destination.

The construction of the new Waiwharariki Anzac Square has been completed and opened. We have worked hard making operational improvements to ensure it is working effectively, as well as producing a strong programme of activations and events in the space, bringing in thousands of people and growing a positive relationship with the space for local businesses and residents. We have also installed dedicated CCTV covering the space, linked this directly to the NZ Police and have on-call security guards available to improve the safety of the space.

We are also pleased that the upgrade of Northcroft Street has been completed, with fairly minimal business impact over the two month construction period. This new street layout now has upgraded services on the eastern side, a new pedestrian crossing, as well as new curbs, trees and gardens.

Our beach area has also been improved with an extension to the popular Takapuna Beach Playground, focused on pre-school aged children of all abilities. It has also had improvement completed to benches, BBQ and gardens to enhance the appeal of this area.

With continual investment in Takapuna and activities we have seen renewed leasing activity and businesses making the most of the improved landscape. New reporting from Infometrics has shown that the Takapuna Economy in 2023 grew by 5.8%, compared to 2.4% for Auckland.

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.

Takapuna's retail sector saw some continued growth in 2023, however this has slowed and declined slightly in 2024 with the tightening economic environment. Total retail spending across all categories for the 12 months was \$194.8m,



compared to \$203.7m in the previous 12 months, a decline of 4.4%. Transactions however were only slightly down by 1.0%, showing good numbers of customers, but their average transaction value fell slightly by 3.4% to \$42.72. Hospitality businesses continue to grow in their total share of retail businesses and spending in Takapuna, accounting for 42.3% of our total retail spending.

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 over 30 public events in Takapuna, including a very successful major event, Takapuna Winter Lights event in July 2023, which attracted over 45,000 people over the 4 days. Other public event highlights have included our Christmas Carnival, Summer Days Festival, Chinese New Year Festival, Latin Festival, Taste of Turkiye, Easter Festival and Filipino Festival, all attracting thousands people into Takapuna each time. We also hosted a series of markets, such as our Re-Generate upcycled clothing markets, Dog Day Out and Matariki Markets., as well as a series of activations in the new Waiwharariki Anzac Square, with support from the Devonport-Takapuna Local Board, which included Christmas music in the square and Friday Jams, Food Truck Thursdays and Movies in the Square. Each school holidays we also produced activities and activations such as super hero performances and games days. We have also pushed hospitality focused events with the Urban Wine Walk, Taste of Takapuna promotion, Wine and Light Night and Food tours.

CEO REPORT (Continued...)



We have also supported and sponsored many other events to be based in Takapuna and drive visitation such as the NZ National Pipe Band Championships, Takapuna Beach Cup NZ Waka Ama Championships, theatre shows at the Bruce Mason Theatre and Pumphouse Theatre and 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 2024 gave away a weeks holiday to Fiji and attracted almost 8,000 entries. We also successfully held our Taste of Takapuna Hospitality promotion and Peoples' Choice awards 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, online advertising and website reaching significant amounts of people in Auckland and above industry standards. This year we had a strong push with Google, Display and Video advertising, resulting in over 5m impressions and driving 165,000 people to our website. With Facebook, we reached over 762,000 people and had more than 6m impressions. 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 give their time for the betterment of Takapuna. Chair Alex Bicheno, and board members Andrew Hill, Rob Clark, Glenn Read, 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 Executive, 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 Dan Move, our highly skilled events manager and 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.

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

Board member
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

Board Member
Director, Colliers



Nicky Partridge

Board Member
Owner, Street Organics



Rob Clark

Board Member
Partner, Simpson Western

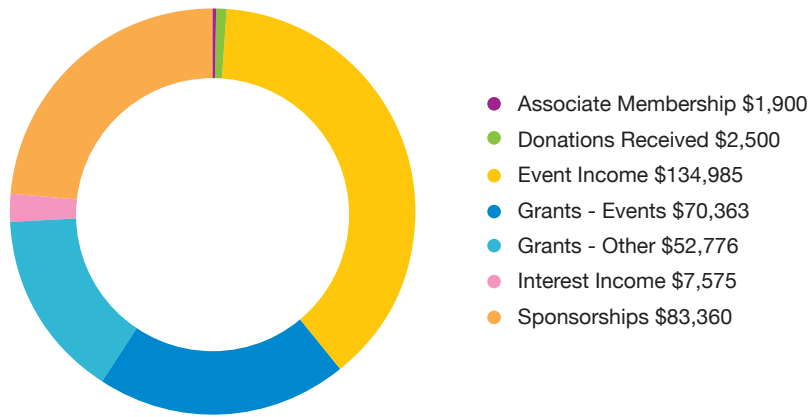


Steve Shute

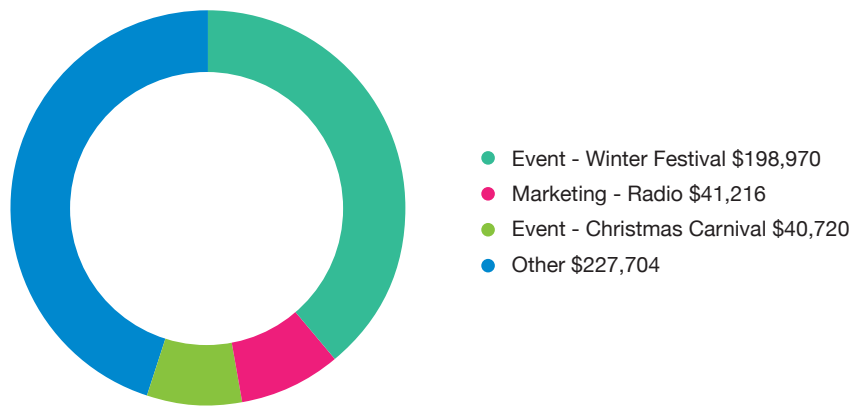
Board Member
Director, The Elephant Wrestler

