



## **Birkenhead RETAIL CENTRE**

**Quarterly Market Activity Report**  
for the 3 month period ending 31 December 2015

Prepared for: Auckland Council  
February 2016



# Quarterly Market Activity Report Contents



01 Oct 2015 to 31 Dec 2015

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## The small print

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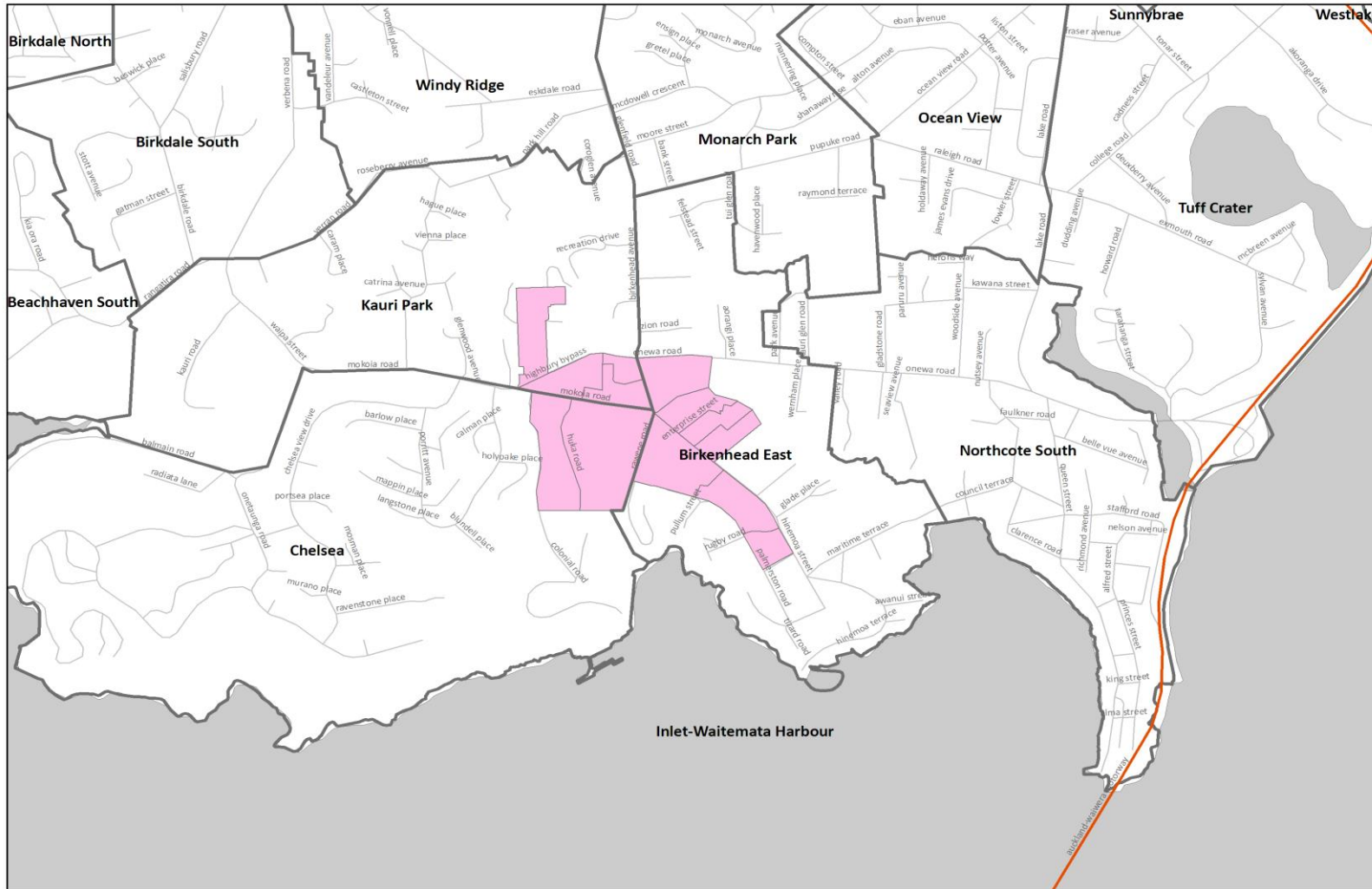
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# Birkenhead Boundary Definitions

The boundaries of your Improvement District, as defined by Council, are highlighted in pink on the map.

