

Devonport-Takapuna Local Board Workshop Programme

Date of Workshop: Tuesday 13 February 2024

Time: 9.30am – 1.30pm

Venue: Devonport-Takapuna Local Board Office, Ground Floor, 1 The Strand, Takapuna and MS Teams

Apologies:

Time	Workshop Item	Presenter	Governance role	Proposed Outcome(s)
9.30 – 11.00	1. Business Improvement District Programme - BID's Annual Update Attachments: 1.1 TBBA Presentation 13 Feb 2024 1.2 TBBA post-event summary Takapuna Winter Lights 2023 1.3 MBA DTLB Presentation 13 Feb 2024 1.4 DBA PPT Feb 13 2024	Terence Harpur Takapuna Beach Business Association Richard Thorne Devonport Business Association Murray Hill Milford Business Association	Oversight and monitoring / Keeping informed	Receive update on progress
11.00 – 1.00	2. Parks & Community Facilities - Local Parks Management Plan Attachments: 2.1 Management Intentions 3	Tommo Cooper-Cuthbert Service and Asset Planner	Local initiative / preparing for specific decisions	Provide direction on preferred approach
1.00 – 1.30	3. Local Board Services - LTP Engagement Attachments: 3.1 Memo – DTLB Engagement Briefing – LTP 2024 3.2 Attachment A – Local Board Engagement Kit overview	Maureen Buchanan Senior Local Board Advisor Rhiannon Guinness Local Board Advisor Lisa Kent Engagement Advisor	Keeping informed	Receive update on progress

Next workshop: 20 02 2024

Role of Workshop:

- (a) Workshops do not have decision-making authority.
- (b) Workshops are used to canvass issues, prepare local board members for upcoming decisions and to enable discussion between elected members and staff.
- (c) Members are respectfully reminded of their Code of Conduct obligations with respect to conflicts of interest and confidentiality.
- (d) Workshops for groups of local boards can be held giving local boards the chance to work together on common interests or topics.

Devonport-Takapuna Local Board Workshop Record

Date of Workshop: Tuesday 13 February 2024
Time: 9.30am – 1.12pm
Venue: Devonport-Takapuna Local Board Office, Ground Floor, 1 The Strand, Takapuna and MS Teams

Attendees

Chairperson: Toni van Tonder

Deputy Chairperson: Terence Harpur

Members: Peter Allen
Gavin Busch
Melissa Powell
George Wood, CNZM

Staff: Trina Thompson – Local Area Manager
Maureen Buchanan – Senior Local Board Advisor
Rhiannon Guinness – Local Board Advisor
Henare King – Democracy Advisor

Apologies

None

Workshop item	Presenters	Governance role	Summary of discussion and Action points
<p>1. Business Improvement District Programme</p> <ul style="list-style-type: none"> - BID's Annual Update 	<p>Terence Harpur Takapuna Beach Business Association Richard Thorne Devonport Business Association Murray Hill Milford Business Association</p>	<p>Oversight and monitoring / Keeping informed</p>	<p>The local board was provided with an annual update from the Takapuna Beach Business Association, Devonport Business Association, and Milford Business Association.</p> <ul style="list-style-type: none"> • Deputy Chairperson Terence Harpur did not sit at the table or take part in discussion during this item. <p>The local board raised the following points and questions in response to the presentation:</p> <ul style="list-style-type: none"> • Sought clarification on the reporting requirements for BID's. Staff to come back to the member's question outside of the workshop. <p>TBBA:</p> <ul style="list-style-type: none"> • Questioned where the \$20k of Local Board funding was allocated; clarified that the money was targeted towards the Christmas Carnival event this year, whereas in previous years the money was spread across multiple events. • Clarified that the MarketView spend data for the Devonport-Takapuna Local Board area incorporates all card transactions from businesses outside of the BID's, such as Barry's Point Road, Smales Farm, Supermarkets in the area etc. <p>DBA:</p> <ul style="list-style-type: none"> • DBA clarified that they have open and satisfactory communication with Auckland Transport regarding the ongoing roadworks projects in Devonport. • Question why Friday at 5 was not continuing despite success; DBA clarified it was still an option to continue but they were trying to move out of the events space as members did not feel it was a good return on investment for their business. • Paper ticketing for the ferry had been well received, noting a small issue with print on the tickets that indicate they are only valid for 2-3 hours. This is being resolved. <p>MBA:</p> <ul style="list-style-type: none"> • Questioned how the MBA members felt about their events; they create community ambience. MBA acknowledged that they have limited budget for large-scale events, but are not planning to move away from hosting events.

<p>2. Parks & Community Facilities</p> <ul style="list-style-type: none"> - Local Parks Management Plan 	<p>Tommo Cooper-Cuthbert Service and Asset Planner</p>	<p>Local initiative / preparing for specific decisions</p>	<p>The local board was provided with an update on the development of the Local Parks Management Plan.</p> <p>The local board raised the following points and questions in response to the presentation:</p> <ul style="list-style-type: none"> • George Gair Reserve – clarified the land is not entirely council-owned. Requested to make the distinction clear in the plan. • Abbotsford Way – expressed desire to remove curb to connect to the cycleway on Lake Road / other existing cycleways. Staff noted this would have to be directed to Auckland Transport. • Alison Park – sought clarity on who held responsibility to prune the trees in the reserve, assuming for now it is the Golf Course. Staff noted there would be an opportunity to meet with the Golf Club during consultation. • Auburn Reserve – staff noted the existing Auburn Reserve service assessment. • Barry’s Point Reserve – indicated point 5 from the Alison Park slide could be applicable here to reiterate the need for stormwater absorption. Clarified that there is no mention of leaseholders in the Plan as they may change over time. • Bayswater Esplanade Reserve – questioned if there was interest from Healthy Waters in these land parcels. Staff noted they have not discussed these with Healthy Waters, and were also unsure if there are formed accessways as they haven’t investigated in person yet. • Bayswater Park – clarified there is a formal arrangement and process for booking the sportsfield, and reiterated it is not available for large-scale commercial events. • Belmont Rose Gardens – noted the Belmont Town Centre plan includes removing the sliplane. Reiterated that town centre plans should be referenced in the Local Parks Management Plan. Noted desire to restore rose bushes in the park. • Charles Reserve – clarified there is no need to include ambitions regarding removing encroachments, instead request staff seek to resolve any issue without inclusion in the plan. Noted there does not appear to be any connection opportunities so the intentions here need some rethinking. • Fort Takapuna – noted issues with car parking and intention to further investigate vehicle access to the site. • Kings Store Reserve – some disagreement with identified gap in toilet provision, noting it is a passive rest area and not a space for natural play • Montgomery Reserve – note that this is a large space not currently utilised to its full potential. Identified as a potential spot for a Pickleball court. • Narrow Neck Beach – noted issues with car parking and intention to further investigate vehicle access to the site. • Ngataranga Park – noted a mention of the community garden which is a lease, not consistent with rest of plan. • O’Neill’s Park – desire to see the space being utilised; suggestions of Pickleball Court, market space, or a community garden. Note the need to create open access from adjoining avenue. • Sir Peter Blake Reserve – desire to work with Land Advisory to better classify this site. <p>Next Steps:</p> <ul style="list-style-type: none"> • Next workshop on this item Tuesday, 12 March. • Legal, Mana Whenua, and final LB reviews of final draft plan in Q3 • Public notification of draft plan mid-2024
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<p>3. Local Board Services</p> <ul style="list-style-type: none"> - LTP Engagement 	<p>Maureen Buchanan Senior Local Board Advisor Rhiannon Guinness Local Board Advisor Lisa Kent Engagement Advisor</p>	<p>Keeping informed</p>	<p>The local board was provided with an update on the Long-term Plan Engagement events.</p> <p>The local board raised the following points and questions in response to the presentation:</p> <ul style="list-style-type: none"> • Did not support utilising postcards from last year's budget consultation <p>Next Steps:</p> <ul style="list-style-type: none"> • Have Your Say hearing event 5pm Tuesday, 19 March.
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The workshop concluded at 1.12pm

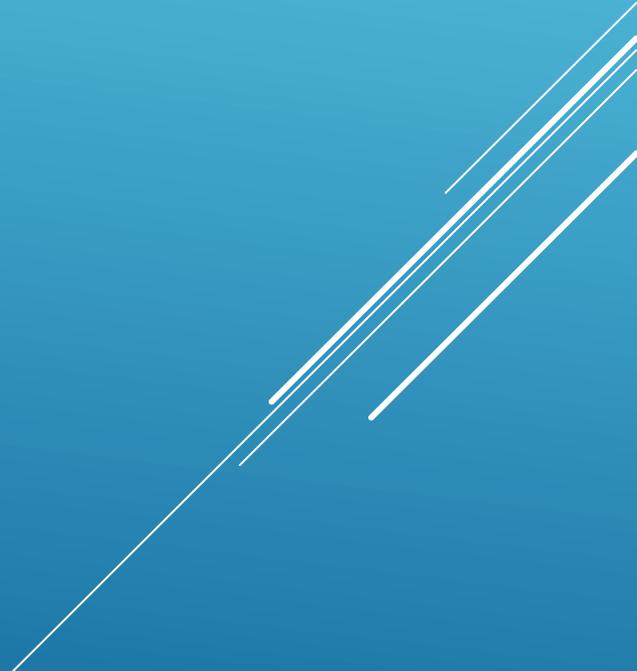
Devonport – Takapuna Local Board

Annual Update

February 2024

Reporting on FY - 2022-2023

Takapuna Beach Business Association



i♥TAKAPUNA



TAKAPUNA BEACH BUSINESS ASSOCIATION STRATEGIC PLAN 2021-2025

VISION: Where you want to Live, Work and Play

MISSION: To enhance the economic, social, and environmental landscape of Takapuna through bold advocacy, active promotion, and enabling business excellence.

BOLD ADVOCACY

- Infrastructure and Development
- Disruption mitigation
- Relationship building with decision makers
- Environment, safety & presentation
- Parking and transportation
- Business attraction
- Media engagement

ACTIVE PROMOTION

- Marketing
- Retail promotions
- Events
- Brand management
- Public Relations

ENABLING BUSINESS EXCELLENCE

- Information and support
- Networking
- Professional development
- Business recovery and resilience
- Sustainability

TBBA has 600 members and 325 commercial property owners it represents

- ▶ The TBBA is governed by a board of 10 members from businesses in Takapuna.
- ▶ Changes in the board: Early 2023, Brad Smith stepped down and Simon O'Connor joined the board.
- ▶ 2023 AGM, Alex Bicheno was elected Chair
- ▶ Jan 2024, Gina Todd stepped down and Glenn Read has been appointed to the board.
- ▶ Our DTLB Representative is Peter Allen



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



Nicky Partridge
Board Member
Owner, Street Organics



Rob Clark
Board Member
Partner, Simpson Western



Steve Shute
Board Member
Director, The Elephant
Wrestler

PUBLIC RELATIONS

► Public Relations

- Regular commentary on written media channels such as NZ Herald, Stuff, RNZ, North Shore Times, Rangitoto Observer, Devonport Flagstaff, The Spinoff and NZ City.



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.



Takapuna Business Association CFO 'disappointed' as Michael Hill closes after multiple ram raids



Two years on – where is the action on crime?



Retailers need office staff to return

► Marketing

Facebook

31,882 Likes

Total Reach of individuals in 12 months – 695,736

Paid Impressions in 12 months (Adverts) – 4,074,285

Print media

Channel Magazine

Rangitoto Observer

Devonport Flagstaff

Verve

Ponsonby News

North Shore Times

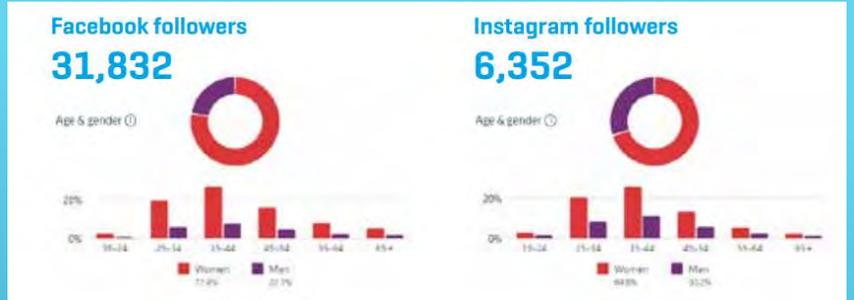
Instagram

6,352+ Followers

Newsletters

Consumer - Fortnightly to 20972

Business - weekly to 1,336



Website

- ▶ Improved SEO and design
- ▶ 218,094 page views
- ▶ 121,064 new users

	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 %

Promotions:

- ▶ Tourism
- ▶ Restaurant Month, Taste of Takapuna, Peoples Choice Awards
- ▶ Summer destination campaign
- ▶ Shop and Win

Radio Stations:

- ▶ Newstalk ZB
- ▶ More FM
- ▶ Coast FM
- ▶ The Hits
- ▶ ZM
- ▶ Breeze
- ▶ Gold
- ▶ Flava
- ▶ Black Thunder ZM



TOURISM



Takapuna Beach Business Association Radio Report - August 2022 - July 2023				
Station/Promotion	Month	Booked	Received	Nett Cost
Mediaworks				
Accurate Traffic Pack all stations	27th - 30th Sept	2	2	\$2,016.00
Taste of Takapuna				
NZME - Herald Digital	5th - 31st Oct	200,000	202,102	\$2,000.00
NZME				
The Hits & ZM	26th Oct - 5th Nov	52	87	\$2,965.92
Christmas Advertising				
Newstalk ZB, The Hits, Coast	5th - 23rd Dec	130	299	\$6,995.55
More FM		51	66	\$2,998.80
Extend Your Summer				
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
Shop to Win				
Newstalk ZB, The Hits, ZM	7th Jun - 22nd July	146	265	\$10,231.46
				\$34,330.54
TOTAL GROSS RATECARD VALUE:		\$152,033.70		

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

► Events

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.

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.



Photo: Brett Phibbs

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.

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.



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.



► Upcoming Events

Day	Date	Event Name	Event Space
Saturday	20 Jan	Takapuna <u>Re:Generate</u> Clothing Market	<u>McKenzies Laneway</u>
Sunday	21 Jan	Takapuna Summer Days Festival	Beach Reserve
Thursday	2 Feb	Takapuna Food Truck Thursday	<u>Waiwharariki Anzac Square</u>
Saturday	10 Feb	Chinese Festival	<u>Waiwharariki Anzac Square and Beach Reserve</u>
Saturday	17-Feb	Movie night	<u>Waiwharariki Anzac Square</u>
Saturday	17-Feb	Urban Wine Walk	7 venues around Takapuna
Friday to Sunday	16-18 Feb	Takapuna Beach Cup Waka Ama	Beach Reserve
Saturday	24-Feb	Taste of Turkey	<u>Waiwharariki Anzac Square</u>
Saturday	2-Mar	Takapuna Beach Latin Fiesta	Beach Reserve
Thursday	14-Mar	Takapuna Food Truck Thursday	<u>Waiwharariki Anzac Square</u>
Saturday	16-Mar	NZ Pipe Band Champs	<u>Waiwharariki Anzac Square and Lake Road March</u>
Saturday	23-Mar	Easter Carnival	<u>Waiwharariki Anzac Square</u>
Monday to Sunday	2-30 April	Takapuna Ice Rink	Block D - <u>Waiwharariki Anzac Square</u>
Saturday	18-May	Dog Day Market	<u>Waiwharariki Anzac Square and Hurstmere Green</u>
Saturday	29-Jun	<u>Matariki Market</u>	<u>Waiwharariki Anzac Square and Hurstmere Green</u>
Thurs to Sunday	22-30 July	Takapuna Winter Lights	<u>Waiwharariki Anzac Square, Hurstmere Green, Potters Park, Hurstmere Road</u>

► Marketview – Retail Spending in Takapuna

FIND OUT MORE ABOUT EACH LOCATION

For the period Jan 2023 - Dec 2023

Compared to Jan 2022 - Dec 2022

Find out more about: Sort by: **Category** Apply

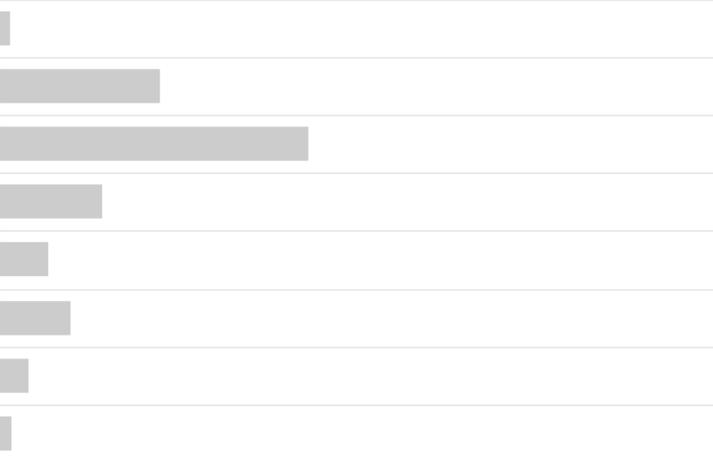
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Category	Spending	Change	No. of Transactions	Change	Avg. Transaction Value	Change
Cafes, Restaurants, Bars and Takeaways	\$79,509,452	+8.8%	2,506,349	+6.9%	\$31.72	+1.8%
Apparel and Personal	\$41,395,274	-0.3%	332,401	+0.1%	\$124.53	-0.4%
Department Stores and Leisure	\$26,339,956	-14.3%	584,326	-7.0%	\$45.08	-7.9%
Groceries and Liquor	\$18,034,133	+2.9%	850,603	+9.3%	\$21.20	-5.9%
Fuel and Automotive	\$12,392,809	+2.2%	22,057	+27.8%	\$561.85	-20.0%
Home, Hardware and Electrical	\$7,338,702	-29.3%	48,472	-12.3%	\$151.40	-19.4%
Other Consumer Spending	\$2,956,545	+11.7%	29,328	-2.8%	\$100.81	+14.9%
Accommodation	\$2,662,796	-0.2%	6,400	-31.3%	\$416.06	+45.3%
Total	\$190,629,666	0.0%	4,379,936	+4.4%	\$43.52	-4.2%