FINANCIAL SNAPSHOT

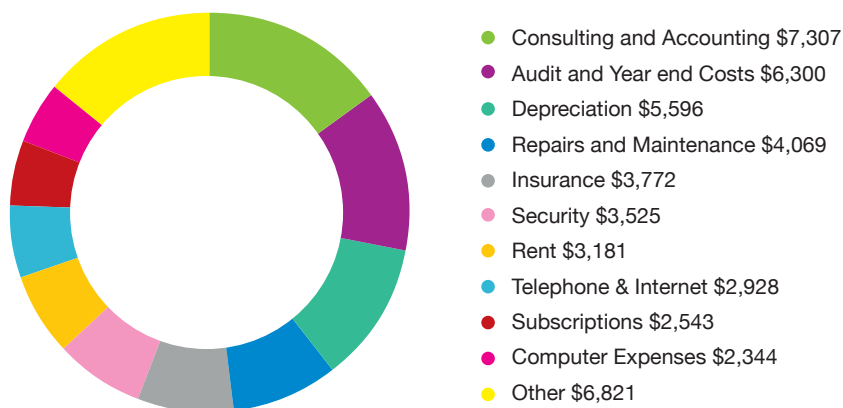
Top Revenue Contributors
Excluding BID Levy, This Year



Top Three Marketing Expenses - This year



Top Ten Opex - excluding wages, This Year



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.

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PLATINUM SPONSORS



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BUSINESS PRIORITY HIGHLIGHTS

1. BOLD ADVOCACY

1.1. Infrastructure and Development

We have had another busy year with developments 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. When this was completed, we then have had a strong focus on activating the space with different events and placemaking activities. We have also worked through defects with the construction and operational improvements to ensure the space is working effectively as a high quality public space.

We have also supported Auckland Council with the construction of the Takapuna Beach Playground extension and improvements to the new bathroom facilities to ensure these are fit for purpose.

We have supported Eke Panuku and JFC construction with the construction and upgrade of Northcroft Street. This was through early and revised changes to the design, including increasing the amount of available parking, through to notifications and business interactions. Construction was completed in June 2024.

We have also supported a number of private landlords/ developers to upgrade their buildings, acquire new buildings and develop those, or support with information and introductions. There are a number of exciting private developments planned for the next few years.

1.2. Disruption Mitigation

Construction disruption mitigation has been a key emphasis when we have been working with development and upgrades to Takapuna. We have been pleased to have worked directly with Eke Panuku and their contractor JFC on minimising disruptions with the construction of Waiwharariki Anzac Square and Northcroft Street. While the square was fairly contained within the construction site, Northcroft street was fairly disruptive with traffic and parking, however mitigation measures were put in place and disruption kept to a minimum.

We have also 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 gas main on Hurstmere Road (north), footpath upgrades, power infrastructure and supply 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

We are pleased to have lobbied Auckland Council for support and been granted funding to install new security cameras looking onto the new public space Waiwharariki Anzac Square. These cameras, connected with Eat Street’s laneway/ footpath cameras, have also been uplinked to the police live camera system – SaferCities. We have also engaged Vanguard Security to send security guards when called for. This has proved very useful in dealing with issues and making this space safer, and improved TBBA staff safety.

We meet regularly with senior police and North Harbour community patrol 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 a graffiti contractor, 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 and have no lasting issues. Illegal posters are an on-going issue.

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 boxes, power boxes or pedestrian poles.

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.

1.5. Parking and Transportation

We have collaborated with Auckland Transport (AT) to optimise parking availability and affordable pricing. We are pleased to have been successful in our lobbying to have the new Toka Puia Car Park facility be free on Saturdays and Sundays. This comes when AT have increased pricing across the city. We have also successfully advocated for the carpark’s opening hours to be extended to 10pm and midnight (Wed to Sun).

Parking demand has been lower than previously with more people working from home, 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 been pleased to get some additional parking spaces installed as part of the Northcroft Street upgrade.

1.6. Business Attraction and Economy

We are pleased to have seen a strong economic result for Takapuna, as shown in a newly commissioned Economic Profile report by Infometrics. The report shows Takapuna’s GDP grew by 5.8% for 2023, compared to 2.8% for New Zealand. Employment growth followed this trend, increasing by 5.6% in Takapuna, compared to 2.4% for New Zealand.

2023 REGIONAL ECONOMIC PROFILE: TAKAPUNA

Figure 1. Gross domestic product
Annual average % change, year to March 2023

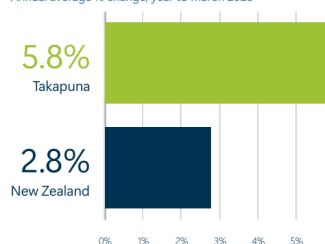
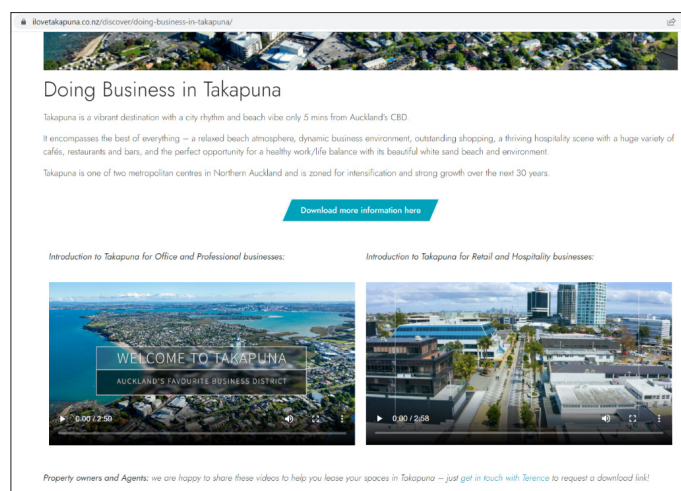
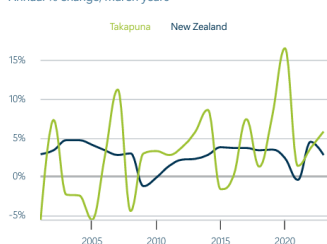


Figure 2. Gross domestic product
Annual % change, March years



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. Our series of business attraction videos, with dialog directly from local businesses on why Takapuna is a great place to host their business, has been 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 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.

