



**Maungakiekie-Tāmaki – Retail Briefing Note**  
**Business and Local Economic Planning, Auckland Council**

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## 1.0 Introduction

### Background

In July 2013 Ipsos New Zealand produced the Maungakiekie-Tāmaki Retail Customer Intercept Survey for the Maungakiekie-Tāmaki Local Board and the Auckland Council Business and Local Economic Development Planning team. The report detailed the findings of over 500 interviews with shoppers in three Maungakiekie-Tāmaki town centres (Glen Innes, Panmure and Onehunga). The research was undertaken to:

- Understand how to increase foot traffic, the number of transactions and the value of transactions in each of these retail areas
- Identify key barriers to retail growth

At the same time two other pieces of work of relevance to Maungakiekie-Tāmaki have also been completed. The first of these are the Marketview *Annual Market Activity Reports* that provide detailed retail spending data for the three town centres for the year to 30th June 2013. The second includes two reports produced by RCG concerning retail best practice which, while focused on the Orakei Local Board area, provides a wealth of retail best practice examples that can be applied to other areas across Auckland.

The opportunity has therefore arisen to bring these pieces of work together as a package of information that will inform the Maungakiekie-Tāmaki Local Board about retail best practice, and the role and function of their town centres, customer insights and actual retail spend (i.e. the situation on the ground).

### Purpose of this report

This briefing note draws on the *Maungakiekie-Tāmaki Retail Intercept Survey* completed by Ipsos New Zealand, the *Successful Mainstreet Retailing* and *Building Successful Town Centres* reports completed by RCG (July 2013) and the Marketview *Annual Market Activity Reports* (July 2012-June 2013) for the Maungakiekie-Tāmaki town centres of Glen Innes, Panmure, and Onehunga prepared for Auckland Council.

Retail is identified by the Maungakiekie –Tāmaki Local Board as an important focus, as outlined in the 2011 Local Board Plan:

*‘Our town centres need to attract people from across the city to unique shopping environments that offer accessible cultural, entertainment and retail experiences, and we need to help create the right conditions for these areas to flourish.’*

*"Vibrant town centres which meet the needs of the community are important economically – a variety of retailers are needed along with a community focus".*

The purpose of this report is to draw relevant recent work together and interpret it in a way that is helpful for the Maungakiekie –Tāmaki Local Board and the relevant BID partnerships when considering ways to best encourage retail growth, footfall and spending in the town centres.

The next section provides an overview of the research and data used to produce this report. Following that, the key points from the research regarding how town centres can compete successfully are outlined. The findings in relation to Maungakiekie-Tāmaki's town centres are then outlined, before potential actions for the Local Board and BIDs to consider are set out. An annex providing more detailed data relating to the three town centres is also included.

## 2.0 Research and Data Reviewed

The research and data that have been reviewed are summarised below.

### Maungakiekie-Tāmaki Retail Customer Intercept Survey

Ipsos New Zealand were commissioned to gather shopper perceptions in three retail centres to understand how local town centres are being used, what customers are looking for when they visit and to understand drivers and barriers to shopping in these retail areas.

A total of 552 interviews were undertaken. Young people (15-24) are over represented in the interviews and are not necessarily the biggest spenders, while the ethnic profile of shoppers interviewed also varied significantly from what might be expected from the Census data for each area.

This younger profile (over half were under the age of 35) is also very different to the profile of shoppers actually spending in the area as evidenced in the Marketview reports which showed the vast majority of spend was undertaken by those aged over forty. Nonetheless, a number of important observations can be made about the shopping experience of those surveyed.

### Marketview Data

Marketview data captures information about EFTPOS and BNZ card spending at retail locations in New Zealand. EFTPOS spending is thought to make up as much as 70% of spending in town centres. While only EFTPOS transactions of the Paymark network are included, Marketview are able to extrapolate BNZ card spending patterns to estimate spend at non-Paymark EFTPOS retailers.

Marketview produce quarterly and detailed annual reports for each BID area in Auckland. The reports include spend and transaction totals and annual change. Same-store annual comparisons and month by month comparisons that account for seasonal fluctuations in consumer spending are also included.

Information on the BNZ cardholder's home address and demographic profile allows a detailed picture of spending patterns in a given area, providing useful information for Local Boards and BID partnerships when planning for the growth and development of their retail centres. This information can be read in conjunction with New Zealand Post's *Genius Segmentation Model* which uses a wide range of data and indicators to provide insight into different groups of customer and target markets.

### Retail Best Practice Guides

RCG have produced a best practice guide, *Successful Mainstreet Retailing* for Auckland Council and Orakei Local Board. While primarily aimed at providing information for retailers, several key points made by the *Successful Mainstreet Retailing* report relate to how individual shops and town centres can position themselves to compete against the alternative shopping experiences available to shoppers such as malls and Large Format Retailers (LFRs) by giving customers a more personalised experience and making use of fact people like feeling a part of, and supporting, their local community.

The *Building Successful Town Centres* report is targeted more at Local Boards and Business Associations to provide guidance on how they can help town centres compete effectively with other town centres and with other retail formats such as shopping malls and LFR centres. The main points from this report are outlined in the following section on the role and function of town centres.

### 3.0 Role and Function of Town centres

#### Changing nature of competition

To be successful today town centres need to ensure they understand their role within the wider retail market place. For most town centres within Auckland, this role will have changed significantly in recent decades as not only the demographics of centres have changed but also as new retail options, offering shoppers different retail experiences, have been introduced and flourished.

The introduction of shopping malls from the 1960s onwards started offering shoppers clean, covered shopping experiences with a carefully selected mix of shops alongside one or more anchor stores designed to ensure most shopper's needs could be met within the mall. Higher rents in these centres favour outlets of national chains managed by store managers rather than business owners.

Large Format Retail (LFR) emerged in the 1990s, often clustered in centres around a common car park, the scale of these stores often offers shoppers lower levels of service but also lower prices than traditional town centres.

Both the shopping mall and LFR retailers have been successful in Auckland, meaning a significant share of shopper spending has been taken out of the traditional town centres. The *Building Successful Town Centres* report notes that town centres need to respond to the introduction of these competing retail experiences, and identifies a number of ways this can be achieved.

While the town centre cannot micro-manage its retail offer or provide the polished shopping environment in the way that malls are able, it is argued that services levels and a personalised approach to customers are attributes that independent retailers in traditional town centres can bring to the fore, that malls and LFRs will find hard to replicate. In addition, the ability of independent local stores to offer goods not found in the standardised offering of national chains, and their ability to respond quickly to customer wants, are also areas where traditional town centres can compete.

Likewise, while the town centre will not be able to compete effectively with LFR centres on the basis of cost, it is possible to compete on the level of amenity in the town centre as well as levels of service. In addition, the mix of retail and non-retail activities that are co-located in the town centre, can make town centres a more convenient location for shoppers to combine shopping with other activities (e.g. restaurants and cafes, banks, libraries, doctors surgeries etc).

#### Building a Successful Town Centre

In examining ways that the town centre can capitalise on some of the advantages it has over malls and LFR centres, *Building Successful Town Centres* report provides insights regarding:

- Developing a “retail mix”
- Understanding catchments
- Marketing the retail offer of areas and using the internet effectively
- Tactics for retailer success
- Relationships with property investors

The main point linking these ideas is the need to understand the role of each town centre, and how they can differentiate from competing retail experiences by delivering a distinct and more personalised experience tailored to the needs of the local customer base. At the same time, a number of basic attributes that shoppers have come to expect from their experiences shopping in malls, such as well presented shop frontages and clean and tidy public areas should be part of the standard shopping environment.