Rank	BID	Spend	Spend Change	Transactions	Avg. Trans Value	Share of AKL
1	CBD	\$1,799,476,010	+16.1%	37,958,172	\$47.41	11.3%
2	Manukau Central	\$1,081,486,350	+2.3%	18,304,387	\$59.08	6.8%
3	Albany	\$848,193,541	-0.5%	14,168,337	\$59.87	5.3%
4	Newmarket	\$799,937,369	-2.2%	11,546,350	\$69.28	5.0%
5	DTLB	\$797,871,388	+0.9%	18,257,255	\$43.70	5.0%

▶ Retail spending across categories – 12 months - Takapuna

Takapuna category details



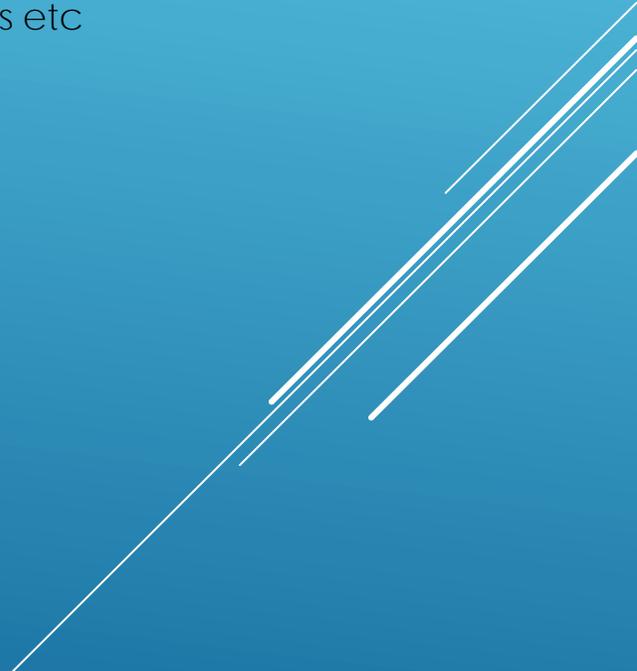
Category	Spend	% of total	Share Change
Accommodation	\$2.7M	1.4%	0.0%
Apparel and Personal	\$41.4M	21.7%	-0.1%
Cafes, Restaurants, Bars and Takeaways	\$79.5M	41.7%	+3.4%
Department Stores and Leisure	\$26.3M	13.8%	-2.3%
Fuel and Automotive	\$12.4M	6.5%	+0.1%
Groceries and Liquor	\$18.0M	9.5%	+0.3%
Home, Hardware and Electrical	\$7.3M	3.8%	-1.6%
Other Consumer Spending	\$3.0M	1.6%	+0.2%

*on Same Period Last Year

Points to note for Takapuna:

- ▶ Groceries is a very small percentage of spend – this means that Takapuna is highly exposed to disposable income and changes with consumer confidence with hospitality and retail.
- ▶ Many merchants in hospitality and retail have moved off Worldline (Marketview) to the competitor Windcave, resulting in lost spending data
- ▶ Worldline has lost is BNZ spending information, creating more “estimated” spends

Key collaboration items between TBBA and DTLB

- ▶ Advocate for businesses to our community and to regional decision makers
 - ▶ Host and fund events in town centres to support businesses and bring joy and improved wellbeing to communities
 - ▶ Advocate for local businesses to be selected for council contracts
 - ▶ Prioritise improvements to town centre amenities – toilets, seating, gardens, open spaces etc
 - ▶ Northcroft and Huron Street Upgrades
 - ▶ Upgrade of Takapuna Bus Station
 - ▶ Prioritise cleaning and maintenance in town centres
 - ▶ Improve parking and transport to town centres.
 - ▶ Improve Takapuna Beach environment
- 

THANK YOU



i♥TAKAPUNA
**Winter
Lights**

2023 Post-Event Summary

JULY 27-30 2023 . TAKAPUNA . www.winterlights.nz / FB: TakapunaWinterLights

PRESENTING DATA AND FEEDBACK FROM 2023 **ELEMENTAL AKL TAKAPUNA WINTER LIGHTS**

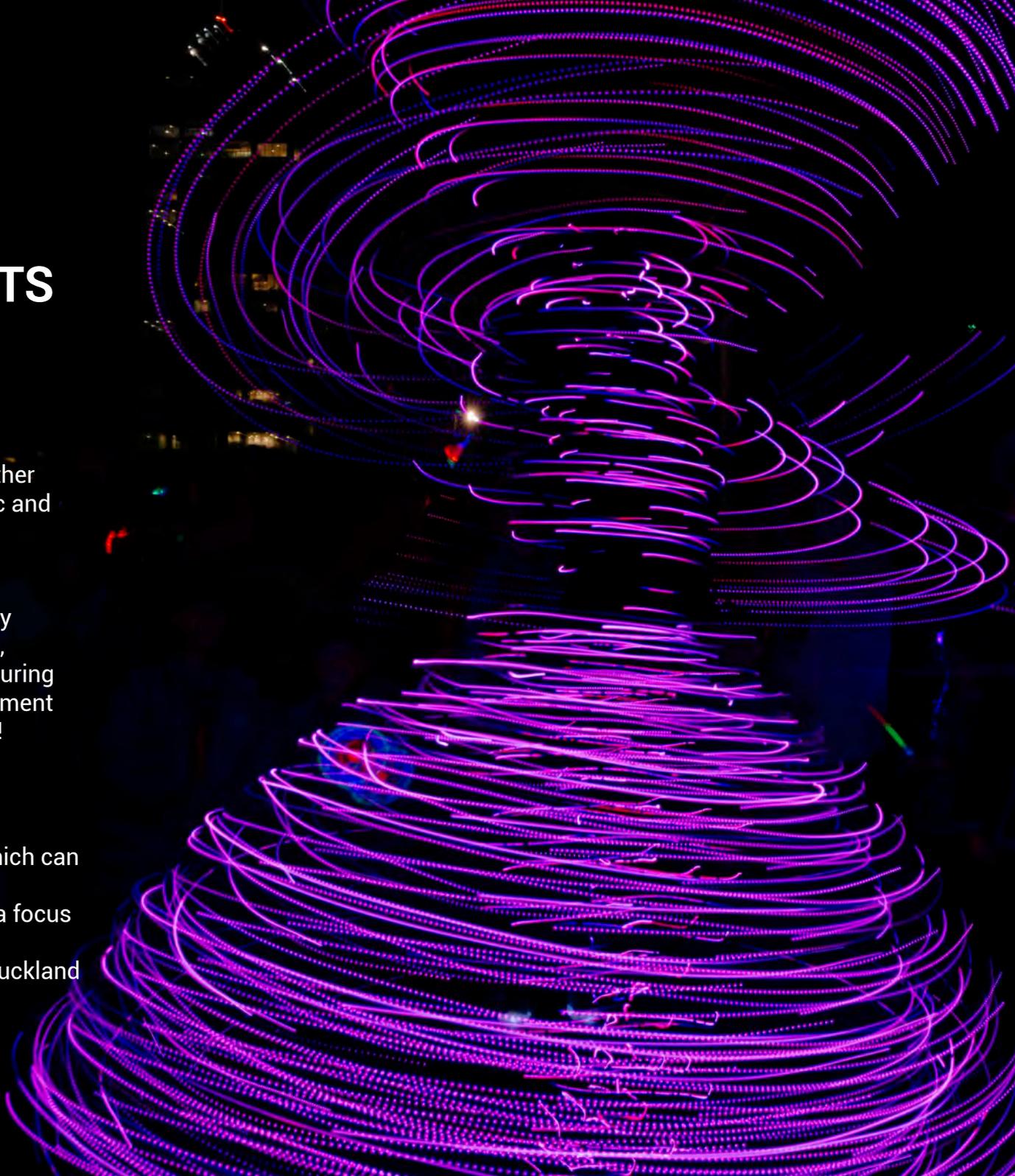
SUMMARY

2023 brought the community, family and friends together for four magical evenings of illuminated art, live music and performance, which supported local business at the same time.

Takapuna Winter Lights is an all-ages outdoor sensory journey weaving through Takapuna's Hurstmere Road, Waiwharariki Anzac Square and Hurstmere Green featuring some of New Zealand's premier lighting and entertainment creative talents. And what's more, it's completely free!

OUR OBJECTIVES

- To deliver a high quality, fully sustainable event which can be added as an annual event in Auckland
- To attract visitors from all over New Zealand with a focus on the North Shore and Auckland
- To provide a much needed financial boost to the Auckland business community
- To showcase a world class arts and cultural event
- School programs that can grow over time
- To create Māori Engagement stories
- To foster local emerging artists



THE BRIEF

EXPERIENCE TAKAPUNA LIKE NEVER BEFORE

To create a arts and cultural event based around the theme of light, to help push revenue and engagement back into Auckland after a difficult couple of years. Engage with New Zealand's top light artists, performance artists and music acts, as well as top photographers and videographers to help capture the event.

Create community social connections by bringing people from all cultures together to have a shared experience and to create social wellbeing and joy mid-winter.

Showcase Auckland's North Shore as a vibrant destination and encourage repeat visitation by stimulating hospitality, retail, accommodation and tourist activity.

CAMPAIGN PLAN

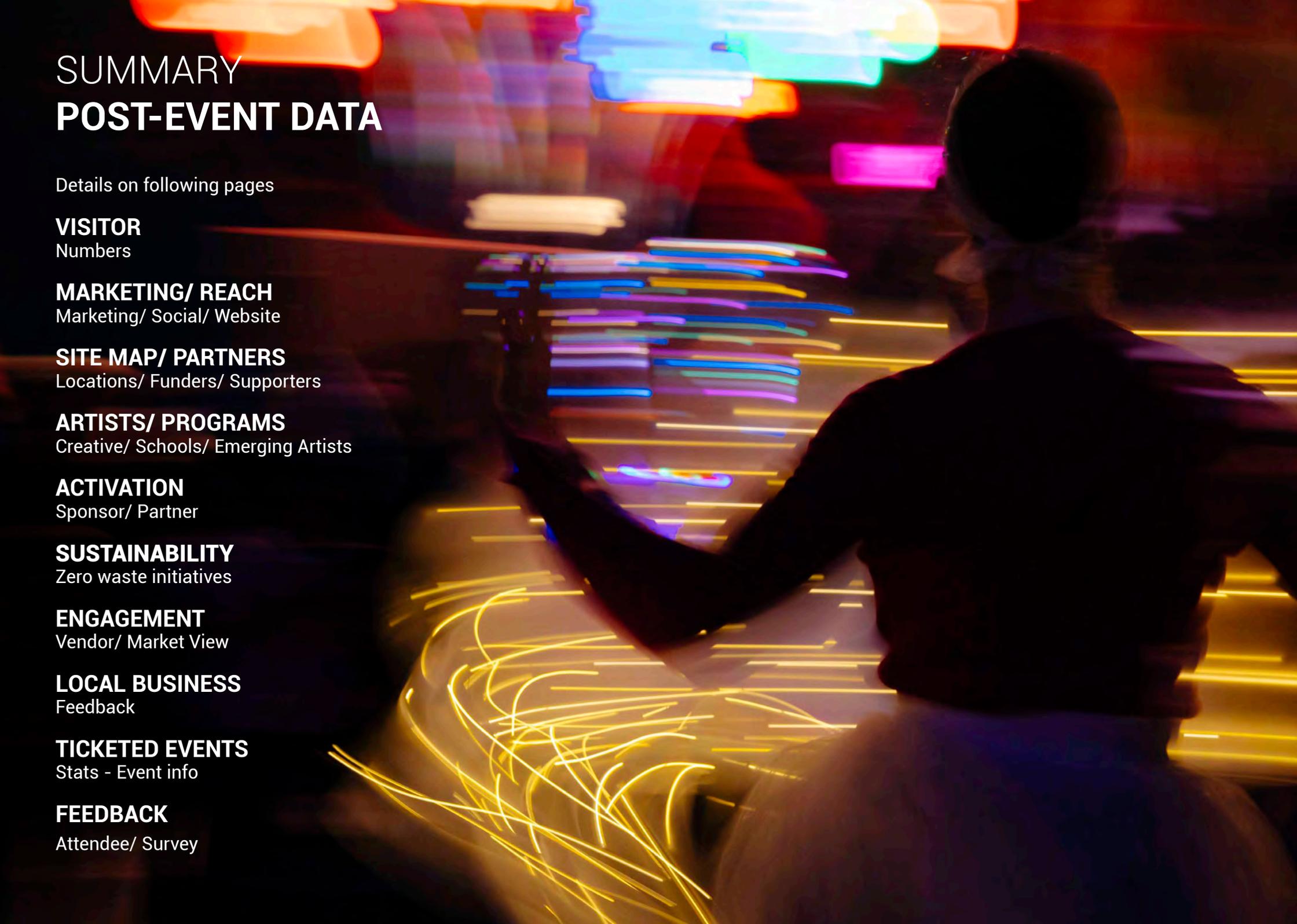
GET Our communities

WHO Love to experience the arts

TO Help drive revenue into Auckland

BY Showcasing a fully accessible arts and cultural event for all to enjoy





SUMMARY

POST-EVENT DATA

Details on following pages

VISITOR

Numbers

MARKETING/ REACH

Marketing/ Social/ Website

SITE MAP/ PARTNERS

Locations/ Funders/ Supporters

ARTISTS/ PROGRAMS

Creative/ Schools/ Emerging Artists

ACTIVATION

Sponsor/ Partner

SUSTAINABILITY

Zero waste initiatives

ENGAGEMENT

Vendor/ Market View

LOCAL BUSINESS

Feedback

TICKETED EVENTS

Stats - Event info

FEEDBACK

Attendee/ Survey

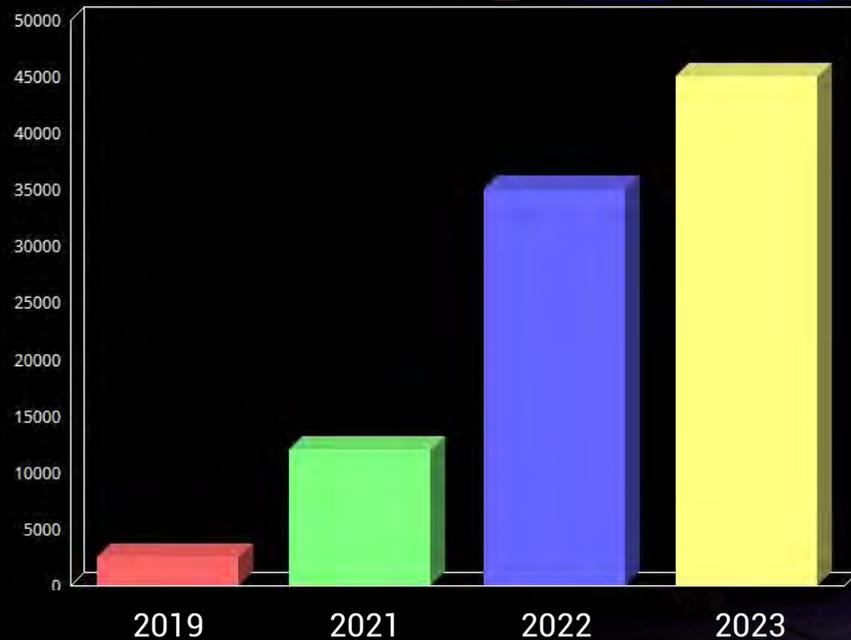
VISITOR

Official numbers for the 2023 event - 45,000+
Official numbers for the 2022 event - 35,000+
Official numbers for the 2021 event - 12,000+

Surveys were taken at the event by 'Barfoot & Thompson volunteers', people traveled from all over Auckland and New Zealand's North Island

OUR TARGET AUDIENCE

Takapuna Winter Lights has demonstrated its appeal to a wide audience, young and old, visitor and local, all coming together, embracing the winter to celebrate the light.



MARKETING

All marketing for 2023 was done with Elemental AKL and in house, through social channels/ website, PR was managed by Campbell+Co and directed at New Zealand/ Auckland's print media, social based communities and arts based channels, school newsletters and a digital billboard campaign that included Whangārei to Wellington and everything in-between.

REACH

Go Media

Kiwi based media solutions company with strong community knowledge and connections, allowing them to deliver unparalleled audience insights, national reach, programmatic advertising and the ability to implement the right message at exactly the right time

- Campaign, May 1st - July 30th 2023
- Featured on 60 digital billboards in Whangārei, Auckland, Hamilton, Tauranga, Rotorua, Taupō and Wellington.
- Digital Delivery, 8,439,096 plays across all billboards (See Go Media's coverage report [here](#))



Campbell+Co

Delivered a PR plan via traditional media relations, both local and national, to gain media coverage for Takapuna Winter Lights driving awareness and traffic to the event. Elemental stats not included.

- Total pieces of coverage - 32
 - PR Potential reach from all media - 12,438,900
 - PR Value - \$428,373
- (See Campbell+Co's full coverage report [here](#))



i Love Takapuna

i Love Takapuna is the marketing arm of the Takapuna Beach Business Association who is responsible for Takapuna Winter Lights.

- **Social** - Number of posts - 11, total reach - 52,721
- **EDM** - Business - 1,356, EDM's sent (May - July)
Consumer - 21,336 EDM's sent (May - July)
- **Website** - Page views - 1,690 (May - July)



Elemental AKL (Tātaki Auckland Unlimited)

For 18 days, you're invited to indulge in a smorgasbord of art, music, food, and events as Elemental AKL infuses eateries and bars, theatres, and public spaces across Auckland with the very best cultural, creative, and culinary experiences from the region.