1.9. Sustainability

We have distributed information and encouraged our members to reduce the environmental impact of their business. 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.

RETAIL PERFORMANCE SNAPSHOT

Takapuna retail sector has had a toughing 12 months as the tightening of the economic environment has intensified.

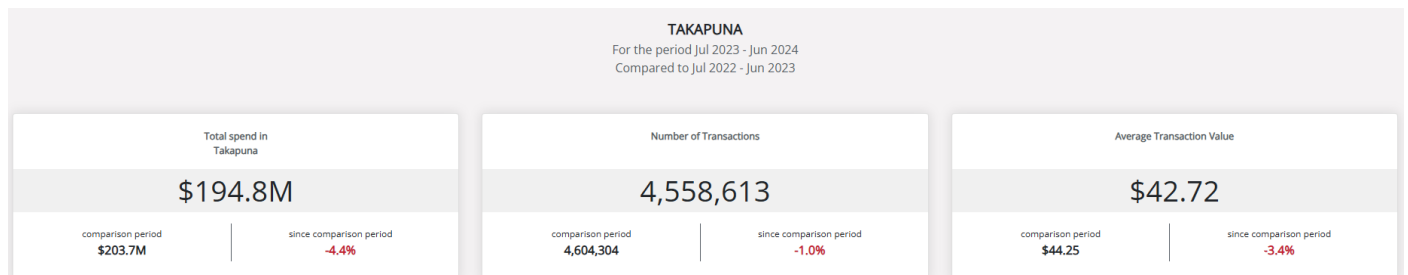
Takapuna retail spending for the 12 months to June 2024 decreased by 4.4% to \$194.8m. Transactions have had a better result, only decreasing slightly by 1.0% to 4,558,613 transactions. The average transaction value fell slightly by 3.4% to \$42.72 for the 12 months.

Our biggest category 'Cafes, Restaurants, Bars and Takeaways' increased spending by 0.7% and now accounts for 42.3% of retail spending in Takapuna. Our second largest category 'Apparel and Personal' spending decreased by 3.3%, followed by 'Department Stores and Leisure' with a decrease of 14.9% in spending.

The TBBA has continued to produce and support a significant number of events and promotions over the last 12 months to increase foot traffic and spending with retailers and businesses. We have had a lot of positive feedback from retail members about the positive financial effects these activities are proving for their businesses.

Takapuna's retail sector is particularly vulnerable to economic changes in disposable income and working from home habits. We can see this coming through in decreasing average transaction values.

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. Despite the tough retail results, we have seen a number of new businesses moving into Takapuna. Our newly developed highstreet, Hurstmere Road, has seen a number of new hospitality businesses in particular. 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.



Category	Spending	Change*	No. of Transactions	Change*	Avg. Transaction Value	Change*
Cafes, Restaurants, Bars and Takeaways	\$82,400,272	+0.7%	2,625,535	-1.0%	\$31.38	+1.7%
Apparel and Personal	\$43,315,022	-3.3%	337,687	-3.6%	\$128.27	+0.3%
Department Stores and Leisure	\$27,365,316	-14.9%	614,615	-7.9%	\$44.52	-7.7%
Groceries and Liquor	\$17,909,844	+0.2%	881,283	+6.8%	\$20.32	-6.2%
Fuel and Automotive	\$12,797,736	+6.8%	22,145	+11.6%	\$577.91	-4.3%
Home, Hardware and Electrical	\$5,544,096	-40.0%	41,919	-18.8%	\$132.26	-26.1%
Other Consumer Spending	\$2,723,400	-12.5%	29,333	-5.0%	\$92.84	-7.9%
Accommodation	\$2,696,313	-0.4%	6,096	-9.3%	\$442.31	+9.9%
Total	\$194,751,999	-4.4%	4,558,613	-1.0%	\$42.72	-3.4%

Customer Origin	Spending Distribution			Transaction Distribution		
	Spending Total	% Share	Change*	No. of Transactions	% Share	Change*
North Shore City	\$119,997,218	61.6%	-1.1%	3,013,316	66.1%	-1.4%
Auckland City	\$22,282,669	11.4%	+0.5%	498,363	10.9%	+0.5%
Rest of New Zealand	\$13,619,974	7.0%	-0.3%	242,601	5.3%	-0.4%
Rodney District	\$12,328,141	6.3%	-0.3%	267,293	5.9%	+0.1%
International	\$11,323,460	5.8%	+0.8%	185,328	4.1%	+0.8%
Waikare City	\$8,672,560	4.5%	+0.2%	211,591	4.6%	+0.2%
Manukau City	\$5,035,590	2.6%	+0.3%	107,787	2.4%	+0.2%
Papakura District	\$799,159	0.4%	0.0%	17,124	0.4%	0.0%
Franklin District	\$693,228	0.4%	0.0%	15,210	0.3%	+0.1%
Total	\$194,751,999	100%		\$4,558,613	100%	

