



# Whangaparaoa business area: Research results

Draft Report

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Prepared for



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## Executive summary

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The purpose of this research was to understand the views and needs of business owners in the Whangaparaoa area, and to gain a richer understanding of the business profile, trading patterns, challenges and opportunities facing the area, and businesses' potential interest in creating a more formal business network structure. The main results include:

- Local businesses highlighted the convenience of living locally in the study area as one of the most appealing aspects of doing business in Whangaparaoa. Many emphasised the ease and convenience of not having to travel long distances to work and saving on commuting time.
- Conversely, the key concerns were to do with the competition in and around Whangaparaoa, especially from shopping and commercial districts in Silverdale and Albany. Other issues revolved around the limited customer / population base from within the peninsula as well as the difficulty of travelling to and from Whangaparaoa due to its single access point.
- More than a third of businesses felt the Whangaparaoa area was generally getting better as a place to do business (39%) whereas close to a quarter felt it was getting worse (22%).
- Interestingly, businesses operating in Red Beach were more likely to say it was generally getting better (75%) whereas businesses based in Stanmore Bay were less likely to say it was generally getting better (33%).
- Businesses listed priority improvements for the area as: improving access into the peninsula by creating alternative routes and options, improving accessibility to individual shops and better promote Whangaparaoa to attract more customers and visitors into the study area.
- There was potential interest in joining a new business association or network in Whangaparaoa, with 61% saying they would be potentially interested and a further 20% saying they were neutral. Only 16% were not interested.
- For those who are interested in belonging to a new business association, many highlighted the opportunities to network with other businesses and work together as a group to improve the area.
- For those who are not interested in belonging, many felt they would not gain anything by joining this association and were currently doing fine by themselves.
- Primarily, participants felt if a new business association was to come into existence, it should focus on promoting Whangaparaoa (58%), business

- networking (49%) and organising events to attract shoppers / customers to the area (46%).
- In terms of business advice, participants felt marketing would be most helpful to their business (49%) followed by business planning (17%) and research and development (15%). However, a third of participants would not find any of this advice or guidance useful (33%).
  - The Whangaparaoa business community appears to be quite stable with a mixture of businesses that have been in the area for 10 years or more (40%) as well as newer businesses that have been in operation between 1 to 5 years (30%).
  - We asked participants to estimate where their customers come from. Just under three-quarters (70%) of local business customers come from within the Whangaparaoa area followed by the wider Hibiscus and Bays area (15%) and elsewhere in Auckland (9%).
  - Retail is the largest single sector in the area at 37%, with hospitality, food and drink being the next most significant industry group at 22%. There is a wide mix of businesses and sectors in the area, from industrial and automotive, professional services to health and dental.
  - More than half of businesses in the area are small operations, with 62% employing five or fewer.

There does seem to be a genuine need for a local organisation to work towards developing and implementing a plan for the future of the Whangaparaoa area. However, the types of challenges and opportunities facing local businesses in Whangaparaoa appear to be closely tied to the geographic constraints of the peninsula, particular around the lack of accessibility and limited customer base. Accordingly, the business survey says the greatest priorities for the area are:

- Advocating on behalf of the area to improve access to and from the peninsula and making sure alternative routes and transport development projects such as Penlink are implemented to better attract customers and visitors to the area;
- Increased marketing and promotion for the area (especially for its local catchment areas within Whangaparaoa and encouraging residents to support its local businesses instead of shopping in Silverdale or Albany).

A formal and structured approach from a business association that can create and articulate an action plan to effectively tackle these challenges shared by the entire Whangaparaoa area, would be useful in stimulating a more vibrant local economy.

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## Objectives and method

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### Background and objectives

The Hibiscus and Bays Local Board aims to support and drive local economic development in the Whangaparaoa area, improve the area for business, promote local businesses and attract more customers.

There is, however, no business association currently in place to help drive this initiative nor is there a business database for the local board to utilise.

Accordingly, the local board is keen to develop a business database of the wider Whangaparaoa area as well as obtain a richer understanding of the business profile, trading patterns, challenges and opportunities facing the area, businesses' potential interest in being part of a business association. This will essentially lay the foundation for the development of a potential business association.

The research objectives were to:

- understand the challenges and opportunities facing the Whangaparaoa area from a business perspective, and businesses' concerns, issues and opportunities;
- develop a profile of businesses in the area, in terms of the types of businesses, size, length of operation, seasonality, broadband use and reliance, and who they trade with;
- create a business database for the Whangaparaoa area;
- establish the level of need / opportunity to develop a business association in the area, and what this could focus on (e.g., events, networking, trading relationships).

The aim of this research was to provide the local board evidence-based recommendations on the best business assistance programme to help support and grow Whangaparaoa businesses.

### Research methodology

Due to the lack of a business database, Buzz Channel conducted desktop research searching for Whangaparaoa businesses and their contact details online using business websites such as Yelp and Localist. This initial database was used as the basis for the face-to-face survey methodology used to capture the views of a wide sample of Whangaparaoa businesses:

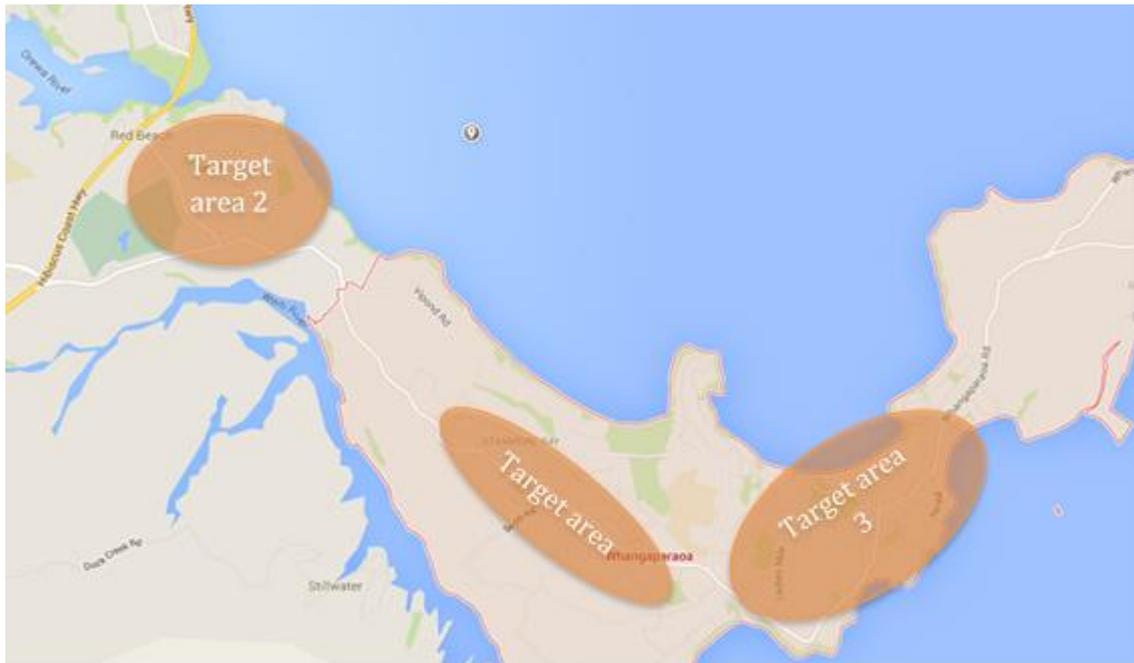
- a senior interviewer walked the three target areas in Whangaparaoa (Whangaparaoa Road from New World to Countdown, Red Beach and Manly) and conducted face to face interviews with business owners /

managers over several shifts, at different times and days to reach a broad sample of businesses;

- the interviewer also left hard copy surveys with businesses and asked them to fill it in and post it back (freepost) at their own leisure.

The three business areas targeted by our interviewer were:

- the Whangaparaoa Road (from New World to Countdown);
- Red Beach;
- Manly.