Takapuna Winter Lights was a highlight of Elemental AKL 2023

- **Go Media** - 68 locations across Fly, Drive and local markets. 1.2 million impressions.
- **Print** - Woman Magazine Readership 76,000, Kia Ora Magazine Readership 265,000 (was also on inflight screens)
- **Digital Programmatic** - 790,563 reach, 7.35 million impressions
- **Youtube** - 830,191 video views, 90% view through rate.
- **Native** - 1.35 people reached, 2.4m impressions.
- **Website** - 25,823 clicks to elementakl.co.nz
- **Social Paid Ads** - 731,515 reach, 2.15 impressions with 1,862 click through to site
- **Search Ads** - 130,023 impressions, 19,850 click through to site.



SOCIAL MEDIA Channels

Instagram (Account [here](#))

2023

1,680 followers

Reached Accounts 10,512

Content interactions 724

2022

937 followers

Reached Accounts 3,612

Content interactions 891

Facebook (Account [here](#))

2023

FB Event 222,768

FB Reach 155,602

FB Followers 4,941

Gender 85.2% identify as female

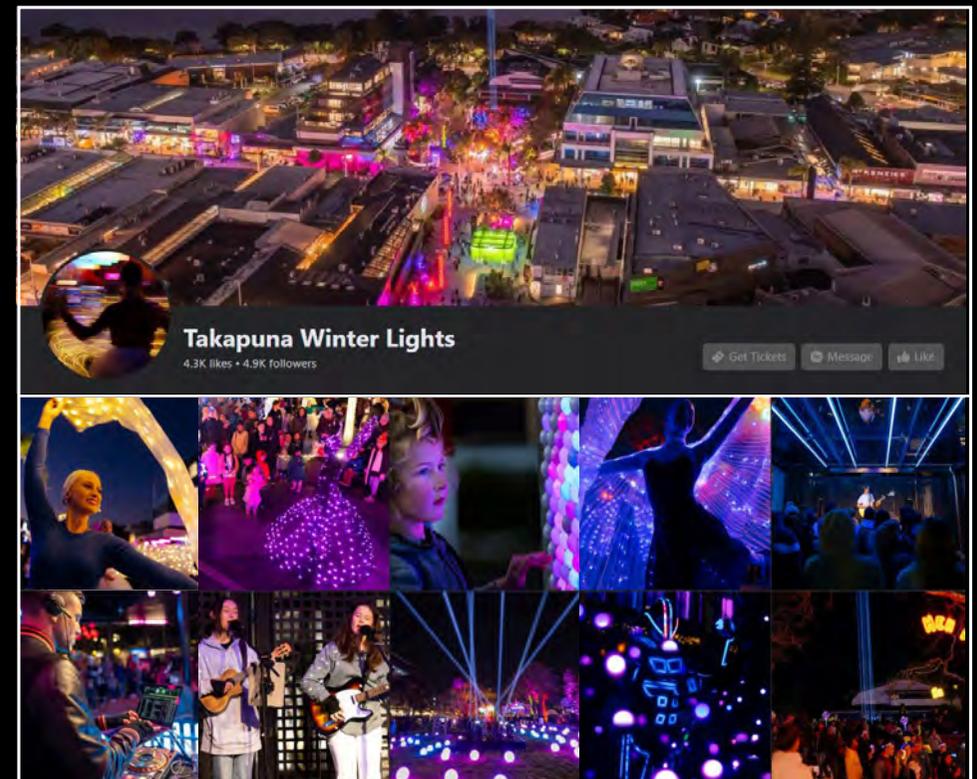
2022

FB Event 141,447

FB Reach 85,030

FB Followers 3,201

Gender 84.8% identify as female



OTHER MARKETING INITIATIVES

Shore City Mall

Shore City is a premium shopping Centre in Takapuna, offering new and modern choices in fashion, fresh food, takeaway food, health, beauty & casual dining, combined with everyday essentials for the home and whole family.

Shore City Mall partnered up with TWL to help with our 'Take public transport/ carpool' strategies, to alleviate the traffic/ parking issues. Shore City Mall's Car park was utilized and stayed open till 10:30pm each night over the event.

2023 Car parking numbers

Day	Date	Vehicles	Increase on last year
Thu	27/07	2599	11.0%
Frid	28/07	2313	3.1%
Sat	29/07	2680	1.9%
Sun	30/07	3100	36.4%

Channel Magazine

Channel is the monthly lifestyle magazine for Auckland's North Shore, featuring lifestyle articles, interviews, local views, success stories, events and is unashamedly dedicated to highlighting all that is good about our fantastic little part of the world.

- Total pieces of coverage - 5 pages and July 2023 front cover
- Total reach - 75,000 over two issues

Takapuna Winter Lights bigger than ever in 2023!

By Aidan Bennett

Four nights of fun in Takapuna, 27-30 July, 5pm-10pm

Takapuna Beach Business Association coo-fessor Harper is buzzing about the 2023 Takapuna Winter Lights Festival taking place in the town centre in late July. He's not alone. The team at Channel Mag shares his excitement, which is why the event features on our July cover for the second year in a row.

Harper reckons that Takapuna Winter Lights is probably now the biggest free event on the Shore, taking place across Hartwood Road, Furness Green and Waiwharangi Avenue, Town Square from 27-30 July. It is a destination event that draws not only people from all over the Shore, but also from over the bridge and around New Zealand. Between 45,000 and 50,000 people are expected for the 2023 festival, which runs from 5.15pm to midnight.

"The 2023 edition was a great event, even though it was cancelled because Covid happened. So good, in fact that the two-night spectacle was increased to four nights in 2022."

"I love the fact that this is an event that brings the community together," explained Harper, "when we first had a festival in Takapuna it was just a few stalls and stalls were coming together. This is an event for everyone, all ages and abilities. It's for the whole family. Attendees can immerse themselves in the splendour of all the wonderful art and lighting installations, music and performances that make up this special event."

"It's something that's a good piece of our new town square, which is under construction, is going to be available to use this time. This will provide more space for the 2023 event."

The event is being created once again by award-winning light artist Angus Muir and Takapuna local event producer Dan Moore.

One of the festival highlights is an interactive device-free augmented reality game involving a bear named Arnie that brings to life the story of the journey early Māori took from Kapiti to Takapuna. A bear costume will be provided on a wall with overlaid imagery of the various seasons allowing visitors to share space with them in real time. This installation is called 'Arnie the Whero Bear' and is being brought to life by local schools including Waiwharangi Primary and Campbell Bay Early Learning Centre, who will be contributing to the festival. Their native bird and tree artwork will be featured, using animation and projection to bring together science, art and language.

"One of the festival highlights is an interactive device-free augmented reality piece..."

Music and dance performance is also set to light up the festival. Takapuna Grammar students and others will provide after hours performances on the new Waiwharangi Avenue Town Square. There will be jazz and blues style dancing, street style musical performances from guitar and keyboard players, as well as talented solo and individual musicians. Nathan Fry is one solo performer who will ensure the crowd is entertained with popular cover hits.

Over the four nights, the public can explore light installations and interactive elements in their locale along Hartwood Road, Furness Green and Waiwharangi Avenue, Town Square. The best time to see everything is once it gets dark, when the light installations will be shining brightly and the vibrant bear characters will be on the loose.

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Bright nights ahead at Takapuna Winter Lights

27-30 July

Sprint star **Zoe Hobbs** wins AIMS Supreme Award

Shining a light on local **Sport Good Sorts**

NORTH SHORE'S MONTHLY MAGAZINE FOR NEWS, VIEWS, EVENTS AND PEOPLE

21,500 Copies monthly

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Takapuna to shine brightly this winter

Takapuna's largest community event of the year is back. Takapuna Winter Lights returns, in association with Auckland Unlimited as part of the Elemental Arts Festival, bringing interactive art installations, live music and performances across four evenings from 27-30 July.

Takapuna Winter Lights is an engaging, creative and enjoyable festival that is a multi-generational and cultural community event. It's a festival organised, Dan Moore. "It's fast becoming a highly anticipated family experience during the winter. This year we have aimed to build on the success of previous years, with extensive elements to inspire and delight."

The festival follows the success of the 2022 event, which resulted in a happy after winter festival during the pandemic. Belonging to this year's festival, too, is award-winning light artist Angus Muir at event creator.

Takapuna Beach Business Association CEO Tommie Harpur says the unique social atmosphere of the festival brings significant value to the community. "Takapuna is a great local business and community spirit. This year we are expanding our 45,000+ attendees to include and immerse themselves in this amazing and educational event!" Tommie said.

One of the festival highlights is 'Arnie the Whero Bear' which is an interactive device-free augmented reality game. This involves a bear costume that brings to life the story of the journey early Māori took from Kapiti to Takapuna. A bear costume will be provided on a wall with overlaid imagery of the various seasons allowing visitors to share space with them in real time. This installation is called 'Arnie the Whero Bear' and is being brought to life by local schools including Waiwharangi Primary and Campbell Bay Early Learning Centre, who will be contributing to the festival, using animation and projection to bring together science, art and language.

Another key element is a bear brought to life by local schools including Waiwharangi Primary and Campbell Bay Early Learning Centre, who will be contributing to the festival, using animation and projection to bring together science, art and language.

Students will be showcasing hand-drawn musical and dance performances on Friday 27 July and Saturday 29 July from 6.15pm to 8.15pm. Family-friendly performances will also be on the loose from 5.15pm to 10.15pm on Saturday 30 July.

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The following ticketed events also form part of the festival:

- Immersive Audio 360°** - 28 July, 6-6.45pm & 7-7.45pm
- Hartwood Road 337** - 28 July, 6-6.45pm & 7-7.45pm
- At 10.15pm under the night sky along Takapuna Beach while listening to the pulsating strains of organ of the local underfoot through a 360-degree sound.
- Lux Vivum at Street Organics with Art Edward Wine** - 29 July, 8.30-9pm & 6.30-7pm, 567
- An application of wine and light with the consummate wine bar, like a life.
- Wishes for the Protection by Agathe Christie - Pumphouse Theatre** - 20-30 July, 22-29
- Reopened as one of Agathe Christie's most accomplished plays, this successful thriller focuses on forensic genetics used for crime.
- Step out with Peter Urlich - Regatta, The Strand Takapuna** - Saturday 22 July 7pm-8.15pm
- Share your own wine, learn and join in for a night of wine and sport, champagne cocktails, and games.
- Tickets for all these events are available at www.takapuna.co.nz (click event)

Takapuna Winter Lights is brought to you by Takapuna Beach Business Association, SBA, AACC, Co-Media, Development Takapuna Local Board, Waiwharangi and Auckland Unlimited.

When: 27-30 July, 5-10pm

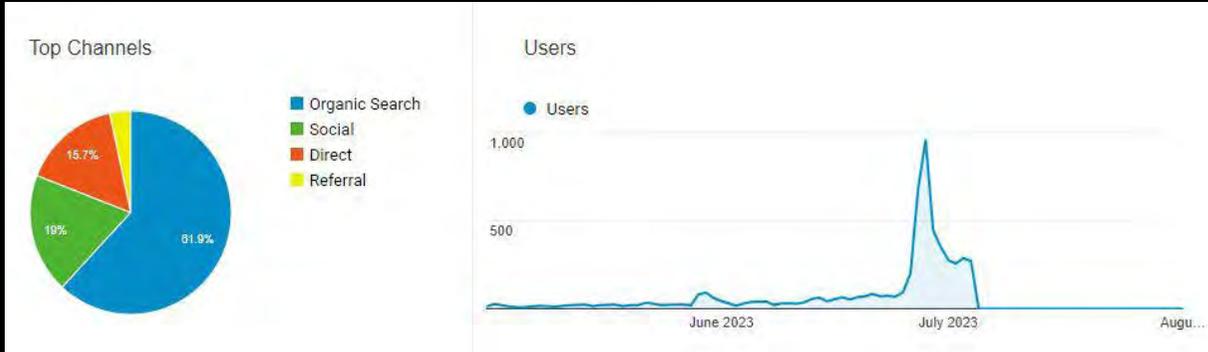
Where: Hartwood Road, Furness Green, Waiwharangi Road, Central Takapuna

Tickets: Free (part from ticketed events above)

channelmag.co.nz | Issue 143 | June 2023 | Channel | 39

WEBSITE - www.winterlights.nz

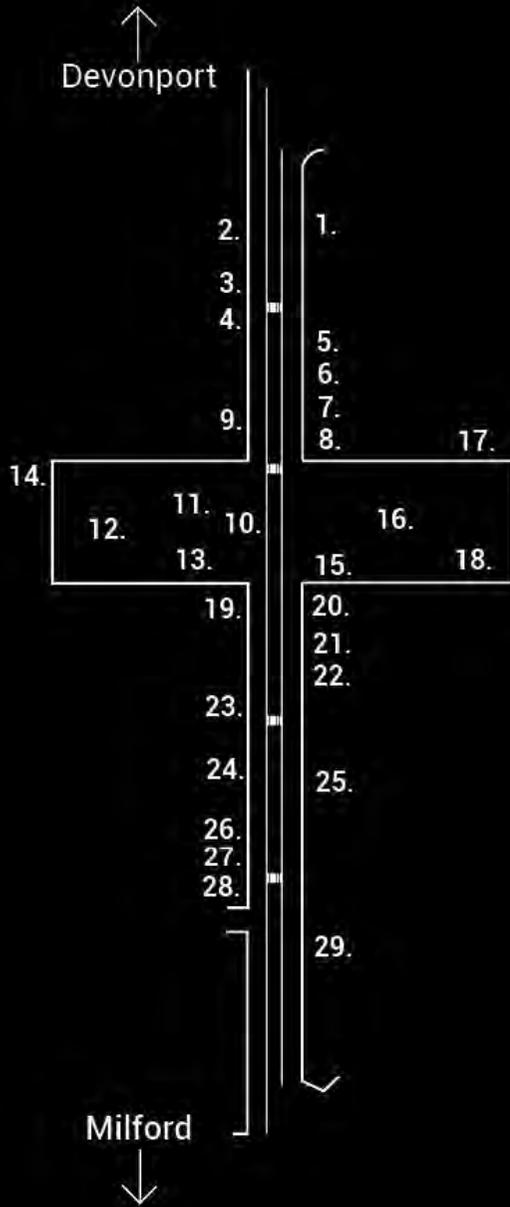
Analytic stats from 1st May - 1st Aug 2023



Demographics	City	Users	% Users
Language	1. Auckland	4,280	82.64%
Country	2. Christchurch	230	4.44%
City	3. Wellington	163	3.15%
System	4. (not set)	98	1.89%
Browser	5. Hamilton	71	1.37%
Operating System	6. Tauranga	36	0.70%
Service Provider	7. Sydney	31	0.60%
Mobile	8. Whangarei	17	0.33%
Operating System	9. Melbourne	16	0.31%
Service Provider	10. Rotorua	12	0.23%

SITE MAP

LOCATIONS



Map Key

1. Polar
2. St Johns (First Aid)
3. Aurelia
4. Schools Music Performance
5. Glow Guys (Light Shop)
6. Booklyn Dogs
7. Kargaae Boy
8. Sweet as Crepes
9. Double Dutch Fries
10. Bloom
11. Giggle Tree
12. Field of Light
13. Tether
14. Toilets
15. Te Ara o Nga uri o Kahu
16. UV Spaghetti
17. Toilets
18. Treeregeneration
19. DJ - Karn Hall
20. The Queen of Lasers Party Palace
21. Mercury's Tuk Tuks
22. Stalactite
23. Waiata a ngā manu
24. Face Painting 6-9pm
25. ARC
26. Donut Dudes
27. LIT Cotton Candy
28. Phonogram
29. Prism



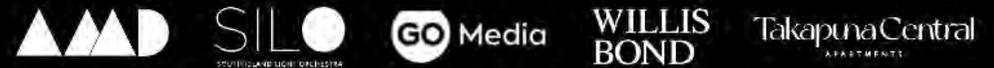
Support was shown on the [website/](#) at event and social

Takapuna Winter Lights in association with Tātaki Auckland Unlimited, is proud to be part of Elemental AKL and has been made possible thanks to our amazing family of supporters and partners

FUNDING PARTNERS



PRINCIPAL PARTNERS



FESTIVAL PARTNERS



FESTIVAL SUPPORTERS



Thank yous to funders through social tiles...

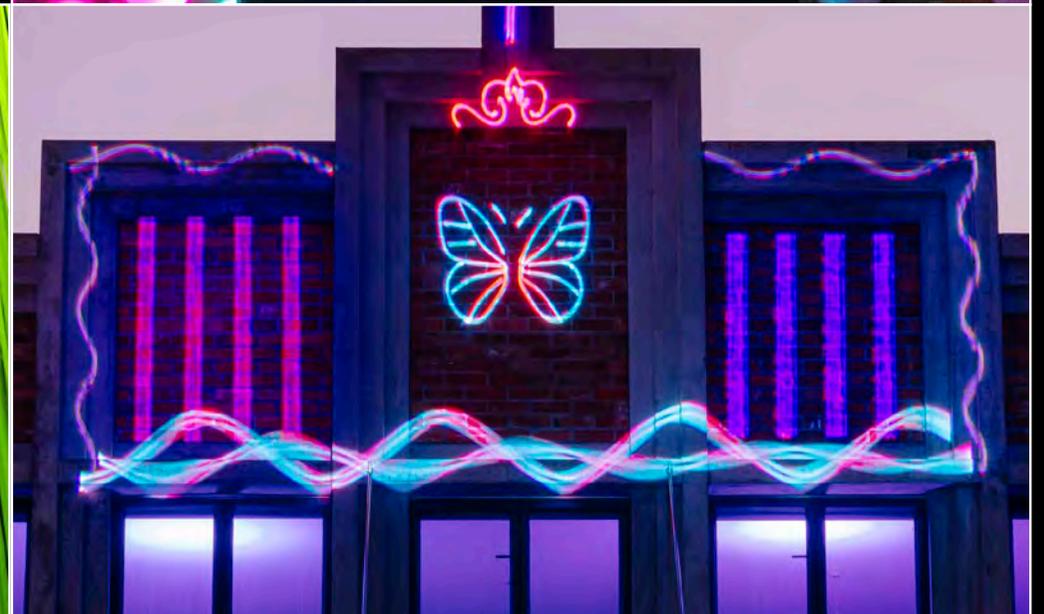


ARTISTS - ARTS

LIGHT ART

Takapuna Winter Lights was blessed to have some of New Zealand leading light artists at this year's event, the epic team(s) from Angus Muir Design (AMD), South Island Light Orchestra (SILO), Tim Klein (Uneven Surface), Daniel Brown & Mark Johnson, Catherine Ellis (Laser Queen), Creature Post and the amazing team at Imaginaire Entertainment.