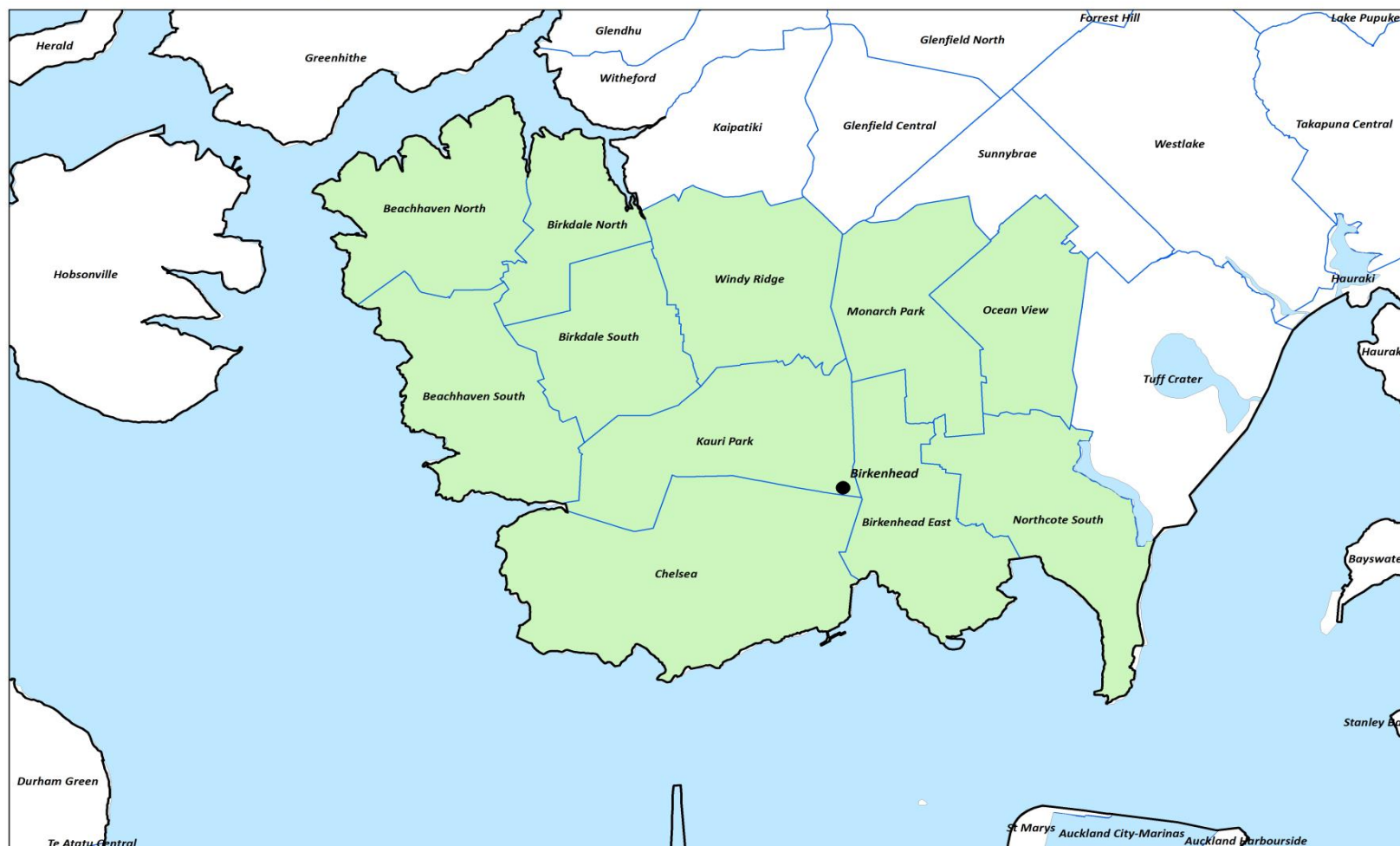




# Birkenhead Catchment

The catchment has been defined by the penetration and transactions from your customers over a 12 month period

## Catchment - Birkenhead





# 1. Quarterly Performance Summary

01 Oct 2015 to 31 Dec 2015

## Amount Spent

	This Year	Last Year	Change
<b>Birkenhead</b>			
Customers from New Zealand	\$29.37 mn	\$27.33 mn	+7.5%
International Visitors	\$0.22 mn	\$0.22 mn	-1.2%
<b>TOTAL</b>	<b>\$29.59 mn</b>	<b>\$27.55 mn</b>	<b>+7.4%</b>
% from New Zealand	99.3%	99.2%	+0.1%
<b>Average Transaction Value</b>	<b>\$37.98</b>	<b>\$40.40</b>	<b>-6.0%</b>
<b>Key Competitors</b>			
	This Year	Last Year	% Change
Glenfield	\$34.57 mn	\$35.79 mn	-3.4%
Howick	\$23.14 mn	\$25.24 mn	-8.3%
Ponsonby	\$62.77 mn	\$60.22 mn	+4.2%
<b>All of Auckland Region</b>	<b>\$4.294 bn</b>	<b>\$4.087 bn</b>	<b>+5.1%</b>

## CHANGE

### YOUR RANKING

		Spending	Transactions	
Last Year	<b>LOW</b>	Quartile 4	Quartile 4	<b>LOW</b>
This Year	<b>HIGH</b>	Quartile 1	Quartile 1	<b>HIGH</b>

### Key

Birkenhead BID = retailers listed based within the Business Improvement District boundaries.

Key Competitors = The Business Improvement Districts you selected to compare your performance against

All of Auckland Region = The value of spending and transactions at retailers based in Auckland Region

Your Ranking = All BIDs in the Auckland City Council have been ranked based on the change in spending/ transactions and also the total value of spending/ transactions and put into one of four quartile groups. The quartile ranking listed above shows which quartile your BID is in this year and how that relates to last year. Quartile One is the top 25% of BIDs, representing high growth, whereas Quartile Four is the lowest 25% of BIDs, meaning growth has been slow.

## Number of Transactions

	This Year	Last Year	Change
Customers from New Zealand	0.78 mn	0.68 mn	+14.2%
International Visitors	0.00 mn	0.00 mn	+10.6%
<b>TOTAL</b>	<b>0.78 mn</b>	<b>0.68 mn</b>	<b>+14.2%</b>
% from New Zealand	99.6%	99.6%	+0.0%
<b>Key Competitors</b>			
	This Year	Last Year	% Change
Glenfield	0.85 mn	0.88 mn	-3.4%
Howick	0.50 mn	0.46 mn	+9.0%
Ponsonby	1.33 mn	1.23 mn	+7.8%
<b>All of Auckland Region</b>	<b>85.51 mn</b>	<b>79.34 mn</b>	<b>+7.8%</b>

## TOTAL VALUE

	Spending	Transactions
Last Year	Quartile 2	Quartile 2
This Year	Quartile 2	Quartile 2

### About this Page

This page gives an overview of spending and transaction volumes made for the three months ending 31 December 2015 compared to the same period last year. The top section refers to spending in your marketplace, and at your selected competitors. The bottom one measures overall retail spending in Auckland and is based on spending in the last 12 months.