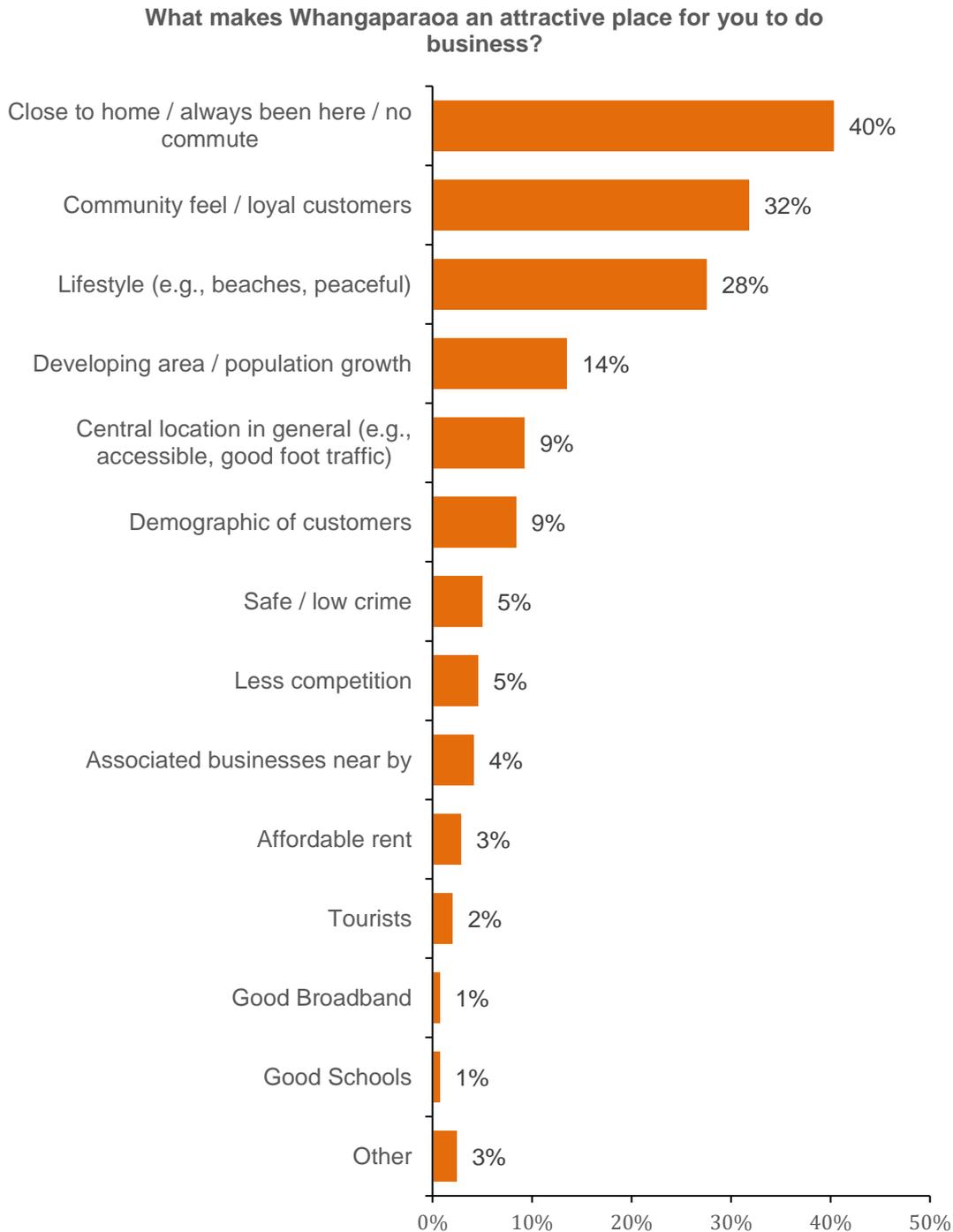
The survey was live in field from 2 May 2016 to 13 May 2016 and a total of 240 responses were received.

It is also important to note that through this research process, a new database containing 382 Whangaparaoa businesses was created for Hibiscus and Bays Local Board.

# Findings

## 1. Opportunities and challenges facing the area

### 1.1: Business opportunities



Base: 235 responses. Note multiple responses were allowed, so the figures add to over 100%

A number of business owners and managers lived locally in the study area, and this was highlighted as one of the most appealing aspects of doing business in

Whangaparaoa. Many emphasised the ease and convenience of residing near their place of work, in particular, not having to travel long distances and saving on commuting time. Others felt the strong sense of belonging in Whangaparaoa made it an attractive place to do business due to its close-knit community that is supportive of its local businesses. This was followed by the great lifestyle offered in Whangaparaoa with its beautiful surroundings and beaches. What this appears to suggest is that the main strength of the study area does not solely revolve around the economic benefits. Rather, the study area appears to cater to a diverse set of needs and offers a work-life balance for business owners and managers making it a comfortable place to do business.

As shown above, many business owners and managers enjoyed living locally in Whangaparaoa (40%). The key benefits of living locally in the study area predominantly revolved around proximity to their place of work eliminating commute problems:

*“Close to home (live in Red Beach).”*

*“I live in the Gulf harbour so close to home avoiding traffic.”*

*“Close to home. No commuting.”*

*“Good location, also nearby my home.”*

*“I live 2 mins away.”*

*“I live out here, close to home.”*

*“Owner lives in area and house in area...convenient.”*

*“The commute - against the traffic. Close to where people live who work here.”*

*“Going against traffic for operators who have to come here once a week. Saving travel for other staff. Close to home.”*

*“Local people working locally.”*

*“I live here and all my customers come from this area.”*

Some business owners highlighted the strong sense of community in Whangaparaoa with many loyal customers supporting local businesses (32%):

*“Because I live here. Whangaparaoa people have a sense of loyalty, community that you don’t get elsewhere.”*

*“Close knit community (own advertising is word of mouth) so good for us. Live on the peninsula.”*

*“Close knit community. Nice to build up customer rapport and get your regulars.”*

*“Great local community who is actively engaged.”*

*“Great supportive community. Good schools, amazing beaches.”*

*“I love the area. The people friendly and nice. Loyal customers.”*

*“People are generally pretty friendly and honest.”*

*“People nice / loyal customers.”*

Others mentioned the great lifestyle offered in Whangaparaoa with its peaceful and beautiful surroundings (28%). In particular, many talked about the proximity to beaches:

*“Great lifestyle - more relaxed than Auckland.”*

*“Peaceful relaxed work environment.”*

*“Beautiful surroundings by beaches.”*

*“I live here and all my customers come from this area. I have less liability for my hobbies and a good lifestyle.”*

*“Lifestyle, close to home.”*

*“The lifestyle up here. I live here.”*

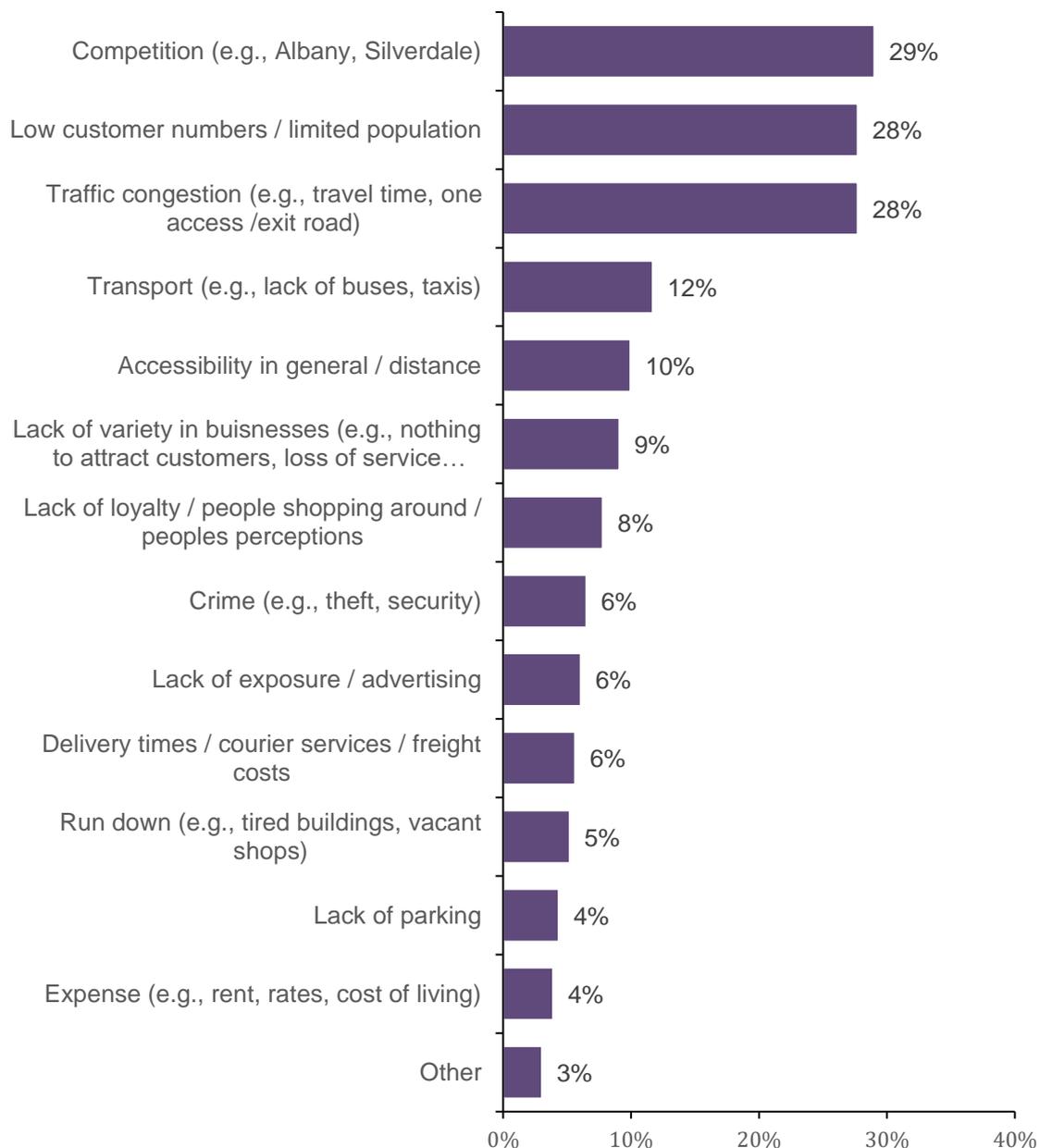
*“The location close to beach.”*

*“Beach lifestyle. Growing area.”*

Interestingly, businesses based in Manly were especially likely to indicate that the lifestyle offered in Whangaparaoa makes it an attractive place to do business (65%) whereas businesses located in Stanmore Bay were less likely to indicate that lifestyle makes it an attractive place to do business (23%).