4 projection mapping installation, 10 large scale light sculptures were at the event, with 3 tree installs and a myriad of incredible site lighting. A energetic DJ booth and music stage environment were created also.



ARTISTS - PERFORMANCE

PERFORMANCE

Performance is one of the artistic pillars at Takapuna Winter Lights, Event Flair brought their A game, Hannah Lee on the electric violin, the very talented team from Vosperton, with their famous Tron suits and LED ballerinas, lots of fantastic photo moments with the attendees.

Karn Hall supplied the music, which was a massive hit. Karn is long standing and respected DJ in Auckland and hails from the North Shore.



ARTISTS - MUSIC

EMERGING ARTISTS

Takapuna Winter Lights helps give a stage to our communities emerging artists, we started a school's program off earlier in the year with Takapuna Grammar, were we worked with their music teacher lead (Lauren Raby) to find some budding musicians to take the stage, Nathan Fry, Jack Tao and Branded Pisces were picked and they did not disappoint, all being crowd favorites.

On the final day we had Emilie-Amber take the stage, Emilie's passion for singing began at the age of 11 years and her passion for music continues to stay strong as she is writing her first solo album, tour to follow...



MĀORI ENGAGEMENT PROGRAM - TE ARA O NGA URI O KAHU

Te Ara o Nga uri o Kahu
The pathway of the descendants of Kahu

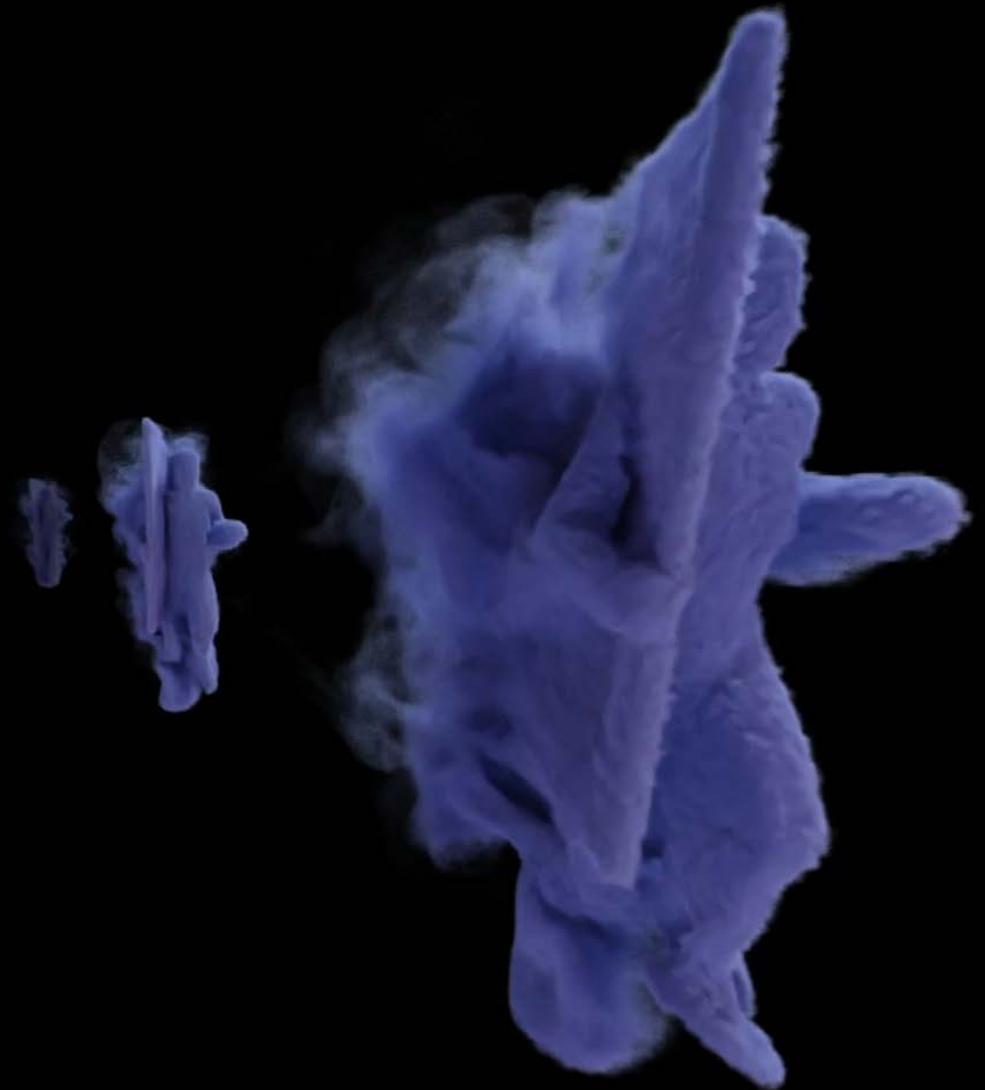
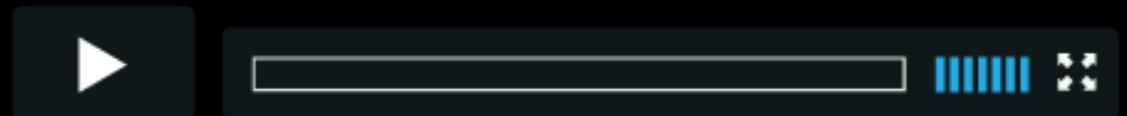
This device-free augmented reality experience involves a live-view camera that brings to life the story of the journeys early Māori took from Kaipara to Takapuna. The pathways created by different iwi with association to this whenua were used to safely hikoi (travel) from coast to coast. 'Runners' would use these ridgeline pathways to scout for danger in their quest to claim seasonal fishing rights along these shores.

A sizable midden (archaeological site) was discovered circa 2000 on the corner of Lake Road and Esmonde Road, which is a cultural indicator of these historical events. This interactive and educational piece honors our tupuna (ancestors) who used these strategic and traditional ara (pathways).

The extended reality work allows the current-day audience to share space and time with representations of warrior runners.

This artwork was inspired by historical recollections generously shared by Matua William Kapea .

HIT PLAY...



SCHOOL PROGRAMME 1 - WAIATA A NGĀ MANU

The vision for TWL23 is for students of all ages to participate in and engage with art at a community level, with a strong focus on education around our chosen theme.

This year's programme is featuring the students from Takapuna Primary School and Campbell's Bay Early Learning Centre..

"We are very much looking forward to being involved in the Takapuna Winter Lights for 2023 and are currently looking at integrating it into our planning for next year through our studies around our local community" **Sarah Ochtman-Corfe - Associate Principal - Takapuna Primary School**

In 2023 we are looking at native birds found all around Aotearoa. Students will create and illustrate pictures of native birds, which will then be scanned and transformed into an animated projection.

Learning will be in three parts: biology, art and Te Reo, bringing together science, art and language. 'Waiata a ngā manu' which means 'Birds Song', showcases a magical world, filled with colour and bird life.

The music for Waiata a ngā manu is composed by Mark Johnson, he also created the background landscape and gathered the actual NZ bird calls from the Department of Conservation, animation is created by Daniel Brown, Professor of Design Studio, Victoria University Of Wellington.

HIT PLAY...



SCHOOL PROGRAMME 2 - TAKAPUNA GRAMMAR

Our second school programme in 2023 engaged with the performance and music departments at Takapuna Grammar School (TGS). This year was looked at as a pilot project to start an annual programme with TGS to give the students a stage in their own community.

"Being a part of Winter Lights extended our students beyond the curriculum and gave them the opportunity to take their classroom learning into the wider world. It is such a valuable experience for them to live what they learn! From planning to set up to performance, they were engaged in the process and learning so many valuable skills for their future. The students have grown so much through being a part of the festival and are already planning what they can do for next year!"

Lauren Raby - HoD Performing Arts - Takapuna Grammar School

"The Takapuna Grammar School Ballet group and Tempus dance company shone brightly at the Takapuna Winter Lights Festival. The dancers dazzled festival goers on Friday and Saturday night, their costumes and performance illuminated by the Winter Lights team. The students had so much fun performing and being a part of the wider community. They can't wait to get involved and perform again at the festival next year."

James Lobaton - TIC Dance - Takapuna Grammar School



ACTIVATION PARTNER - WILLIS BOND (Principal Partner)

Willis Bonds comments below...

Willis Bond reaped the benefits of what was a hugely successful event for Takapuna.

We sponsored an innovative artwork called 'Bloom' this year. It was inspired by the growth in our community, which aligns with our upcoming 'Takapuna Central Apartments' project set to launch in summer 2024.

Our monetary sponsorship was accompanied by an on-site activation in our new information center at 34 Hurstmere Road.

We offered free hot drinks inside our information centre, and as such we drove significant foot traffic through our space.

The event targeted locals and increased brand awareness and registrations of interest for our Takapuna Central Apartments project as well as our wider five-stage regeneration project planned for the area.



ACTIVATION PARTNER - MERCURY

Mercury's comments below...

Takapuna Winter Lights was a success again for Mercury. We really enjoyed bringing a fun and interactive experience to the festival that was enjoyed by thousands of attendees.

We gave the public the opportunity to enjoy energy in wonderful ways by riding for free on our electric tuk tuks and get photos taken by our Wonders at the UV Spaghetti Installation.

There was a constant line for the e.Tuk Tuk's throughout the event, and lots of positive feedback from those who engaged with the Mercury brand at the event.

We also ran a competition exclusive to Takapuna Winter Lights to be in to win a Tablet which had great engagement and hundreds of entries.

Overall, the event was well organised with great flexibility on site when we needed to move our e.Tuk Tuk's further away from the crowds.

We look forward to continuing conversations for future opportunities.



ACTIVATION PARTNER - BARFOOT & THOMPSON

Barfoot & Thompson's comments below...

It was fantastic to see such strong community response for the Takapuna Winter Lights, both from the North Shore and other parts of Auckland.

From the overall turnout, and engagement of visitors, it is clear that people really enjoy having such a vibrant event to attend in the middle of winter.

Barfoot & Thompson are all about family, community and creating connections, so this is a perfect event for us to support. The festival seems to appeal to all age groups and cultures, reflecting our own market, and the fact that it is free truly makes the event open to all.

The feedback from our own people who attended as volunteers or visitors was overwhelmingly positive.

The organisation was superb, and the Winter Lights team helped to create opportunities to highlight our involvement, with the Giggle Tree in Hurstmere Green proving a popular location.



ACTIVATION PARTNER - SAMSUNG

Samsung's comments below...

Samsung was proud to partner with the Takapuna Winter Lights festival to enable people to get the best evening possible out of the installations present.

The specialist power of Nightography in the Samsung Galaxy S23 Ultra would shine bright on nights like this by giving people the ability to capture all-important memories. Seeing people enjoy that entrancing experience while walking through the Samsung Arc light tunnel was a joy.

This is what the powerful cameras in our Samsung smartphones are designed for. Epic photos in epic locations. A premium experience to make your everyday epic, today and beyond.

We are grateful to be part of a community event so close to our head office location and provide a memorable experience to all attendees.

A special thanks to the team at Winter Lights for their dedication to professional content. The marketing collateral produced was able to be repurposed on our social channels. We appreciate the time taken to construct this.

It's low light, camera, action for Samsung New Zealand.

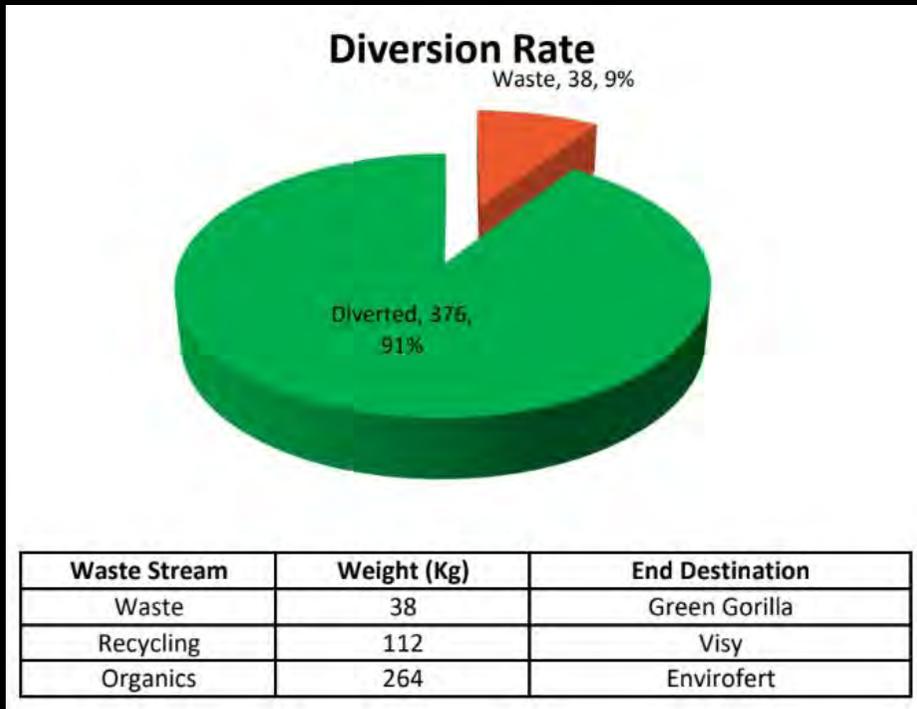


SUSTAINABILITY

Our aim is to be a zero waste event, we had five vendors selling food, which was Double Dutch Fries, Karaage Boy, Sweet As Crepes, Toro Churro and Donut Dude, all cups/ plates etc were biodegradable/ commercially compostable. Slight increase in waste this year, due to alot more people coming to the event.

We engaged with 'Clean Events' who supplied recyclable, organic and landfill bins for the public. All the council bin were covered. See 2023 report [here](#)

- 2023 - 91% diverted from landfill
- 2022 - 93% diverted from landfill
- 2021 - 76% diverted from landfill



TREEGENERATION

At this year's event we wanted to create a visual sustainability art piece, that helps create awareness in the environment we all live in, Treegeneration was created by one of our creative partners - Creature Post.

Treegeneration is a real-time interactive projected forest generation installation.

Grow a tree by pushing a button - push more buttons to grow more trees and create a forest. The trees have a lifespan so viewers need to keep interacting with the installation (pushing buttons) to keep the forest alive.

This piece is a playful conversation starter - regeneration of forests requires on going work, particularly relevant in the current climate. HIT PLAY...



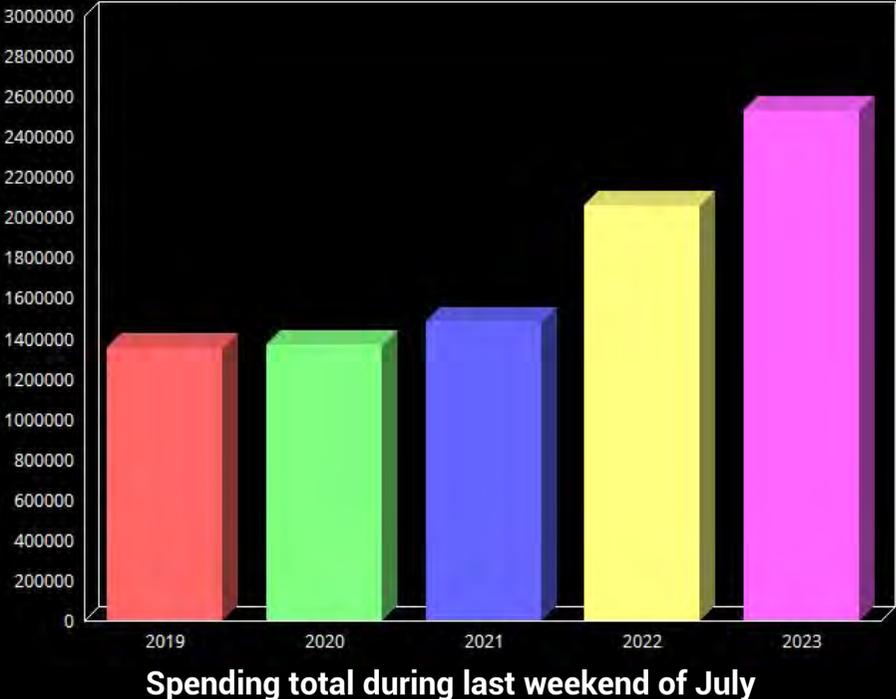
MARKETVIEW

Marketview's reporting tools are used across a broad range of private and public sector organisations to gain deep insight into their customers, their business, town centre, region, or nationally, to report on trends and performance, and to inform strategic decisions. Marketview pulls electronic transactions from paymark terminals.

Please note with Windcave becoming a more prominent ecommerce service and a large number of local businesses moving to Windcave. The stats from Marketview do not completely represent the true 2023 figure, Windcave do not give out their stats to Marketview and Marketview only take a snapshot from a few banks etc, you could quadruple this figure... See 2023 report [here](#)

EVENT VENDORS

We had five food/ two light toy vendor on site - Feedback is we need a food vendor zone, which we will work on with the 'Food Truck Collective' for next year's event. This will help with event income as TWL takes 10% from food, 15% from light toys.



LOCAL BUSINESS

With a focus on helping drive revenue into Takapuna from what has been a tough few years with COVID, upgrades to infrastructure and the weather on local businesses.

A robust social campaign to eat local was implemented, Eg - 'don't forget to pre-book dinner at your favorite restaurant in Takapuna'. This was highly successful again, with our local hospitality having some of their biggest nights of the year.

