

NEWMARKET.

NEWMARKET BUSINESS ASSOCIATION

MEMBERS PACK
2023

Congratulations on making the smart decision to locate your business in Newmarket. This pack is designed to help you get up to speed with doing business here, and to act as a reference point for things you need to know.



ABOUT THE NEWMARKET BUSINESS ASSOCIATION

The Newmarket Business Association (NBA) was first incorporated in 1937. Although our look and feel has evolved over the years, our primary focus is still much the same. In the technical sense we are a Business Improvement District (BID) and represent around 3,100 members and landlords who reside within our BID boundary. The boundary is loosely Alpers Ave to the south, St Marks Rd to the east, Parnell Road to the north and Park Road up Khyber Pass Road to the west – and everything in between.

We are funded by a small levy on the business rates based on the capital value of the buildings that are within this boundary.

THE PRIMARY OBJECTIVES OF THE ASSOCIATION AS PER THE CONSTITUTION ARE:

- To assist and guide the development and advancement of the commercial interests of business people and businesses in Newmarket through a co-ordinated and structured communications,

marketing and economic development programme. To foster and promote generally the welfare of the business community of Newmarket

- To enhance the safety and security of Newmarket and to attract and retain business in an effort to drive employment growth and economic, social, cultural and environmental wellbeing.
- To capitalise on the unique assets and profile of Newmarket and to use these as a means of establishing an

identity and positioning for the area.

- To make arrangements with and/or advocate to the Government, local authorities and/or persons, corporations or associations for the improvement of amenity, streetscapes, utilities, transport, services or other infrastructure, and for lighting, surfacing, security and cleaning in the business area of Newmarket.

**TRADING RESULTS (PROVIDED BY VERISK)
YEAR ON YEAR COMPARISON OF SPEND
JAN – DEC 2022**

SPENDING

RETAIL CENTRE	THIS YEAR
Newmarket	\$802.5m

**AVERAGE TRANSACTION VALUE COMPARISON
DECEMBER 2022**

AVERAGE TRANSACTION VALUE

Newmarket	\$77.32
Parnell	\$64.29
Ponsonby	\$57.13
Takapuna	\$46.72

CONSUMER SPEND UP +40.6% YOY



ABOUT THE BID PROGRAMME

WHAT IS A BUSINESS IMPROVEMENT DISTRICT "BID" PROGRAMME?

A BID programme is a local economic development initiative run by a business association in partnership with Auckland Council.

A BID is a specified commercial area - town centre, industrial area, or a combination - designated for a targeted rate, with boundaries agreed by the local board and business association.

How BIDs work:

Auckland Council make the targeted rates funds available for the business association to use on activities that promote economic growth in their area. They set accountability requirements through their BID Policy (available at www.bid.aucklandcouncil.govt.nz) The BID Policy details how

business improvement districts are created and developed throughout the city.

The policy has two parts:

1. 'Principles' explains why BID programmes are established. It also defines their goals and the roles of each partner.
2. 'Operating Standards' is a guide to managing BID programmes.

Auckland has 50 BIDs representing more than 25,000 businesses, with a combined capital value estimated at \$75 billion. (Newmarket's commercial property had a combined value of \$3.5 billion as at 1 July 2022).

Business associations partner with the local boards to operate BID programmes in their communities.



QUICK NEWMARKET FACTS:

- Newmarket train station is the second busiest in Auckland, after Britomart, which can cater for up to 17,000 passengers a day, this is set to increase as the City Rail Link reaches completion
- hundreds of buses pass through the precinct every day, including the popular inner and outer Link buses. There is also a dedicated bus corridor linking the central city to Newmarket, via the university and hospital
- on and off ramp access to the Southern Motorway
- University of Auckland have a post-graduate engineering campus on Khyber Pass Road
- premium NZ designers have a retail presence in Newmarket
- the precinct boasts 13 public car parks, 3 movie cinema complexes, over 700 retail stores, over 120 restaurants/cafés and bars, a major shopping centre and the best strip shopping in New Zealand
- Westfield Newmarket, completed in 2019, has set a new benchmark as a world-class retail and lifestyle destination for New Zealanders. Westfield Newmarket is home to Auckland's first David Jones department store and showcases a compelling mix of local and international fashion designers, new-to-market brands as well as some of the most well-known fashion brands from New Zealand and Australia. Westfield also has more than 230 new specialty stores
- a rooftop lifestyle, dining and entertainment precinct with a state-of-the-art Event Cinemas complex, encompasses some of the country's finest food and beverage experiences in a vibrant outdoor environment, providing Newmarket's local community and the wider Auckland population with an exceptional leisure and experience
- luxury retail and high-end boutique brands, including Louis Vuitton, Saint Laurent, Balenciaga, and Gucci have joined Westfield Newmarket's luxury precinct
- brands such as Witchery, Country Road, Stolen Girlfriends, Adidas, Huffer, Glassons, Ecco, Deadly Ponies, Yu Mei, Freedom Furniture, Golden Goose, and Bendon, have all chosen Newmarket for their flagship stores
- head offices here include: Lotto, Watercare, BP, Vector, Heartland Bank, Mercury, Westfield NZ, Metlifecare, Vend, Hallensteins, Breville, Honda, Roche, Tegel NZ, Cerebos Gregg's and Arnott's to name a few
- there are over 2000 business locations in Newmarket. Of Newmarket businesses 50% are professional or technical, 30% retail, 10% hospitality and 10% financial and insurance
- 94% of the Newmarket population have a formal qualification compared with 83% for the rest of Auckland
- the Newmarket Police Station is located on Teed St.

HOW THE NBA CAN ASSIST YOU

BUSINESS SUPPORT AND SERVICES

Being a member of the NBA entitles you to a raft of services from security and advocacy through to networking opportunities. You can contact the NBA and have a chat. We'll be happy to help.

MEMBERS' LOUNGE

We have an open CEO session every Tuesday from 2pm to 4pm at the NBA office level 2, 238 Broadway and FREE coffee is on hand. This is an excellent opportunity to touch base with the team and discuss any ideas or issues you may have.

COORDINATED ADVOCACY

The NBA acts as an interface between members and regional authorities. This can mean approaching these bodies on behalf of groups of businesses and making submissions on local proposals and local government policy.

MEMBER TRAINING WORKSHOPS + WEBINARS

Throughout the year multiple workshops + webinars are held for our members that are a valuable educational tool for managers, owners and staff. We engage with experts in their fields to provide relevant workshops + webinars with topics of interest. Topics covered include customer service, social media and retail specific sessions.

BUSINESS RECOGNITION

The NBA hosts the annual Newmarket Business Awards which recognise excellence in a range of categories, including the Supreme Winner Award for Business of the Year. This is the largest member event on the calendar of the year. The winners are announced at a black tie Awards dinner with over 400 influential business people and media attending.

INFORMATION AND RESEARCH

The NBA is the best place to get information on local council projects, pending developments, and generally on what's happening in our area. The NBA also has statistics such as pedestrian counts, consumer spending, and public information on property owners and tenants. Should you require any further information on any of the above or if you have some great ideas to share with us, please do not hesitate to contact the team.





HOW THE NBA CAN ASSIST YOU

EVENTS ADVISORY SERVICE

The NBA can provide advice for members in dealing with council. Have you ever wondered how to get your event permit from the council? Do you want to take over some public parking outside your retail outlet? How does liquor licensing work when you hold drinks in-store? Can we have an event on the pavement or distribute flyers for an upcoming sale? We can put you in touch with the right people.

RUBBISH COLLECTION - COMMERCIAL PREMISES

Please call Auckland Council (09 301 0101) to confirm that your property qualifies for a free wheelie bin collection. Both rubbish (red lid bin) and recycling (blue lid bin) are collected early Thursday morning and need to be out by 7am. We recommend bins are out the night prior (Wednesday evening). Please make sure you bin is removed promptly from the street after collection or Council may remove them permanently from the street.

GRAFFITI REMOVAL SERVICE

The NBA funds a very effective graffiti management service through Graffiti Solutions. This means that graffiti is dealt with as soon as it is identified, often before it is seen by the public. This is a free service as part of your membership. Graffiti Solutions also visit Newmarket three times a week to check for any vandalism.

NEWMARKET SECURITY

Newmarket Business Association operates the running of mobile patrols under the Newmarket Security brand. Our Mobile Patrol Officers work closely alongside our CCTV Surveillance Officer and are constantly connected via radio, from Newmarket Police Station.