# 1.A Summary of Changes to Birkenhead

01 Oct 2015 to 31 Dec 2015

## 1. Spending in the Birkenhead Retail Centre

	Amount Spent				Number of Transactions				Average Transaction Value			
	2015	2014	Change		2015	2014	Change		2015	2014	Change	
TOTAL	\$29.59 mn	\$27.55 mn	▲ 7.4%		0.78 mn	0.68 mn	▲ 14.2%		\$37.98	\$40.40	▼ -6.0%	

## 2. Same Store Comparison - spending at Birkenhead merchants that were operating both in this year and last year

	Amount Spent				Number of Transactions				Average Transaction Value			
	2015	2014	Change		2015	2014	Change		2015	2014	Change	
TOTAL	\$26.10 mn	\$26.85 mn	▼ -2.8%		0.65 mn	0.66 mn	▼ -1.7%		\$40.27	\$40.70	▼ -1.1%	

## 3. Net change in merchant numbers within the Birkenhead Retail Centre

	2014	2015	* Diff	Change
Automotive	4	5	+1	25.0%
Core retail	12	17	+5	41.7%
Food and Liquor	17	23	+6	35.3%
Hospitality	42	59	+17	40.5%
Medical services	9	13	+4	44.4%
Other retail	15	20	+5	33.3%
Other storetypes	4	4	+0	0.0%
Personal services	10	18	+8	80.0%
Recreational	6	5	-1	-16.7%
TOTAL	119	164	+45	37.8%

### Notes

- Overall spending in the marketplace increased by 7.4%
- On a same store basis i.e. merchants active in Birkenhead for all 24 months of the last two years, spending was down by -2.8%.
- We calculate there has been a net change in merchant numbers within the Birkenhead BID of 45 more merchants.

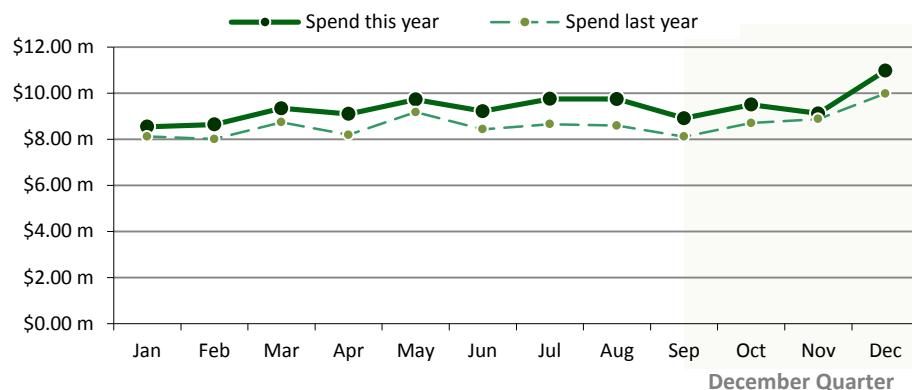
\* Change in merchants is the NET change. For example if you have 60 merchants in the first year and 80 merchants in the second year there is a difference of 20. This does not mean that you have had 20 new merchants join; it could be that you have had 40 new merchants join and 20 who have left giving you a NET change of 20.



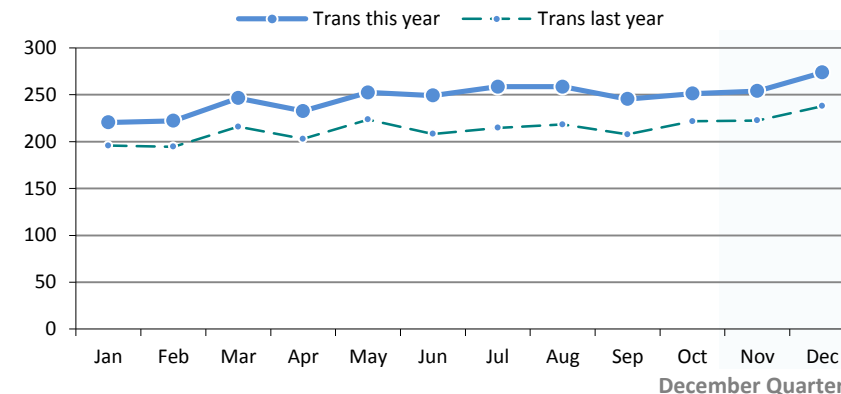
## 2. Monthly spending in the Birkenhead Retail Centre

01 Jan 2015 to 31 Dec 2015 vs same period last year

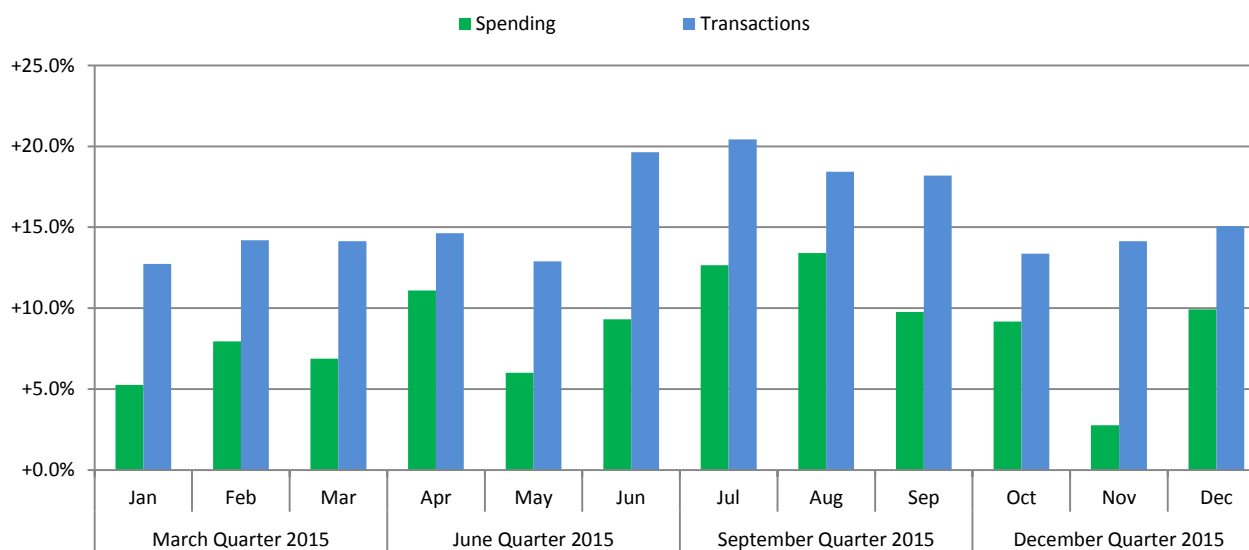
2.1 Monthly value of SPENDING at Birkenhead merchants