## 1.2: Business challenges

**Main challenges facing businesses in Whangaparaoa**



*Base: 231 responses. Note multiple responses were allowed, so the figures add to over 100%*

As shown above, one of the biggest concerns for local businesses was competition in and around Whangaparaoa. While some raised concerns about the competition from within the study area amongst different businesses, most referred to the competition from surrounding areas such as Silverdale and Albany. Local businesses felt this was worsened by the limited customer base available in the peninsula due to its geographical constraints. Furthermore, one of the key issues that seemed to plague many businesses was the enclosed nature of the study area that makes it difficult for customers to easily travel to and from Whangaparaoa.

Close to a third of businesses emphasised the issues around having competition in and around the area (29%). In particular, Silverdale and Albany were highlighted as the top competition for Whangaparaoa businesses:

*“Because it’s a small area. The competition makes it difficult.”*

*“Competition with the same businesses. Everyone sells everything nowadays so dairies aren't different e.g., cafes, petrol stations all sell everything not just what they have to sell, even Mitre 10 has sweets and bum on the counter.”*

*“Too much competition with the new shopping areas opening. Need a better variation of shops in Plaza. Foot traffic in plaza would not attract new business to open here. Need to attract more 'Name' shops. Plaza needs an upgrade.”*

*“There are more and more business facilities on the peninsula but the population increase slowly. So there is more and more competition.”*

*“Communities in population don’t seem to support the local businesses. Customers seem to “shop around” and maybe patronise the big mall shops in a “day out shopping” visit.”*

*“Competition from new Peninsula developments and Silverdale.”*

*“Albany and Silverdale take customers and we get forgotten here. We do a lot of service and teaching people rather than sales. Demographic - elderly age group. Fibre internet not widely available in this area so that limits our internet sales.”*

*“Commuters leave peninsula during week to work so very quiet. Competition especially from Silverdale. High rent in the plaza.”*

Some businesses felt this was exacerbated further by the lack of customers or limited number of customers available in the local area (28%). While some referred to the limited population growth within a peninsula, others referred to the lack of foot traffic in their immediate area:

*“Mainly we just serve the locals so quite hard to grow business.”*

*“Limited population.”*

*“Not enough people in area for customer.”*

*“Customer numbers, need more people.”*

*“Lack of foot traffic not enough customers coming to Gulf Harbour. The access to the peninsula puts people off.”*

*“Don’t get foot traffic in this location.”*

*“No foot traffic in this area.”*

*“Foot traffic. No visibility from the road.”*

The lack of accessibility to the study area was another key issue for local businesses (28%). Others also highlighted the difficulty of accessing certain shops, particularly those based in Whangaparaoa Road:

*“Single road access to peninsula.”*

*“Location being out on a peninsula cut off from SH1. Traffic congestion.”*

*“One access in and out, very congested.”*

*“Massive traffic problem.”*

*“Accessibility - our patients are constantly complaining about getting into traffic & sometimes late for appointments.”*

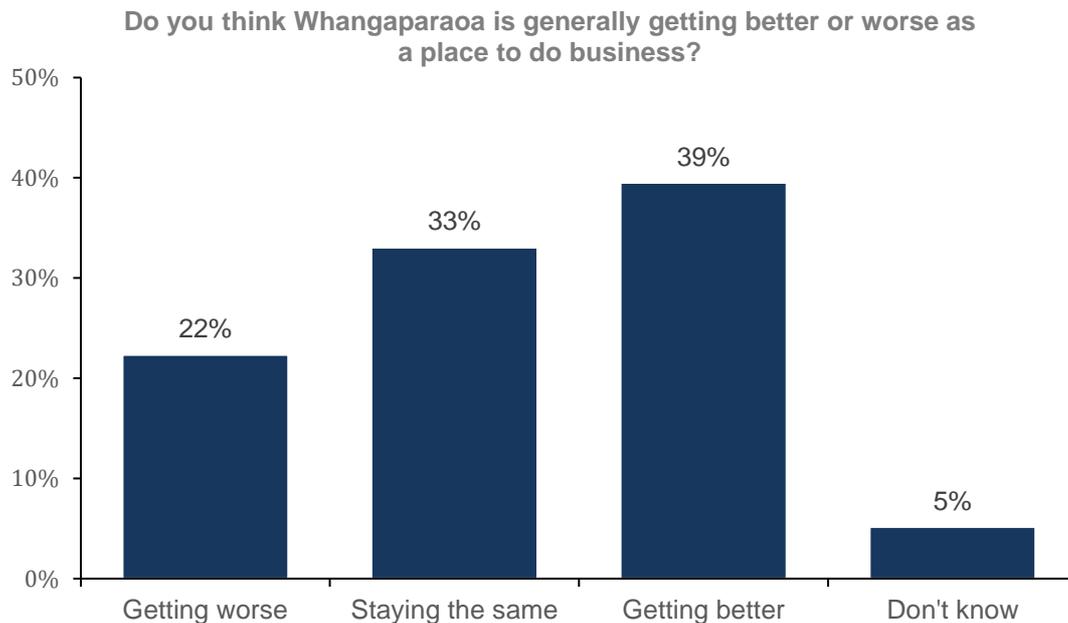
*“Accessibility / road in / road out if there was an accident, no one can move anywhere. Had a friend sat in car for 4 1/2 hours when bus blocked road.”*

*“Visibility from the road and bad access from Whangaparaoa road.”*

*“The busy road often prevents people from shopping in here (NW Plaza).”*

*“The Whangaparaoa Road is very busy.”*

### 1.3: Trends in Whangaparaoa area



Base: 233 responses.

More than a third of businesses felt the Whangaparaoa area was generally getting better as a place to do business (39%) whereas close to a quarter felt it was getting worse (22%).

Businesses who have been operating in the area between 1 to 5 years were more likely to say it was generally getting better (56%) in comparison to those who have operated for less than a year (3%).

Interestingly, businesses that are operating in Red Beach were more likely to say it was generally getting better (75%). On the other hand, businesses based in Stanmore Bay were less likely to say it was generally getting better (33%). One contributing factor could be the difficulty of accessing some of the shops located in Whangaparaoa Road in Stanmore Bay as highlighted in the previous section:

*“Visibility from the road and bad access from Whangaparaoa road.”*

*“No visibility from the road.”*

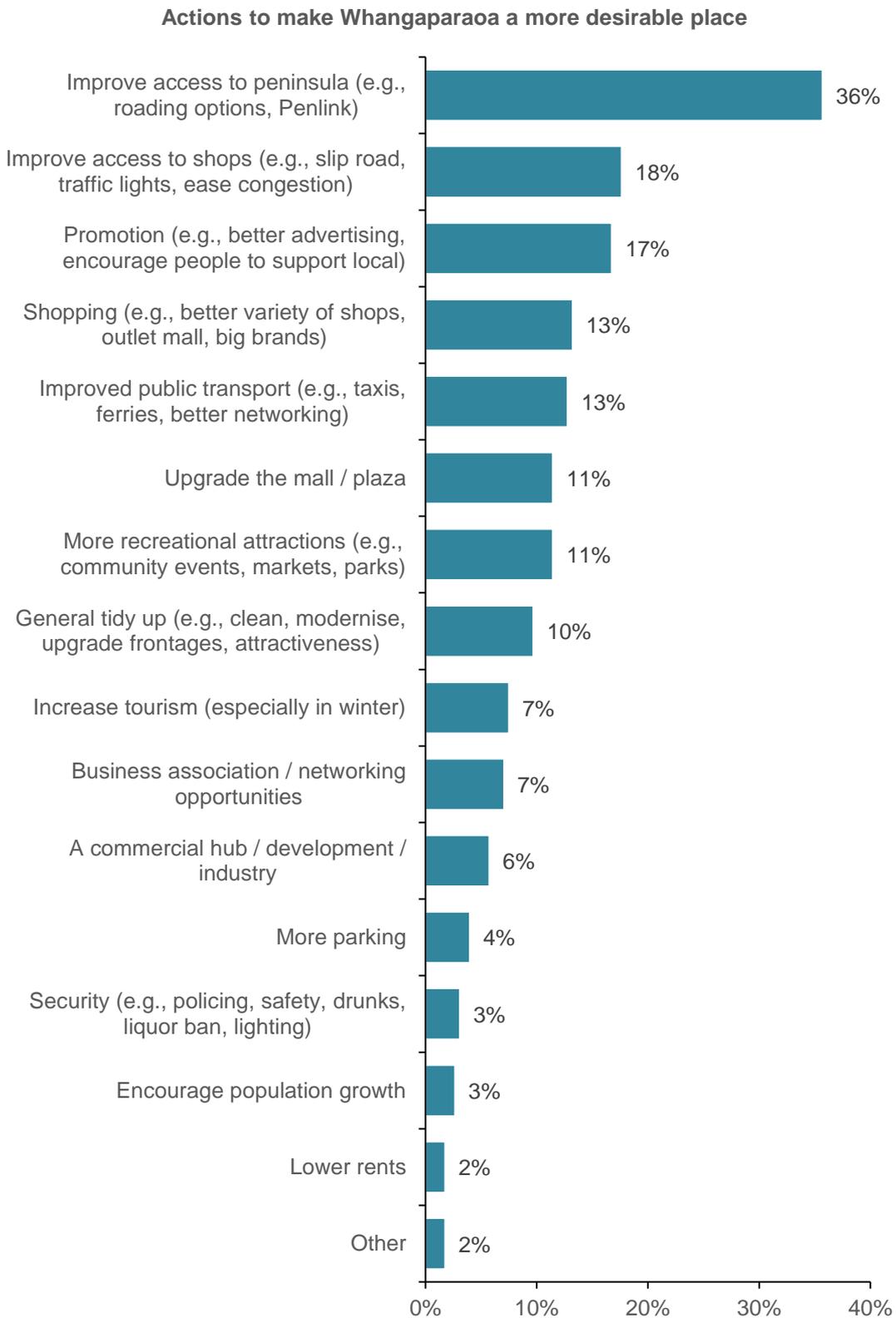
*“Our location, we are not in a mall. The road is too busy to get in or out of our drive in. So late in the afternoon people don't stop to grab sushi on way home.”*

*“The busy road often prevents people from shopping in here (NW Plaza).”*

*“The Whangaparaoa Road / deliveries in and out and clients coming and going.”*

**1.4: Making Whangaparaoa more desirable**

We asked participants what could be done to make Whangaparaoa more desirable.



Base: 226 responses. Note multiple responses were allowed, so the figures add to over 100%

The main suggestion from local businesses revolved around improving access into the peninsula. In particular, many highlighted the proposed alternative route between the Whangaparaoa Peninsula and State Highway 1 (SH1) at Redvale. On top of improving access into the peninsula, other businesses emphasised the need to improve accessibility to individual shops in the study area. This was followed by the need to better promote Whangaparaoa to attract more customers into the study area.

Opportunities to improve the area were centred on improving access to the peninsula (36%). Many highlighted the need to create alternative routes and access points, widening the road to better accommodate the volume of traffic, moving ahead with developments for Penlink or improving travel options such as having more ferries:

*“Better access in and out of peninsula.”*

*“Initiatives to bring people into the peninsula. More than one way access - traffic flow limits people wanting to buy and hire here.”*

*“Better access in and out of peninsula. Wider road or an alternative to get along the peninsula. A second road from Red Beach to Manly - a main alternative route.”*

*“Continue to develop area. Another access to peninsula.”*

*“Better road access/wider road to make more accessible to Whangaparaoa, Red Beach and Hibiscus coast highways.”*

*“Better roading, the Weiti Bridge, Maybe widen roading, increase the speed limit.”*

*“Improve transport - roading. Get the Weiti River crossing.”*

*“Improve roading infrastructure - e.g., Penlink. More ferry transport options.”*

*“Penlink. The traffic - maybe more ferries. Gulf harbour dislike the trouble of getting here. One access - needs to be more. Parking for the shops on Whangaparaoa Road.”*

*“Penlink. The widening of the road from Red Beach to Silverdale has caused a huge bottleneck and increased congestion.”*

*“Penlink - with customers sitting in the traffic for 30 minutes from Silverdale motorway off ramp they don't feel like shopping on the way home. It would also be easier access to Shakespeare Park. There are 11 beaches in Whangaparaoa and Penlink would attract more people over summer.”*

*“Penlink - we would get people from the shore. I had a business on the North Shore lost 80-90% of my customers because they don't want to travel here. An Albany type commercial district. Get the people who live here and commute to Auckland to open their business in the area it would bring so much business to the area.”*

*“A road link to Stillwater Penlink. We sometimes have to deliver to Stillwater and it takes 20 minutes.”*

Others thought access to individual shops could be improved (18%). To improve visibility and accessibility, many suggested putting in traffic lights and creating more connections from the main roads:

*“Nothing but the access way to the 620 shops on Whangaparaoa road.”*

*“Access to site better like a slip road into shopping area. At least 2 accidents per week outside presently.”*

*“Maybe a footpath along Whangaparaoa road on the shop side.”*

*“The one road access and its easy for people to just pass us by with the speed cars drive past. Stops people getting out of traffic to grab a coffee. Also, visibility from the road.”*

*“If we had lights at the intersection into the shops.”*

*“Traffic flows can't pull into these shops during peak hours 4-6pm. People don't stop to pick up DVDs on the way home.”*

For some business owners, promotion of the Whangaparaoa area as a whole was crucial to attract more customers and visitors to the area (17%):

*“Promotions, support plaza / community hubs, more local parks, networking.”*

*“More regional advertising.”*

*“Need to promote 'shop local' to promote a community feel and keep local businesses in business.”*

*“Promoting the area to other parts of Auckland the beaches etc., attract people to come for the day. Increasing tourism (overseas visitors). Events in peninsula area.”*

*“Collaboration of business in Manly virtually non-existent so this would definitely help. Promotion of area and increasing town attractiveness would help. (NAME, landlord provides beautiful garden though). Some sort of assistance in helping locals to realise...they need to show locals if they want services to remain on the peninsula.”*

*“Gulf Harbour needs a bit of marketing to attract people to come here. Make it now when it first opened-it used to buzz.”*

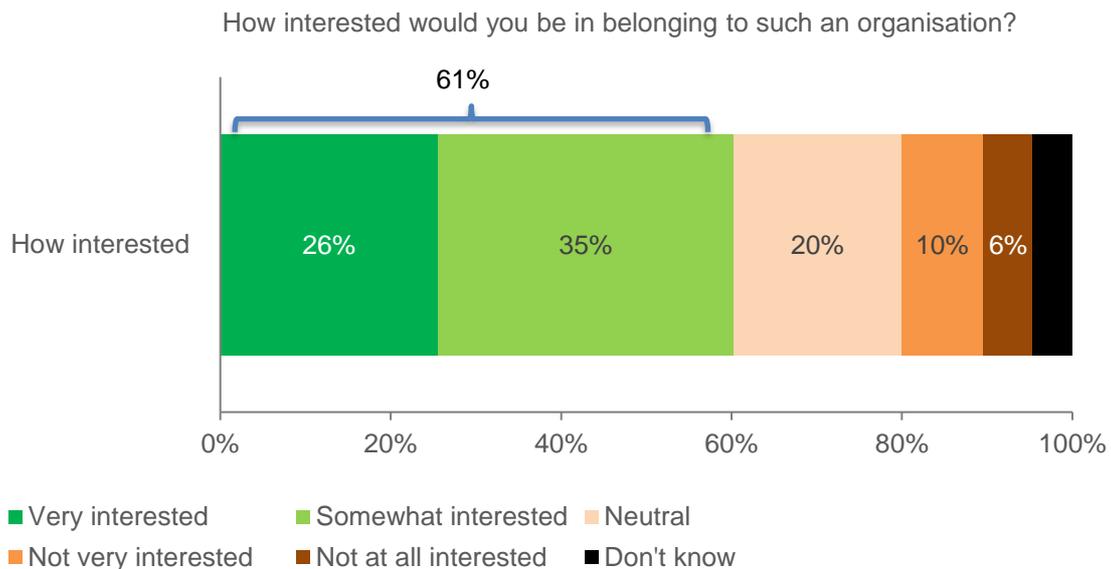
*“If Whangaparaoa was promoted of more of a tourist destination within Auckland as well.”*

## 2. Interest in a potential Business Association

We asked participants if they would be interested in being part of a new business association or network in Whangaparaoa:

*“There may be an opportunity in the future to develop a new business association or network in Whangaparaoa to improve the area for local businesses, attract more customers and improve opportunities for businesses in Whangaparaoa. How interested would you be in belonging to such an organisation?”*

