

Manager's Report

For the year ended 30 June 2026 | Browns Bay Business Improvement District (BID)

Introduction

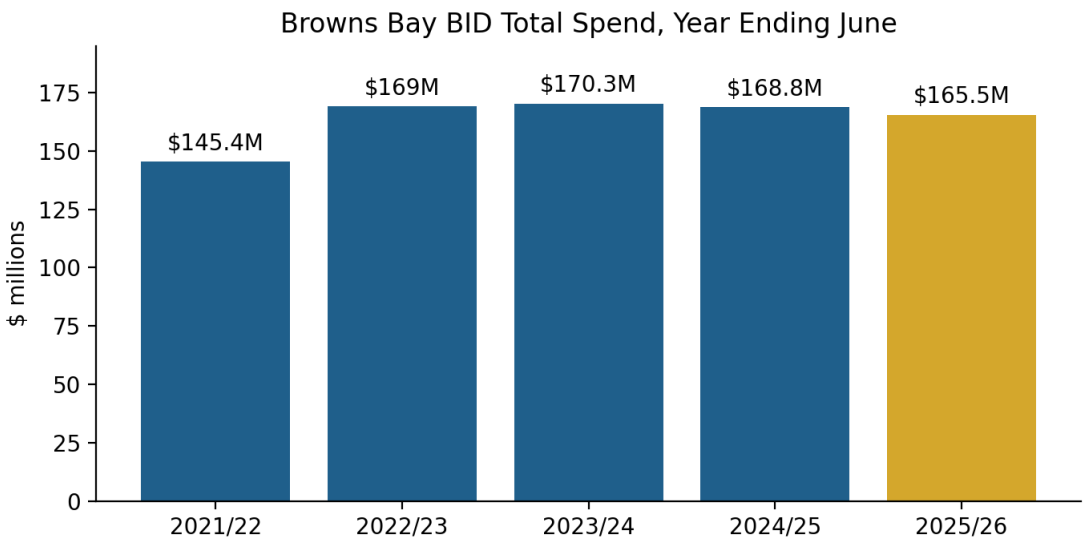
It is my pleasure to present the Manager’s Report for 2026, the year in which the Browns Bay Business Association celebrated its 70th anniversary. Incorporated in 1955 as the Browns Bay Businessmen’s Association and renamed in 1994, the Association has spent seven decades supporting local businesses and championing our seaside town.

It was also the first year of our Strategic Plan 2025-2029. While household budgets remained under pressure and spending softened, new businesses continued to arrive, vacant premises were filled, and long-sought safety improvements were delivered. This report highlights the progress made during the year.

Economic Overview

Marketview card spending data shows total spend within the Browns Bay BID of \$165.5 million for the year, down approximately 2% from \$168.8 million in 2025. This reflects the continued impact of cost-of-living pressures on discretionary spending. By comparison, Auckland spending increased 0.4% and national spending 0.6% over the same period.

Despite the decline this year, Browns Bay’s total spend has grown by an average of 3.3% per year over the past four years.



Year ending June	2022	2023	2024	2025	2026
Total spend	\$145.4M	\$169.0M	\$170.3M	\$168.8M	\$165.5M