2.2 Monthly TRANSACTION volumes at Birkenhead merchants (,000s)



2.3 Percentage change over the same month last year



2.4 Chart Data

	SPENDING		
	This Year	Last Year	Change
October	\$9,499,854	\$8,700,984	9.2%
November	\$9,117,590	\$8,872,489	2.8%
December	\$10,968,977	\$9,979,038	9.9%
Quarter	\$29,586,421	\$27,552,511	7.4%

	TRANSACTIONS		
	This Year	Last Year	Change
October	251,261	221,633	13.4%
November	253,947	222,475	14.1%
December	273,694	237,844	15.1%
Quarter	778,902	681,952	14.2%

### Reading these Charts

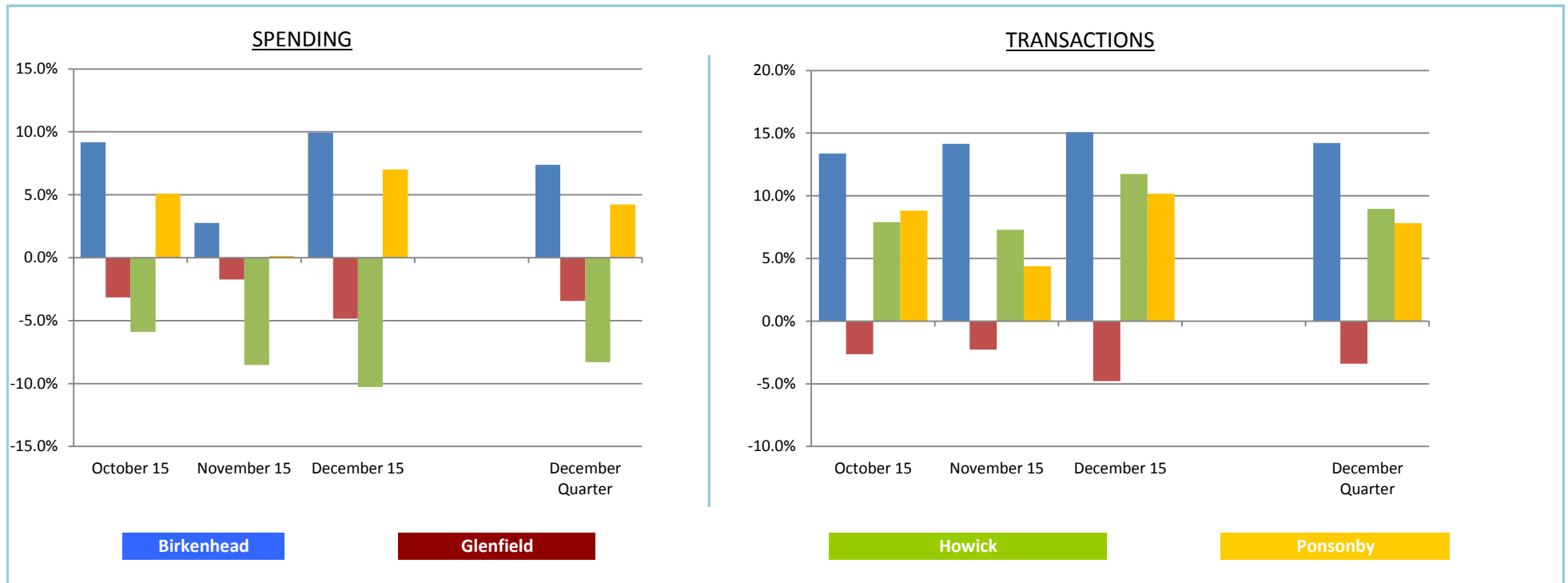
This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes.



## 3. How activity in Birkenhead compares to your Key Competitors

01 Oct 2015 to 31 Dec 2015

### 3.1 Change in spending and transactions, over same month last year - Birkenhead, compared to Key Competitors (Glenfield, Howick and Ponsonby)



### 3.2 Change over December quarter last year

	Spending	Transactions
Birkenhead	7.4%	14.2%
Glenfield	-3.4%	-3.4%
Howick	-8.3%	9.0%
Ponsonby	4.2%	7.8%

### 3.3 Change over the September 2015 quarter

	Spending	Transactions
Birkenhead	4.2%	2.1%
Glenfield	16.7%	11.3%
Howick	0.4%	3.8%
Ponsonby	14.6%	5.6%

### Reading these Charts

This page shows how activity in your retail centre over the last quarter compared to your key competitors. The chart top left shows the change in spending in each retail centre over the same month in the quarter last year. The chart top right provides the same information for transaction volumes.