### 2.1: Interest in a new model of Business Association



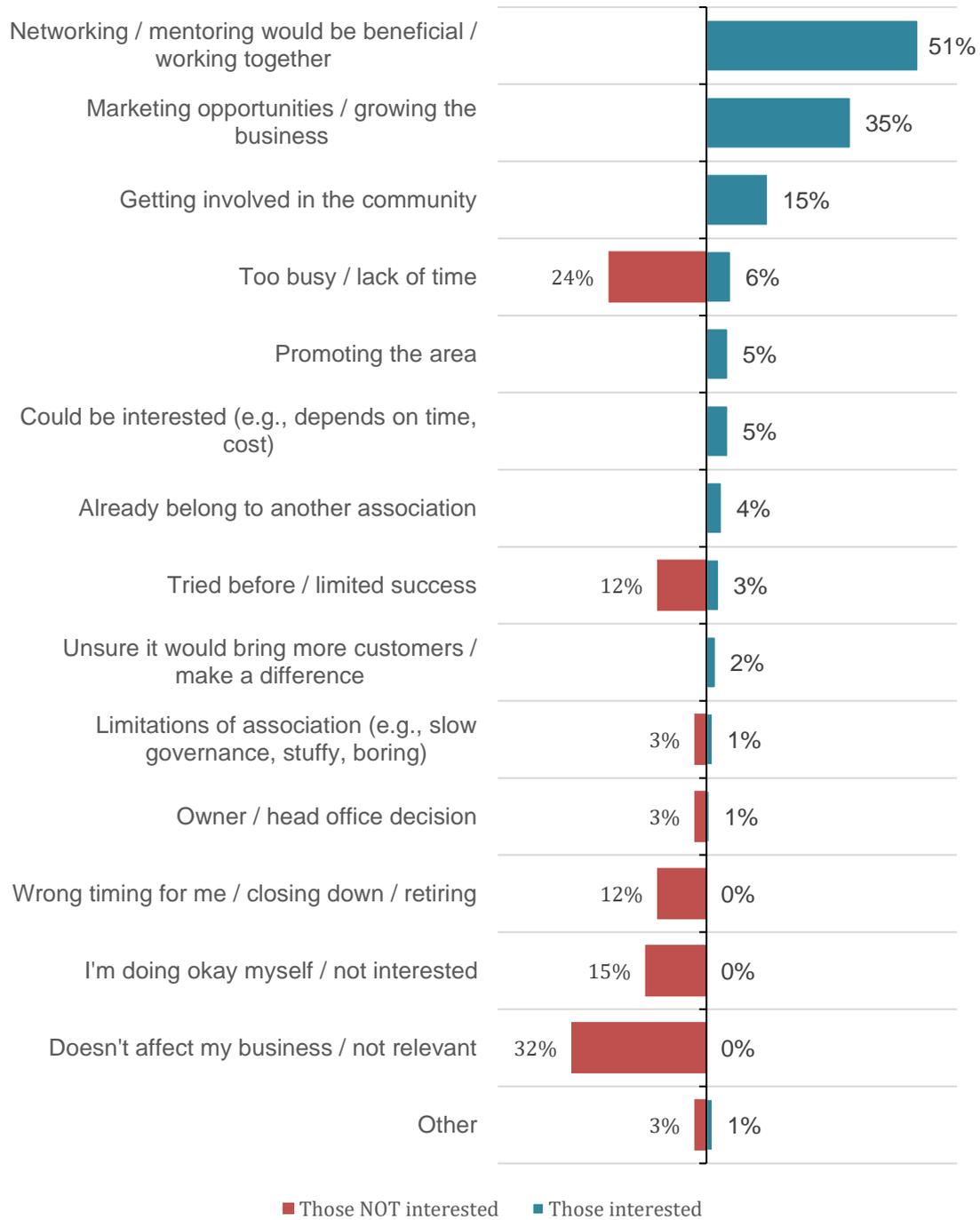
Base: 239 responses.

In response to this initial explanation of a potential business association or network, 61% of businesses said they would be either very interested or somewhat interested in belonging to such an organisation. A further 20% of participants were neutral about joining, perhaps indicating that they could be persuaded to join if they saw greater value in membership, or knew more about what the organisation or network would offer and at what cost. Only 16% of businesses were either not very, or not at all interested.

There was a similar level of interest for this potential business association irrespective of business type, location, size and industry.

**2.2: Reasons for being interested / not interested in new model**

**Please explain your interest / lack of interest in joining such a group**



Base: 209 responses.

For those who are interested in belonging to a new business association or network in Whangaparaoa, many highlighted the benefits of networking with other businesses and the opportunities it presents to work together as a group to improve the area (51%):

*“Always wanting to grow the business and networking which other businesses.”*

*“Networking opportunity. Can find out if other businesses experience the downtime or just my business.”*

*“If the association provides opportunity for business advice from professionals.”*

*“To network with similar businesses.”*

*“Business Networking. Open communication between businesses.”*

*“Networking, promoting own business to other businesses and everyone supporting local businesses.”*

*“To knock heads with other business owners, networking, knowledge etc.”*

*“I used to run a Manly group but found it difficult due to lack of time, changes to retail mix of stores in Manly and lack of interest from other business owners. But I think it would be helpful to have a group even together with Whangaparaoa stores. Half the time is always an issue for everyone so it needs to be an easy and efficient.”*

*“The more businesses work together for a cohesive idea it works better for everybody.”*

Those who are interested in belonging to a new business association or network in Whangaparaoa also highlighted the marketing opportunities (35%):

*“They can do promotions on behalf of business and bring more people this way.”*

*“Advertising is so expensive so if we could all be part of this area alone maybe we could do a cheaper advertising option.”*

*“Cheap Advertising. Networking and a local business information Facebook page and also publicity with sponsorship - we sponsor some school sports at Mangere bridge with is good advertising.”*

*“Chance to grow the business.”*

*“Be great to have some input in promoting the area and increasing business but time is a constraint.”*

*“Exposure.”*

*“Every business like to see what opportunities there are to grow business.”*

On the other hand, those who are not interested in belonging to a new business association or network in Whangaparaoa felt it was not relevant to their business (32%):

*“We service a specific group being a specialty store.”*

*“Such a specific industry not sure if it would be beneficial.”*

*“The nature of my business (online sales).”*

*“We would be looking at a more nation-wide clientele.”*

*“Our market is not on the HBC.”*

*“Most of my customers are from out of the area.”*

*“Most business is outside area.”*

This was followed by business owners and managers being too busy to join such an organisation (24%):

*“Already very busy.”*

*“I haven’t got time.”*

*“Too busy, sole charge mainly.”*

*“I’m very busy at present.”*

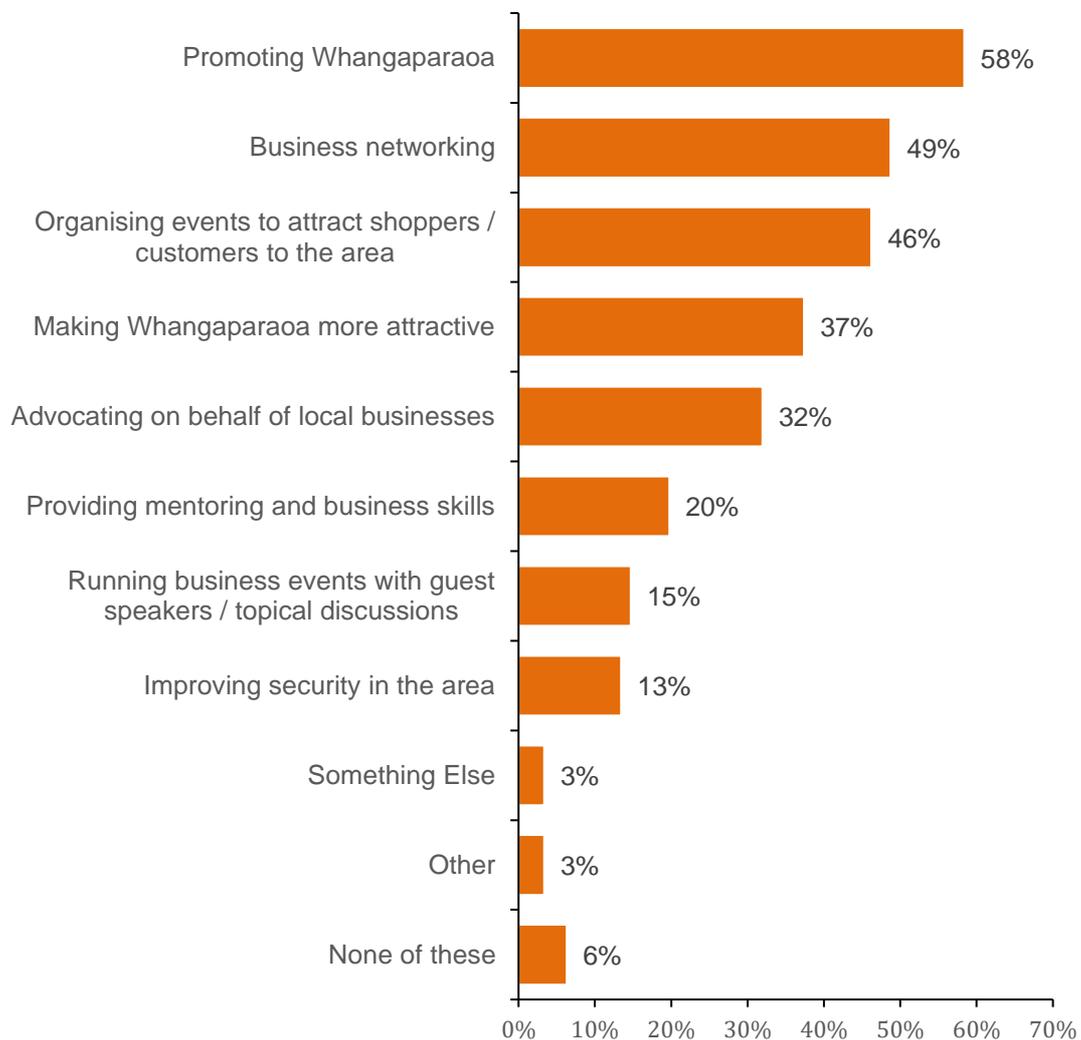
*“Not enough time to be a part of.”*

*“Because the owners are real busy people.”*

*“More focused on my company and how much time it takes outside of business hours - my role is to manage the store and admin of the entire business should be addressed with our marketing and admin team.”*