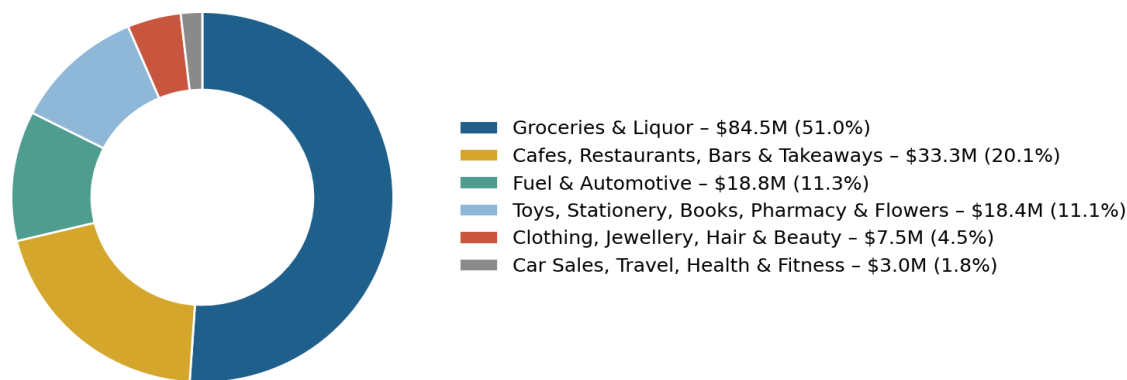
Spend by Store Type

Groceries and liquor remain the town centre’s anchor category, accounting for 51% of total spend (\$84.5 million), up from 48.5% the previous year. The category incorporating toys, stationery, books, pharmacy and flowers also performed well, increasing 8.2% to \$18.4 million.

Discretionary categories experienced the greatest pressure. Hospitality spending fell 9.4% to \$33.3 million, while clothing, jewellery, hair and beauty fell 27.8% to \$7.5 million. Fuel and automotive spending decreased 3.8% to \$18.8 million.

These results reinforce the importance of the Strategic Plan’s focus on strengthening the business mix and promoting Browns Bay’s hospitality offering.

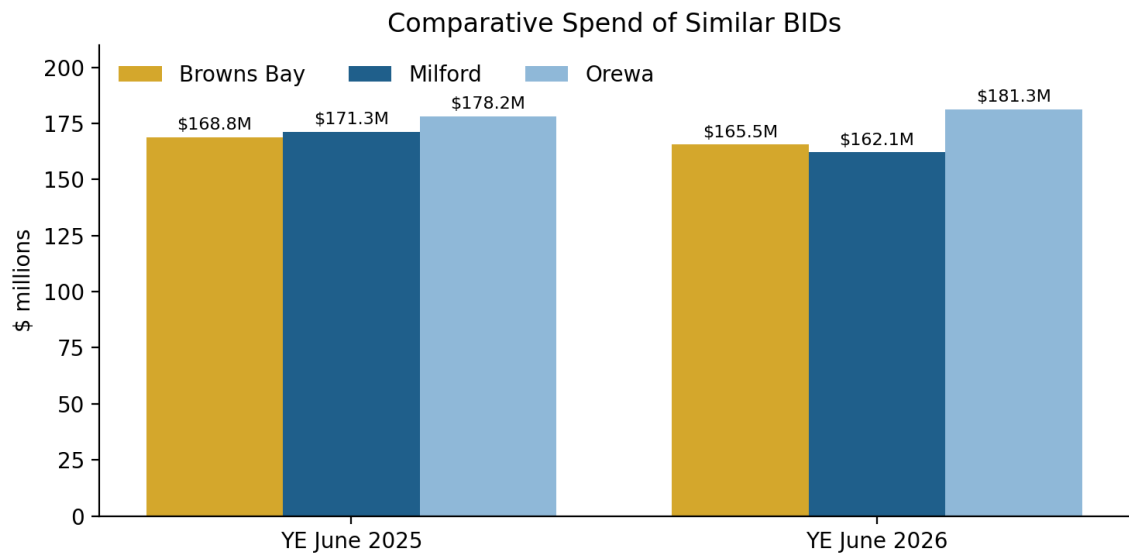
Spend by Store Type, YE June 2026



Store type	2025	2026	Change
Groceries & Liquor	\$81.8M	\$84.5M	+3.3%
Cafés, Restaurants, Bars & Takeaways	\$36.8M	\$33.3M	-9.4%
Fuel & Automotive	\$19.5M	\$18.8M	-3.8%
Toys, Stationery, Books, Pharmacy & Flowers	\$17.0M	\$18.4M	+8.2%
Clothing, Jewellery, Hair & Beauty	\$10.4M	\$7.5M	-27.8%
Car Sales, Travel, Health & Fitness	\$3.0M	\$3.0M	0.0%

Comparison with Similar BIDs

Browns Bay recorded \$165.5 million in total spend in 2026, compared with \$162.1 million in Milford and \$181.3 million in Orewa.