For security support
10am-6pm 7 days a week
Call **022 361 9514**

A SOLUTION FOR GLAZING TO PREVENT RAM RAIDS

Ram raids are likely to be an ongoing issue and preventive action is required. The NBA have engaged with 'Glass Guard' who provide additional protection to the most vulnerable point of entry, the glazing. They have a security window laminate with anchoring system. Bollards can work well for some businesses, but they won't prevent glass from being broken. Often bollards are not able to be installed and security curtains are restrictive, and your store shop fronts / merchandise are not able to be seen after hours - Glass Guard is a great alternative. For more information, please contact 09 525 7652 or info@gslassguard.co.nz. Visit the website at www.gslassguard.co.nz.

NEWMARKET CHARTER

We have a Newmarket-wide trespass notice. People who receive this are essentially banned from setting foot into any Newmarket retail, hospitality, entertainment business for a period of 2 years. There are some rules around how these notices are issued. To receive a copy of the notice and more details please email security@newmarket.co.nz.





NEWMARKET SECURITY

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SECURITY

Phone 022 361 9514
10am – 6pm / 7 days a week
For emergencies dial 111

Newmarket Business Association runs the Mobile Patrols within the precinct under the brand “NEWMARKET SECURITY”. We have a CCTV Surveillance Operator, plus a Mobile Patrol Security Lead who is supported by two Mobile Patrol Officers.

NEWMARKET SECURITY operate from 10am-6pm, 7 days a week, 365 days a year. For security support call 022 361 9514.

The NS team includes: Brian McCarthy on CCTV; Ray Siliko as Mobile Patrol Lead; Lopeti Tulikihakau and William Olaiga as Mobile Patrol Officers. For more information please go to the members portal on our website and click on the Security tab. The Mobile Patrol Team also have a bright yellow Kia Stonic Patrol Car, thanks to the help of Newmarket-based Andrew Simms.

AND PLEASE REMEMBER:

- Report security issues to 105 online. We need ALL crime reported
- Call our Duty Guard on 022 361 9514 (7 days 10am-6pm) to alert them
- Please join StoreWatch security@newmarket.co.nz (and its FREE)
- Join Facebook group for info on the fly www.facebook.com/groups/NBAmembers



HISTORY

Nestled under Maungawhau 'mountain of the whau', Newmarket held a position of strategic importance to the various iwi that occupied the land here, including Ngāti Awa, Waiohūa, Ngāti Whātua, Ngāpuhi and Ngāti Pāoa. Many land ownership challenges ensued but by the time European settlers arrived in the vicinity the tribes were sparsely dispersed across the isthmus making way for Ngāti Whātua to engage with the British Crown and then ultimately negotiate the sale of land. Māori call Newmarket Te Ti Tūtahi 'Sacred Cabbage Tree Standing alone'. The original cabbage tree stood at the corner of Mortimer Pass and Broadway. The tree was significant for Māori as Te Ti Tūtahi was the tree where the whenua (placenta) and pito (umbilical cord) of

newborn babies were buried. The placenta was placed in a specially prepared receptacle and buried in the roots of Te Ti Tūtahi. This practice reinforced the relationship between the new-born child, the land of Aotearoa and the area where they were born. The tree was also a well-known landmark for those travelling between the Waitematā and Manukau harbours, and beyond. Sadly, it was cut down in 1908 as it was considered 'a danger to children' attending the local school. The Buckland family, headed by Alfred Buckland, a local businessman, farmer and auctioneer, lived nearby in Highwic, rescued some of the shoots from the tree. These shoots were used to populate the trees on Lumsden Green many years later and were also included as part of the

Teed Street upgrade in 2017, and some as far away as Buckland's Beach.

In the past the precinct has housed cattle yards, slaughter house, ironmongers, Chinese market gardens, sawmills, breweries and bakers, as well as general retail. People gathered from near and far to buy and sell their wares. Newmarket has been a work horse, housing multitudes of businesses over the generations and has provided thousands of jobs to workers. Its industrial past has morphed into a present day high-end metropolitan town centre where you will find an abundance of commercial and corporate operators, NZ fashion designers, local and international retailers, hospitality outlets, a vast array of fitness centres and

beauty outlets amongst other things. We have a workforce of over 20,000 and around 4,500 residents, and rapidly climbing. The precinct attracts an "Urban Affluent" local consumer in marketing-speak and a large number of international visitors every year. Newmarket's economy sits around 1 billion dollars per year, in the next few years that will rise above a billion dollars. Newmarket is considered New Zealand's premier retailing area, and a rival of local competitor Auckland CBD. It is considered the fashion capital of New Zealand - a far cry from its early days as a 'trading post' for travellers. We have a most impressive history, and future.