**Retail mix** refers to the range and variety of shops in an area, and the right mix is an important factor in drawing in as many shoppers as possible. While shopping malls may have large anchor tenants (such as department stores or supermarkets) to draw shoppers in, town centres may rely on other services and facilities (banks, libraries, cinemas, cafes and restaurants etc.) as well as its shopping offer to attract shoppers. The ideal mix will vary from centre to centre and may build on particular

existing strengths that make the centre stand out from others. It is suggested that a vision for the mix of food, retail and service providers that meets the needs of the particular catchment the centre serves should be developed for each town centre.

The report notes that the retail mix in local centres has largely evolved over time, with a range of investors and others involved, making implementing a retail mix difficult. As it is not possible to impose the desired retail mix upon landlords, relationship building and communicating the wider benefits of a desirable retail mix are key to working towards a particular mix. The report also notes it is worth focusing energies on working with the more proactive landlords that are more willing to work towards longer term goals for the town centre.

**Catchment** and demographic data can also be useful in understanding more about where a centre's customers have come from and what their characteristics are, and this information can be used to understand more about how the local retail offer is meeting the needs of the local customer base. The report recommends BIDs use the information available (particularly that contained in the Marketview reports and also the *Genius Segmentation Model*) to know and understand their catchments and pass this on to their retailers. Summaries of Glen Innes, Panmure and Onehunga using the Marketview reports are provided at the end of this report.

**Marketing** is also an area it was felt many centres could improve upon. The report notes that there is an opportunity to use a range of social media platforms to publicise and market the retail offer in an area. To be effective, a number of points need to be considered. These relate to ensuring content is updated regularly and consistently across platforms, that a store directory and map are included, and that regular news, deals and events are publicised to maintain shopper interest.

It is also suggested that Business Associations use their web presence to develop a brand and market the area itself and what it has to offer rather than marketing the Business Association, noting that local shoppers are likely to be supportive of their local centre, but not necessarily interested in the Business Association per se.

**Retailer's** themselves (rather than the retail mix) are also clearly a part of the retail offering, particularly as town centres need to compete more effectively on the service and overall retail experience they offer. Retailers should therefore be encouraged to consider the level and nature of service they offer. Retailers should also consider the strategies they have for drawing customers in to spend and getting them to come back.

The key points made relate to understanding and being responsive to what the local customer base wants and making a virtue of the responsiveness small independent retailers have compared to larger chains. In this way town centre retailers can provide the level of personalised service that malls and LFR retailers struggle to provide.

From a marketing point of view, a customer database is argued to be the retailer's priority, allowing regular communication with customers and the ability to follow up on customers' satisfaction as well as letting them know about new products, promotions and events to keep customer's returning.

In addition, well presented, clean and tidy stores and friendly, helpful staff are noted as important basic expectations that customers expect.

The suggestions are detailed in full in the *Successful Mainstreet Retailing* report. RCG suggest Business Associations may find it useful to pass the retailer focused information on to local retail businesses and, where possible, provide assistance in implementing best practice suggestions.

The final section relates to **relationships with property investors** noting that the motivations of landlords can vary, with some merely looking for a passive investment and having no interest in further investment or action in support of the development of the wider retail centre. Suggestions on working with landlords include:

- Using incentives, where necessary, to ensure upkeep of shop frontages
- Understand landlord's future plans, particularly in relationship to intensification and the unitary plan

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- Involve landlords in any strategic plans for town centres
- Work with those landlords that are willing to be proactive and get engaged

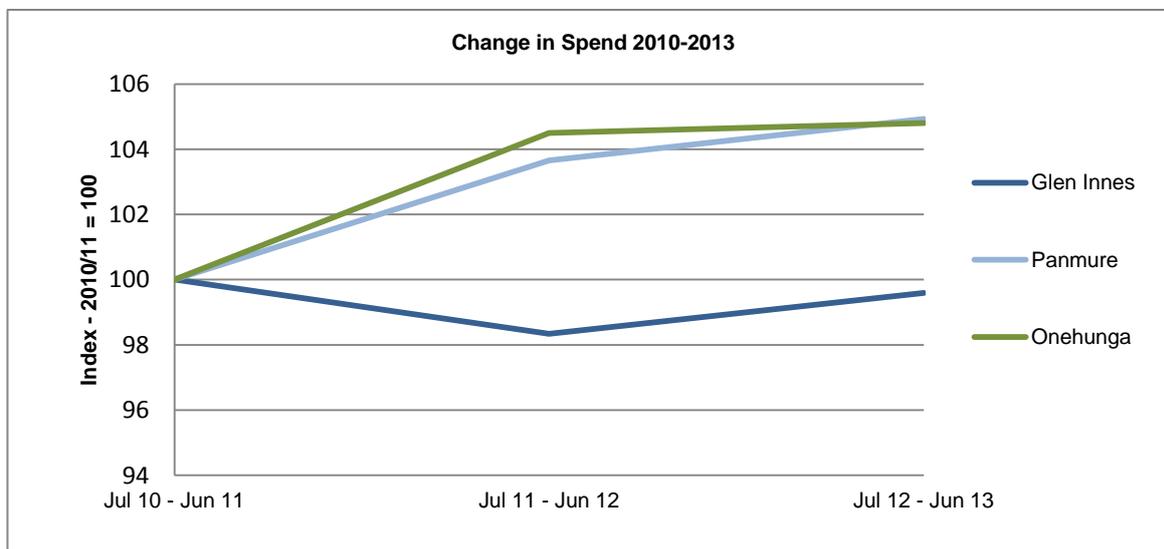
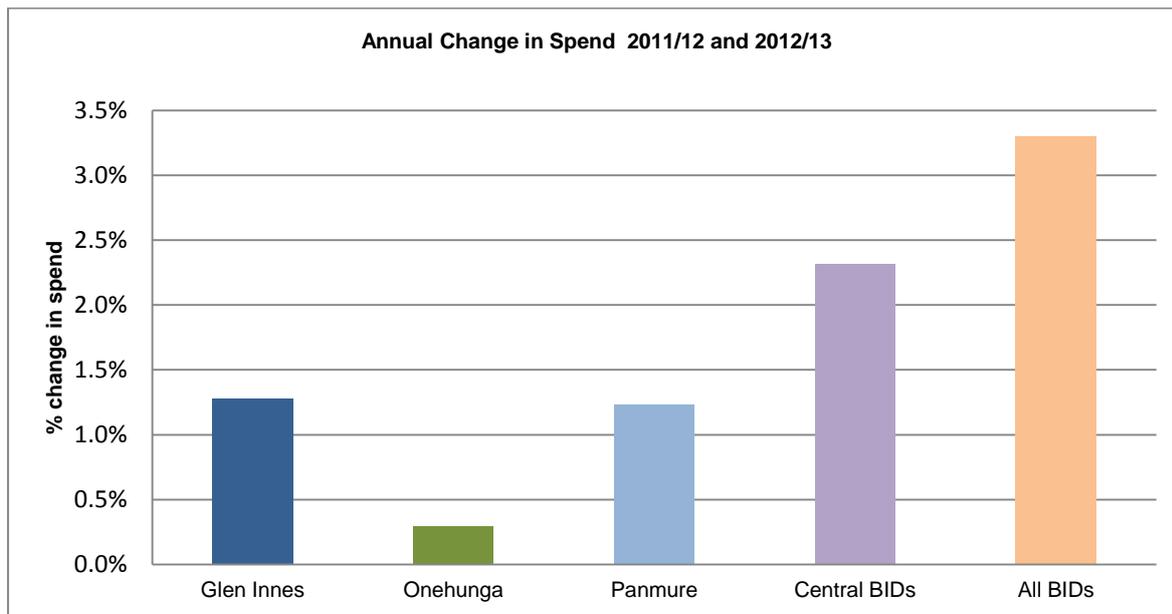
There are also suggestions for BIDs working with developers that relate to:

- Using local knowledge to offer helpful suggestions and giving developers a better appreciation of the town centre and the long-term plans for it
- Identifying development opportunities and presenting them to developers;
- Recognising the commercial imperatives that developers have, in addition to their other goals which may vary;
- Helping developers to contact landowners, if they do not already own the land they wish to develop;
- Providing a conduit to higher-ranking Council staff with responsibility for decision making, and who are able to streamline or provide consistency in the consenting process;
- Recognising that developments are a substantial economic injection into the town centre, and being supportive of new developments in most cases;
- Helping to convey the benefits of the development to local residents;
- Remaining professional, responsive and open throughout the entire process.