Centre	2025	2026	Change
Orewa	\$178.2M	\$181.3M	+1.8%
Browns Bay	\$168.8M	\$165.5M	-2.0%
Milford	\$171.3M	\$162.1M	-5.4%

Population Growth and Business Confidence

Browns Bay is the main town centre serving East Coast Bays, which was home to 46,512 people at the 2023 Census - up 5.6% since 2018 and 13.8% since 2013 (Stats NZ). Browns Bay itself has 10,311 residents according to the 2023 Census, around one-fifth of the wider area.

Much of the recent population growth has come from Long Bay, which more than doubled in population to 3,141. East Coast Bays is also highly diverse, with around half of residents born overseas, compared with 29% nationally, rising to 56% in Browns Bay.

Auckland Council forecasts Browns Bay's population to grow by approximately 16% by 2052, with the number of residents in the town centre area expected to nearly double. Continued housing intensification is bringing new residents into Browns Bay and creating a growing customer base. By August 2026, commercial vacancies were at their lowest level in seven years.

The business landscape along Beach Road is also changing. Business-Mixed Use zoning under the Auckland Unitary Plan allows residential and commercial development side by side. Three major fast-food outlets - McDonald's, Burger King and Popeyes - are planned, along with residential care apartments. These developments are expected to bring additional residents, customers and passing traffic, creating new opportunities for businesses across the town centre.

Business Association Activity

Events & Promotions

- **Feast Coast Bays (1 July-15 August 2025):** Our second winter dine-out campaign, delivered in partnership with the Mairangi Bay Business Association and part-funded by the Hibiscus and Bays Local Board, featured 60 eateries, including 47 in Browns Bay. Designed to encourage repeat visits and spending in the local area, the campaign generated just under 3,000 entries. Of these, 80% came from North Shore and Hibiscus Coast residents, 9.2% from central, south and east Auckland and Rodney, with the balance from outside of Auckland and unspecified.
- **Stihl Shop Browns Bay Boys Toys (14 September 2025):** Our biggest Boys Toys event yet attracted around 5,000 people despite blustery weather. The event featured classic and custom vehicles, Stihl displays and demonstrations, hobbies, 'toys' and live entertainment. Closing part of Beach Front Lane improved pedestrian safety, while the decision not to sell food on site helped direct visitors to local eateries, which reported a very busy day.
- **Light Up the Plaza (14 November 2025):** The festive season was launched with live music, a Christmas craft market, children's entertainment, a visit from Santa and the lighting of the Christmas tree in Phoenix Plaza.
- **Safe Drive Vehicle Testing Browns Bay Christmas Parade (6 December 2025):** "The Biggest Little Parade in Auckland" attracted an estimated 25,000 people, with 48 floats, bands, carols, entertainers and a craft market. New crowd-control fencing along Beach Front Lane improved safety. As other North Shore BIDs have discontinued their parades, largely due to traffic management costs, Browns Bay continues to attract strong crowds to this event.

- **Festive Decorations:** The giant Christmas tree in Phoenix Plaza and under-verandah garlands along Clyde Road helped create a festive town centre, while the annual Best Dressed Festive Shop Window competition encouraged businesses to participate.
- **Summer Spectacular (28 February 2026):** Our fifth beachside celebration attracted around 8,000 people despite strong winds. The event included pony and fun-fair rides, inflatables, the Barfoot & Thompson sandcastle competition, market stalls, outdoor games and live music. Participating businesses valued the opportunity to connect directly with the public.
- **Browns Bay Dog Day Out (19 April 2026):** Now in its fourth year, the event continues to grow, with stalls selling all things dog-related, training and wellbeing demonstrations, pet portraits and the popular Dog Runway. It is becoming a firm favourite with East Coast Bays dog owners.
- **Community Clean-up (Winter 2025):** Volunteers led by Green by Nature cleaned, weeded and painted parts of the town centre.

Marketing & Communications

- **ShoreLines Column:** A regular page in ShoreLines magazine kept East Coast Bays households informed about events, new businesses, streetworks, parking and safety.
- **Social Media:** A social media specialist was contracted to manage Facebook and Instagram content. Engagement grew strongly, with Facebook reaching around 10,000 followers and Instagram close to 2,000.