While as early as 1873, Newmarket has been referred to as a 'suburb' of Auckland,



in fact until the amalgamation of the borough councils into Auckland City Council in 1989, local governance was by the Newmarket Borough Council, with its own Mayor. The borough, while one of the smallest in the Auckland Region, was also one of the busiest. This is especially true of Broadway, the main street, which is home to large shopping centres and smaller boutique retail tenancies (with a total of over 700 stores as of mid-2022), three movie theatres, and well over 120 cafés, bars and restaurants.

EUROPEAN SETTLEMENT

The earliest subdivision of land in Newmarket took place in June 1841. In 1842 Epsom Road was formed, running from the bottom of town up through Parnell towards the middle of the Auckland isthmus. This was later called Manukau Road before being given its current name, Parnell Road. At this time what is now Manukau Road was called the Onehunga Road. The position of Newmarket at the start of several major roads to the east

and south, including Great South Road, was to strongly influence it's character as a transport hub and "Gateway to the South".

In 1845 Khyber Pass Road was formed and the intersection of these three roads was called "Hobson's Bridge" referring to a small wooden bridge that crossed over "Hobson's creek" (more or less where the railway track passes near the Olympic Swimming Pool). A very small bridge was the most noteworthy landmark of the area, giving some idea of the rather empty nature of the landscape.

Around 1851 this area received the name Newmarket because it was the site of the 'New Market' for livestock. Farmers would drive their stock up Manukau, Great South, or Remuera Roads to market which was better situated than the earlier stock market in Auckland proper. The presence of the a local railway station connecting it with Auckland, opened in 1873 after the completion of the

ABOVE: VIEW OF NEWMARKET SHOWING MANUKAU ROAD, NOW BROADWAY. HIGHWICK HOUSE TOP RIGHT. **BELOW:** THE CABBAGE TREE KNOWN AS TE TI TŪTAHI 1860'S.



first Parnell Tunnel, was also a great advantage. The market was located to the south of Remuera Road and east of Manukau Road.

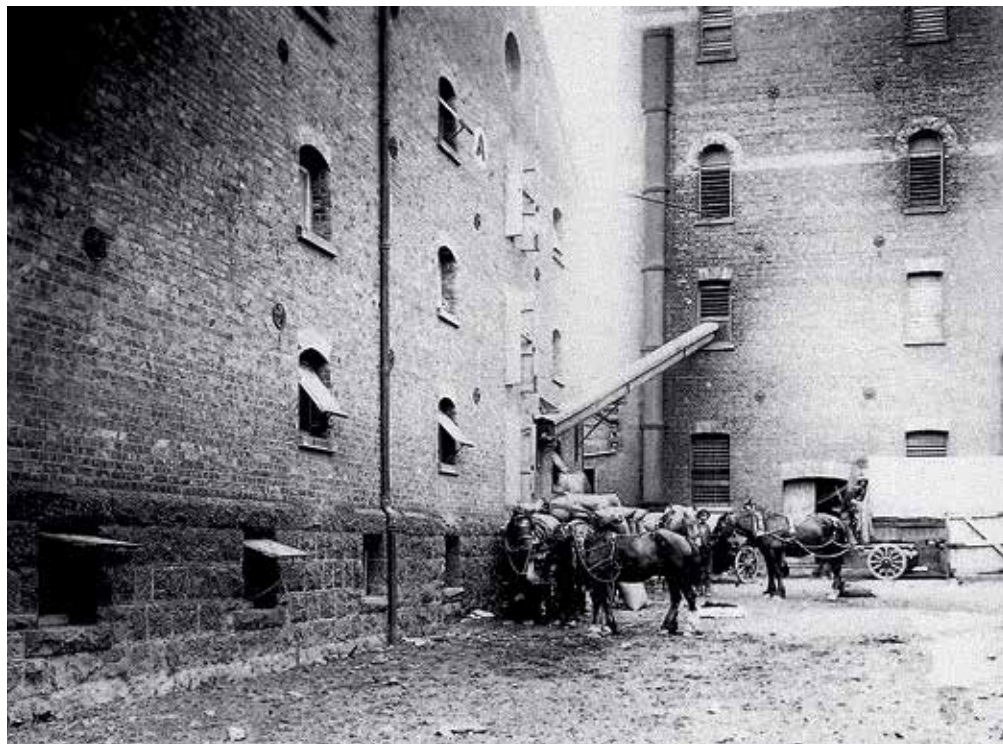
Overlooking Newmarket on a bluff to the south east is a 19th Century wooden house in the Gothic style called Highwic. The home of a local businessman Alfred Buckland, Highwic is now owned by the Auckland Council and administered by the New Zealand Historic Places Trust. Another piece of Auckland land owned by Alfred Buckland located further out of town is still called Buckland's Beach.