Category	Spending Distribution			Transaction Distribution		
	Spending Total	% Share	Change*	No. of Transactions	% Share	Change*
Cafes, Restaurants, Bars and Takeaways	\$82,400,272	42.3%	+2.1%	2,625,535	57.6%	0.0%
Apparel and Personal	\$43,315,022	22.2%	+0.3%	337,687	7.4%	-0.2%
Department Stores and Leisure	\$27,365,316	14.1%	-1.7%	614,615	13.5%	-1.0%
Groceries and Liquor	\$17,909,844	9.2%	+0.4%	881,283	19.3%	+1.4%
Fuel and Automotive	\$12,797,736	6.6%	+0.7%	22,145	0.5%	+0.1%
Home, Hardware and Electrical	\$5,544,096	2.8%	-1.7%	41,919	0.9%	-0.2%
Other Consumer Spending	\$2,723,400	1.4%	-0.1%	29,333	0.6%	0.0%
Accommodation	\$2,696,313	1.4%	+0.1%	6,096	0.1%	0.0%
Total	\$194,751,999	100%		\$4,558,613	100%	

TAKAPUNA "PAYMARK" MERCHANT NUMBER CHANGES*

Category	2021	2022	2023	2024
Accommodation	4	4	4	4
Apparel & Personal	87	81	87	87
Cafes, Restaurants, bars & takeaways	106	95	108	110
Department Stores and Leisure	35	34	36	37
Fuel & Automotive	5	5	4	4
Groceries & liquor	18	17	18	23
Home & Hardware and Electrical	12	11	11	9
Other Consumer Spending	15	15	16	16
Total	282	262	284	290

*A significant amount of businesses have moved to a new merchant terminal company, "Windcave". The report unfortunately does not take this into account, and simply shows the businesses as no longer operating, when in fact it has just changed payment merchants.

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 (27-30 July 2023)

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, and was included in the Elemental AKL festival run by Tataki Auckland Unlimited.

This event ran successfully for a third year with over 45,000+ visitors across the four nights, with Friday and Saturday being the busiest nights. The event featured four projection mapping installations and 10 large-scale light sculptures, tree installations, plus lots of multicoloured scene lighting throughout the site, along with DJ music, emerging music performers, dance performances, artistic installations from local schools and an augmented reality experience as part of the telling of a local Maori legend story.

This event received a significant amount of marketing reach, including digital billboards from Go Media gaining over 8M plays across 60 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 1700 followers, reaching over 155K individuals and Instagram gaining over 700 and reaching over 10K individuals.



Waiwharariki Anzac Square Summer Activation Events (various dates, Dec - March)

Devonport-Takapuna Local Board granted TBBA funds to activate the newly opened Waiwharariki Anzac Square with events and activities to encourage the community and to showcase how the space can be used. These events were small activations that included:

• Food Truck Thursdays (2nd Nov, 1st Feb, 14th March)

- Run in partnership with The Food Truck Collective. This was marketed to support late night shopping at Shore City.

• Christmas Music in the Square & Friday Jams (24th Nov, 1st/8th/9th/15th/16th/22nd /23rd Dec)

- To enhance the Christmas shopping experience in Takapuna and to create some festive atmosphere, we scheduled a range of buskers, musicians, bands and choirs to perform in the Waiwharariki Anzac Square in the lead up to Christmas.

• Takapuna Movies in the Square (Sat 17th Feb)

- A free movie screening was put on with movies: DC League of Superpets and Barbie. Takapuna Beachside Cinemas were invited to sell popcorn and ice creams. Approximately 1500 people attended throughout the two movie sessions..

• Takapuna Summer Music in the Square (17th Feb, 2nd/9th March)

- To encourage more patronage to Takapuna and enhance the summer atmosphere, music performances were scheduled. Performers were local students from Takapuna Grammar School and local student group The Jazzocrats, who performed between 11am – 2pm in Waiwharariki Anzac Square. There were more performances scheduled, but these were cancelled due to other permitted events in the space and inclement weather.





I Love Takapuna Christmas Carnival (2 December 2023)

The Christmas Carnival was a free community event to celebrate Christmas in Takapuna and drive visitation and spending. The event attracted approximately over 5,000 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. 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.

Re:generate Market Takapuna (16 Dec, 20 Jan, 24 Feb)

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, with approx. 1K people attending each of the markets.

Takapuna Beach Summer Days Festival (21 January 2024)

The Summer Days Festival was held successfully again for 2024, 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 approximately 6K people throughout the day.

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.



Chinese New Year Festival (10 Feb 2024)

An event celebrating the Chinese New Year was organised by the NZCITA and supported by TBBA. The event took place on Takapuna Beach Reserve, plus a small market in Waiwharariki Anzac Square, and some music and activations in Hurstmere Green. The event ran successfully with a large crowd all day, approximately over 5,000 people attending.



Urban Wine Walk (17 Feb 2024)

We were pleased to host the Urban Wine Walk in Takapuna for the second time. This was a self-guided wine tasting around Takapuna from 12pm to 4pm. There were 300 people who purchased tickets and visited 7 venues around Takapuna during the time. At each venue, different wines were tasted and participants were also able to buy other food and drinks while there.

EVENTS (Continued...)



Taste of Turkiye (24 February 2024)

Organised in conjunction with the Turkiye and NZ Cultural Society, supported and sponsored by TBBA, this event took place in Waiwharariki Anzac Square, and featured cultural performances, music and food vendors. Approximately 4,000 people attended this event throughout the day.

Takapuna Beach Latin Fiesta (2 March 2024)

Organised in conjunction with Latin Fiesta NZ and Viva Dance, this event was a success for the third year, attracting over 5,000 people to Takapuna on the day between 11am and 7pm. The stage was fully scheduled with a range of performances from musicians and DJs to Zumba and dance classes, to cultural dance performances.

TBBA supported this event by providing funding for event logistics and hireage, provided staff on event day and marketing support through social media, the TBBA website, plus many other print and online sources and platforms.



Takapuna Easter Festival & Activity Trail (23 March 2024)

This event was planned similarly to previous years, with an Easter Activity Trail for children, stage with performances, music, games and activities, as well as the addition of a small craft market run by the Takapuna Sunday Market operator. Due to inclement weather, most of the activities were cancelled, however the stage performances were relocated inside Shore City Shopping Centre, and the Activity Trail still went ahead. The event ran successfully at the smaller scale, and feedback from those attending was positive and favourable of the decision made.