	Facebook	Instagram
New followers	1,000 (up 67%)	392
Audience	1.9 million views	38,200 accounts reached (up 456%)
Content interactions	16,900 (up 127%)	6,700
Page/profile visits	30,900 (up 31%)	3,400 (up 165%)

- **Website:** The website recorded 40,000 visitors, down 17%, largely due to fewer visits from Google search. However, traffic from social media increased 73%, Feast Coast Bays page views increased 570%, and paid social advertising generated 1,076 visits.

	Result	Change
Website visitors	40,000	down 17%
Visits from social media	3,100	up 73%
Feast Coast Bays page views	4,050	up 570%
Event page views – Christmas Parade, Summer Spectacular, Boys Toys	8,450	–

- **Community Newsletter:** Five editions were distributed to 18,000-19,000 subscribers. Average open rate was 18.8%, with the spring edition achieving 31.1%. Since year end, the database has grown to 28,429 following the success of the 2026 winter Shop & Dine promotion, which generated more than 7,000 entries.

Edition	Sent	Open Rate
Spring Vibes in Browns Bay	Aug 2025	31.1%
Light Up, Laugh and Shop	Nov 2025	19.1%

Edition	Sent	Open Rate
Summer Fun & Fresh Finds	Feb 2026	8.7%
Paws, Pies & Places to Eat	Apr 2026	17.1%
Shop Browns Bay & Get Lucky	Jun 2026	18.0%
Average		18.8%

- **Marketview Reporting:** Monthly spending summaries were published on our website, with tailored reports available to members on request.
- **Celebrating our Businesses:** We recognised long-standing businesses including La Tropezienne (40 years), Ike's Emporium (43 years), and Commodore Pharmacy and Augenstein's Jewellers & Watchmakers (37 years each). We also introduced a social media programme profiling local businesses and the people behind them, while welcoming new arrivals.

Safety & Security

- **CCTV:** The BID has 17 monitored cameras linked directly to Police.
- **Police:** We worked closely with our Community Constable. The community police station, which is also used by officers from other centres, provides a visible Police presence in the town centre.
- **Security Review:** A review of contracted security patrols and CCTV monitoring was commenced to assess value and effectiveness.
- **Alcohol Ban:** An application was made for a 24/7 town centre alcohol ban. Following consideration after year end, the application was declined due to insufficient evidence of alcohol-related issues. The Association intends to revisit this issue as further evidence becomes available. This highlights the importance of reporting incidents to the Police.
- **Reporting:** Businesses were encouraged to report incidents through 105 and 111, ensuring Police have accurate local data to inform resource allocation.
- **Keep Browns Bay Safe WhatsApp Group:** The group provides a channel for real-time information sharing between businesses and currently has 43 members.

Advocacy & Partnerships

- **Safer Streets:** Following sustained business advocacy, Auckland Transport upgraded roads and footpaths on Beach Front Lane, Clyde Road and feeder streets, including four much-needed pedestrian crossings on Beach Front Lane. Speed limits are now 40km/h in the town centre and 30km/h on Beach Front Lane.
- **Minimising Disruption:** Businesses were kept informed during roadworks through site visits, direct updates and social media, with feedback passed to Auckland Transport. Businesses were also notified of planned power outages.
- **Parking:** Work began on reviewing town centre parking, with a view to identifying practical changes that could improve availability and time restrictions in partnership with Auckland Transport. This work will continue. The Association also advocated for loading bays on Clyde Road and Beach Front Lane, and an additional mobility bay on Clyde Road.
- **Business Mix:** We worked with commercial real estate agents, property managers, landlords and business owners to encourage new businesses that complement Browns Bay's coastal character and existing infrastructure.
- **Stakeholders and Partners:** Members were represented with Auckland Council, the Hibiscus and Bays Local Board, Auckland Transport, Vector and Police. We also worked with the Mairangi Bay Business Association, ShoreLines, Auckland Mama Market and community groups including LiftA and Heart of the Bays.

- **Supporting Ethnic Businesses:** The Association joined a LiftA (Linking Intercultural Families Through Action) pilot study examining how ethnic business owners can be better connected with the wider business community.