The report notes that ultimately, the onus will be on BIDs to prove that they are offering something of value to the developer if productive working relationships are to be developed.

## 4.0 Maungakiekie-Tāmaki Town Centres

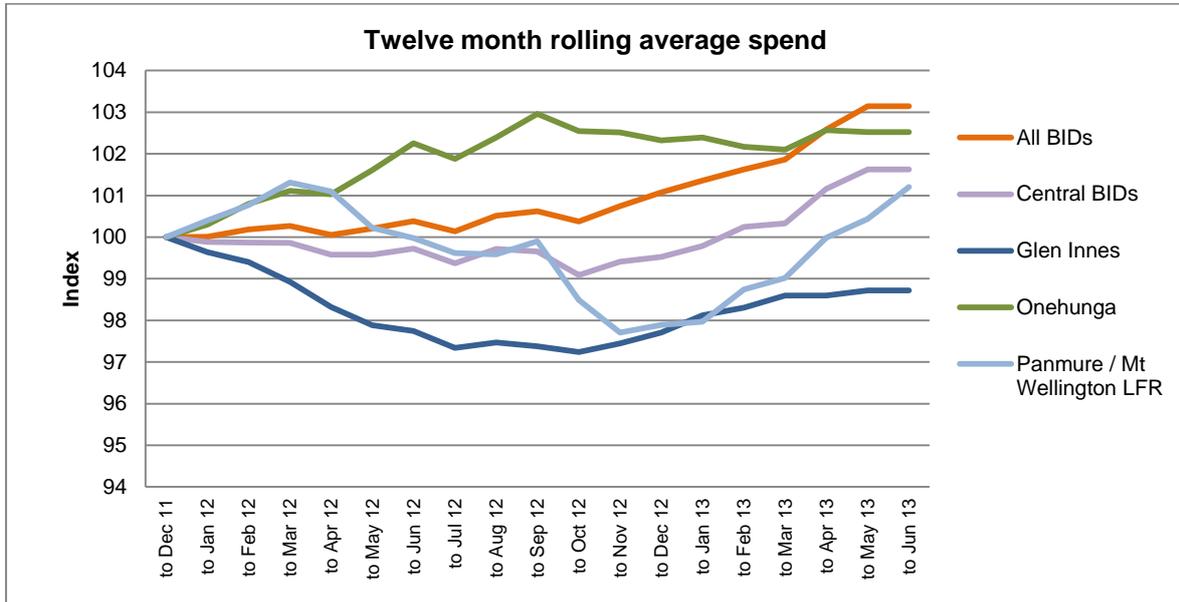
The three town centres all face competitive pressures from neighbouring centres as well as the mall at Sylvia Park and large format retail near Mt Wellington. The *Retail Intercept Survey* found that around two-thirds of Glen Innes shoppers also shop at Sylvia Park while in Panmure 60% of shoppers also shop at Sylvia Park. In Onehunga this figure is one third. While it's not uncommon for shoppers to shop at a range of locations, these figures do suggest a proportion of trade is being lost to the town centres due to the competition presented by Sylvia Park. In all three centres, Sylvia Park and Newmarket rated higher in terms of shopper satisfaction than the Maungakiekie-Tāmaki centres.



The three town centres have shown modest growth in spend over the last year, but this has been below the average for all BIDs and also below the average for BIDs within the central area of Auckland, suggesting there is scope for improved retail performance and a need to consider how the centres position themselves in relation to competing retail offers.

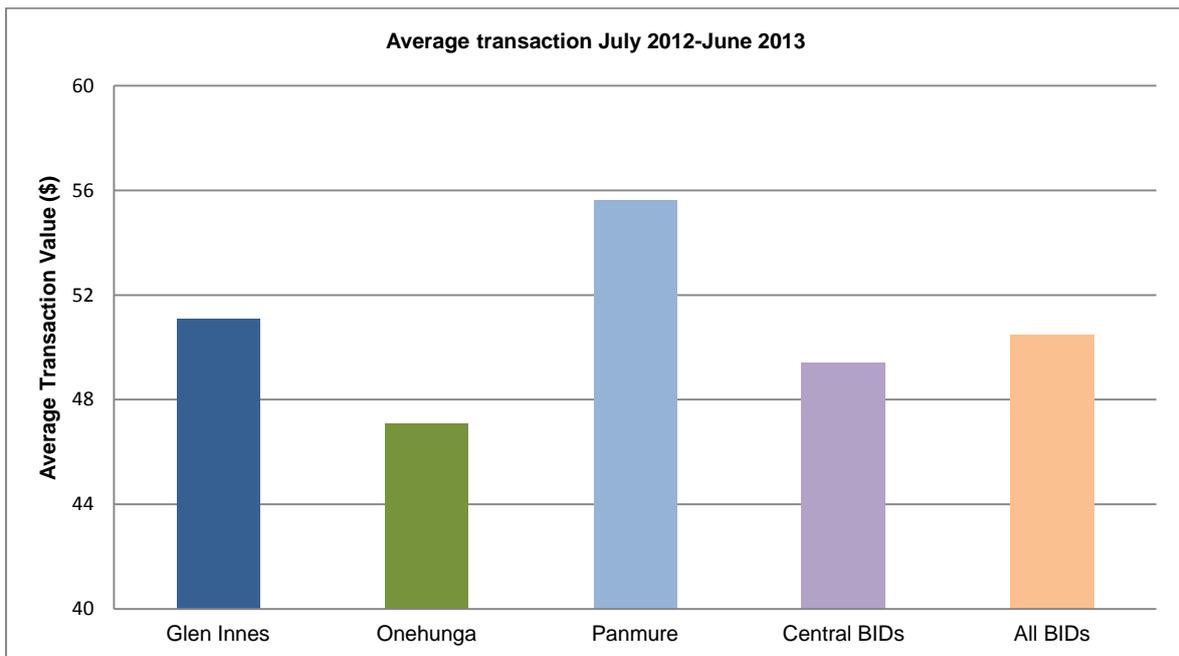
Onehunga and Panmure's growth has been steady, while Glen Innes has recovered after a dip over the previous 12 months. Looking at the 12 month rolling average spend shows that Onehunga's spending growth has kept pace with the Auckland wide BID average while Panmure, and in particular