Approximately 200+ groups of families came through to take part in the Activity Trail, with over 1,500 people coming through the trail and attending the performances, on a rainy day in Takapuna.

The Activity Trail continued from the event date throughout the remainder of the School Holidays (28 April), to provide on-going holiday entertainment.



Takapuna Filipino Festival (4 May 2024)

A new Takapuna Filipino Festival was organised by a local Filipino event planner, with TBBA funding support for event logistics and hireage.

This event proved hugely popular with the community, with approximately 3,000 people attending. The event featured 25 stalls with food, dry goods and services, as well as a stage with music and performances. The event was promoted through social media, local print publications, Eventfinda and physical billboards around the North Shore.



Takapuna Markets (June 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 (22 June 2024)**

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.



- **Takapuna Matariki Market (29 June 2024)**

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 Sponsored Events TBBA is proud to continue to sponsor and support community events and organisations that bring people in to Takapuna, such as the NZ Pipe Band Championships, the Takapuna Beach Cup Waka Ama racing, 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 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 10 Networking Nights, with some highlights being a wine tasting at Street Organics, awarding the Taste of Takapuna People’s Choice Awards at The Elephant Wrestler, enjoying a fashion show at Shore City, and hearing from the CEO of the new Moana Pacifica Rugby team with Harper Digital at The Elephant Wrestler.



We also held a Business Seminar on search engine optimisation basics with Harper Digital 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.

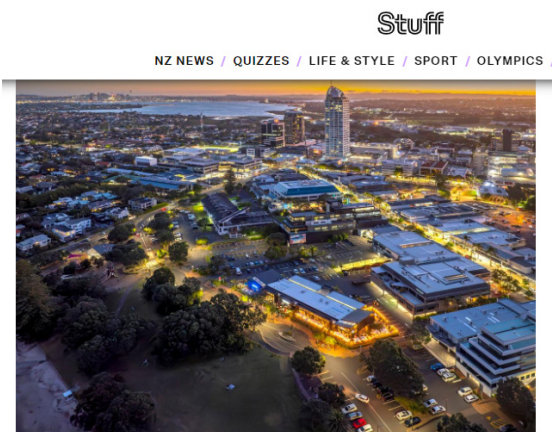


PUBLIC RELATIONS

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 Takapuna developments and improvements, events, security issues, and 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.



In the last 10 years, Takapuna has seen more than \$4 billion worth of commercial and residential investment volume and over 2,000 transactions, cementing its position as a well-established investment precinct.

URBAN LIST

NEW ZEALAND

Search Urban List

FEATURES BEST OF NZ THINGS TO DO FOOD & DRINK HEALTH + WELLNESS ENT

across four days and are excited to showcase a selection of our world-leading light installations."

Takapuna Beach Business Association CEO Terence Harpur says, "This year we are expecting over 45,000+ attendees to witness and immerse themselves in this awe-inspiring and educational event."

Security fears prompt building's early demolition

Break-ins and vandalism at the former Colmar Brunton building overlooking Takapuna Beach have brought forward its demolition, preparation for which began last week.

The demolition, including asbestos removal by a specialist company, is expected to take two months.

An application for consent to develop a large apartment complex of up to eight storeys

on the site at 6-12 The Strand and others on Hurstmere Rd is "on hold", with Auckland Council planners awaiting further information from the developer.

Takapuna Beach Business Association chief executive Terence Harpur told the Observer the demolition project had begun earlier than initially planned due to issues of site security at the unoccupied building.

Vandalism had included windows being smashed. People had broken into the building and a rough sleeper had moved in.

Fencing was installed ahead of a demolition process that will include site preparation, vegetation clearing and controlled asbestos removal before the building comes down.

Harpur understood an improved fence

To page 2

Central Takapuna faces huge transformation

Takapuna's main street and beach outlook will change dramatically in the latest town-centre intensification proposal for four apartment blocks across sites now occupied by the vacant Commons and former Colmar Brunton building.

These properties are owned by the same company, HND TS Ltd, which wants to de-

velop a residential complex containing 213 apartments and rising to eight storeys, with ground-floor commercial use and three levels of basement parking.

As described in a recently lodged consent application, buildings would face to both Hurstmere Rd and The Strand, opposite Takapuna Beach Reserve playground.

The development will border Hurstmere Green and require existing shops, including the old McKenzies building, to be demolished, but the ASB bank building would remain.

Parking would be provided for 377 vehicles, with storage for 213 bikes or scooters,

To page 2

MAY 10, 2024

Sponsors let there be light

The popular Winter Lights festival in Takapuna will shine on this July, after last-minute efforts secured sufficient sponsorship.

Displays and performances will centre on Waiwharariki Anzac Square and spill into Hurstmere Rd and Hurstmere Green, rather than take up the full town-centre block. Potters Park will be included for the first time, with a laser-lights display.

Takapuna Beach Business Association chief executive Terence Harpur said he was thrilled the TBBA would be able to again host the free community event.

This was put at risk when cash-strapped Auckland Council promotional agency Taktaki Auckland Unlimited withdrew support, which last year totalled \$40,000. An application by event organiser Dan Green for a Devonport-Takapuna Local Board grant was ruled ineligible last month.

Harpur said enough had been raised to commit to the event being held over the four evenings of 25-28 July. An application had also been made to a council civic-events fund which he hoped might further bolster the budget.

Newshub.