We also engaged with local business very early on in the year and lead up, to stay open late over event and to communicate the event plans, such as the road closure etc...

Here is some unedited local business...

"Saturday night was the busiest for us this year"
Flying Horse Takeaways

"Congrats on another terrifically successful Winter Lights Festival. This event has to be a keeper."
Elephant Wrestler

"Our sales on the Saturday and Sunday of the event were the busiest trading days we have ever had (in 16 years of trading)"
Movenpick Takapuna

"The Winter Lights sales this year have now passed what we do in the four busiest days of the year leading up to Christmas. Talking to customers we found a lot were new to Takapuna, and it was their first time in the area, or first time visitors to our store." Owner Retrospace

"Overall this was a massive success for everyone concerned and I and our team at Takapuna Bar would like to thank everyone involved"
Takapuna Bar



TICKETED EVENTS

As part of our agreement with Elemental, TWL was tasked to put on three ticketed events, with the sale of at least 300 tickets, to gain the funding from Tātaki Auckland Unlimited.

Four event were created to align with Elemental's Arts, Eats and Beats campaign. The following are TWL marketing stats...

IMMERSIVE AUDIO HIKOI (ARTS) - ([link to event info](#))

48 tickets sold of 80 (two walks), all ages

Marketing spend - \$100 boosted on Facebook/ Instagram

Marketing Communications - Facebook event listing, Channel Magazine, i Love Takapuna listings, EDM/ PR mentions.

LUX VINUM (EATS) - ([link to event info](#))

70 tickets sold of 88 (two sittings) R18

Marketing spend - \$100 boosted on Facebook/ Instagram

Marketing Communications - Flyer with QR Code, Facebook event listing, Channel Magazine, i Love Takapuna listings (print/ online), EDM/ PR mentions.

STEP OUT (BEATS) - ([link to event info](#))

117 tickets sold of 350, R18

Marketing spend - \$100 boosted on Facebook/ Instagram

Marketing Communications - Poster at venue, Joylab marketing, Facebook event listing, Channel Magazine, i Love Takapuna listings (print/ online), EDM/ PR mentions.

WITNESS FOR THE PROSECUTION (ARTS) - ([link to event info](#))

2,015 tickets sold of 2,024, 99.55% sold out, all ages

Marketing spend - \$100 boosted on Facebook/ Instagram

Marketing Communications - Posters/ flyer/ billboard across Auckland, Facebook event listing, Channel Magazine, i Love Takapuna listings (print/ online), EDM/ PR mentions.

ARTS



EATS



BEATS



ARTS



FEEDBACK/ SURVEY RESULTS - [Here](#)

Here is some unedited quotes...

Jen and Sarah

Well organised. Great to see so many people visiting Takapuna. A great, free event.

Takapuna Grammar School

It was a pleasure to be a part of and support this fantastic community event!

Kelly Fry

People out there are struggling at the moment, recovering after three difficult years of pandemic, rising cost of living, etc. This event was absolutely what we needed.

Monya Vorster

Was such a lovely vibey night! Thank you for all who arranged this!

Vicki Hurley

Great night out for the whole family

Merilyn Havler

Takapuna Winter Lights AMazing!!! Never seen it so busy in all my years here. So good to see. Love your work, take a bow!

Louise Dunnet

It was so great. Thank you to the organisers

Lee Mudford

Such a cool event

Da Vi Nia

Thank you for giving us a beautiful experience ♥
You guys were awesome
A Special thank you to all the Artist for doing their Magic

Gyde Kiwi

Gets better every year

Tasha Gummer

I took the whole family down on Sunday evening. It was going off!! Well done Terence and team on a great event. Amazing for Takapuna and the businesses.

Monya Vorster

Thank you so much for this event!



Click [here](#) for 2023 wrap video

For more information get in touch

www.winterlights.nz / [FB: Takapuna Winter Lights](https://www.facebook.com/TakapunaWinterLights) / partnership@winterlights.nz



Milford Village Business Association

Presentation to Devonport Takapuna Local Board

Feb 13 2024

PERFORMANCE

MILFORD hits 'Purple Patch'!



December SALES 2023 ex Marketview Data				
			Comparative	
	Sales \$m	Incr/Decr %	5 Yr Roll Av %2	Increase/Decrease
Devonport	\$11.70	-6.1%	3.4%	\$ 760,063.90
Takapuna	\$19.20	-12.2%	-2.2%	\$ 2,667,881.55
Milford	\$17.70	6.4%	4.8%	\$ 1,132,800.00
Barrys Point	\$11.50	-5.5%		\$ 669,312.17
Sunnynook	\$3.90	-1.1%		\$ 43,377.15
Hauraki	\$1.60	-15.8%		\$ 300,237.53
Rest	\$14.02	11.7%		\$ 1,864,259.97
DTLB	\$79.62	-4.7%		\$ 5,172,332.27
Auckland		-2.2%		
National		-1.1%		

MILFORD KPI's October to December 2023



	<u>Sales Incr</u>	<u>\$ Increase</u>	<u>5Yr Rolling Av</u>
2023			
October	10.3%	\$1,366,000	3.40%
November	8.3%	\$1,236,000	4.10%
December	6.4%	\$1,133,000	4.80%

December 2023 Sales by Categories

- Category Highs in 2023
- Apparel 21.6%
- Hospitality 40.0%
- Dept. Stores 25.5%



Customer Newsletter Performance

	Opens Unique	Opens Total	Clicks Unique	Clicks Total	TOTAL FILE
July	3253	4878	456	866	6813
Julyv2	1570	2137	135	234	
	4823	7015	591	1100	
	70.79%	102.96%	8.67%	16.15%	

Clicks to business weblisting

Coco & Belle Baked	Mako	Prof services	Sands & Assoc	Resonate	Milford Motel	TOTAL
132	256	36	42	23	31	329
40	72	12	11	4	6	88
172	328	48	53	27	37	417
16%	30%	4%	5%	2%	3%	39%
3	2					1

Hi Everyone,
 Happy New Year. We hope you and your loved ones had a great festive season and relaxing summer break. We would like to wish you all the very best for a great 2024. Have a read below and see what's happening in fantastic Milford. For more info, visit www.milfordshops.co.nz.

CHECK OUT THESE MILFORD BUSINESSES

Beam Cafe

Beam Café is serving up some of the prettiest and tastiest brunches! Think candy floss on top of bubble

Professional Beauty & Spa

Professional Beauty & Spa provides an extensive array of

Stanley Avenue

Stanley Avenue is a relaxed wine bar and bistro, where you can



Bon Jour, mon aimes! Here's picture of me and our wonderful MC, Monique 'The Star' at a previous very successful Viva La France event.

Vive La France is back!!
Sat 9th March, 2023, 11am -3pm

plus
Fashion Show
in the Milford Centre mall starting from 3.00pm

We are going back to our roots and doing the street stalls which we first started our event with. We will be supplying businesses who want a trestle table outside their shop with a table dressed as displayed in the picture - French balloons and a French flag. Dress up your store, your table and your staff with something French - maybe a beret, a scarf or a striped shirt!



For our hospitality businesses, we will supply a flag and a set of balloons for one of your outdoor tables. If you wish to do more than one table, sets of flags/balloons will be available to purchase for \$10 plus gst. We really want to create a French feel to this event, so we're asking that as many businesses can get involved as possible.

So what should go on the tables?

Well that's over to you but here are some suggestions:

- Dated/slow moving stock that you want sold
- Items you already have on special

Member Newsletter Performance

- Open rate January 2024
- 144 out of 188
- 78.7%

Membership Performance

- Shop Neighbours Drinks
- Quality Businesses seeking us
- Kath & Murray 'pounding the beat'

store owners & managers are invited to the

SHOP NEIGHBOURS DRINKS



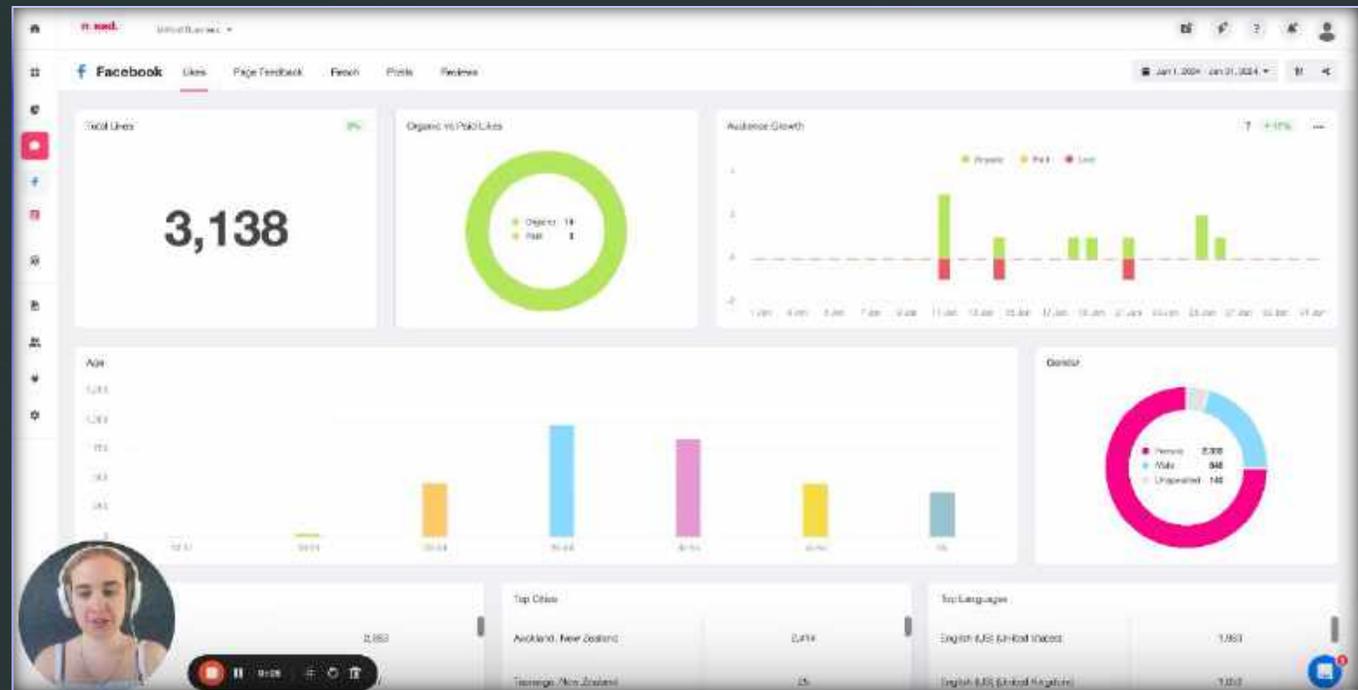
Thurs, 9th Nov 3:30-5:30pm
MILFORD BEACH PIZZA
1/5 Milford Rd

Haven't been before? It's a casual meet up organised by the milford business association every 3 months for the local businesses to get to know each other & find out whats happening around Milford. Really getting to know & support local!

Make sure you pop your name in the draw to **win a voucher** from fellow local businesses! See you there!

Social Media

- Naked Marketing
- Monthly reports
- Board gets copied in
- November Marketview Data used to shape December Sales – slide 3



Events

- Vive La France 2023
- Christmas in Milford 2023
- Professional Event Organiser



Environment



- Milford Rotary & Mall Maintenance Manager working together
- Mike the Gardener – now also cleans display vehicles
- Christmas decorations – Milford Rotary take responsibility

MBA Board Members

- Tony retains Chairmanship
- 2 new entrepreneurial members
- Naked Marketing Director to attend from February 2023
- Mall assign permanent Marketing Executive to MILFORD





BID Team Support

- Excellent as ever
- Patient with my last-minute filing of documents
- Great source of balanced reasoning – sounding board



Freebees

Media Kit - Design Maked Marketing	1700	
- Printing -Milford Centre Mall	900	2600
Gardens - Milford Rotary, labour & materials		17000
Billboard renewal - Prestiges Agents		1100
Members assistance - Mikko Shoes	1000	
- Milford Beach Pizza	1000	
- Prizes ex businesses	1500	3500
Office & Boardroom space ex NZRPG FREE		26000
Cars/Prizes - Mercedes-Benz North Shore		5000
Sign-written Peugeot for VLF ex Peugeot North Shore		500
		\$35,000



MILFORD SHOPS

Join your Milford Community Online!

Visit today

Facebook: @MilfordShops

Instagram: @milfordshopsnz

www.milfordshops.co.nz

Prestige

"Your experienced local real estate agents"

Whitney Wilson
0278 4444 24

Raewyn Jenson
021 929 586

The Way Home

mked. REALTY
Prestige
BENEFITZ
MILFORD CENTRAL
Channe
kitchenmania
Mercedes-Benz

The End

- MILFORD has finally come of Age!
- But we have lost one of our Angels – Rest in Piece dear friend!



 **MILFORD SHOPS**
Everyones Place



MURRAY HILL

Manager - Milford Business Association

☎ 021 950 463

✉ manager@milfordshops.co.nz

To explore Milford, visit www.milfordshops.co.nz 

BENEFITZ
→ Future thinkers.

MILFORD
CENTRE

n:ked.
MARKETING
kitchenmania
CRAZY ABOUT KITCHENS

Channe:
NORTH SHORE'S MONTHLY MAGAZINE
Prestige

Mercedes-Benz North Shore



North Shore

DEVONPORT BUSINESS
ASSOCIATION

PRESENTATION TO DTLB

February 13 2024





evonport's anti-nuclear timeline



Flotilla



**Downtown Ferry Terminal
Customer Service Centre
operating hours**

Day	Hours
Monday	08:00 - 18:00
Tuesday	08:00 - 18:00
Wednesday	08:00 - 18:00
Thursday	08:00 - 18:00
Friday	08:00 - 18:00
Saturday	08:00 - 18:00
Sunday	08:00 - 18:00

Day trip to Devonport



Travel from Downtown Ferry Terminal to Devonport and return

- Return tickets are valid for travel until end of services that day
- Tickets can be purchased at the AT self-service machine or the AT Customer Service Centre
- Buy your ticket before you board and keep your ticket for the return journey
- For bus travel around Devonport, an AT HOP card is required



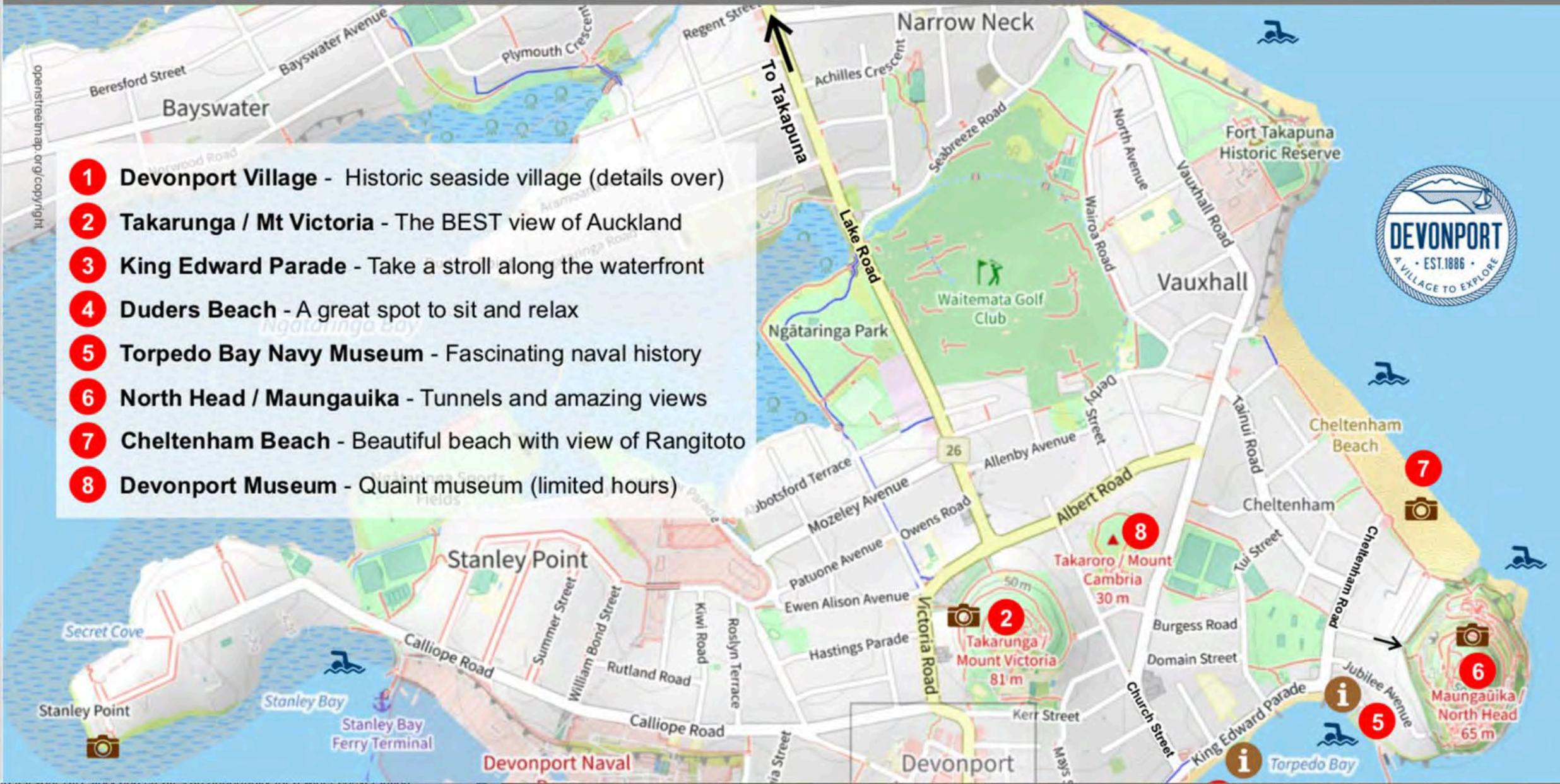
Blue, trails and ferry fares are increasing from Sunday 4 February

**Paper ticket holders,
this way please.**

Devonport Visitor Map

#DevonportVillage

- 1 **Devonport Village** - Historic seaside village (details over)
- 2 **Takarunga / Mt Victoria** - The BEST view of Auckland
- 3 **King Edward Parade** - Take a stroll along the waterfront
- 4 **Duders Beach** - A great spot to sit and relax
- 5 **Torpedo Bay Navy Museum** - Fascinating naval history
- 6 **North Head / Maungauika** - Tunnels and amazing views
- 7 **Cheltenham Beach** - Beautiful beach with view of Rangitoto
- 8 **Devonport Museum** - Quaint museum (limited hours)





tourist.nz/q/3644



Scan point



Pop stars revel in bubble bonanza



Soap opera... Giant bubbles proved a huge source of excitement at Friday After 5 in Clarence St, which welcomed summer with an evening of music, food and fun. Pictures, pages 10-13.