Business Mix

Twenty-two new businesses opened during the year, continuing the town centre's evolution towards food, hospitality and services. While some businesses closed or moved on, the number of new arrivals significantly outweighed departures, contributing to a strong level of business confidence and helping reduce commercial vacancies.

Progress Against the Strategic Plan 2025-2029

Goal	Progress
1. Brand identity and reputation	Full events calendar; Feast Coast Bays; ShoreLines column; social media specialist appointed; Facebook followers up 67% and interactions up 127%.
2. Customer offering and economy	Worked with agents, property managers and landlords on business mix; commercial vacancies at a seven-year low.
3. Credibility and community cooperation	Full Executive Committee; 17 monitored CCTV cameras; advocacy on streetscape projects and public-space maintenance; LiftA pilot to connect ethnic business owners.
4. Business innovation and resilience	Monthly Marketview data; winter workshop series planned for July to November 2026.
5. Access, mobility and wayfinding	Four new pedestrian crossings on Beach Front Lane; footpath and road upgrades; lower speed limits; parking map in preparation; parking review underway.
6. Data and measuring impact	Monthly Marketview reporting; event delivery exceeded KPIs.

Looking Ahead

As I hand over the role to my successor in September 2026, I am confident that Browns Bay is well placed for the future. The Association will continue to support its members and deliver initiatives that benefit the local business community, with fresh eyes and renewed focus on the Strategic Plan 2025-2029 and Business Plan.

- **Winter Support:** Delivering winter workshops including Why Isn't Anyone Finding You?, Winter Offers That Protect Margins and Find \$10k of Extra Revenue.
- **Events:** Boys Toys on 13 September 2026, Light Up the Plaza on 13 November, Christmas Parade on 5 December, Summer Spectacular on 27 February 2027 and Dog Day Out on 4 April 2027.
- **Safety:** Completing the security review, expanding CCTV network, installing fairy lights on trees along Clyde Road, building the case to revisit the 24/7 alcohol ban, improving wayfinding, advocating for better maintenance and upkeep of the town centre, and continuing the town centre parking review.
- **Business Mix:** Continuing to diversify the business mix and capture more spending from our growing population.
- **Digital Reach:** Improving the website's Google search visibility and newsletter click-through rates.
- **Sustainable Funding:** Browns Bay's BID Targeted Rate is among the lowest in Auckland. For 2027, it equates to approximately \$628 per year on a commercial property with a \$1 million capital value, compared with \$976 in Orewa, \$1,019 in Birkenhead, \$1,054 in Howick and \$1,368 in Milford.

While we remain committed to keeping the rate as low as practicable, the cost and complexity of delivering our initiatives continues to increase. Maintaining a sound programme and building on what has been achieved requires us to keep pace with these rising costs and growing demands, ensuring the BID can continue to deliver meaningful benefits for the local business community and economy.

Centre	Targeted Rate 2027	Rate on \$1 Million CV per annum
Browns Bay	\$187,902	\$628
Orewa	\$341,277	\$976
Birkenhead	\$229,027	\$1,019
Howick	\$216,914	\$1,054
Milford	\$312,500	\$1,368
BID Targeted Rates 2026-2027, Auckland Council Annual Plan		

Acknowledgements

Thank you to our Executive Committee for volunteering their time, expertise and commitment throughout the year. Thank you also to our members, whose continued involvement helps make Browns Bay a thriving town centre.

Our programme this year was supported by grants from the Hibiscus and Bays Local Board and Pub Charities. We are grateful for their contribution.

We also thank our sponsors: Stihl Shop Browns Bay, Safe Drive Vehicle Testing, Mehran Zareian, Neil O’Gorman and Geraldine Zareian of Barfoot & Thompson Browns Bay, House of Travel Browns Bay and Renegade Rod & Custom Car Club.

Thank you to ShoreLines magazine, Rotary Browns Bay (now Shore Friends), and the many community volunteers whose support enables us to deliver events and initiatives throughout the year.

Seventy years on, our strength remains our people - landlords, business owners, staff and the wider community. It has been a privilege to serve Browns Bay in this role.

Kim Murdoch
Town Centre Manager