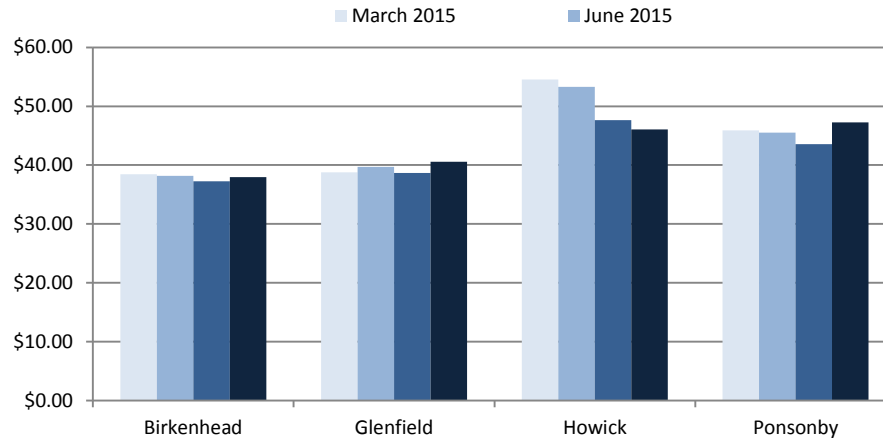




## 4. Average Transaction Value at Birkenhead compared to your Key Competitors

01 Jan 2015 to 31 Dec 2015

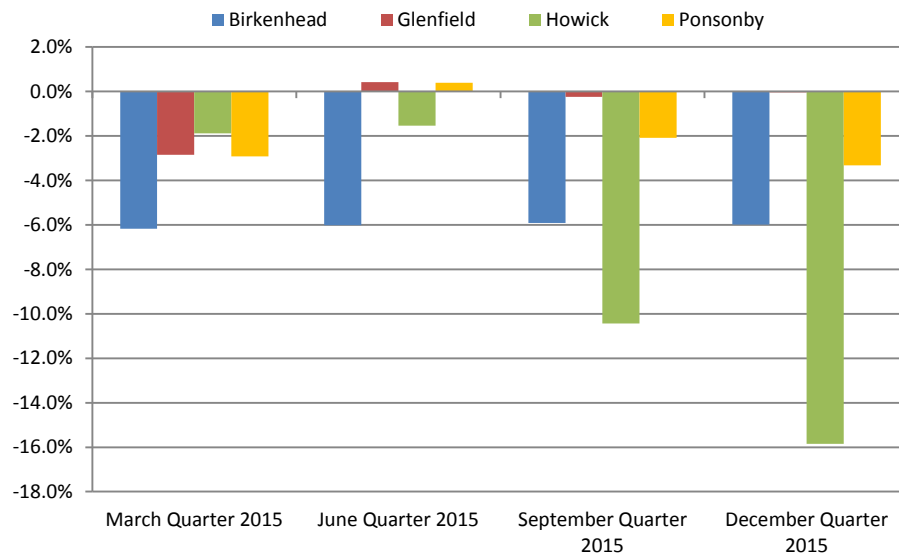
### 4.1 Average transaction value over the last 12 months



### 4.1.1 Key Stats

Quarter	Birkenhead	Glenfield	Howick	Ponsonby
March 2015	\$38.47	\$38.78	\$54.57	\$45.88
June 2015	\$38.17	\$39.68	\$53.29	\$45.54
September 2015	\$37.23	\$38.65	\$47.62	\$43.54
December 2015	\$37.98	\$40.55	\$46.07	\$47.24

### 4.2 Change in quarterly average transaction value over the last 12 months - Birkenhead, compared to Key Competitors (Glenfield, Howick and Ponsonby)



### 4.2.1 Change over same quarter last year

Quarter	Birkenhead	Glenfield	Howick	Ponsonby
March 2015	-6.2%	-2.9%	-1.9%	-2.9%
June 2015	-6.0%	0.4%	-1.5%	0.4%
September 2015	-5.9%	-0.2%	-10.4%	-2.1%
December 2015	-6.0%	0.0%	-15.8%	-3.3%

### Reading these Charts

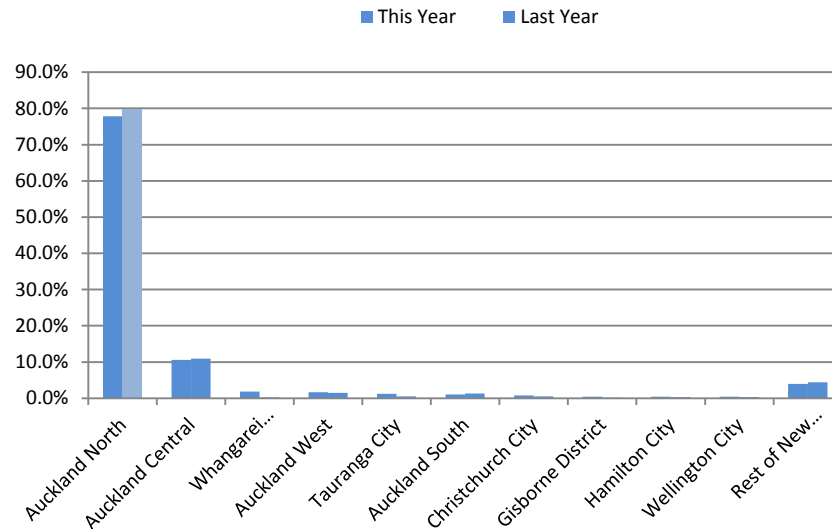
This page shows how the average transaction value in your retail centre has changed over the last 12 months compared to your key competitors. The top chart shows your average transaction value by quarter compared to your key competitors. The bottom chart shows how your average transaction value has changed compared to your key competitor groups.



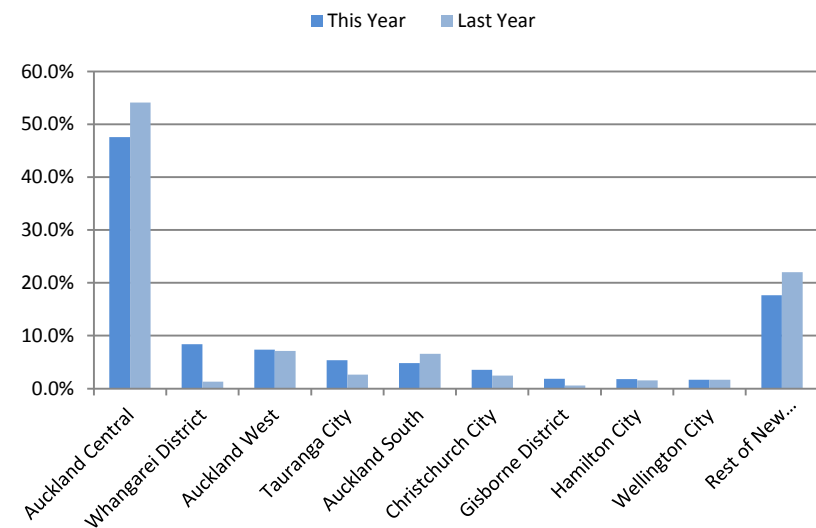
## 5. Which parts of New Zealand are Birkenhead customers coming from?