Strategic Plan

2022-2025



Devonport
Business
Association

Management intentions discussion continued to inform Devonport- Takapuna Local Parks Management Plan

Tommo Cooper-Cuthbert – Service and Asset Planner

13 February 2024



Purpose of session

Continued discussion of draft management intentions, following up from last workshop on 28 November 2023

Format of presentation:

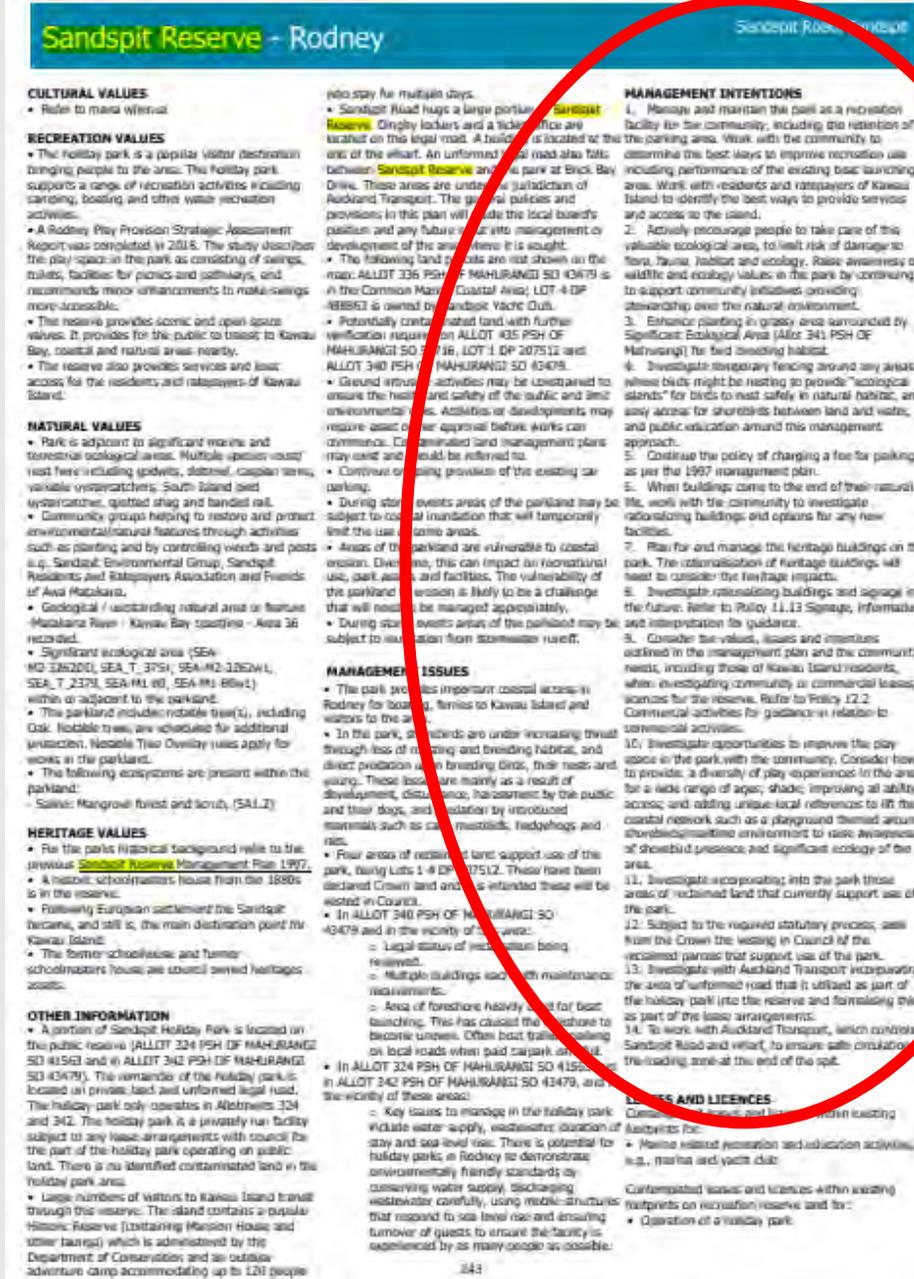
- Brief recap of management intentions functions } 10 mins
- Draft management intentions for Devonport reserves } 100 mins
- Next steps } 10 mins



Recap of management intention functions

- These are assigned to parks in the LPMP and apply to Vol 2 of the plan, which also lists park values, other information and management issues.
- Management intentions describe the approaches or desired outcomes for specific activities or experiences at a park and may also signal opportunities that may be considered in the future (subject to availability of funding through the LTP processes).
- Not all parks will have individual management intentions. If there are no individual management intentions for a park, then its management is directed by the policies in Volume 1, the classification under the Reserves Act or the management focus area(s) it has been assigned (for parks held under the LGA).
- Simply put, management intentions **aim to protect valued features of the reserve currently, while also outlining future opportunities to enhance a park.**

Left - Sample of management intentions from the Rodney LPMP



Draft management intentions for this session

- Focussing today on reserves within the remaining part of Devonport and continuing up the peninsula, including reserves in Belmont, Stanley Bay, Hauraki and parts of southern Takapuna to review draft management intentions.
- We will address other reserve areas and their draft management intentions in potential future workshops.



Above: GIS imagery showing focus area reserves between the two red lines



Draft management intentions for George Gair Reserve

1. Seek to manage and limit school parking on the reserve carpark to ensure the safety of reserve users and so access is not restricted for reserve users.
2. Investigate opportunities to add further coastal connections to the reserve, for potentially including in the local board approved greenways network.
3. Seek to maintain openness of reserve for recreation and conservation purposes. It is noted that development of the reserve may be subject to public consultation. Refer to 'Authorisations for park use' section of plan – Volume 1, policy 12.



Above: Site, from Council GIS



Draft management intentions for Abbotsford Way

1. Seek to provide a vegetated link between Lake Road and Abbotsford Terrace to be promoted as part of local board approved greenways network.
2. Seek to maintain walkway connection within the reserve to adjacent Council-owned site at 27 Lake Road Devonport.



Above: Site, from Council GIS



Draft management intentions for Achilles Crescent Reserve

1. Seek to formulate planting plans for appropriate vegetative species to improve stormwater absorption and provide a planted connection between Achilles Crescent and Seabreeze Road.
2. Explore opportunities for the disused bowling club terrain in centre of reserve.
3. Seek to daylight stream running underneath reserve, with associated riparian planting.
4. Explore opportunities to increase use of the playground facility located at the north of the reserve, provided the asset is viable.
5. Consider expanding natural play opportunities.



Right: Site, from Council GIS



Draft management intentions for Alison Park

1. Maintain the reserve for recreation activities whilst also enabling public access.
2. Support opportunities to improve the open watercourses in the park to slow down sediment run off into water bodies, protect aquatic habitats and improve water quality of the riparian environment.
3. Investigate the construction of wetlands, planted channels and swales to enable water re-use, enhance ecology on this reserve and those surrounding parks, and reduce the risk of flooding to the local community.
4. Seek to uphold open space character of the reserve and conserve ecology. Any further development should be consistent with the rest of the plan and may be subject to public consultation. Refer to 'Authorisations for park use' section of plan – Volume 1, policy 12.
5. Seek to formulate planting plans for appropriate vegetative species in suitable parts of the reserve to improve drainage and stormwater absorption, reduce flood risk for the local community and enhance year-round usage.
6. Investigate ways to improve environmental practice of golf course, including drainage infrastructure and stormwater management.
7. Consider ways to enable improved public access connections through and to reserve, including investigating opportunities to enable further safe pedestrian access through the golf course.



Above: Right, from Council GIS

Draft management intentions for Auburn Reserve

1. Promote the use of the reserve as a destination in itself and for access to both Patuone Reserve and Takapuna's shopping district.
2. Consider opportunities to construct walkway/cycleway to north of reserve, connecting to Anzac Street, and to the south-east, to Northcroft Reserve, to improve and broaden connections.
3. Seek to enhance ecological values and support weed and pest control efforts.
4. Consider opportunities that activate the reserve for casual public use and community events.
5. Seek to expand natural play opportunities.
6. Investigate potential for community garden in future for food provision, education purposes and enhanced social connections.
7. Investigate implementing a paid car parking scheme.



Above: Site, from Council GIS



Draft management intentions for Bardia Esplanade Reserve

1. Work with Auckland Transport to develop and enhance paths through this esplanade reserve to deliver on local board approved greenways plan.
2. Seek to formulate planting plans for appropriate vegetative species to improve stormwater absorption, slow down sediment run off into the ocean and improve water quality.
3. Maintain existing trees for amenity and coastal stability, avoiding modification (topping, canopy thinning etc) where possible.
4. Continue weed and pest control in this reserve.
5. Consider natural play opportunities, aiming to incorporate an ecological conservation focus.



Above: Site, from Council GIS



Draft management intentions for Bayswater Esplanade Reserve

1. Seek to add coastal connectivity between these isolated esplanade reserve parcels through subdivision.
2. Seek to formulate planting plans for appropriate vegetative species to improve stormwater absorption, slow down sediment run off into the ocean and improve water quality.



Right: Sites, from Council GIS



Draft management intentions for Bayswater Park

1. Manage the reserve to provide for a variety of active sport and recreation uses.
2. Seek to maintain and enhance the access track through the reserve as part of the local board approved greenway.
3. Work with mana whenua who have a special association with the area on how best to partner effectively to manage this park. This could include adding interpretative signage to reserve to raise awareness of cultural values.
4. Consider opportunities that activate the park for casual public use and community events.
5. Consider opportunities to enhance the variety of recreation at the park, including adding further natural play elements.



Right: Site, from Council GIS



Draft management intentions for Belmont Park

1. Seek to support multi-use recreation on reserve.



Right: Site, from Council GIS



Draft management intentions for Belmont Rose Gardens

1. Consider opportunities that activate the park for casual public use and community events.
4. Seek to add natural play elements.
3. Seek to preserve and enhance the existing mature vegetation in reserve, avoiding modification (topping, canopy thinning etc) where possible.



Right: Site, from Council GIS



Draft management intentions for Charles Reserve

1. Seek to reduce encroachments on reserve. See policies in sections 11.5 (Encroachments) in Part D of this plan.
2. Investigate opportunities to connect this reserve to other esplanade reserve areas.
3. Consider opportunities to enhance ecology and wildlife habitats, including the coastal environment and water quality, with planting in suitable areas to slow down sediment run off into the ocean and enhance aquatic habitats.



Right: Site, from Council GIS



Draft management intentions for Esmonde Road Reserve

1. Seek to protect and stabilise the large mature trees adjoining the coast, for amenity, stability, and biodiversity purposes, avoiding modification (topping, canopy thinning etc) where possible.
2. Seek to encourage weeding and pest control efforts to enhance ecology.
3. Consider opportunities to enhance access through this reserve to improve pedestrian and cycle connectivity from Esmonde Road.

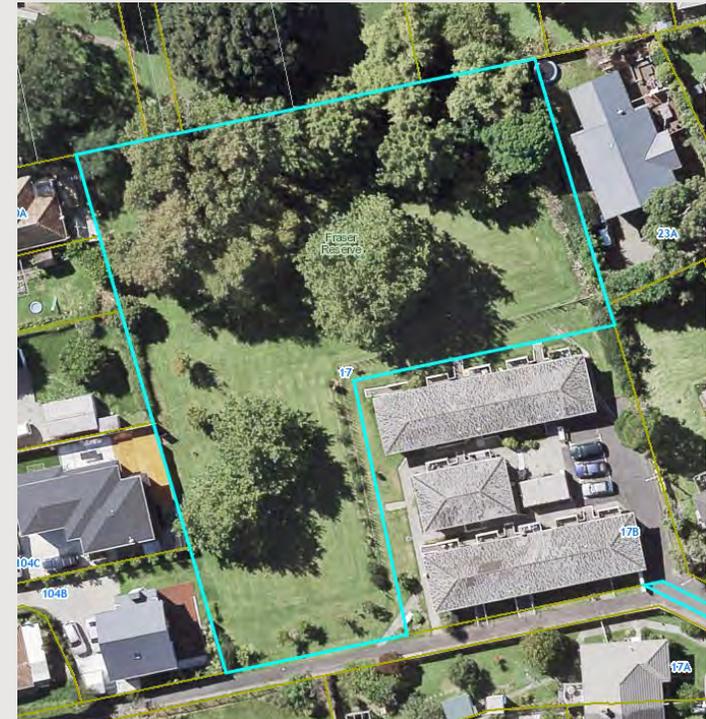


Right: Site, from Council GIS



Draft management intentions for Fraser Reserve

1. Seek to provide directional signage to raise public awareness of reserve, improving public visibility of reserve from surrounding streets.
2. Seek to enhance walking and cycling connection between this reserve and Montgomery Reserve nearby.
3. Seek opportunities to establish community garden in this reserve for food provision and education purposes as well as potentially fostering social bonds.
4. Seek to maintain the health of the mature trees within reserve, for amenity, stability, and biodiversity, avoiding modification (topping, canopy thinning etc) where possible.



Right: Site, from Council GIS



Draft management intentions for Ōperetū/Fort Takapuna Reserve

1. Seek to work with mana whenua to acknowledge and protect the significant cultural heritage values, landscape characteristics and unique views of the site.
2. Seek to work with the New Zealand Defence Force and the Department of Conservation (DOC) (who are responsible for managing the adjoining sites to the east and north respectively) to actively develop an ecological restoration programme, pedestrian path upgrades, further mobility access, and maintenance work on the park, to enhance mutual benefits for all parties.
3. Support opportunities to maintain and enhance seawater quality, such as litter removal and managing pest plants adjoining the coast.
4. Investigate methods of increasing public awareness about matters that can detrimentally impact ecological values in the park. This can include installation of signage to educate park users on feeding wildlife, and pest and weed control.
5. Seek to work with mana whenua to raise awareness of historic and cultural values within the reserve, erecting interpretive signage to recognise strong spiritual connection people (especially local iwi) have with the headland and its views to Rangitoto.
6. Seek to work with DOC on protecting buildings and structures, particularly when considering future park development.
7. Seek to enable additional access connections through the park, including for dog walkers and wheelchair users.
8. Investigate methods of working with mana whenua to appropriately protect sites of interest including historical pā and places where other artefacts have been found indicating Māori settlement.
9. Consider play opportunities, including natural play.

Right: Management map of site, from existing reserve management plan



Draft management intentions for Guiniven Reserve

1. Seek to protect and stabilise the existing large mature trees for the purposes of public safety, avoiding modification (topping, canopy thinning etc) where possible.
2. Seek to formulate planting plans for low-growing vegetative species in suitable parts of the reserve to improve stormwater absorption.



Right: Site, from Council GIS



Draft management intentions for Hanlon Reserve

1. Seek to protect and stabilise the existing large mature trees, avoiding modification (topping, canopy thinning etc) where possible.
2. Seek to reduce weeds and pests within reserve, to enhance ecology.
3. Consider the introduction of natural play elements.



Right: Site, from Council GIS



Draft management intentions for Hauraki Corner Reserve

1. Seek to protect the open space character of the reserve for recreation and visual amenity purposes. Any further development should be consistent with the rest of the plan and may be subject to public consultation. Refer to 'Authorisations for park use' section of plan – Volume 1, policy 12.
2. Seek to uphold the existing sightlines from within the reserve to ensure minimal visual obstructions for passive surveillance purposes.
3. Consider opportunities that activate the park for casual public use and access.
4. Consider play opportunities, including natural play.

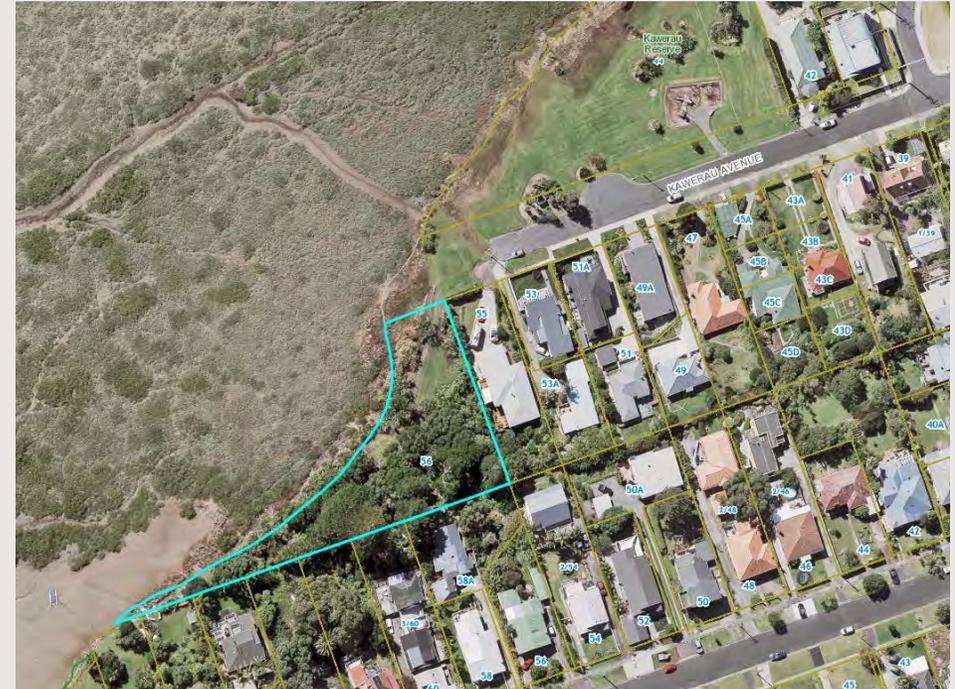


Right: Site, from Council GIS



Draft management intentions for Hill Park

1. Seek to connect this reserve to other nearby coastal esplanade reserve areas.
2. Seek to eradicate weeds and pests from reserve and surrounding Council-owned land.
3. Seek to formulate planting plans for appropriate low-growing vegetative species in suitable parts of the reserve to improve stormwater absorption, slow down sediment run off into the ocean and enhance seawater quality.
4. Investigate ways of maintaining existing trees for amenity and coastal stability, avoiding modification (topping, canopy thinning etc) where possible.
5. Consider opportunities for expanding natural play, aiming to incorporate an ecological conservation focus.