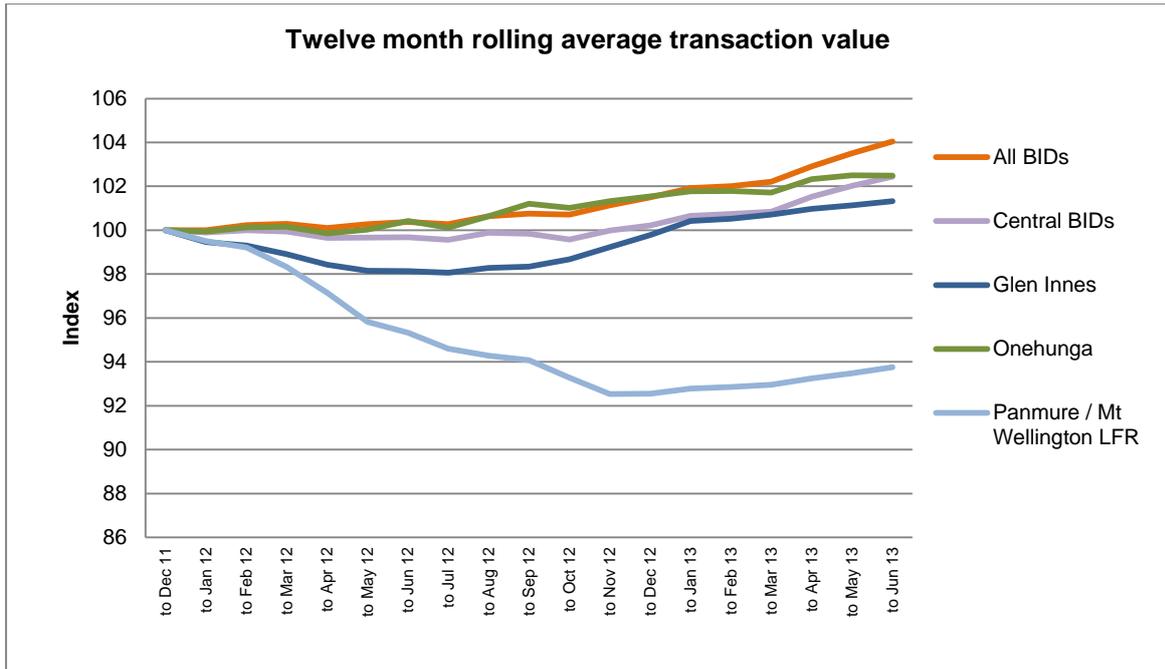
Glen Innes have seen spending growth at a lower rate. The chart below takes the spend over the 12 months from January 2011 to equal 100 and shows how each subsequent 12 month period has changed over time.



Average transaction values are slightly higher than the BID average in Panmure and Glen Innes and slightly lower in Onehunga. Despite not having a supermarket (associated with higher transactions), Panmure has the highest average transaction value and has seen an increase since the previous year on its average transaction value. Glen Innes and Onehunga saw a decline in transaction values over this period, as did BID areas overall, to a lesser extent.

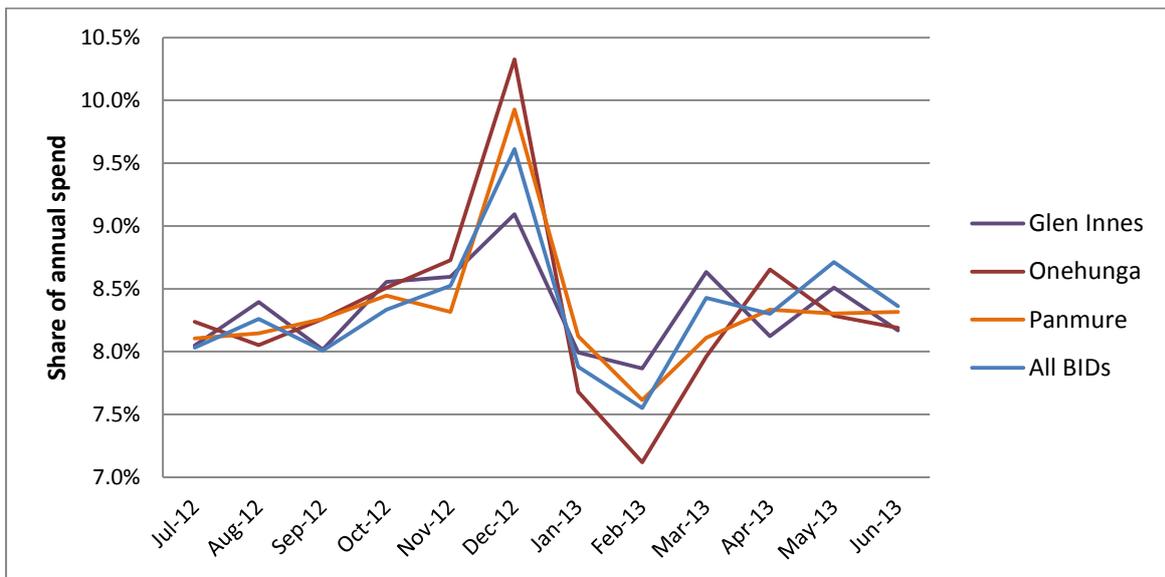
The pattern with regards average transaction value is similar, with Onehunga showing an increase in 12 month rolling average spend (taking the January to December 2011 spend to equal 100) closest to that of the Auckland increase while Panmure and Glen Innes are lagging in terms of average transaction growth.





**Seasonal Variations in Spending**

The three areas each differ from broad seasonal spending patterns Auckland wide. It is not clear from the data why this may be, but the differences are broadly consistent over the last 2 years. In Glen Innes, the high proportion of food and liquor spending will be a factor in spending being more constant over the year. Conversely, Panmure’s more pronounced seasonal spending pattern reflects the lower level of weekly spending on food and liquor that remains more constant over the year. The post Christmas fall in spending is very pronounced in Onehunga, reflecting the strength of spending in December.



Whatever the cause of the spending distributions there may be opportunities to schedule events in quieter times to boost local spending at these times.

## Maungakiekie-Tāmaki Customer Base

The NZ Post *Genius Segmentation Model* categorises households by a range of economic and lifestyle indicators (income, home ownership, spending behaviour and preferences) and is used in the Marketview reporting to provide a profile of each BID partnership’s catchment area, allowing an assessment of the types of customers town centres should be targeting.

Each of the three centres has a medium to high proportion of its spend made by the highest earning ‘Urban Affluence’ group (46.5% for Panmure , 67.9% for Glen Innes and 33.7% for Onehunga), with mid and lower income (‘Five Spice’ and ‘Community Diversity’) and ethnically diverse groups also contributing strongly to local spending in all three areas. In Onehunga the high income ‘Solid and Secure’ group is also a significant share of the market (10.5%).

Households within the ‘Urban Affluence’ category and the sub-groups within that category for example are higher spenders on clothes, hair and beauty as well as electronic items, fine foods, furnishings and travel and are also more likely to be members of loyalty schemes. The ‘Solid and Secure’ group spends across most categories but particularly on items for the home and garden as well as toys and games and clothing, footwear hairdressing.

The ‘Five Spice’ category within the mid-income household bracket are likely to be ethnically diverse and be high spenders on takeaways well as speciality foods and fruit and vegetables while the lower income ‘Community Diversity’ group’s spending is more likely to be skewed towards fresh meat and vegetables, alcohol, takeaways, fuel, video rental and hospitality clubs.

While there is a diversity to the shoppers in terms of their affluence, two-thirds or more of spending in each centre was made by shoppers from one of the three most affluent categories, with a strong skew towards shoppers from the top two most affluent. This would suggest many of the shoppers local to each area are willing to pay for quality and service and are conscious of the shopping environment. Concerns over the cleanliness, safety and presentation of town centres noted in the customer perception survey should be viewed in light of the preferences of these main types of shopper spending in each area.

The segmentation model could also be used to guide the development of a desired retail mix for the town centres as well as the types of event town centres could consider holding to attract people in to the centres.

## Customer Perceptions in Maungakiekie-Tāmaki Town Centres

Onehunga fairs reasonably well in terms of customer perception scores and the majority of shoppers interviewed (60%) are satisfied with that centre while 49% of shoppers were satisfied with Glen Innes. Panmure however scores low in terms of shopper satisfaction and under a third (31%) of shoppers are satisfied with the centre. In general, the friendliness of the people in each centre and the convenience of the shopping (as most shoppers were local to the area), were seen as the main positive characteristics.