01 Oct 2015 to 31 Dec 2015

5.1 Top Local Authority Areas - Current Quarter vs the Same Quarter Last year



5.2 Top Local Authority Areas (excluding Auckland North)



5.3 Key Stats

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Auckland North	77.8%	+4.9%	-2.1%
Auckland Central	10.6%	+4.6%	-0.3%
Whangarei District	1.9%	+669.4%	+1.6%
Auckland West	1.6%	+22.7%	+0.2%
Tauranga City	1.2%	+141.7%	+0.7%
Auckland South	1.1%	-12.9%	-0.3%
Christchurch City	0.8%	+73.3%	+0.3%
Gisborne District	0.4%	+288.5%	+0.3%
Hamilton City	0.4%	+36.6%	+0.1%
Wellington City	0.4%	+20.4%	+0.0%
Rest of New Zealand	3.9%	-4.6%	-0.5%

*% of spending = The percentage of spending coming from people living in this part of New Zealand.*

*\$ spent = The percentage change in spending coming from people living in this Area (This quarter over same quarter last year)*

*Contribution = The change in the percentage of total spending at Birkenhead coming from people living in this Area (This quarter over same quarter last year)*

### Reading these Charts

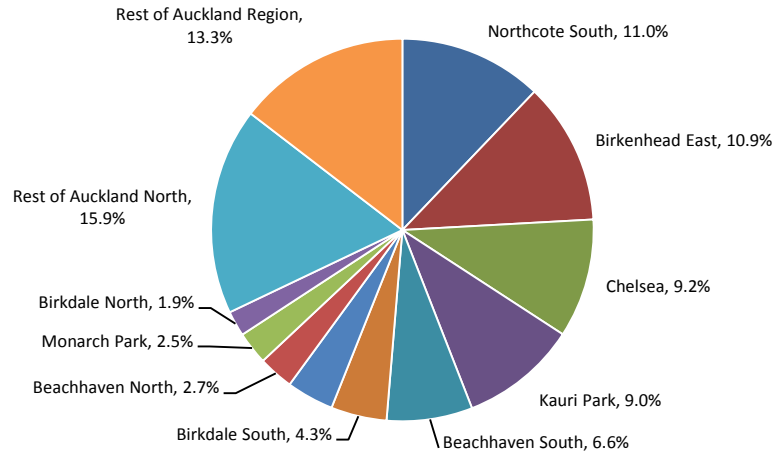
*This page shows where people spending at Birkenhead Retail Centre came from. The left-hand chart shows the percentage from all local authority areas. The chart on the right shows the top ten areas, excluding Auckland North. The dark bars represent the percentage of spending this year, the light bars represent last year.*



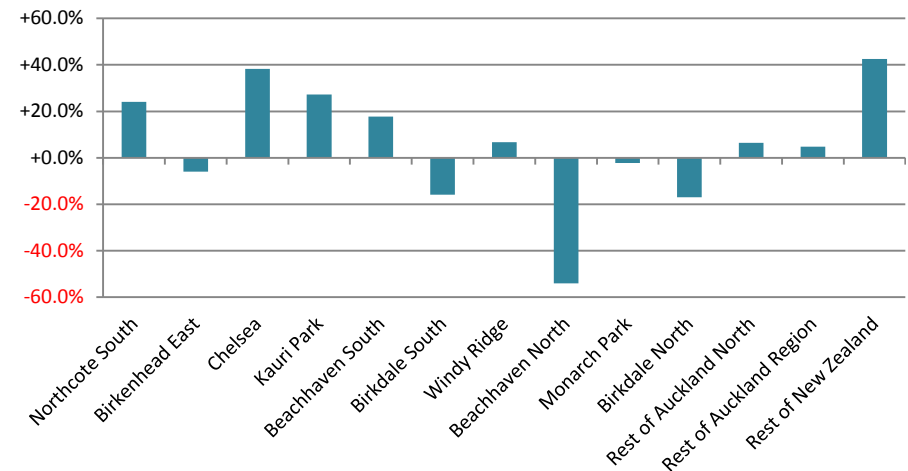
## 6. Which suburbs are Birkenhead's local customers coming from?

01 Oct 2015 to 31 Dec 2015

### 6.1 Birkenhead's Top Spending Suburbs in the last 3 months



### 6.2 Change in value of spending over last year



### 6.3 Change over last year

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Northcote South	11.0%	+24.0%	+1.5%
Birkenhead East	10.9%	-5.9%	-1.6%
Chelsea	9.2%	+38.2%	+2.0%
Kauri Park	9.0%	+27.3%	+1.4%
Beachhaven South	6.6%	+17.7%	+0.6%
Birkdale South	4.3%	-15.9%	-1.2%
Windy Ridge	3.6%	+6.7%	-0.0%
Beachhaven North	2.7%	-54.0%	-3.6%
Monarch Park	2.5%	-2.3%	-0.3%
Birkdale North	1.9%	-17.0%	-0.6%
<b>Rest of Auckland North</b>	<b>15.9%</b>	<b>+6.5%</b>	<b>-0.1%</b>
Rest of Auckland Region	13.3%	+4.8%	-0.3%
<b>Rest of New Zealand</b>	<b>8.9%</b>	<b>+42.5%</b>	<b>+2.2%</b>

#### Key

% of spending = The percentage of spending coming from people living in this suburb

\$ spent = The percentage change in spending coming from people living in this suburb (This quarter over same quarter last year)

Contribution = The change in the percentage of total spending at Birkenhead Retail Centre coming from people living in this Suburb (This quarter over same quarter last year)

#### Reading these Charts

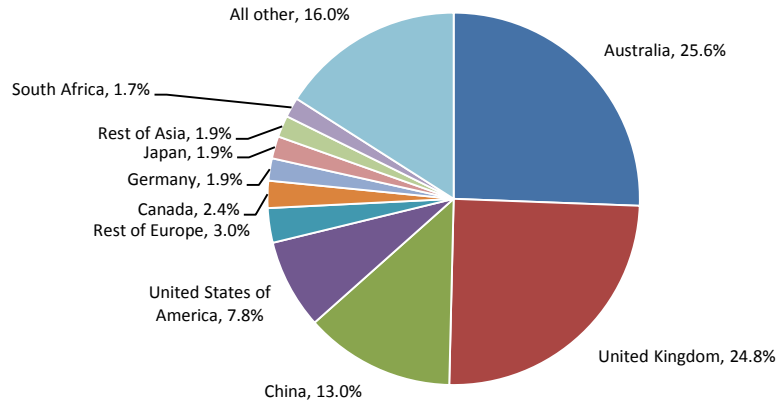
This page shows the suburb of origin of people spending in the Birkenhead Retail Centre. The left-hand chart shows the percentage each suburb contributes to the BID. The chart on the right shows the percentage change in spending from each suburb over last year. The table left shows the values used in the charts.