24 July 2024

Shows > Watch the latest Newshub

HOME VIDEO NEW ZEALAND WORLD POLITICS SPORT ENTERTAINMENT

UPDATE Newshub is closed: NZ's biggest news is on Stuff.co.nz

CRIME

Shop owner says businesses struggling to get bollards installed after Auckland vape shop ram-raided

MARKETING

Print Media

Takapuna has been featured through double/triple-page spreads in Channel Magazine which distributes approximately 21,500 copies each month and produces 11 issues annually. The majority of Channel Magazine's distribution and readership matches the primary Takapuna catchment, making the magazine an ideal channel to promote Takapuna.

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.



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 2023	As at 30 June 2024
Business Newsletter "Keeping our Members Informed"	1,336	1,227
Consumer Newsletter "I Love Takapuna News"	20,972	22,164

The average open and click rate for TBBA newsletters continues to be 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	
	end of 2023	end of 2024	end of 2023	end of 2024
Business Newsletter "Keeping our Members Informed"	35%	42%	3.3%	2.7%
(vs. Business & Finance industry)	Vs 31.35%		Vs 2.78%	
Consumer Newsletter "I Love Takapuna News"	36%	37%	1.5%	1.5%
(vs. Marketing & Advertising industry)	Vs. 29.71%		Vs. 2.3%	
Average open rate across all industries: 35.63%		Average click rate across all industries: 2.62%		

Keeping our members informed

Takapuna Beach Business Association
Networking Night

The first Networking Night of the Year is next week! Come along to our February Networking Night with Gallagher Insurance.

Join with fellow TBBA members and business owners to hear from Cameron Wright.

Cameron will be giving an update on the economy and insights for the year ahead.

Cameron is a highly sought after economist frequently quoted and sought out by the media for his expertise in tackling tough economic issues and his direct, straight-talking approach.

Cameron has over 20 years working as an economist in NZ, including at the ANZ and National Bank, and is at the NZ Treasury. He is the founding director of Biggie Economics, a boutique research consultancy.

Phragmen describes Cameron's approach to economics, focusing practically over any particular economic ideology. Cameron is a gifted public speaker with a unique ability to communicate the often complicated world of economics and the economy in human terms.

Our networking nights are a fantastic opportunity for you to build your business network in Takapuna, give your business and team from a great overview... and of course the drinks and nibbles are on us!

Wednesday, 28 February 2024

TIME: 5.30pm - 8pm start

WHERE: The Elephant Warehouse - 128 Hurstmere Rd, Takapuna - [click here for directions](#)

Drinks and nibbles will be provided.

Please note:

- RSVPs are essential.
- Please arrive EACH ATTENDEE is registered with their company and full name.
- Please RSVP by completing the form in the link below.
- Attendance must be members of the Takapuna Beach Business Association, and are strictly limited to THREE per business.

If you have any questions, please email harrah@takapunabeach.co.nz

Get a Taste of Turkey in Takapuna!

Don't Miss Out on the Ultimate TURKISH Celebration!

WHEN: Saturday 24 February 2024

WHERE: Waikohurangi Anzac Square, 38 Hurstmere Road

TIME: 12pm - 7pm

Join us for an unforgettable day filled with:

- Live Music to groove the day away
- Food stalls showcasing Turkey's culinary delights
- Market stalls for unique finds
- Background Music for a touch of traditional fun
- Fun for the whole family!

Get ready to immerse yourself in a vibrant atmosphere and create lasting memories! This event promises a night of music, fun, and entertainment that you won't want to miss!

Check out the [event page](#) for all the information and updates!

MOANA PASIFIKA

Save North Harbour Stadium - Attend events there!

The new Moana Pasifika Super Rugby team has moved their train to North Harbour Stadium. They have only one home game left at the venue and would love your help to fill the stadium up!

There have been some fantastic [prospective sponsors available](#) - a perfect opportunity to host your clients, reward your team or catch up with friends.

We have also have a special [sponsored event \(2024\)](#) for TBBA members. Please [click here](#) and on the document code HARBOUR or checkout to receive the discount.

Please help support the franchise and stadium by heading along to the game!

I Love Takapuna News

CHRISTMAS FESTIVAL
SAT 30 DECEMBER | 12M - 11PM

The Takapuna Christmas Festival is back!

It's that time of year again - we're getting ready to celebrate Christmas in Takapuna!

Taking place in the brand new Waikohurangi Anzac Square, the Takapuna Christmas Festival will be a great day out for the whole family, including performances, kids entertainment and activities, games and more - as well as some wonderful boutique market stalls!

Rumour has it, Santa will be paying us a visit throughout the day too!

We are thrilled to be working with the team from [Surfshave Events NZ](#) to bring you a carefully curated, boutique and quality offering of craft, art, and stalls for the event - this is not the market for stress, so pop the date in your diary now!

Stay tuned for more details about entertainment and activities, to be announced closer to the time.

- Performances, entertainment & bouncy castles in Waikohurangi Anzac Square
- Market stalls along Hurstmere Road (road will be closed) and in the Waikohurangi Anzac Square
- Games, bouncy castle and activities in Hurstmere Green (including the Christmas Tree and Santa's Grotto)

The Takapuna Christmas Festival is a completely FREE community event and has been paid for by the wonderful local businesses in Takapuna - so please make sure you support them and show your appreciation by dining with them, shopping with them and visiting them while you're here for the day!

A big thank you to the Devonport-Takapuna Local Board for their continued support in this event!

Need help choosing a meet up place for friends to see the event? This game of the event is 38 Hurstmere where our Christmas Tree is!

ALL STALLHOLDER ENQUIRIES: please email: harrah@takapunabeach.co.nz

Keep up to date with all the event announcements by following our Facebook event page here!

Live Music at The Elephant Warehouse!

Nobblers gains perfectly with a cold one and good company like a good foot tappin' sunset!

Park up at your favourite party spot in Takapuna with live music every day.

Tuesday - Friday - Live acoustic solos from 6pm - 10pm / Duo from 9pm - 12am

Friday Nights - Rotating large bands from 6pm till late.