	Onehunga	Panmure	Glen Innes
Regard as Main Centre (%)	67	56	81
More than 1 visit a week (%)	71	70	76
Mean Satisfaction (out of 5)	3.7	3.1	3.5
% Satisfied	60	31	49

One theme common to all three centres drawn from the *Retail Intercept Survey* was that shoppers have remarked negatively on the cleanliness and level of maintenance of the town centres. In Glen Innes 10% of satisfied and 20% of dissatisfied shoppers felt the centre was dirty and 7% of satisfied

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shoppers and 16% of dissatisfied shoppers felt the centre was run down. In Panmure 7% of less satisfied shoppers felt the centre was dirty and 9% felt it was run-down, while in Onehunga 15% of less satisfied shoppers felt the centre was dirty and 8% felt it was run-down.

The RCG studies note that it is important for town centres to encourage landlords to keep their buildings well maintained in order to maintain the attractiveness of the area to shoppers. The same point regarding individual shop owners maintaining clean and tidy premises is also made, while the same can also be said for public space in each centre.

The retail mix is another factor that RCG note as being important to bringing shoppers in, particularly where competition from nearby malls (that are able to manage their retail mix closely) provide an alternative shopping option. For shoppers from all three centres, Newmarket is also an easily accessible alternative. While Onehunga appears to have something of an anchor in that 'Dress Smart' seems to pull in shoppers from farther afield, the range of shops in Onehunga was noted as one of the issues for dissatisfied shoppers, while 'more shops' was seen by almost a quarter of Panmure respondents as an improvement that could be made, particularly as many shoppers travel to Sylvia Park to use the supermarket there.

While not specifically mentioned in the RCG reports, safety is clearly an issue that will have an impact on shoppers visiting town centres. Again there appears to be issues, in Panmure 20% of satisfied shoppers and 17% of dissatisfied shoppers cited safety and crime as a concern. Safety was also mentioned in Glen Innes (13% of satisfied shoppers and 20% of dissatisfied shoppers felt it was an issue) and to a lesser degree in Onehunga (7% of satisfied shoppers were concerned).

## 5.0 Potential Actions

The RCG reports identify a number of recommendations / actions that could be applied to town centres across Auckland, while the review of the data and customer perceptions research also identify actions specific to the Maungakiekie-Tāmaki town centres.

Given the focus of the *Building Successful Town Centres* report, there is a focus on how BIDs can assist in the development of town centres. The suggested approaches fall mainly within three areas of:

- Understanding and meeting needs of the local market;
- Improved marketing; and,
- Working effectively with landlords and developers.

### Understanding and meeting needs of the local market

The Marketview data and IPSOS survey identify that while there are a range of shopper types, there is a skew towards more affluent shoppers, while at the same time shoppers have some concerns over crime and safety and feel the centres are somewhat run-down and dirty. At the same time, shopper satisfaction levels with competing experiences at Sylvia Park and Newmarket are higher than for the three town centres. In terms of focusing on the needs and lifestyles of their local communities in a bid to better meet their needs, BIDs and town centre retailers could:

- Analyse and disseminate information about local shoppers, their characteristics (age, income etc), shopping patterns and expectations to local retailers.
- Disseminate to retailers research / reports on current best practice.
- Seek to understand in more detail what types of shops it is that shoppers feel are missing.
- Develop a vision of the ideal retail mix and the outlets, activities and facilities that will act as anchors, drawing shoppers in to the centre.
- Ensure the presentation of the centre and retail outlets meets the expectations of the customer base, working with retailers and landlords where required.

### Improved marketing

Promotion and advertising was seen by respondents in Onehunga as being the main way to encourage more people to visit the centre and this was also mentioned (to a lesser extent) in Panmure and Glen Innes. While the *Retail Intercept Study* did not have a focus on how shoppers felt the areas could be marketed there are a number of findings from that research that should be considered when considering how the areas could be marketed – with the friendliness, community feel and convenience being positive features that could be built upon. General recommendations from the RCG work included:

- Develop (as part of the first stage of developing a vision for the retail mix) a database of all retailers within the centre. This should then be made available as a map on the Business Association website, along with other basic pieces of information about the centre (such as car parking and public transport information).
- Ensure marketing across all platforms (particularly on-line) is consistent, up to date, and engages people with the centre in ways they can identify with.
- Develop a 'brand' for the area shoppers can identify with (as opposed to simply having a Business Association web page).

- Develop strategies to draw people in to retail outlets (events, launches, free coffee etc.), and ensure there is a changing rolling programme to keep shoppers coming back.

### **Working effectively with landlords and developers**

The main issues generating dissatisfaction among shoppers in the three town centres - the centres being dirty and appearing run-down - are areas where BIDs and landlords could work together to improve shopper perceptions and bring about an increase in visitor numbers. Other issues, cited less frequently, around empty shops and the limited range of shops could also be approached in partnership with landlords. In particular the Maungakiekie-Tāmaki town centres specifically may benefit from development of a retail plan that includes consideration of:

- How the town centres are presented, ensuring they are clean and well maintained.
- Addressing any issues around perceived levels of crime and safety that emerged from the responses to the retail intercept study.
- How the range of shops can be improved, to meet the needs of the local catchment area.

The RCG report covers in more detail the opportunities and difficulties associated with working in partnership with landlords generally which may assist the development of an approach to addressing specific issues. The report suggests BIDs:

- Build relations with landowners and property developers (particularly to understand their longer term plans and work towards investment in maintenance and development of centre and move towards a desirable retail mix).
- Identify the proactive landlords in the centre and focus resources on working with those landlords that are willing to be engaged in developing the centre over the longer term.
- Be supportive of new developments and provide assistance where possible i.e. assisting developer-council relationships and communicating benefits to residents.

All of the above potential actions could be addressed through development of a retail plan developed with landlords and other stakeholders.

## ANNEX 1: Maungakiekie-Tāmaki Retail Centres

Detail from each of the three town centres, drawing on the Marketview data and Ipsos survey, is provided below.

### Glen Innes

In the Annual Marketview report Glen Innes identifies its comparator areas as Ellerslie, Onehunga and Panmure/Wellington LFR. Spend in the area in the year to June 2013 was \$164.91m, making the BID area comparable in size to Onehunga. Growth over the last year (1.2%) was the same as that in Panmure, above that of Onehunga (0.3%) and well below that of Ellerslie (7%), which is a much smaller BID area. The growth over 2012-2013 was however an improvement on the -1.7% change over the previous year.

The number of transactions also increased over the last year, with an accompanying fall in average transaction value from \$52.05 to \$51.07 (-1.9%). Average transaction values in Glen Innes fell more than for its comparator areas and also fell more than for the Central BIDs and all BIDs averages.

The same store comparison, which includes outlets trading over the last year and the 12 months preceding it shows that spending fell -0.2% between the two years.