**2.3: Areas of focus**

**What services should it focus on to improve your business?**



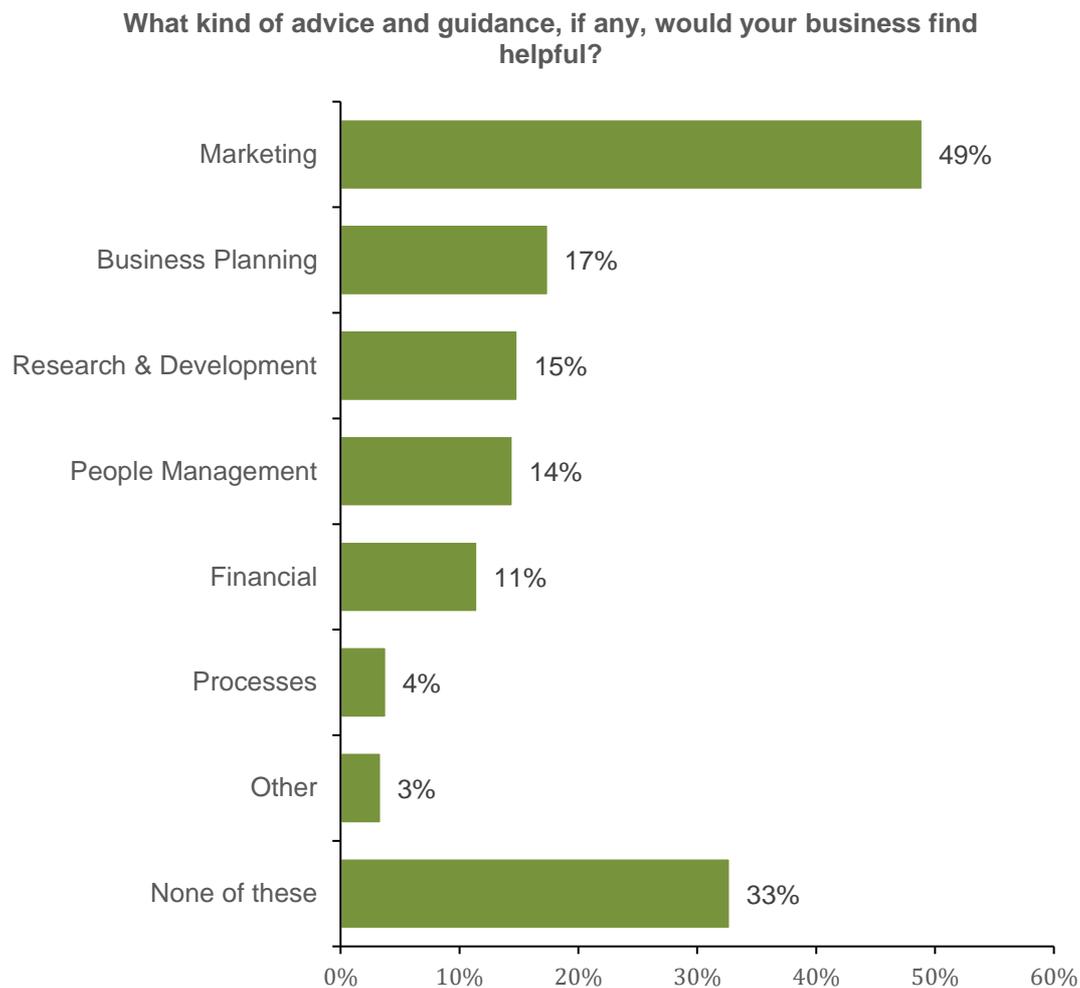
*Base: 238 responses. Note multiple responses were allowed, so the figures add to over 100%*

If such an organisation were to exist, local businesses felt it should focus primarily on promoting Whangaparaoa (58%), business networking (49%) and organising events to attract shoppers / customers to the area (46%).

Businesses that are interested in belonging to a business association were more likely to want focus to be placed on promoting Whangaparaoa (66%) and business networking (63%) in comparison to those who are not interested (32% and 19% respectively). Not surprisingly, those who are not interested in belong in a business association were more likely to want none of these services (27%) in comparison to those who are interested (0%).

Where ‘something else’ was indicated to be a focus, local businesses generally mentioned improvements they had highlighted elsewhere in the survey, such as more transportation options and improving accessibility into the peninsula.

## 2.4: Advice and guidance



*Base: 235 responses. Note multiple responses were allowed, so the figures add to over 100%*

Primarily, participants felt marketing would be most helpful to their business (49%) followed by business planning (17%) and research and development (15%). However, a third of participants felt they would not find any of this advice or guidance useful (33%).

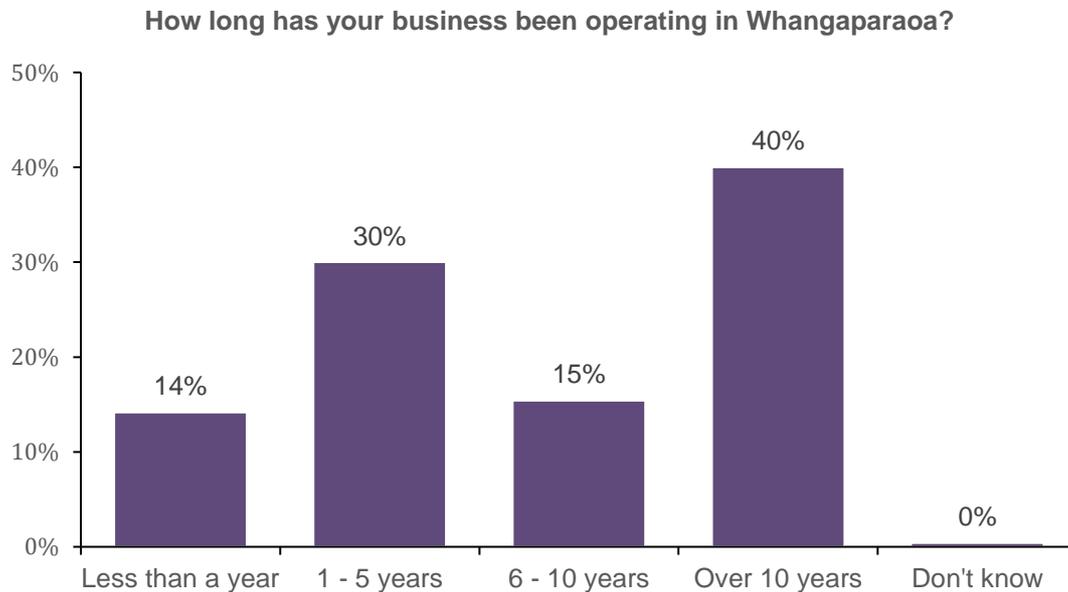
Those who are interested in belonging to such an organisation were more likely to find marketing most helpful to their business (62%). On the other hand, those not interested in belonging to such an organisation were less likely to find marketing helpful (19%) and more likely to not want any kind of advice or guidance (58%).

Taking into account participant's views on what the association should focus on and what kind of advice or guidance the association should provide to its members, what is quite clear is that Whangaparaoa business owners, especially those interested in belonging to such an organisation, are predominantly concerned about developing and promoting the area as a whole, as well as their own businesses.

### 3. Doing business in Whangaparaoa

In order to better understand the findings above, it is important to learn more about the profile of businesses in the area.