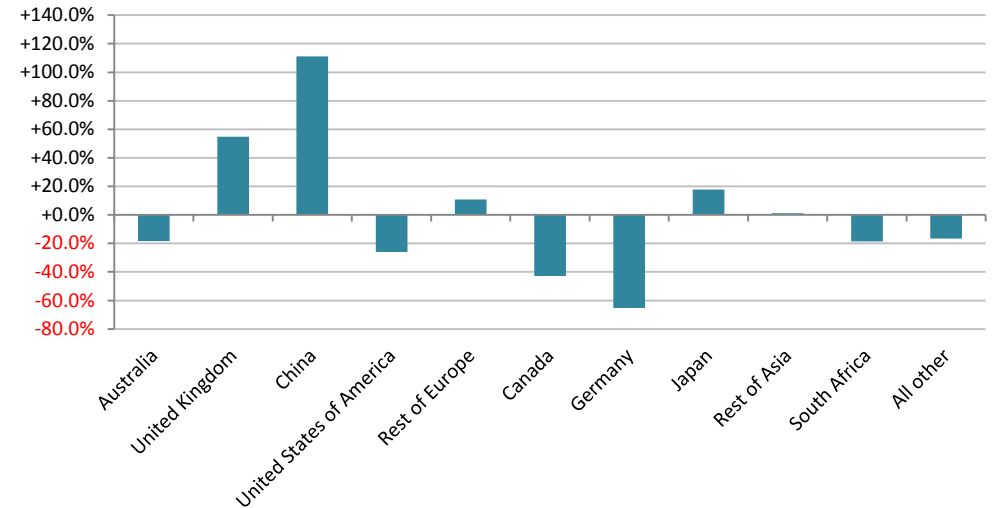
## 7. Which countries are Birkenhead's international visitors coming from?

01 Oct 2015 to 31 Dec 2015

7.1 Birkenhead's Top Spending Countries in the last 3 months



7.2 Change in value of spending over last year



	This Year	Last Year
% of total spending from International Cardholders	0.73%	0.80%

7.3 Change in spending by international cardholders over last year

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Australia	25.6%	-18.3%	-5.4%
United Kingdom	24.8%	+54.7%	+9.0%
China	13.0%	+111.2%	+6.9%
United States of America	7.8%	-26.0%	-2.6%
Rest of Europe	3.0%	+10.9%	+0.3%
Canada	2.4%	-42.9%	-1.7%
Germany	1.9%	-65.3%	-3.6%
Japan	1.9%	+17.8%	+0.3%
Rest of Asia	1.9%	+1.2%	+0.0%
South Africa	1.7%	-18.7%	-0.4%
All other	16.0%	-16.5%	-2.9%
TOTAL	100.0%	-1.2%	

### Key

% of spending = The percentage of spending coming from people living in this country

\$ spent = The percentage change in spending coming from people living in this country (This quarter over same quarter last year)

Contribution = The change in the percentage of total spending at Birkenhead Retail Centre coming from people living in this country (This quarter over same quarter last year)

### Reading these Charts

This page shows the country of origin of people spending in the Birkenhead Retail Centre. The left-hand chart shows the percentage each country contributes to the BID. The chart on the right shows the percentage change in spending from each country over last year. The table left shows the values used in the charts.