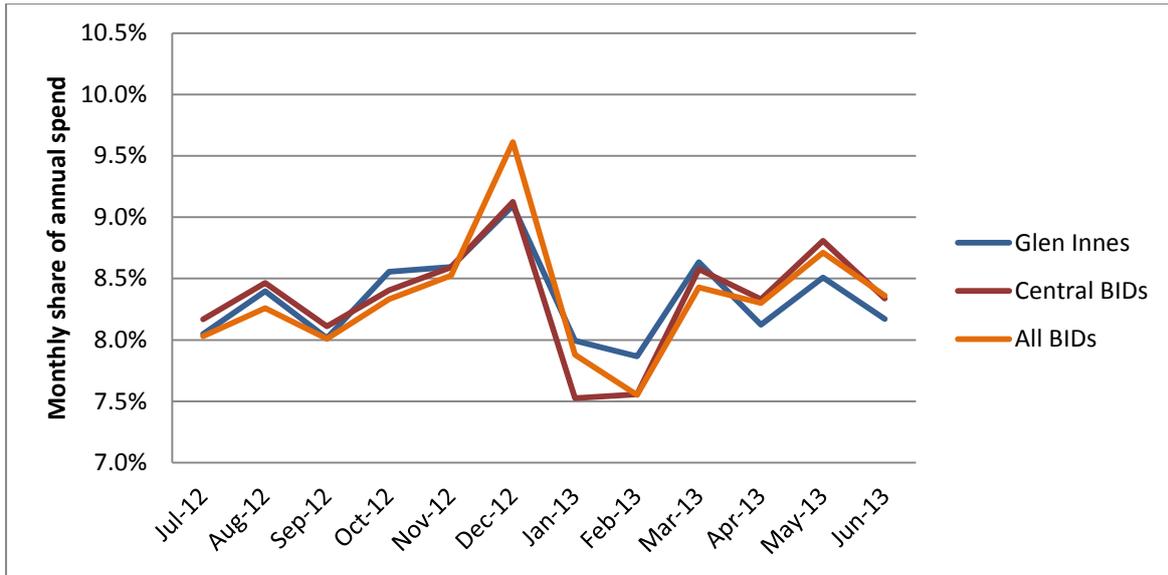
Glen Innes	to June 2013	to June 2012	to June 2011*	2012-2013 change
Spend	\$164.91m	\$162.83m	\$165.58m	+1.3%
Same store spend \$m	\$160.92	\$161.22		-0.2%
Transactions	3.23m	3.13m	3.21m	+3.2%
Average transaction	\$51.07	\$52.05	\$51.52	-1.9%

\* The GST rate increase in October 2010 artificially deflates slightly the 2010-2011 figure relative to subsequent years

The share of spend in core retail (3%) outlets is small in Glen Innes with food and liquor (around 70%) and automotive (19%) spend being the main categories of spend. This is a very different profile to other two BID areas in Maungakiekie-Tāmaki where core retail makes up over 40% of spend. Ellerslie, which is the other comparator area identified, also has a low core retail share, also around 3%, with hospitality and food and liquor dominating making up half the spend. The 'Pak n Save' will be a strong influence on the make up of spending by store type.

Over the 12 months July 2012 to June 2013 spending in Glen Innes was relatively constant compared to BID areas Auckland wide without the pronounced December spike in retail spending than seen elsewhere. As is common across the city, the December spending increase is followed by the quietest period in January and February though the dip is less pronounced in Glen Innes. The broad pattern of spending for Glen Innes was the same in 2011-2012. The high proportion of food and liquor spending in Glen Innes will be a factor in the more even distribution of spending.

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### Catchment

Glen Innes has a relatively local catchment with most spend coming from the black and orange areas shown in the map below, with some additional spending coming from slightly farther afield.



### Age and Gender

Shoppers aged 45-49 (16%) and 50-54 (14%) were the biggest spending age groups in Glen Innes. Shoppers aged 40 and over contributed 82.2% of spend. Shoppers under 30 years of age contributed less than 5%. The share of spending by older shoppers (over 40) increased over the last year for all 5 year age groups from other than the 60-64 group.

Sixty percent of spending was by females, fractionally higher than 2011-2012. Average transactions were lower for both females (-2.8%) and males (-5%) than over the previous year.

### Demographic profiles

A high proportion of spend was made by shoppers categorised as being in the 'urban affluence' group by the NZ Post *Genius Segmentation Model*. This is the most affluent group in NZ society. The share of spend by this group is far higher than for comparator areas (33.7% for Onehunga, 46.5% for Panmure, and 42.1% for Ellerslie), reflecting its proximity to the affluent neighbouring suburbs in Orakei. Other significant groups include the 'Five Spice' (11.9% of spend) and Community Diversity' (6.4% of spend) groups, mid to lower income groups with a diverse ethnic mix.

### Intercept study

The IPSOS intercept study showed shopping visitors to Glen Innes were mainly (2/3) local Glen Innes residents, and 81% regard Glen Innes as their main shopping centre. Three quarters shopped in Glen Innes more than once a week.

There was a reasonable degree of satisfaction with the centre amongst those shoppers interviewed that regarded Glen Innes as their main centre with 49% either satisfied or very satisfied, however 14% were either dissatisfied or very dissatisfied. The mean satisfaction score calculated was 3.5 and Glen Innes shoppers rate Sylvia Park, Newmarket and Onehunga higher.

Amongst those satisfied residents safety (13%), the centre being dirty (10%), and the centre being run down (7%) were the main complaints. Amongst the dissatisfied residents safety (20%), the centre being dirty (20%), and the centre being run down (16%) were also the main complaints.

Amongst satisfied shoppers the friendly people (34%) and convenience of the location (17%) were the main aspects of Glen Innes that shoppers liked as well as the food and food shops (16%) and the affordability of the shops (14%). Amongst dissatisfied shoppers the friendly people (32%) and convenience of the location (18%) were the main aspects of Glen Innes that shoppers liked as well as the affordability of the shops (16%) and the food and food shops (13%).

Overall, in relation to the interviews conducted across all three centres in Maungakiekie-Tāmaki, Glen Innes scored similarly to the other two centres on the key drivers of shopper satisfaction, although the presentation of the centre was viewed less positively than elsewhere.

An upgrade / clean up of the centre was seen by more people (22%), as the main way to increase visitors while more and greater variety of shops (15%) was the next most frequently mentioned suggestion.

## **Onehunga**

Onehunga identifies its comparator areas as Mt Wellington / Sylvia, Royal Oak, and Newmarket

Spend in the area in the year to June 2013 was \$170.95m, making the BID area the largest, by spend, in the Local Board area. Growth over the last year (0.3%) was lower than that in Panmure and Glen Innes, and well below that of one of the comparator centres Sylvia Park (6.2%) but above Newmarket (-0.9%) and Royal Oak (-1.0%). The growth in Onehunga over 2012-2013 was a drop on the +4.5% change over the previous year and there has also been a slight drop in the number of retailers (down to 239 from 241).

The number of transactions also increased over the last year, with an accompanying fall in average transaction value from \$47.93 to \$47.09.

The same store comparison, which includes outlets trading over the last year and the 12 months preceding it shows that spending increased 1.1% between the two years.

<b>Onehunga</b>	<b>to June 2013</b>	<b>to June 2012</b>	<b>to June 2011</b>	<b>2012-2013 change</b>
Spend \$m	170.95	170.45	163.11	+0.3%
Same store spend \$m	158.95	157.23		+1.1%
Transactions (m)	3.63	3.56	3.52	+2.0%
Average transaction	47.09	47.93	46.35	-1.8%

\* The GST rate increase in October 2010 artificially deflates slightly the 2010-2011 figure relative to subsequent years

The share of spend in core retail is around 45% with food and liquor (20%) and automotive (12%) spend being the next largest categories of spend. The high core retail share compared to food and liquor is interesting and is more in line with Panmure, where shoppers are drawn away to Sylvia Park by the presence of the supermarket there, suggesting Onehunga has a strong core retail offer in addition to having an anchor in the Countdown supermarket.