#### 3.1: Number of years in business



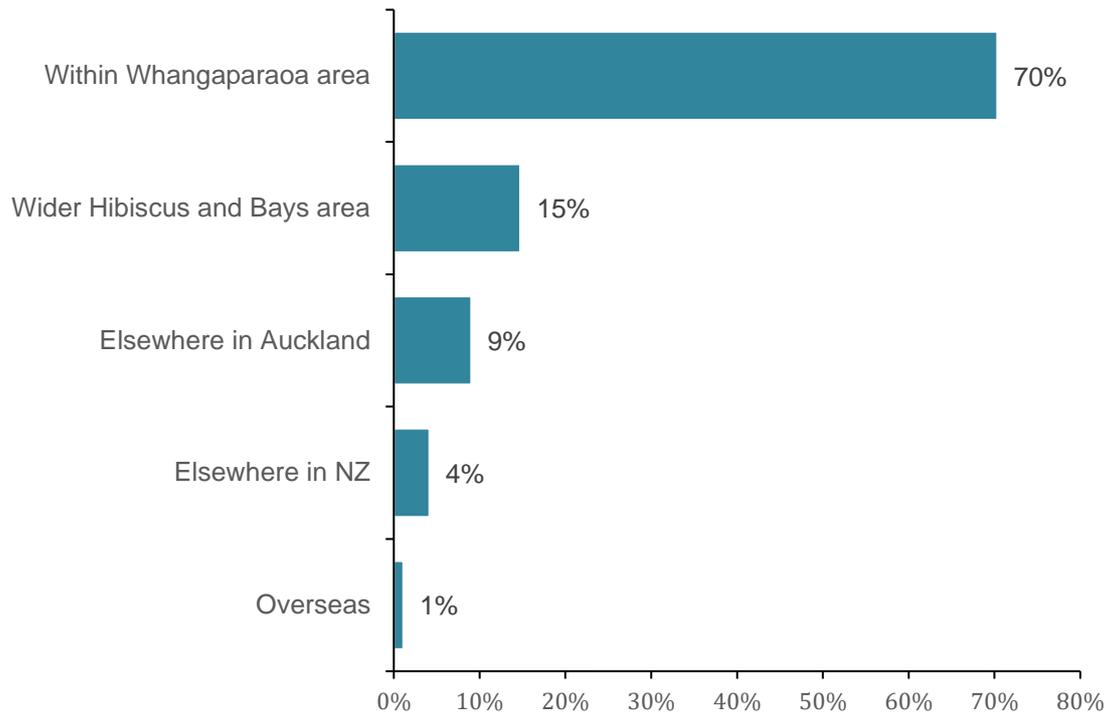
*Base: 240 responses.*

The Whangaparaoa business community is quite stable with a number of businesses that have been operating in the area for over 10 years (40%) as well as fairly new businesses that have been around between 1 to 5 years (30%).

Interestingly, businesses in Manly were more likely to have been around for 1 to 5 years (58%) in comparison to other areas such as Red Beach (38%), Gulf Harbour (38%) and Stanmore Bay (25%).

### 3.2: Customer Origins

Approximately, what percentage of your customers/clients are from...(average percentage)



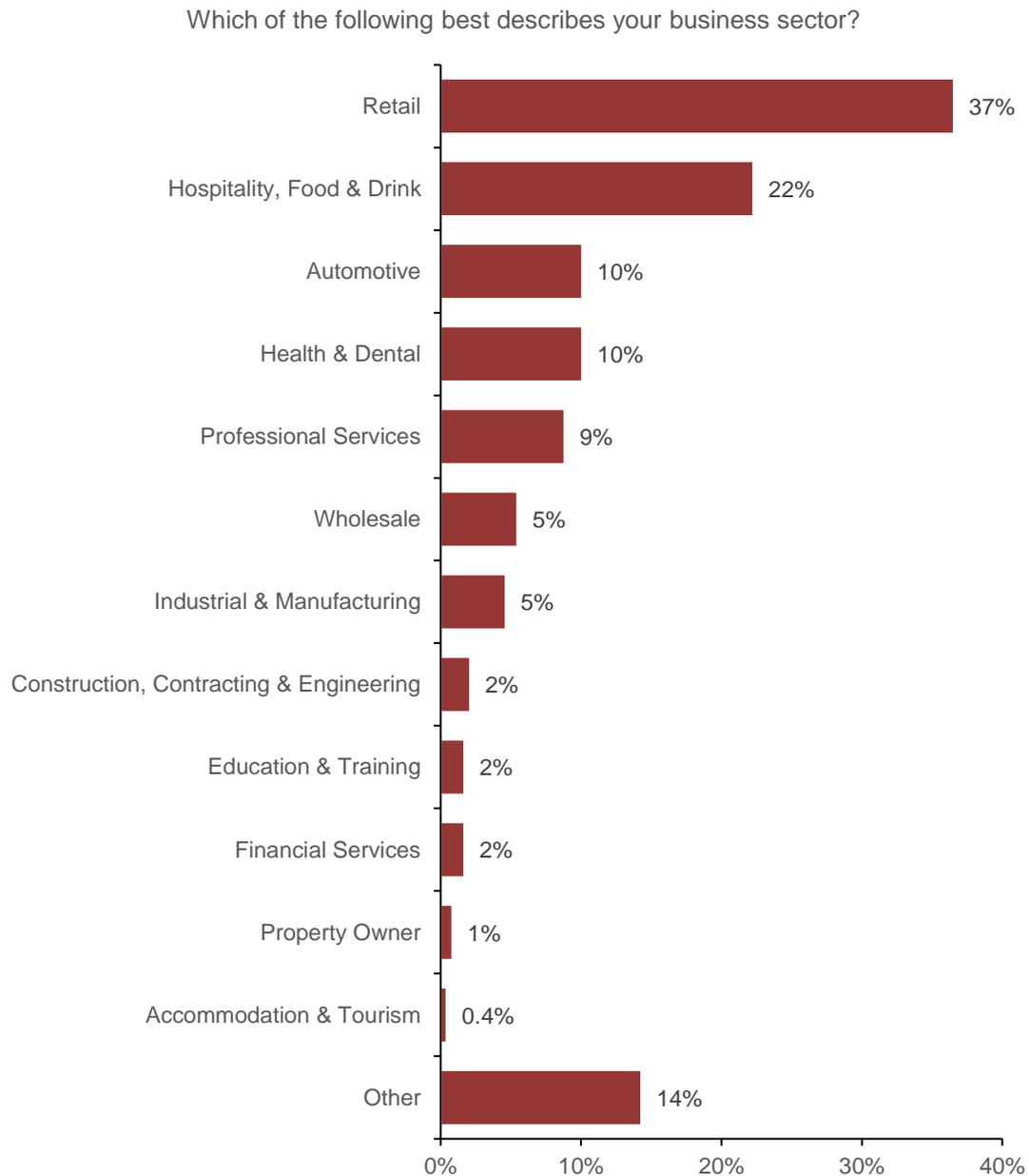
Base: 194 responses.

We asked participants to estimate where their customers come from. Just under three-quarters (70%) of local business customers come from within the Whangaparaoa area. One in seven (15%) come from the wider Hibiscus and Bays area followed by elsewhere in Auckland (9%). This indicates the Whangaparaoa area is a local centre – so efforts to promote and attract its local customers from within and surrounding areas is a priority.

## 4. Local business profile

In addition to the questions above, participants were also asked about their own business profile.

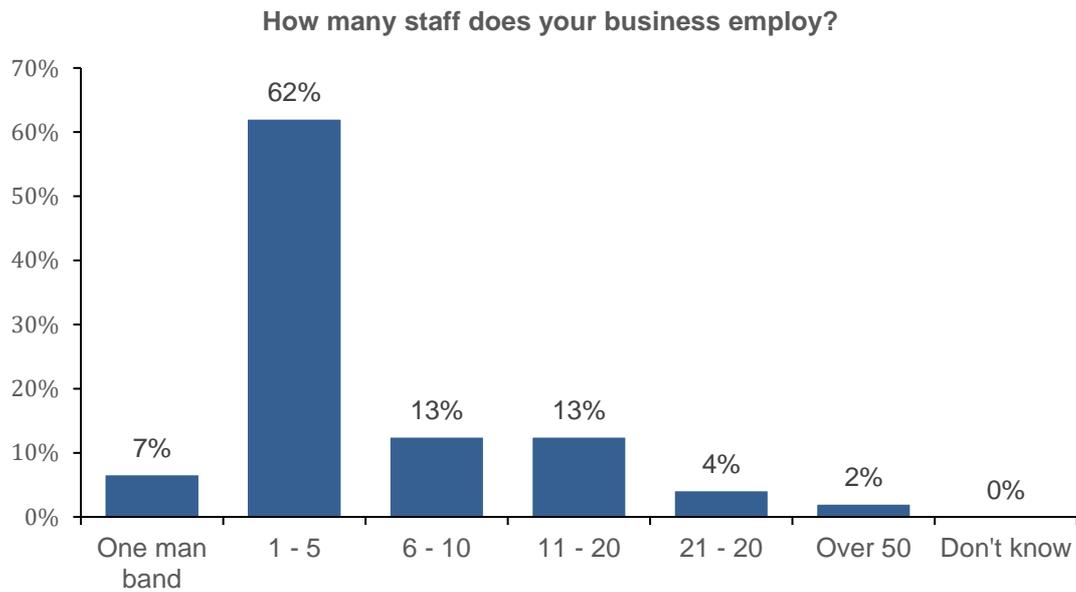
### 4.1: Business industry



*Base: 238 responses. Note multiple responses were allowed, so the figures add to over 100%*

Retail is the largest single sector in the area at 37%, with hospitality, food and drink being the next most significant industry group at 22%. There is a wide mix of businesses and sectors in the area, from industrial and automotive, professional services to health and dental.