THRIVING SUBURB

The main road of Newmarket is called Broadway, named apparently after the Broadway Cinema which opened in 1923 for silent films. The building was just a corrugated iron shed behind a modest facade and the cinema itself did not last very long, but the name stuck. Like its New York namesake, Newmarket's Broadway developed a rather bright 'Moderne' flashy image in the 1930s & 1940s and by the 1960s had the biggest collection of neon signs in the country.

The Olympic Swimming Pool was constructed in 1939 to the designs of the borough engineer N. F. Alcock. This Art Deco building was opened by the Minister of Internal Affairs, the Hon. William Parry in 1940. As well as being the borough's only public amenity the Olympic-sized swimming pool was a great asset for the whole of Auckland. Over the years it has been well used and facilitated the hosting of many sporting events by Auckland including the Empire Games in 1950. Recently the pool's streamline art deco form was considerably changed when a cinema complex was built over the pool, which was previously open to the sky. To the north of the Olympic Swimming Pools is the Olympic Park War Memorial.

Located to the south of the Olympic Pools is Lumsden



ABOVE: THE CAPTAIN COOK BREWERY MALT HOUSES AND THE FIVE-STORY TOWER, PHOTOGRAPHED IN 1898. AUCKLAND WAR MEMORIAL MUSEUM.

Green. The Green occupies a triangle of land at the intersection of Broadway and Khyber Pass which had been put aside as a reserve in 1878. The park is ornamented by a modernist fountain, a 19th-century canon and a stainless steel sculpture by Marte Szirmay installed in 1969 to mark the Centenary of the Newmarket Highway district. The park is named in honour of David Lumsden, the last Mayor of Newmarket before amalgamation with Auckland City in 1989.

For much of the 20th century most road traffic leaving or entering Auckland passed through Newmarket. Leading off Broadway is the beginning of Remuera Road which is the way to the eastern suburbs while further south Broadway splits into Great South Road and the secondary southern route, Manukau Road. The constant flow of traffic only added to Newmarket's fast, modern image and helped a great deal with its prosperity. Around 1966, between 18,000-32,000 cars used the street per day. Now between 28,000-35,000 use the street.

A significant change to the skyline was the Newmarket Viaduct erected in 1966 to take one of the early sections of the Southern Motorway over the railway and half a dozen streets. The new motorway system opened up the new industrial suburbs to the south such as Penrose, Mount Wellington etc. This resulted in much of the local industry moving out of Newmarket and along with it many of the working-class people who lived in modest houses in the surrounding streets. The viaduct underwent a 4 year upgrade that was completed in 2012.

BEER AND RETAIL

Since the 1960s Newmarket has taken the mantle of being a significant retail destination, although a certain amount of light industry still existed in the surrounding streets, the most significant of which is the brewing trade. Ever since the 1840's Newmarket has been the location of several breweries. Water falling on nearby Mount Eden emerges in several reliable springs in the Khyber Pass area. Flowing through large amounts of

volcanic scoria it is very well filtered. The Brewery buildings on Khyber Pass Road were demolished in 2014, the land purchased by the University of Auckland. The University's Newmarket campus is home to post-graduate engineering students.

Smith & Caughey's, New Zealand's premier department store, which first opened in Queen Street in the early 1880's, has been a long term resident on Broadway. In 2019 Scentre Group, who operate the Westfield brand in New Zealand, re-opened Westfield Newmarket, including several hundred retail stores, a high-end food court and Auckland's first Rooftop dining precinct. Westfield have also opened a luxury precinct within the mall, which is home to some of the world's finest tier 1 luxury brands, and for some, their only presence in New Zealand. By mid-2023 the entire mall will have been fully leased.