Right: Site, from Council GIS



Draft management intentions for Holloway Reserve (Prev Aramoana Reserve)

1. Seek to connect this reserve to other esplanade reserve areas.
2. Seek to formulate planting plans for appropriate low-growing vegetative species in suitable parts of the reserve to improve stormwater absorption, slow down sediment run off into the ocean and enhance seawater quality.
3. Work to eradicate weeds and pests from reserve and surrounding Council-owned land.
4. Consider opportunities for expanding natural play, aiming to incorporate an ecological conservation focus.
5. Seek to maintain sea wall at coastal edge of site.



Right: Site, from Council GIS



Draft management intentions for Jutland Reserve

1. Work with Auckland Transport to connect this esplanade reserve and other coastal reserves nearby to deliver on local board approved greenways plan.
2. Investigate opportunities to construct all-weather access path for use in boggy conditions.
3. Seek to protect and enhance the existing mature bush adjoining the coastal terrain for amenity and clifftop stability, avoiding modification (topping, canopy thinning etc) and underground activities within the rootzones of this coastal vegetation where possible.
4. Investigate methods of enhancing the ecology of the area through supporting planting, weeding and pest control.
5. Seek to formulate planting plans for appropriate low-growing vegetative species in suitable parts of the reserve to improve stormwater absorption, slow down sediment run off into the ocean and enhance seawater quality.
6. Consider natural play opportunities in appropriate locations, aiming to incorporate an ecological conservation focus.



Right: Site, from Council GIS



Draft management intentions for Kings Store Reserve

1. Seek to protect the large trees on the site for amenity, stability, and biodiversity, avoiding modification (topping, canopy thinning etc) where possible.
2. Consider opportunities for public toilets to be constructed.
3. Consider opportunities for further natural play.



Right: Site, from Council GIS



Draft management intentions for Lake Town Green

1. Seek to support community in activating this space for play.
2. Seek to protect open space areas of the reserve for recreation and visual amenity purposes. Any further development of the reserve may be subject to public consultation. Refer to 'Authorisations for park use' section of plan – Volume 1, policy 12.
3. Consider further opportunities for natural play.

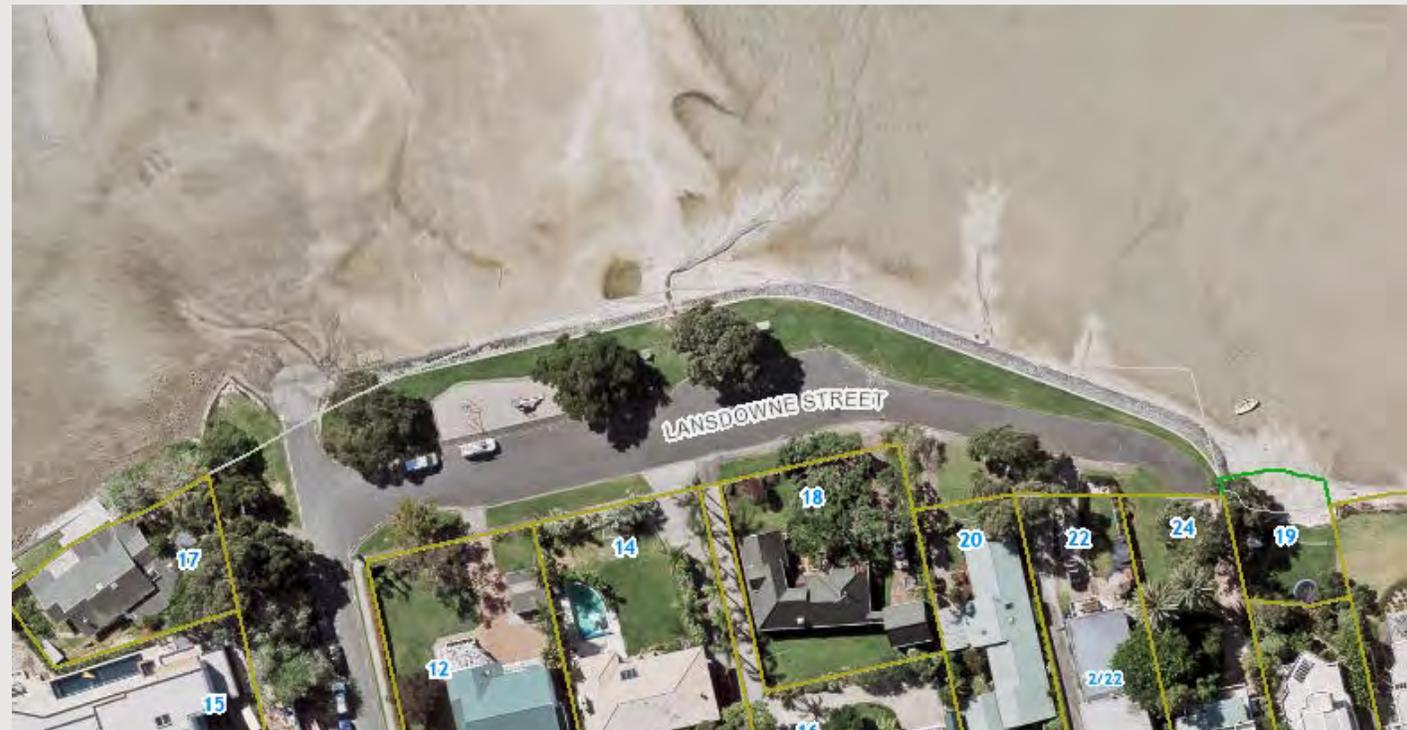


Right: Site, from Council GIS



Draft management intentions for Lansdowne Reserve

1. Seek to improve greenway connections between this site and nearby esplanade reserve areas.
2. Seek to formulate planting plans for appropriate vegetative species in suitable parts of the reserve to improve stability and visual amenity.
3. Consider further opportunities for natural play.
4. Seek to maintain sea wall and boat ramp at coastal edge of site.



Right: Site, from Council GIS



Draft management intentions for Marine Parade Reserve

1. Promote connectedness of this reserve to others adjacent.
2. Seek to further plant the coastal edge of the reserve site to enhance stability and slow down sediment run off into the ocean, to protect aquatic habitats and improve seawater quality.
3. Seek to maintain existing seawall and coastal edge of site.
4. Consider opportunities for natural play.



Right: Site, from Council GIS



Draft management intentions for Montgomery Reserve

1. Seek to protect open space areas of the reserve for recreation, conservation and visual amenity purposes. Any further development of the reserve may be subject to public consultation. Refer to 'Authorisations for park use' section of plan – Volume 1, policy 12.
2. Seek to formulate planting plans for appropriate low-growing vegetative species in suitable parts of the reserve to improve stormwater absorption.
3. Investigate methods of further activating the reserve for public use and community events.
4. Investigate opportunities for creation of a community garden for food provision, education purposes and enhanced social connections.
5. Consider opportunities for expanding natural play opportunities.



Right: Site, from Council GIS



Draft management intentions for Napier-Harley Reserve

1. Seek to connect this reserve to other esplanade reserve areas.
2. Seek to formulate planting plans for appropriate low-growing vegetative species in suitable parts of the reserve to slow down sediment run off into the ocean, to protect aquatic habitats and uphold water quality.
3. Support efforts to enhance ecology and eradicate pests and weeds.

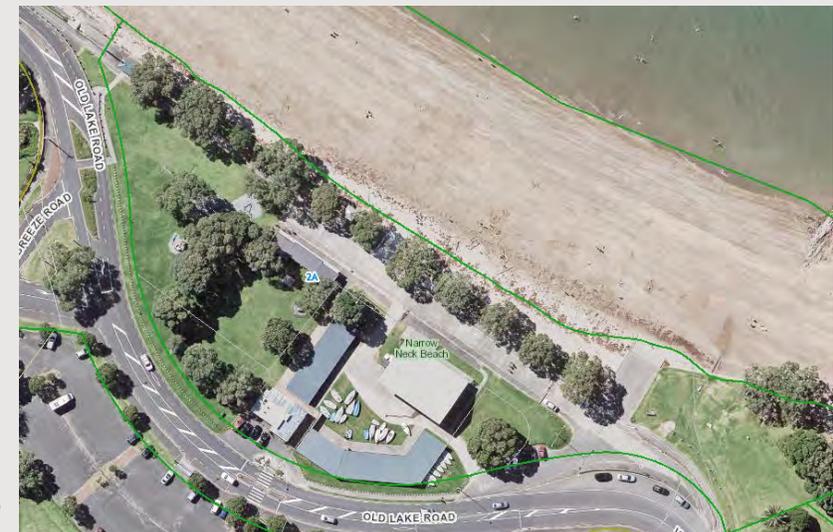


Right: Site, from Council GIS



Draft management intentions for Narrow Neck Beach

1. Seek to promote this coastal reserve as a multi-use venue, encompassing active and passive recreation.
2. Support efforts to enhance ecology and eradicate pests and weeds.
3. Seek to activate the park for public use and community events.
4. Investigate methods of maintaining vehicular water access, including from existing boat ramp.
5. Work with mana whenua who have a special association with the area on how best to partner effectively to manage this park. This could include adding interpretative signage to reserve to raise awareness of cultural values.
6. Seek to maintain sea wall at coastal edge of site.
7. Seek to incorporate opportunities for play, including natural play.
8. Work with mana whenua to appropriately protect sites of interest including historical pā and places where other artefacts have been found indicating Māori settlement.



Right: Site, from Council GIS



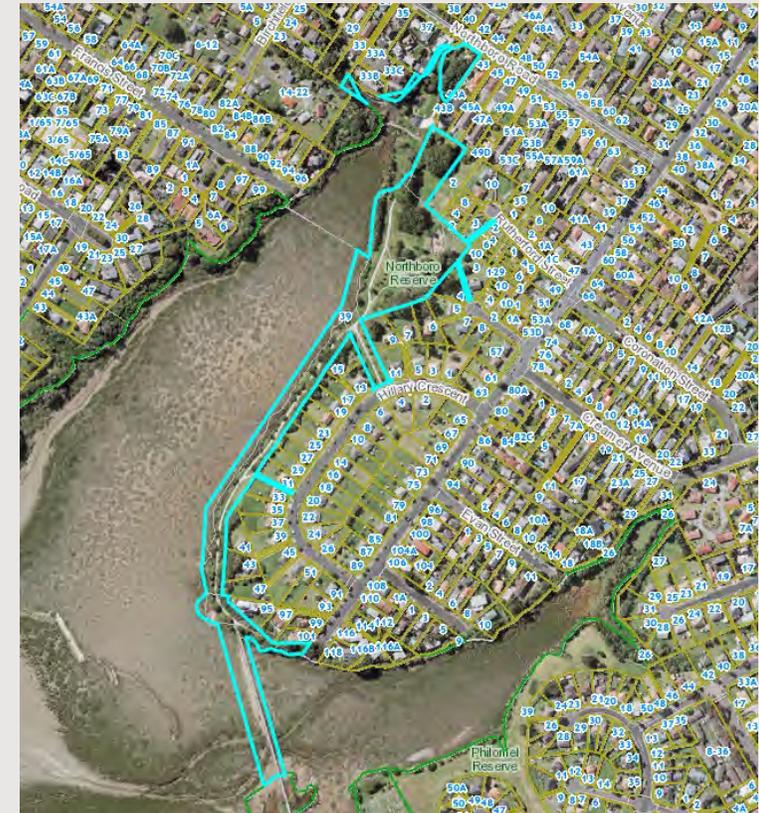
Draft management intentions for Ngataringa Park - continued

5. Work with mana whenua who have a special association with the area on how best to partner effectively to manage this park. This could include adding interpretative signage, public art and Māori cultural signifiers to reserve to raise awareness of cultural values.
6. Seek to maintain sea wall at coastal edges of site.
7. Seek to educate the public on the geographic history of Ngataringa Park and surrounding areas, that were originally salt marshes and swamp areas before land reclamation began in the 1870s, through interpretive signage and maps.
8. Work with mana whenua to appropriately protect sites of interest including historical pā and places where other artefacts have been found indicating Māori settlement.
9. Seek to increase use of reserve for a range of recreational activities, including natural play.
10. Support ongoing use of the football field and associated stands, as required, on Dacre Park (parcel Lot 1 DP 77578) within Ngataringa Park territory.
11. Seek to provide ongoing support to the community garden where appropriate, to assist in its success.
12. Investigate the formulation of planting plans for appropriate low-growing vegetative species in suitable parts of the reserve to improve stormwater absorption.



Draft management intentions for Northboro Reserve

1. Seek to protect open space areas of the reserve for recreation, conservation and visual amenity purposes. Any further development of the reserve may be subject to public consultation. Refer to 'Authorisations for park use' section of plan – Volume 1, policy 12.
2. Investigate methods of working with Auckland Transport and resource consents to connect this reserve to other esplanade reserve areas as part of the local board-approved greenways plan.
3. Aim to promote the survival and protection of the mature vegetation that occupies the reserve, avoiding modification (topping, canopy thinning etc) where possible.
4. Seek to eradicate weeds and pests from reserve and surrounding Council-owned land.
5. Consider opportunities for natural play, with an ecological focus.
6. Seek to formulate planting plans for appropriate vegetative species in suitable parts of the reserve to improve stormwater absorption, slow down sediment run off into the sea and protect aquatic habitats.



Right: Site, from Council GIS

Draft management intentions for Norwood Road Esplanade Reserve

1. Seek to connect these parcels to other esplanade reserve areas.
2. Work to eradicate weeds and pests from reserve and surrounding Council-owned land.
3. Seek to protect the trees onsite for amenity, stability, and biodiversity, avoiding modification (topping, canopy thinning etc) where possible.



Right: Sites,
from Council
GIS



Draft management intentions for Kawerau Reserve

1. Seek to protect open space areas of the reserve for recreation, conservation and visual amenity purposes. Any further development of the reserve may be subject to public consultation. Refer to 'Authorisations for park use' section of plan – Volume 1, policy 12.
2. Investigate the construction of a concrete path for wet weather conditions and for improved connectivity to other reserves.
3. Seek to work with Auckland Transport to connect this reserve to other esplanade reserve areas as part of the local board-approved greenways plan.
4. Work to eradicate weeds and pests from reserve and surrounding Council-owned land.
5. Seek to formulate planting plans for appropriate vegetative species in suitable parts of the reserve to improve stormwater absorption and slow down sediment run off into the sea.

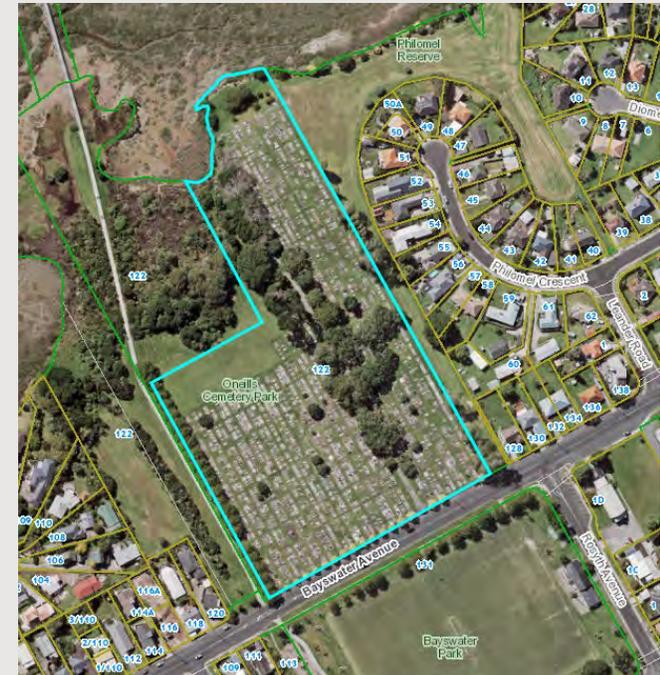


Right: Site, from Council GIS



Draft management intentions for Oneill's Cemetery Park

1. Recognise the presence of existing grave sites.
2. Seek to protect the large trees around the boundaries of the site for amenity, stability, and biodiversity, avoiding modification (topping, canopy thinning etc) where possible.
3. Investigate methods of working with mana whenua to appropriately protect sites of interest including historical pā and places where other artefacts have been found indicating Māori settlement.
4. Seek to eradicate weeds and pests from site and surrounding Council-owned land.



Right: Site, from Council GIS



Draft management intentions for O'Neill's Park

1. Seek to promote the reserve's connections to other surrounding reserve spaces.
2. Investigate opportunities for creation of a community garden for food provision, education purposes and enhanced social connections.
3. Consider opportunities for natural play.