**4.2: Business size / staff numbers**

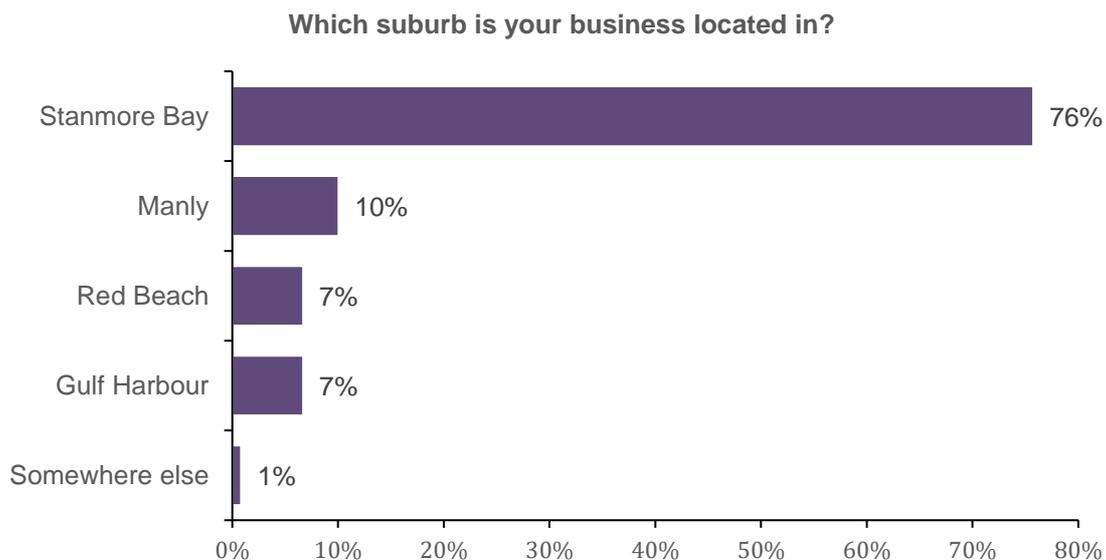


Base: 240 responses.

More than half of businesses in the area are small operations, with 62% employing five or fewer employees.

Any business group or network would need to keep in mind the needs of these smaller types of businesses and their ability to contribute financially to such a group.

**4.3: Business location**



Base: 239 responses.

Most participants' businesses were based in Stanmore Bay (76%).

## Discussion and next steps

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The Whangaparaoa Peninsula appears to be a community that is well catered to by its proximity to beaches, stunning regional parks and walking tracks. While many highlighted the strong sense of community in the study area, there are, however, challenges especially around the lack of accessibility and limited customer base due to the geographic constraints of a peninsula.

With recent housing developments in Red Beach, Stanmore Bay and Gulf Harbour, local businesses and residents appear to be facing increased traffic congestion and limited public transport options. Accordingly, many felt this lack of infrastructure has already contributed to the loss of some of their customers to key competitors around the area, in particular, the shopping malls and commercial districts in Silverdale and Albany.

Subsequently, the greater priorities for Whangaparaoa were:

- Advocating on behalf of the area to improve access to and from the peninsula and making sure roading projects such as Penlink take place as soon as possible to better attract customers and visitors to the area;
- Exploring alternative routes and transport options such as the Weiti Bridge, widening existing roads and creating more ferry options to ease traffic to and from Whangaparaoa;
- Increased marketing and promotion for the area (especially for its local catchment areas within Whangaparaoa and encouraging residents to support its local businesses instead of shopping in Silverdale or Albany).

In this respect, rather than providing advice or guidance to businesses at an individual basis, local businesses highlighted the need for the association to bring weight to the wider issues affecting Whangaparaoa as a whole and ensuring businesses have a stronger voice when lobbying the key issues listed above.

Encouragingly there is good interest in a new business association, with 61% of businesses interested in a new business association model that can provide more services and support.

If a new business organisation structure were to be established, it should focus its efforts on developing a concrete, realistic plan to help capitalise on these opportunities for Whangaparaoa, and communicating these ideas with its potential business members.

## Appendix – survey

### Whangaparaoa Business Survey: What opportunities are there to improve the area for businesses?

The purpose of this survey is to find out what businesses in Whangaparaoa see as the opportunities and challenges facing the area, and what can be done to make the Whangaparaoa peninsula a more desirable location for businesses and their customers.

The survey will take around 6 minutes, and all completed entries go in the draw to **win \$250 shout** (from a local café, restaurant, activity or service provider in Whangaparaoa – your choice).

Your answers will be kept strictly confidential. An independent research company, Buzz Channel, is coordinating this survey for the Hibiscus and Bays Local Board.

Please complete this survey by **30 May 2016**.

Please note this survey is specifically for business owners and managers, and those who own commercial property in the Whangaparaoa area (which includes suburbs of Stanmore Bay, Gulf Harbour, Red Beach, Manly, Tindalls Bay, Army Bay)

**Q1.** Firstly, which of the following best describes your business sector?  
*Please circle all that apply*

Retail	Wholesale	Hospitality, food & drink	Professional Services
Financial services	Accommodation & Tourism	Education & Training	Industrial & Manufacturing
Health & Dental	Automotive	Construction, Contracting & Engineering	Transport, Distribution & Warehousing
Rural / Agriculture / Horticulture	Forestry & Fishing	Not for profit, or community organisation	Property owner
Other, please specify:			

**Q2.** How many staff does your business employ? *Please circle one*

0 (One man band)	1-5	6-10	11-20	21-50	Over 50	Don't know
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**Q3.** Where is your business located in Whangaparaoa? *Please circle one*

Stanmore Bay (e.g., Whangaparaoa Road)	Gulf Harbour	Red Beach	Manly
Somewhere else (where?)			

**Q4.** Approximately, what percentage of your customers/clients are from:  
*Please estimate*

Within Whangaparaoa area: _____%	Wider Hibiscus and Bays area: _____%	Elsewhere in Auckland: _____%	Elsewhere in NZ: _____%
Overseas: _____%	Don't know		

**Q5.** How long has your business been operating in Whangaparaoa? *Please circle one*

Less than a year	1-5 years	6-10 years	Over 10 years	Don't know
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**Q6.** Do you think Whangaparaoa is generally getting better or worse as a place to do business?

Getting worse	Staying the same	Getting better	Don't know
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**Q7.** What makes Whangaparaoa an attractive place for you to do business?

**Q8.** Please describe the main challenges facing businesses in Whangaparaoa? *For example crime & security, customer numbers, people's perceptions of Whangaparaoa, transport accessibility, etc?*

**Q9.** What actions do you think could be taken to make Whangaparaoa a more desirable place for your business and your customers? *For example promotion of the area, increasing tourism, attractiveness of the town centre, business collaboration/networking, events, improved transport connections, etc?*

**Q10.** There may be an opportunity in the future to develop a new business association or network in Whangaparaoa to improve the area for local businesses, attract more customers and improve opportunities for businesses in Whangaparaoa.

How interested would you be in belonging to such an organisation?

Very interested	Somewhat interested	Neutral	Not very interested	Not at all interested	Don't know
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**Q11.** Please explain your interest or lack of interest in joining such a group:

**Q12.** If such an organisation were to exist, what services should it focus on to improve your business? *Please circle all that apply*

Promoting Whangaparaoa	Business networking	Organising events to attract shoppers / customers to the area	Advocating on behalf of local businesses (e.g. to council)
Providing mentoring and business skills	Making Whangaparaoa more attractive	Running business events with guest speakers / topical discussions	
Improving security in the area	None of these	Something else (please specify):	

**Q13.** What kind of advice and guidance, if any, would your business find helpful? *Please circle all that apply*

Business planning	Marketing	Financial	People management
Processes (e.g. manufacturing)	Research & development	None of these	Other (specify):

To go into the draw to **win a \$250 shout**, please provide your contact details below.

**Privacy Note:** Please be assured that if you provide them, your personal details will only be used to contact you about the prize draw and/or provide information to update the business database for Hibiscus and Bays Local Board. Your survey responses will not be linked to your contact details and the local board will not be able to identify your responses.

Contact name:	Business name:
Email address:	Telephone contact:
Physical address:	Postal address:

Prize details:

- Prize will be a \$250 shout (from a local café, restaurant, activity or service provider in Whangaparaoa)
- Prize winner will be randomly selected from the pool of entries on 3 June 2016
- Judge's decision is final
- Multiple entries not accepted

**Thank you very much for completing the survey. The information will be put to good use in moving the area forward. Please post this back to us using the freepost details on the next page.**

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**Whangaparaoa Business Survey  
 Freepost 248361  
 Buzz Channel Ltd  
 PO Box 106 741  
 Auckland City 1143**

No Stamp Required