ARTS & HERITAGE

Newmarket has its own Arts Trust that has successfully overseen the installation of 6 public art pieces.

- 1. Smirnoff Sculpture:** by Marté Szirmay, on Lumsden Green
- 2. Sliver:** by Virginia King, corner of Broadway & Khyber Pass Road
- 3. The World Grasped:** by Terry Stringer, corner of Broadway and Davis Crescent
- 4. Knocknock (The Eggs):** by Seung Yul Oh, on Teed & Osborne Streets
- 5. AndaleAndale:** by Reuben Paterson, on Remuera Road at the entrance to the Railway Station
- 6. Heliograph:** by Ray Haydon, on Teed Street

Newmarket is also a favourite area for street artists. Their work is displayed throughout the precinct. Check out Nuffield Lane, Gillies Avenue and York Street.

The NBA hosts regular art and heritage tours, many of which include Highwic, the historic home of the Buckland Family on Gillies Avenue. The tours are generally held during Auckland Art week and Auckland Heritage Festival.





ASSOCIATE MEMBERSHIP

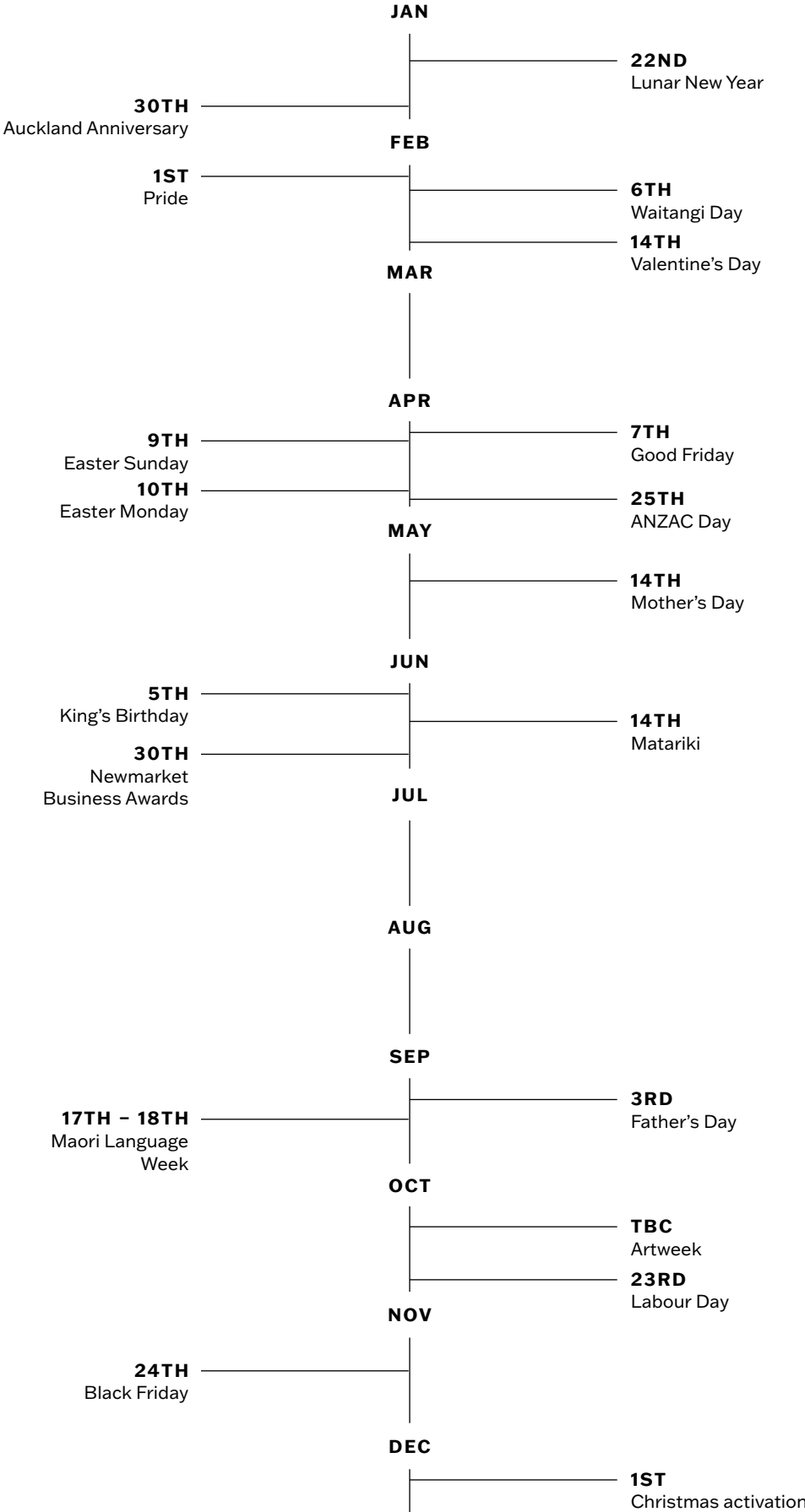
A number of businesses in streets outside the boundary of the precinct area have requested Associate Membership to the NBA. We offer Associate Membership if your business is situated within 1km from our boundary. With an Associate Membership you have all the benefits of full membership, except voting rights on association matters.