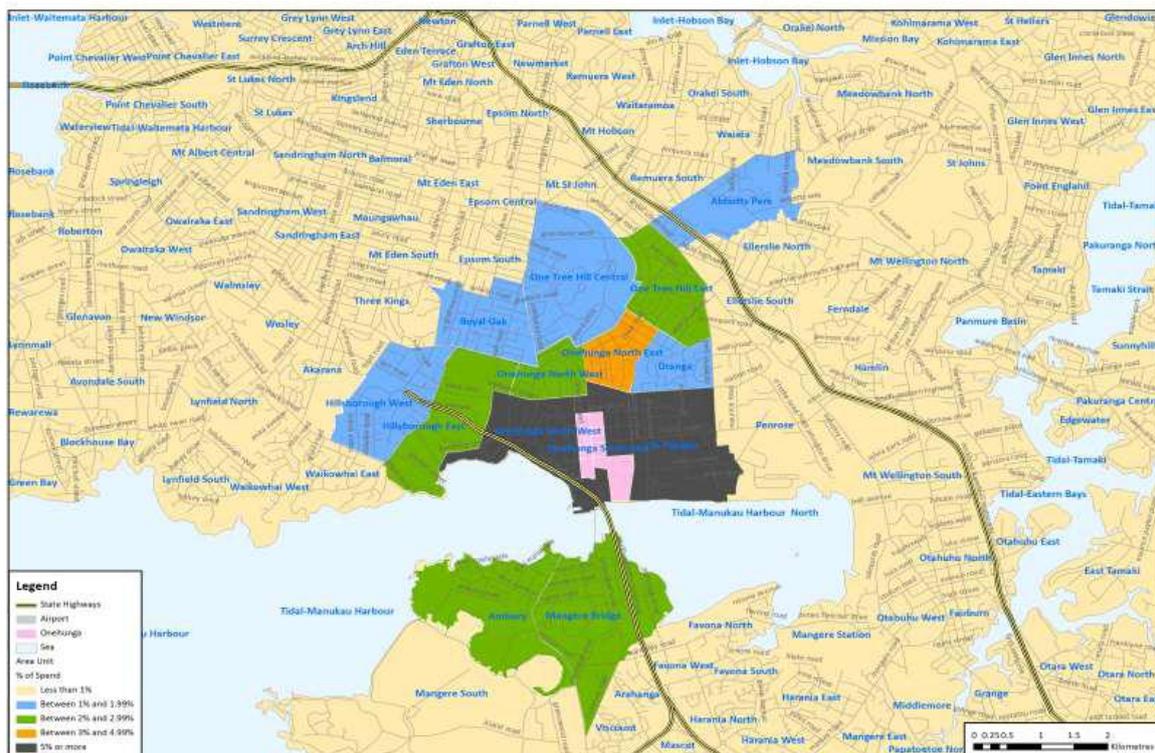
Over the 12 months July 2012 to June 2013 spending in Onehunga was more varied when compared to BID areas Auckland wide with a much more pronounced December spike in retail spending than seen elsewhere. As is common across the city the December spending increase is followed by the quietest period in January and February. Onehunga also differs from elsewhere with a drop in August-September 2012 but without the April 2013 dip seen elsewhere, instead a dip was seen in May 2013. This pattern is similar to the differences between Onehunga and elsewhere over the previous year.

## Maungakiekie-Tāmaki – Retail Briefing Note



### Catchment

Onehunga has a very localised catchment with most spend coming from the black and orange areas shown in the map below, with additional spending at a lower level also coming from a relatively small area.



### Age and Gender

Shoppers aged 45-49 (13.2%) and 50-54 (12.7%) were the biggest spending age groups in Onehunga. Shoppers aged 40 and over contributed 68.1% of spend. Shoppers under 30 years of age contributed 13.3%.

## Maungakiekie-Tāmaki – Retail Briefing Note

Just over half (52.1%) of spending was by females, fractionally higher than 2011-2012. Average transactions were lower for both females (-2.8%) and males (-5%) than over the previous year.

### Demographic profiles

A high proportion of spend was made by shoppers categorised as being in the 'urban affluence' group by the NZ Post *Genius Segmentation Model*. This is the most affluent group in NZ society. The share of spend by this group is 33.7% for Onehunga (compared to 67.9% for Glen Innes and 46.5% for Panmure). Other significant groups include the 'Solid and Secure' group (10.5% of spend) of high income households, and the 'Five Spice' (24.0% of spend), and 'Community Diversity' (10.3% of spend) groups, mid and lower income groups with a diverse ethnic mix.

### Intercept study

The IPSOS intercept study showed shopping visitors to Onehunga were mainly local, with 71% visiting more than once a week. Two thirds of those interviewed regard Onehunga as their main shopping centre, and over half of those were local to the area.

Shoppers interviewed had the same ethnic profile as the Maungakiekie-Tāmaki Local Board area but tended to be younger than the Maungakiekie-Tāmaki Census data profile.

There was a higher level of satisfaction (60%) amongst Onehunga shoppers with their local shopping centre compared to Glen Innes (49%) and Panmure (31%). Onehunga was seen as friendly (24%), meeting the shopper's needs (21%) and convenient (17%) by satisfied shoppers. Dissatisfied shoppers liked the convenience of Onehunga (22%) while 15% found the centre to be friendly. Fifteen percent of dissatisfied shoppers cited the Dress Smart shop in particular as being a feature of Onehunga they liked (rising to 31% of shoppers who normally shop elsewhere, suggesting this outlet draws shoppers in from farther afield).

Dissatisfaction focused on parking, traffic, and safety (7% of satisfied shoppers cited these). Unsatisfied shoppers found Onehunga town centre dirty (15%) while parking, traffic and the range of shops were all cited by 9% of dissatisfied shoppers. Onehunga shoppers rate Sylvia Park and Newmarket higher than Onehunga.

Overall, in relation to the interviews conducted across all three centres in Maungakiekie-Tāmaki, Onehunga performed better than the other two centres on the key drivers of shopper satisfaction, particularly in relation to it being an enjoyable, vibrant and diverse place to shop with their being a good range of shops and the centre being well presented.

Promoting Onehunga (14% of interviewees) was seen as the main way to increase visitor numbers, while parking (13%) and a clean up (11%) were also seen as the ways to increase visitors to Onehunga.

## **Panmure**

Panmure identifies its comparator areas as Ellerslie, Glen Innes, Onehunga.

Spend in the area in the year to June 2013 was \$111.06m, making the BID area the smallest, by spend, in the Local Board area. Growth over the last year (1.2%) was about the same as Glen Innes, and above that of Onehunga (0.3%) well below that of one the other comparator centre, Ellerslie (7.0%). The growth in Panmure over 2012-2013 was a drop on the +3.7% change over the previous year and there has also been a slight drop (6%) in the number of retailers (down to 114 from 122).

The number of transactions decreased over the last year, with an accompanying increase in average transaction value from \$54.04 to \$55.63 (+2.9%).

The same store comparison, which includes outlets trading over the last year and the 12 months preceding it shows that spending increased 1.1% between the two years.

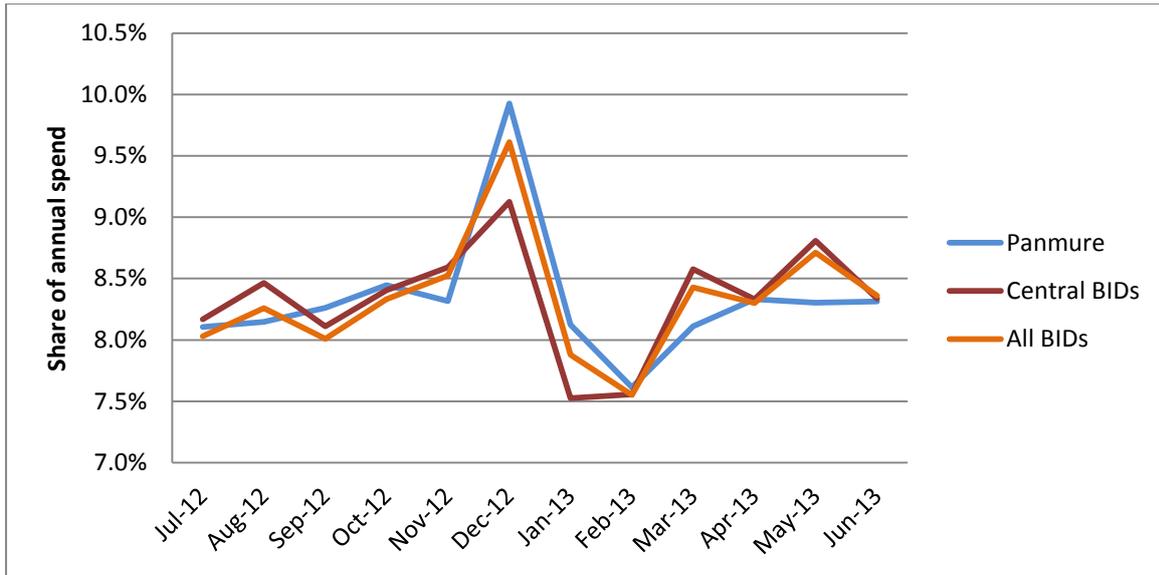
<b>Panmure</b>	<b>to June 2013</b>	<b>to June 2012</b>	<b>to June 2011</b>	<b>2012-2013 change</b>
Spend \$m	111.06	109.71	105.84	+1.2%
Same store spend \$m	100.75	95.91		+5.5%
Transactions (m)	2.00	2.03	2.15	-1.5%
Average transaction	55.63	54.04	49.23	+2.9%