Takapuna's great dog walking scene

Calling all dog lovers!

Want to find some fantastic places to go walking with your best mate? Here's the gem on all the best walks to take on your next Auckland tail-wagging adventure.

The fascinating story of Regatta's ultra-high seafood

Andy Ruzich, owner and chief partner at [Regatta Blue & White](#), has a connection with the sea that transcends into the heart of his restaurant. Growing up as an avid fish diver, scuba diver, and fisherman, Andy's love of the ocean inspired the restaurant's oceanic essence of Regatta Bar.

As part of our [Taste of Takapuna](#) collection, we spoke with Andy about Regatta's incredible seafood, and how it gets from the sea to a table on Auckland's North Shore.

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.

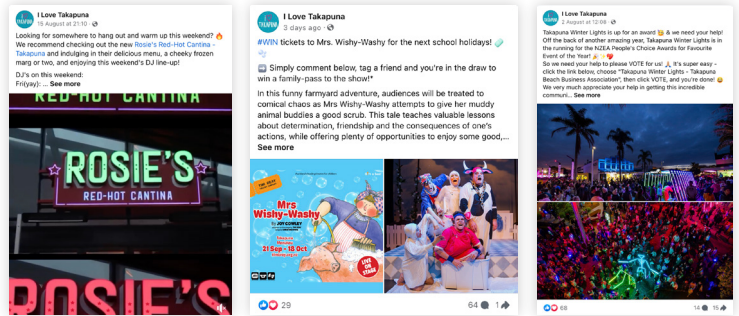
With a continual increase in focus on online marketing and advertising, TBBA has focussed on creating strong and constant paid social media adverts and sponsored posts, to help encourage community engagement and increase awareness of businesses, events and activities. This continues to increase follower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

	Number of Followers	As at 30 June 2023	As at 30 June 2024
f Facebook		31,832	33,456
@ Instagram		6,352	6,974
in LinkedIn		241	263

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 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 (77.2%), between 35-44 years old (27.6%), and living in New Zealand.

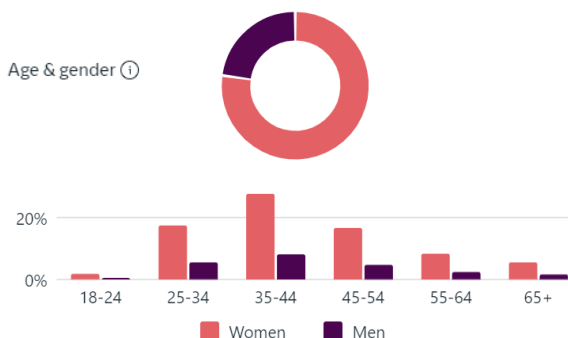


Facebook (01 July 2023 – 30 June 2024)

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).
762,655	6,130,332
2023: 695,736	2023: 4,074,285

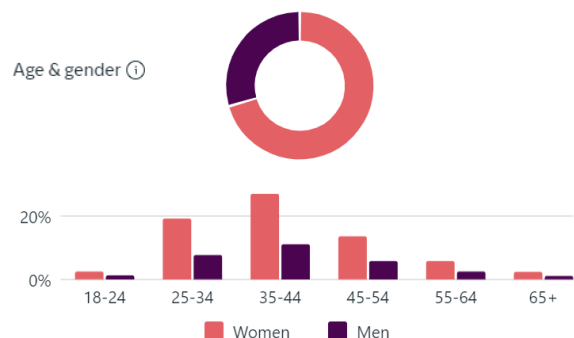
Facebook followers

33,456



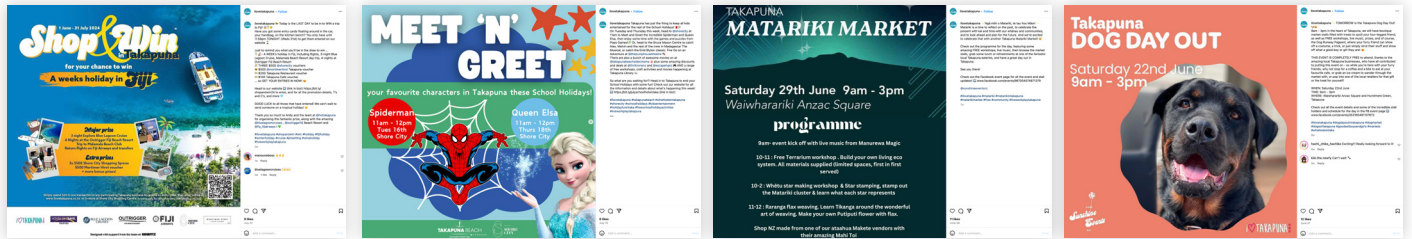
Instagram followers

6,974



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 (70.5%), generally our followers are between 35-44 years old (27.0%) living in Auckland.



Google Ads

This year 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.

Some of the results below show a staggering increase, which is mostly because this advertising only started in May 2023, meaning the 2023 numbers are just over two months of results, compared to 2024 numbers being a full year.

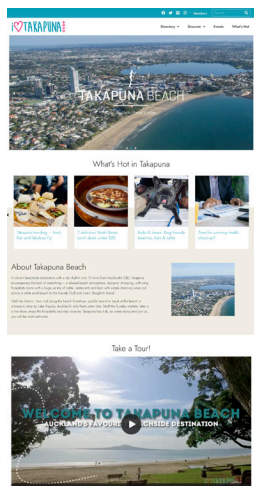
However the results from this year have been strong and very positive, so these will continue to be run and will be updated and monitored to stay up to date.

The ads that gained the most impressions during the last 12 months were two display ads for Taste of Takapuna (one showing a picture of burgers at The Elephant Wrestler, the other was brunch items at JAM Café), with 737,864 and 415,977 impressions respectively.