ASSOCIATE MEMBERSHIP

ANNUAL LEVY:

0-5 employees	\$500 +GST
6-20 employees	\$750 +GST
20 plus employees	\$1000 +GST

EVENTS CALENDAR 2023



WHERE DO YOU FIND OUT ABOUT THE NBA ACTIVITIES?



THE UPDATE
emailed out to our members by the CEO on the 1st of each month. This contains a snapshot of the latest information on NBA matters for your interest.



NEWMARKET.CO.NZ
Hosts all of the latest information with events and member news. The website also has a full business directory of every business in Newmarket.



NEWMARKET.
A consumer facing magazine (92 pages) highlighting the latest in fashion, hospitality, events and promotions with a distribution of 60,000 to Auckland city fringe suburbs.



THE EDIT
The EDIT is emailed out to our consumer database fortnightly. This has the latest information on events happening in Newmarket and latest news – we always need your content.



FACEBOOK
Our private group for members-only where we will tell you important, immediate information (eg security, events, council updates) facebook.com/groups/NBAmembers/

OUR NUMBERS

60,000

NEWMARKET. MAGAZINE
COPIES PRINTED
PER ISSUE

59,000

FACEBOOK FANS
[FACEBOOK.COM/
NEWMARKETNEWZEALAND](https://facebook.com/newmarketnewzealand)

25,000

UNIQUE VISITORS
PER MONTH AT
[NEWMARKET.CO.NZ](https://newmarket.co.nz)

THE EDIT
FORTNIGHTLY EDM SENT TO

27,000
CONSUMERS

31,000

INSTAGRAM FOLLOWERS
[@NEWMARKETNZ](https://instagram.com/newmarketnz)

THE UPDATE
MONTHLY EDM SENT TO

2,700
MEMBERS

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info@newmarket.co.nz

CONTACT

CALL US ON
09 529 1460
OR VISIT
newmarket.co.nz



NEWMARKET BUSINESS ASSOCIATION BOARD 2022/2023

The board is elected at the Association Annual General Meeting, held in October each year. The local business people on the board at present are:

CHAIR

Mark Hill-Rennie | ANZ

TREASURER

Carl Sowter | Marley Loft

MEMBERS

Christina Yu | Chinese NZ Herald

Kalpana Reddy | Chow: Hill

Chris Dodd | Masfen Group

Matt Harray | Smith & Caughey

Holly Bennett | Awhi

LOCAL BODY REPRESENTATIVES

Anahera Rawiri | Waitemata Local Board

Genevieve Sage | Waitemata Local Board

OTHER IMPORTANT CONTACTS

Newmarket Police Station	09 529 5630	
Newmarket Security	022 361 9514	security@newmarket.co.nz
Graffiti solutions	09 525 5722	graffiti@graffitisolutions.co.nz
Council	09 301 0101	aucklandcouncil.govt.nz
ATEED	09 365 0500	aucklandnz.com/about-ateed
Auckland Transport	09 355 3553	at.govt.nz
IRD	0800 775 247	ird.govt.nz
Newmarket Business Association	09 529 1460	newmarket.co.nz

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