\* The GST rate increase in October 2010 artificially deflates slightly the 2010-2011 figure relative to subsequent years

Core retail spending made up the greatest share of Panmure's spending (48%), with recreation (14%), automotive (12%), and food and liquor (12%) also significant contributors. The higher share of core retail spend in Panmure reflecting the fact that the food and beverage spend is much lower than areas with a supermarket.

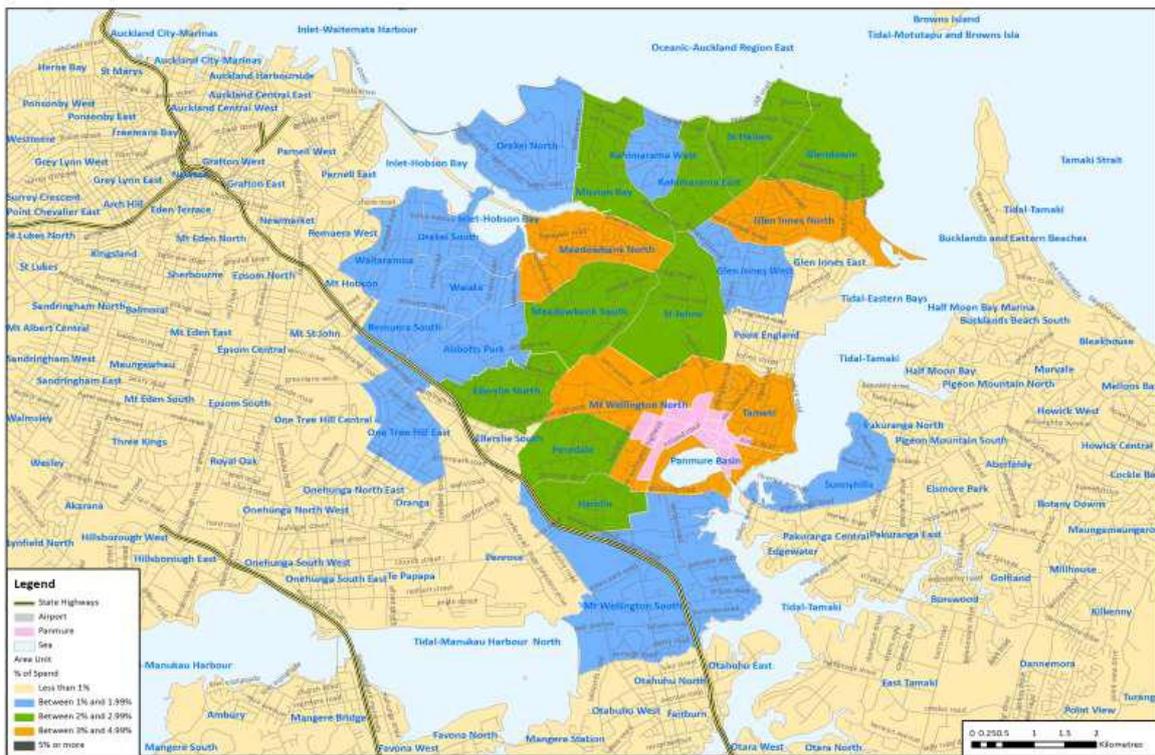
Over the 12 months July 2012 to June 2013 the distribution of spending in Panmure was similar to BID areas Auckland wide with a slightly more pronounced December spike in retail spending than seen elsewhere. As is common across the city the December spending increase is followed by the quietest period in January and February. Panmure differs from elsewhere with no pronounced recovery in spending in March 2013 and spending remaining steady to June 2013 while elsewhere an increase in spending is seen in May 2013. This pattern is similar to the differences between Panmure and elsewhere over the previous year where spending recovers gradually in March and remains relatively steady.

# Maungakiekie-Tāmaki – Retail Briefing Note



## Catchment

Panmure has a relatively local catchment with most spend coming from the orange areas shown in the map below, with additional spending at a lower level coming from a slightly farther afield.



## Age and Gender

Shoppers aged 45-49 (14.5%) and 40-44 (13.5%) were the biggest spending age groups in Panmure. Shoppers aged 40 and over contributed 72.1% of spend. Shoppers under 30 years of age contributed 17.5%.

## Maungakiekie-Tāmaki – Retail Briefing Note

Unlike the other centres in the area, under half (42.9%) of spending was by females, less than 2011-2012 (44.2%). Average transactions were lower for females (-0.1%) but higher males (+4.4%) than over the previous year.

### Demographic profiles

A high proportion of spend was made by shoppers categorised as being in the 'urban affluence' group by the NZ Post *Genius Segmentation Model*. This is the most affluent group in NZ society. The share of spend by this group is 46.5% for Panmure (compared to 67.9% for Glen Innes and 33.7% for Onehunga). Other significant groups include the 'Five Spice' (20.7% of spend) and Community Diversity' (8.8% of spend) groups, mid to lower income groups with a diverse ethnic mix.

### Intercept study

The IPSOS intercept study showed shopping visitors to Panmure live locally and that 70% of those interviewed shop in Panmure more than once a week. Fifty-six per cent of those interviewed regard Panmure as their main shopping centre. Sixty per cent of shoppers interviewed also shop in Sylvia Park.

The profile of shoppers interviewed was younger than that from the Maungakiekie-Tāmaki Census data, though the ethnic profile was broadly similar, other than a higher proportion of Maori respondents.

Of the three Maungakiekie-Tāmaki centres there were higher levels of dissatisfaction in Panmure (only 31% satisfied or very satisfied) and shoppers ranked Panmure below other shopping options available to them (Panmure shoppers rate Sylvia Park, Newmarket, Ellerslie and Glen Innes higher).

Panmure was seen as friendly (19%), and convenient (17%) and to have good shops (15%) by satisfied shoppers. The centre is seen as convenient (16%), affordable (9%) and to be meeting needs (9%) by dissatisfied shoppers.

Concerns were expressed about safety (20% of satisfied shoppers interviewed) as well as traffic and facilities (6% each). Dissatisfied shoppers were also concerned with safety (18%) while the centre was also seen as run down (9%), with empty shops (8%) and to be dirty (7%).

Quality of shops and friends and family opinions are key drivers of satisfaction and Panmure doesn't do well on these. Several of the key drivers measured by the research are well below average (i.e. centre being enjoyable, vibrant, having a variety of shops, and having what you want).

The main things that those interviewed felt would increase visitors to Panmure were 'more shops' (23% of respondents) and a 'clean-up' of the centre (11%) as well as the addition of a supermarket (10%).