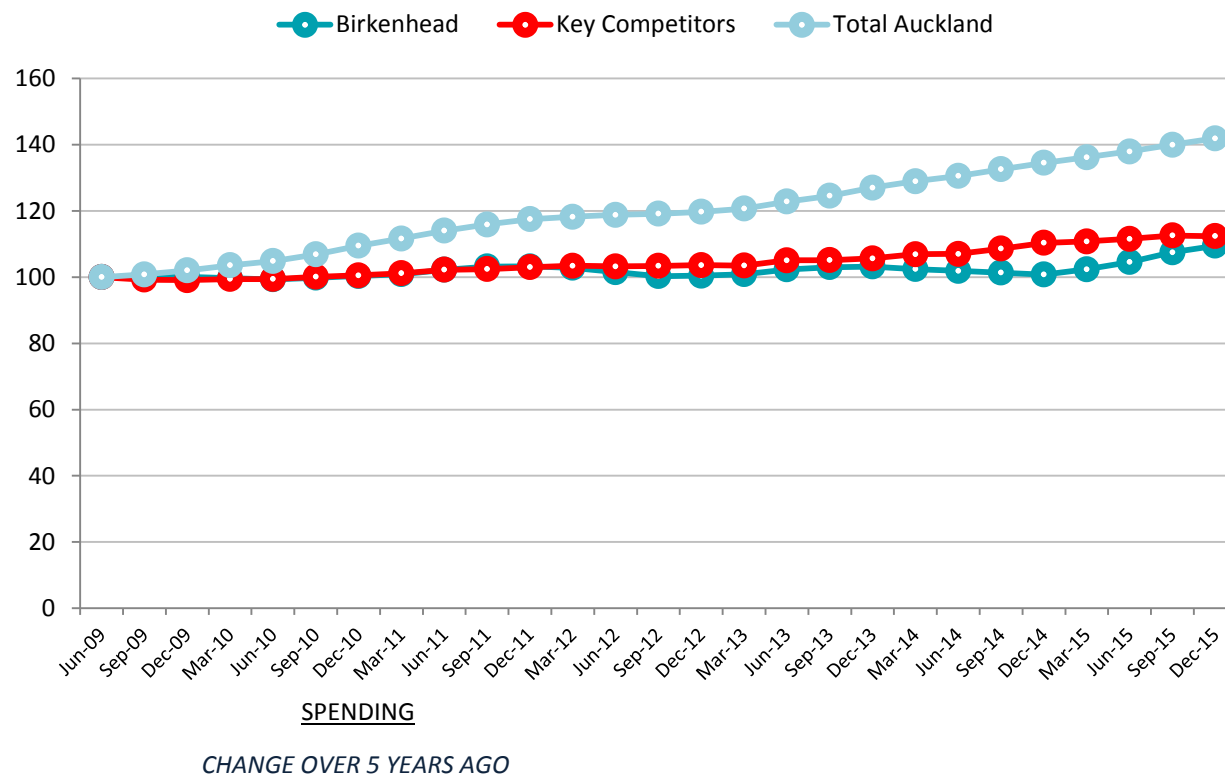
## 10. Birkenhead Long Term Trends



**MARKETVIEW**  
Precision Market Intelligence

### 10.1 MOVING ANNUAL TOTAL - RETAIL SPENDING - BY QUARTER

Spending trends in Auckland



Birkenhead	Key Competitors	Total Auckland
▲	▲	▲
9.1%	11.8%	29.6%

### 10.2 THE FIGURES

Based on Moving Annual Total Quarters Spending

12 mths to	Birkenhead	Key Competitors	Total Auckland
Dec-11	\$106.12 m	\$401.24 m	\$13,051.60 m
Dec-12	\$103.19 m	\$403.62 m	\$13,299.13 m
Dec-13	\$106.06 m	\$411.46 m	\$14,110.75 m
Dec-14	\$103.54 m	\$429.71 m	\$14,943.60 m
Dec-15	\$112.53 m	\$437.79 m	\$15,763.83 m

\* most recent 12 month period directly above

### 10.3 BEST PERFORMING PERIODS - BIRKENHEAD

HIGHEST ANNUAL SPEND 12 Months ending	*HIGHEST ANNUAL SHARE 12 Months ending
Dec-15	Dec-14

\* Highest annual share is your retail centres share of spending with your and your key competitors.

### AVERAGE TRANSACTION VALUE

CHANGE OVER 5 YEARS AGO

Birkenhead	Key Competitors	Total Auckland
▼	▼	▼
-11.6%	-6.6%	-2.7%



# Inputs to your Report

## Selection Criteria

*These are the criteria used to create this report*

### Your area

Birkenhead

### Reporting Period

The 3 Months between 1 October 2015 and 31 December 2015

### Your designated competitors

Glenfield

Howick

Ponsonby

## Terminology used in the reports

Your  
Marketplace

Your area and your designated competitors

% of total  
spend

The percentage of total spending by customers that each segment in the marketplace made, i.e. International cardholders made 7.4% of the total spend in the specified timeframe.

Ranking

Basically it means ordered, from the highest category to the lowest

Change in  
share of spend

The difference in percentage points when comparing one period to another (e.g. 14.4% this year compared to 15.1% in the previous year is a relative percentage change of -0.7 percentage points. (i.e. 14.4-15.1))

Change in total  
spend

The difference in value when comparing one period to another (e.g. \$15,000 this year compared to \$13,500 in the previous year is an absolute

Census Area  
Unit (CAU)

Area units are an aggregation of meshblocks, and in urban areas typically contain 3,000 - 5,000 people. Commonly known as suburbs or parts of suburbs.

Territorial Local  
Authority (TLA)

An aggregation of census area units to form a city or district. Each TLA has a council that administers public services. There are 13 cities and 56

The pre-Super City Auckland TLAs have been combined as follow:

*Auckland North - Rodney District and North Shore City combined*

*Auckland West - Waitakere City*

*Auckland Central - Auckland City*

*Auckland South - Manukau City, Papakura District, Franklin District combined*



# Inputs to your Report

## Frequently Asked Questions

### **What is the source of the data used in the Auckland Council Regional Spending Database?**

The data is primarily sourced from electronic card transactions made via Paymark network at each of the Business Improvement Districts operating within the Auckland Council boundaries. To determine information on the origin and types of customers spending in each market we have used data from BNZ MarketView. Details on both data sources are provide below.

The spending values include GST, but exclude cash out with purchases. Withdrawals from ATMs are not included. Other payment types including cash, HP or automatic payments are also not included.

### About Paymark

Paymark operates New Zealand's largest electronic transaction processing network. The company is jointly own by ASB, BNZ, the National Bank and Westpac. Around 70% of New Zealand's eftpos terminals are connected to the Paymark Network. For merchants on the Paymark Network we receive 100% of their electronic card transactions. We use an extrapolation of BNZ cardholder spending for merchants that aren't on the Paymark Network.

### BNZ MarketView

BNZ MarketView is based on the eftpos and credit card spending of BNZ card holders in the New Zealand retail market. BNZ has around a 20% market share of the cards business in New Zealand, and typically accounts for approximately 14 - 15% of total spending by value. There are over 700,000 BNZ cardholders. BNZ de-personalises BNZ MarketView data by removing any potential identifiers i.e. names, addresses, account, or card numbers. These are replaced with a unique id, a meshblock number (based on the cardholders home address), and a demographic profile. The cardholder's age and gender are retained, but there is no way of identifying an individual cardholder.

BNZ cardholders they are largely demographically representative of the country and distributed in line with the national population. They also spend everywhere, which includes retailers not on the Paymark network. We are able to BNZ MarketView's share of spending at Paymark merchants to estimate the value of spending at non-Paymark merchants:



# Inputs to your Report

## **What card types are included?**

The data is drawn from all card spending using all card types. This includes all Eftpos cards, and all major American Express, Diners Club, MasterCard, Visa Cards. The data will also include electronic gift cards.

## **How have the Business Improvement District Boundaries been decided?**

BID boundaries have been determined by the Council's Business Area Planning team, in consultation with the Research, Investigations and Monitoring Unit.

## **How is domestic spending determined?**

Cards issued in New Zealand are identified in the database. Any transaction made in the Auckland Region, on a New Zealand issued eftpos or credit card, is assumed to be spending made by New Zealanders.

## **How is international spending determined?**

From the Paymark's Market Reporting data it is possible to distinguish between New Zealand cards and cards issued by overseas banks. Overseas cards have a country code. We report the value of spending by the country of origin of the card, and by association, the cardholder.

## **Does the data include GST?**

Yes. NB: From 1 October 2010, GST rose from 12.5% to 15%. This means there is a natural 2.2% increase in spending between periods using the old and new GST rates.