Right: Site, from Council GIS



Draft management intentions for Philomel Reserve

1. Consider opportunities that activate the park for access and casual public use.
2. Work with Auckland Transport to connect this reserve to other adjacent esplanade reserve areas.
3. Support planting initiatives in this reserve, especially adjacent to the coast to slow down sediment run off into the ocean, protect aquatic habitats and improve water quality.
4. Consider opportunities for play, including natural play.
5. Seek to formulate planting plans for appropriate vegetative species in suitable parts of the reserve to improve stormwater absorption



Right: Site, from Council GIS



Draft management intentions for Plymouth Reserve

1. Work with Auckland Transport to connect this reserve to other esplanade reserve areas as part of the local board-approved greenways plan.
2. Support planting initiatives in this reserve, particularly around the coastal boundary to slow down sediment run off into the ocean to protect and enhance aquatic habitats and improve water quality.
3. Work with Closed Landfills Team (or future equivalent) to investigate and determine the management of closed landfill site such as this and contaminated fill areas. Management may include excluding the public from areas for their health and safety while any works are undertaken, or restricting activities.
4. Consider opportunities for play, including natural play.



Right: Site, from Council GIS



Draft management intentions for R20 Winscombe Street

1. Seek to protect the mature trees onsite for clifftop stability, avoiding modification (topping, canopy thinning) where possible.
2. Seek to maintain the park for suitable informal recreation activities, including children's play.
3. Consider opportunities for natural play.



Right: Site, from Council GIS



Draft management intentions for Sandy Bay Reserve

1. Consider opportunities that activate the park for casual public use and access.
2. Seek to promote the reserve's connections to other surrounding coastal reserves.
3. Investigate opportunities to link this reserve with other coastal reserves to the east and west of the site.
4. Support planting initiatives in this reserve, particularly around the coastal boundary to slow down sediment run off into the ocean, to protect aquatic habitats and improve water quality.
5. Aim to allow salt marsh to reestablish, including not mowing to coastal edge of site and improving ecology of coastal area through pest and weed control.

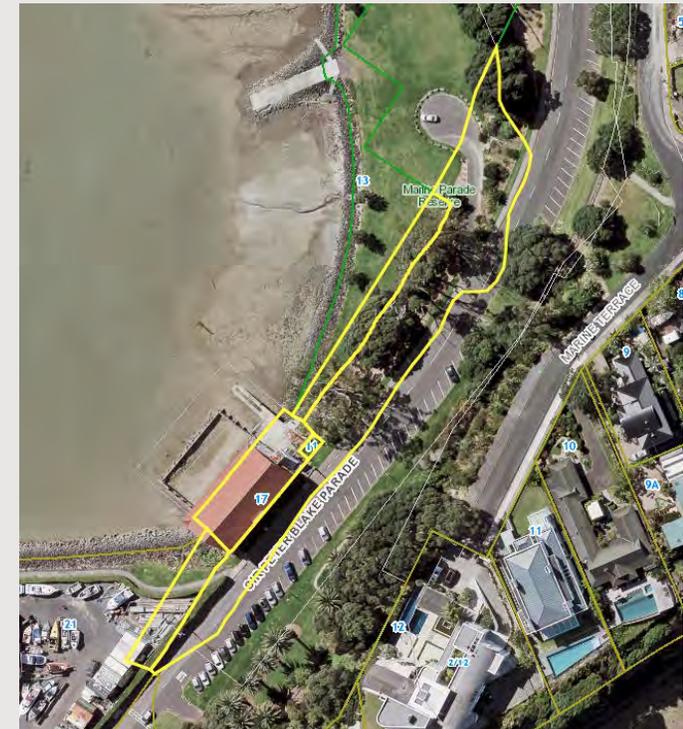


Right: Site, from Council GIS



Draft management intentions for Sir Peter Blake Reserve

1. Recognise that this is one part of a larger local reserve network and seek to connect these reserves where possible.
2. Work to eradicate weeds and pests from reserve and surrounding Council-owned land.
3. Maintain and seek to bolster planting within this reserve to ensure coastal stability and slow down sediment run off into the ocean, to protect aquatic habitats and improve water quality.
4. The parcel Lot 1 DP 23387 adjacent to the reserve is envisioned for rowing club use and boat storage in future, provided the rowing club obtain appropriate Council land owner approvals.
5. Seek to maintain sea wall adjoining coastal edge of site.



Right: Site, from Council GIS



Draft management intentions for Spencer Esplanade Reserve

1. Seek to promote the reserve's connections to other surrounding coastal esplanade reserves.
2. Work to eradicate weeds and pests from reserve and surrounding Council-owned land.
3. Seek to protect the large trees around the coastal boundary of the site for amenity, stability, and biodiversity, avoiding modification (topping, canopy thinning etc) where possible.



Right: Site, from Council GIS



Draft management intentions for Woodall Park

1. Seek to maintain openness of reserve for recreation, conservation and visual amenity purposes. It is noted that development of the reserve may be subject to public consultation. Refer to 'Authorisations for park use' section of plan – Volume 1, policy 12.
2. Seek to protect the large trees onsite for amenity and stability, including avoiding modification (topping, canopy thinning etc) where possible.
3. Seek to support pest control programs and the planting of appropriate native vegetation along the waterway adjacent to the tennis court.
4. Seek to formulate planting plans for appropriate low-growing vegetative species in suitable parts of the reserve to improve stormwater absorption.
5. Investigate opportunities to provide additional tennis/basketball courts in reserve.
6. Seek to provide more provision for wheel play.
7. Consider further natural play opportunities.



Right: Site, from Council GIS



Next steps and timeline

- In Quarter 2:
 - Discuss further draft management intentions and potentially lease contemplations with the local board on 12 March 2024 (workshop booked)
 - Further engagement with mana whenua about draft management intentions
 - Update Volume 2 map sets with new information e.g. classification data and text amendments
- In Quarter 3:
 - Legal review of final draft plan
 - Final mana whenua review of draft plan
 - Final local board review of draft plan
- Aiming for public notification of draft plan mid-2024.



Memorandum

13 February 2024

To: Devonport-Takapuna Local Board Members

Subject: Devonport-Takapuna Local Board engagement briefing for Long-term Plan 2024-2034.

From: Lisa Kent – Local Board Engagement Advisor.

Contact information: lisa.kent@aucklandcouncil.govt.nz

Purpose

1. To: provide an update to the local board members on plans for engaging with the community during the Long-term Plan (LTP) consultation period from midday on Wednesday 28 February 2024 until 11.59pm on Thursday 28 March 2024.

Summary

2. Auckland Council's LTP sets the direction of Tāmaki Makaurau for the next decade.
3. The LTP is a 10-year budget for the services and activities that Aucklanders need and how we plan to fund them.
4. Under the Local Government (Auckland Council) Act 2009 (LGACA), we are required to consult with the public using the Special Consultative Procedure (SCP).
5. Using the SCP enables council to provide the public with reasonable access to relevant information about the process and decision making, while encouraging them to give their views.
6. Consultation commences on the 28 February until the 28 March 2024. During this period, we will be undertaking several consultation events with the purpose of capturing community views on the proposed long-term plan with our one Have your Say (SCP) event:
 - Event 1: Tuesday 19 March, 5-7pm: Hearing-style event
7. Additional to the SCP events, to ensure we provide plenty of opportunities for our diverse communities to speak with the local board, we have additional engagement opportunities for members to participate in.
8. To support you in your conversations at LTP engagement events, this memo sets out all our proposed events as well as resources available to support your conversations with the community.

Context

9. Under the Local Government (Auckland Council) Act 2009 (LGACA), we are required to consult with the public using the Special Consultative Procedure (SCP).
10. The Long-term Plan we are currently working on will cover what we intend to do over the next 10-year period and how we propose to fund our activities.
11. Public consultation opens from midday on Wednesday 28 February 2024 until 11.59pm on Thursday 28 March 2024, with staff processing feedback from 4 March–18 April 2024.
12. Feedback can be provided through a range of channels; written, in person, telephone and digital.

13. The purpose of the engagement events is to raise awareness of the consultation topics, help to clarify any questions from the public, seek feedback on these topics, and encourage them to make submissions.
14. The local board resolved (resolution number DT/2023/222) to hold one Have your Say Events during the LTP consultation period:
 - Have your Say Hearing-Style – Tuesday 19 March 2024
15. The consultation questions will be provided in both paper form and online form.
16. We will not know the regional questions until the governing body meeting 20 February 2024.
17. We do not have any specific local board questions that we will be requesting the views of the public this consultation period.
18. The proposed mix of options aims to strengthen Auckland's physical and financial resilience, while tackling some big budget challenges.
19. The proposal is a balance of providing a core level of activities and services that makes do with what we have and spending more where it is needed most.

Discussion

20. The below information highlights the plans in place so far and resources I am building following your valuable feedback.
21. Budget breakdown from the LTP allocation of \$1200.

Corflute sticker boards and official supporting documentation	TBC
Printing of Postcards (utilising previous stock too)	up to \$500 (last year)
Meet your local board flyers	Up to \$250
Children Activity Pack – colouring items, playdough, bubbles	\$100.00

22. The following events have been planned as per SCP resolved events, or from discussions at our workshop on 13 December 2023.

Event 1: Hearing-style Event (SCP event)

Who: Everyone – staff and elected members, Cr Darby & Hills have been invited to attend

When: 5–7pm Tuesday 19 March 2024

Where: Devonport-Takapuna local board office

What: Presentations by the public to our elected members

Opportunity for members of the public to be given a 'speaking time' to present their feedback and views to elected members.

Event 2: Stakeholder Hui

Who: Everyone – staff and elected members

When: 10am–12pm Thursday 14 March 2024

Where: Takapuna War Memorial Hall

What: Invitation only hui for funded partners of the local board

Invitations will be sent to all funded partners. Informal meeting to talk about the LTP. Round table style open conversation. Members can open the conversation with small presentation and provide background on the proposed changes.

Event 3: Drop in session

Who: Everyone – staff and elected members

When: 1-3pm Thursday 14 March 2024

Where: Takapuna War Memorial Hall

What: Hui for the local communities of Devonport-Takapuna local board area to meet and understand what the local board provides for the area, and an opportunity for them to ask questions or give feedback.

Other engagement: Iwi and Ethnic consultation

23. We currently do not have any booked engagement activity; however conversations are underway with various stakeholders with the aim of having at least one engagement event for you to partake in.

24. Regionally, Ngā Mātārae will be sending a letter to each of Auckland's 19 mana whenua iwi signalling the beginning of the LTP process, that we will be seeking their input, and indicating that they may be hearing from local board engagement advisors about setting up an initial meeting with iwi staff.

25. Ngā Mātārae will also be holding a Māori Organisations and Community Groups Have your Say event on Thursday 21 March 2024.

26. Auckland Council Citizen and Customer Engagement team will be holding various community hui at a regional level across the region to capture feedback from minority groups.

- Monday 11 March: Pasifika Fono West Auckland
- Monday 18 March: Pasifika Youth Fono
- Monday 25 March: South Pasifika Fono
- Saturday 9 and Sunday 10 March: drop in Pasifika Festival
- Wednesday 20–Saturday 23 March: drop in ASB Polyfest

27. Optional other events you can attend at your choosing within the local board area:

- Saturday 6 March: Aotearoa Surf Film Festival
- Saturday 9 March: Vive La France
- Thursday 14 March: Takapuna Food Truck event
- Saturday 23 March: I Love Takapuna Easter Festival

Next steps

28. Advise Lisa if you can't make any of the scheduled events.

29. Lisa will finish collating and creating your Engagement Kit (attachment A), ready for 29 February 2024.

30. Staff will prepare briefing reports and presentations for the local board in time for their feedback to be prepared and given to the governing body in early May.

31. Governing body will adopt the final LTP in June 2024.

Attachments

Attachment A – Local Board Engagement Kit overview

Kaipātiki and Devonport-Takapuna Local Board Engagement Kit

Managed by: Local Board Engagement Advisor – Lisa Kent

021 243 4267 / lisa.kent@aucklandcouncil.govt.nz



Engagement Goals

**Genuine
dialogue with
our diverse
communities**

**Provide
opportunities for
Māori to
contribute to
decision-making
processes**

**Understand the
needs and
preferences of
your
communities**

**Listen to
enable us to
make better
decisions**

Engagement should be a genuine dialogue with our diverse communities to help us make better decisions.

Public input can be important in ensuring our decisions reflect the aspirations of mana whenua, residents, rate payers, community groups and businesses.



What is in the kit?

- Engagement Goals
- What is consultation and engagement overview
- Printed collateral dependent on consultation item
- Spinning wheel with prizes
- Lawn games and tamariki activity pack
- Local board flags
- Local board eziup
- Trestle table with tablecloth
- Food & Beverage supplies if/when required
- Stationery



What is consultation and engagement?

Section 82 of the **Local Government Act** applies whenever the local board consults with the public. The local board will endeavour to:

- Identify people who will be affected by or have an interest in the decision.
- Provide them with reasonable access to relevant information about the process and decision in an appropriate format.
- Encourage people to give their views.
- Give people a reasonable opportunity to give their views in an appropriate way.
- Listen to and consider those views with an open mind.
- Provide access to the decision and any other relevant material.

A Special Consultative Procedure (SCP) is a type of formal consultation defined in part 6 of the LGA. The LGA specifies the use of the SCP for some plans and processes, including:

- Long-term plan
- Local board plans
- Annual budget
- Auckland plan
- Bylaws of significant interest to the public or of significant impact

Under a SCP, the local board must:

- Develop and make publicly available detailed information about the proposed decision.
- Allow feedback for a minimum of one month.
- Ensure people are given an opportunity to present their views to council through spoken interaction ie through a face to face event (or using NZ Sign language).



Printed Collateral *(to be finalised closer to 20 Feb)*

Item	Purpose	Medium	Translation	Description
Posters with QR code sending people to akhaveyoursay.co.nz	Drive traffic to website; increase submissions	Paper Digital so community partners can post it on their social media pages	Mandarin Korean Te Reo	Poster with blurb about consultation item, website written out; QR code to send people directly there
Postcards DSF	Give to community to complete at events	High quality paper / card	NA	
Demographic postcard	Provides an option to collect emails and demographics to add to our stakeholder list and invite to the SCP process			Public complete at the time and return to box
TBC				
TBC as regionally questions are confirmed				



Lawn games and tamariki activity pack



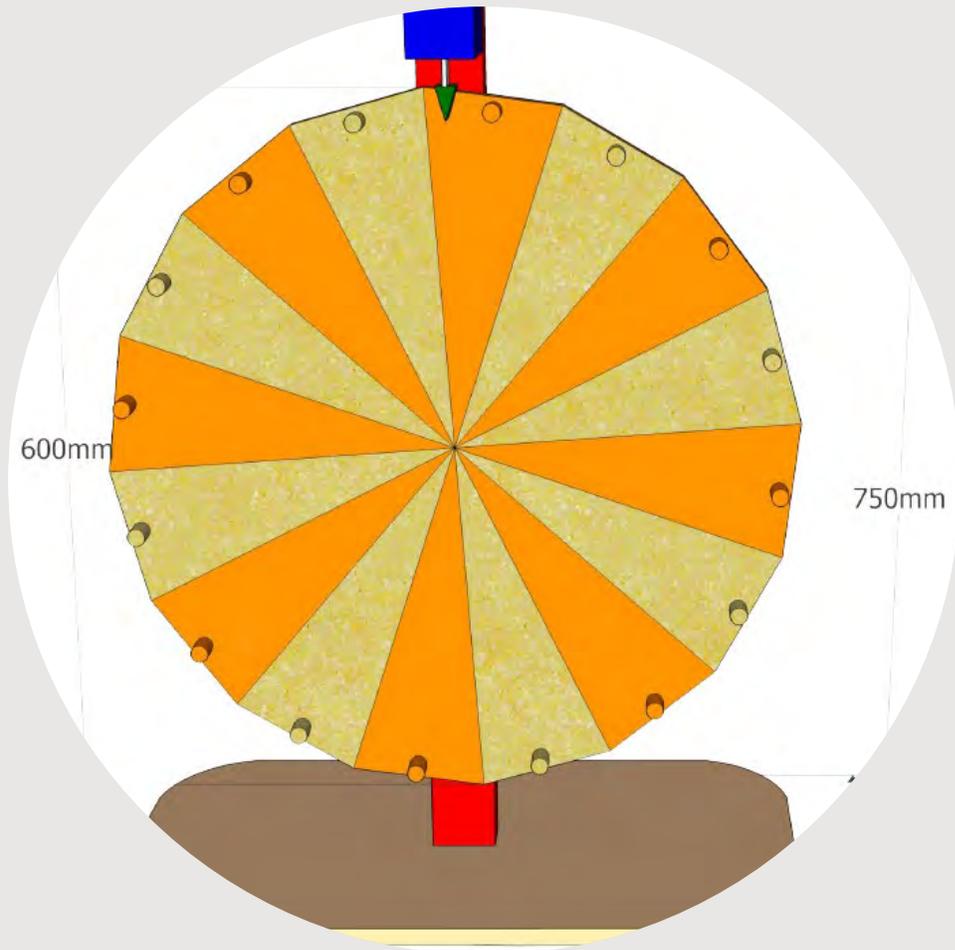
Activity pack: an array of colouring items, playdough, bubbles and fun items to keep children entertained, enabling caregivers to have a conversation.

Games to encourage families to engage with our stalls at community events.



Spinning Wheel

(picture to be replaced when product received)



Aim to encourage families with children to engage with our stall.

Wooden spinning wheel that will have prizes associated with sectors within the wheel.

If the public provide their views via postcard, they can spin the wheel and potentially win a prize.





Effective public engagement is crucial to the performance of local boards. In accordance with the Local Government (LG), Auckland Council (AC) Act (2009) a key focus for Auckland’s local boards is “enabling democratic decision making by, and on behalf of, communities” (Local Government (Auckland Council) Act 2009, s.10a). Local Boards therefore engage with the public regularly to gain insight into community aspirations and concerns and to work alongside other community actors.

Ask Lisa anytime for resources from our engagement kit to support your work.