The two ads with the highest clicks were Google Ads for Retail & Shopping in Takapuna with 7,612 clicks, and Fine Dining North Shore with 4,930 clicks.

	2023	2024
Clicks	2 645	49 490
Avg cost-per-click (CPC)	\$0.30	\$0.31
Conversion Rate	0.83%	0.01%
Click Through Rate (CTR)	0.53%	0.96%
Impressions	498 635	5 147 574

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 8.9% of the total page views, followed closely by the Shopping & Retail section that gathered 6.56% of total page views in total. The next popular sections were the Parking Options page and the Shop & Win What's Hot article.

The numbers are showing that the Google Ad campaigns are working, and increasing the number of visitors to the website significantly. It shows that people are also finding the information they are looking for and staying on the website with a good decrease in the bounce rate (exits from the site).

	2023	2024	% Change
Users	95 115	164 954	▲42.34
Sessions	121 064	276 894	▲56.28
Sessions per User	1.27	0.86	-68.34
Page Views	218 094	609 001	▲64.19
Avg. Session Duration	00:02:06	00:02:25	▲8.48
Bounce Rate	52%	48.96%	-6.21

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 and The Breeze for specific campaigns as well as the Traffic Reports across NZME and Mediaworks. The overall media spend of \$49,227.66 for the year provided four advertising campaigns. This nett spend produced a rate-card value of \$136,587.00. 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. 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 • October 2023 - July 2024



Station/Promotion	Month	Booked	Received	Nett Cost
Taste of Takapuna	9th - 20th October			\$5,346.60
Newstalk ZB		24	24	
The Hits		24	26	
Accurate Traffic Packs (Mediaworks)		2 packs	2 packs	
Christmas Advertising	4th - 23rd December			\$10,007.50
Newstalk ZB		27	43	
The Hits		28	39	
Coast		26	34	
Accurate Traffic Packs (Mediaworks)		3	3	
Date Night	20th - 31st May 2024			\$3,912.50
Time Saver Traffic (NZME)		2	2	
Accurate Traffic Pack (Mediaworks)		1	1	
Shop to Win	4th June - 24th July			\$29,961.06
Breeze		36	36	
More FM		76	76	
Newstalk ZB		61	109	
The Hits		33	46	
Time Saver Traffic (NZME)		3	3	
Digital		549,000	553,958	
TOTAL ALL MEDIA				\$49,227.66
TOTAL GROSS RATECARD VALUE: \$136,587.00				

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

TOURISM



Takapuna has continued to support bringing in tourists to the area. We have distributed our tourism brochure in over 40 local accommodation providers, have official stands at Auckland Tourism information stands in the CBD and taken out adverts in publications. We have also secured a feature with Lets Go Kids, targeting families and bringing them to Takapuna.

We have also continued with our Explore North Shore tourism initiative with Devonport and Milford, and re-focused this initiative to domestic tourism, with a push to more digital assets and management by Naked Marketing. This will be the final year of funding.

PROMOTIONS

School Holidays 2023-2024

July 2023 - TBBA worked alongside Shore City Shopping Centre to put on some entertainment for the school holidays. TBBA engaged An Enchanted Party and hired 4x entertainers: Spiderman, Elsa, Cinderella and Fairy Rose to entertain children for an hour. 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.

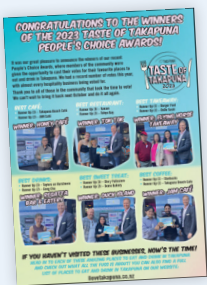
Easter - April 2024 - TBBA extended the Easter Activity Trail to run throughout the March-April School Holidays, encouraging families to come through and explore Takapuna. This was run in partnership with Shore City, with their teams helping to manage the activity. This proved popular with a steady flow of families and children throughout the school holidays.



Taste of Takapuna (Spring – October 2023)

Taste of Takapuna was updated and rolled out, including the People's Choice Awards, which gathered over 7,000 votes, with some categories proving very competitive. The winners were: Honey Café, Tok Tok, Flying Horse Takapuna, Regatta Bar & Eatery, Duck Island and JAM Café. 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 most visited for October (6,837 views), and the main Taste of Takapuna page got 6,771 views. Advertising was run through Stuff online with over 500K impressions and social media ad campaigns that reached over 79K people and over 200K 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 7 local hospitality businesses where they learnt some background to the business and owners, the cuisine, and received a demonstration, samples, and an interactive experience, like making individual Vietnamese Summer Rolls. The feedback from the attendees was positive - they loved learning about places in Takapuna. The businesses involved enjoyed the tour, and many are eager to be part of future events.

Summer Destination Campaign (Summer – Feb-March 2024)

This promotion was updated for February-March, to encourage visitation to Takapuna during the late summer months. The campaign focused on continuing the summer holidays after returning to work, and included radio, print and social media advertising, as well as the TBBA EDM's. The main messaging was included in most social media posts, to encourage the community to make the most of the good weather.

A "Summer Photo Competition" was also run for people to submit photos representing their summer in Takapuna, for the chance to win a share of \$1,000 in prizes. This proved popular, with 264 entries received. Winners were drawn and announced on social media with their entry photos shared, each receiving a \$500, \$300 or \$200 voucher to a hospitality business of their choice in Takapuna.



Extend Summer Photo Competition - 2nd - Justine Atkinson



Shop and Win (Winter – June-July 2024)

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 week's accommodation, plus flights and more for two to Fiji, with thanks to House of Travel Takapuna, Fiji Airways, Outrigger Fiji Beach Resort and Blue Lagoon Cruises. There were also three \$500 Shore City vouchers, a \$500 Mortimer Hirst voucher, a \$200 restaurant voucher and a \$100 café voucher to win.

There were approximately 107 businesses participating this year, and there were 7,345 total entries. This is a 27.55% decrease from last year's entries, however this is potentially representative of the country's economic situation. 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