



Birkenhead RETAIL CENTRE

Quarterly Market Activity Report
for the 3 month period ending 31 March 2016

Prepared for: Auckland Council
May 2016



Quarterly Market Activity Report Contents



01 Jan 2016 to 31 Mar 2016

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The small print

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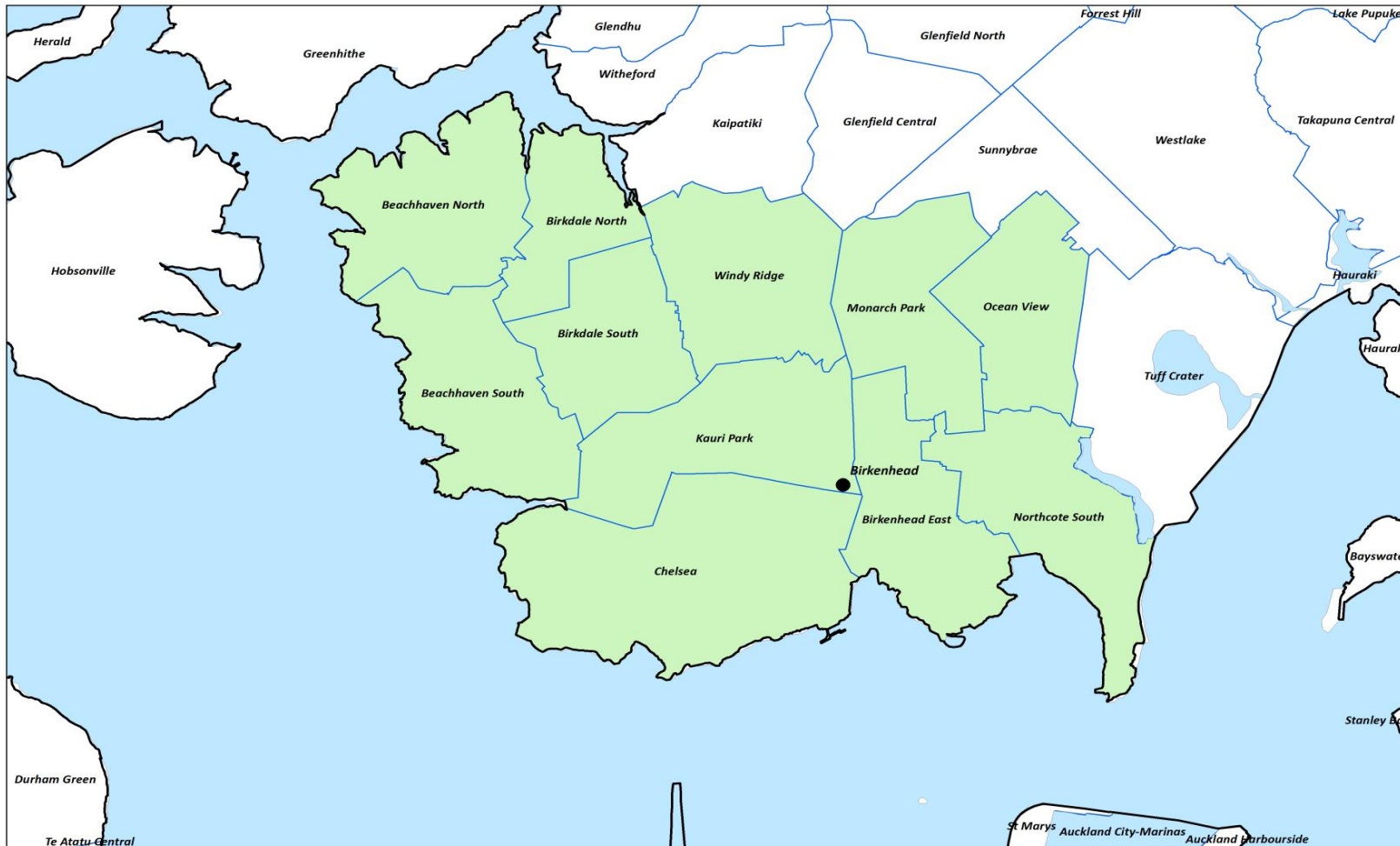
The map illustrates the proposed 10 new local government areas in Auckland, each highlighted in a different color. The areas are: Birkdale North, Birkdale South, Beachhaven South, Windy Ridge, Monarch Park, Ocean View, Kauri Park, Tuff Crater, Chelsea, Birkenhead East, Northcote South, and Inlet-Waitemata Harbour. The map shows a network of roads, including major thoroughfares like the Auckland Motorway and various local streets. Geographical features such as the Hauraki Gulf and the Inlet-Waitemata Harbour are also depicted. The map is a detailed representation of the city's layout, showing the boundaries of the proposed local government areas and the surrounding infrastructure.



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 Jan 2016 to 31 Mar 2016

Amount Spent

	This Year	Last Year	Change
Birkenhead			
Customers from New Zealand	\$27.47 mn	\$26.11 mn	+5.2%
International Visitors	\$0.32 mn	\$0.29 mn	+9.0%
TOTAL	\$27.79 mn	\$26.40 mn	+5.3%
% from New Zealand	98.9%	98.9%	-0.0%
Average Transaction Value	\$37.80	\$38.33	-1.4%
Key Competitors	This Year	Last Year	% Change
Glenfield	\$27.72 mn	\$28.00 mn	-1.0%
Howick	\$23.51 mn	\$22.70 mn	+3.6%
Ponsonby	\$57.68 mn	\$51.32 mn	+12.4%
All of Auckland Region	\$3.792 bn	\$3.562 bn	+6.5%

CHANGE

YOUR RANKING

		Spending	Transactions	
Last Year	LOW	Quartile 4	Quartile 3	MED LOW
This Year	HIGH	Quartile 1	Quartile 1	HIGH

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	0.73 mn	0.68 mn	+6.6%
International Visitors	0.00 mn	0.00 mn	+19.2%
TOTAL	0.74 mn	0.69 mn	+6.7%
% from New Zealand	99.4%	99.4%	-0.1%
Key Competitors	This Year	Last Year	
Glenfield	0.72 mn	0.72 mn	+0.0%
Howick	0.46 mn	0.42 mn	+10.0%
Ponsonby	1.25 mn	1.12 mn	+12.4%
All of Auckland Region	78.83 mn	73.14 mn	+7.8%

TOTAL VALUE

	Spending	Transactions
Last Year	Quartile 3	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 March 2016 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 Jan 2016 to 31 Mar 2016

1. Spending in the Birkenhead Retail Centre

	Amount Spent				Number of Transactions				Average Transaction Value			
	2016	2015	Change		2016	2015	Change		2016	2015	Change	
TOTAL	\$27.79 mn	\$26.40 mn	▲ 5.3%		0.74 mn	0.69 mn	▲ 6.7%		\$37.80	\$38.33	▼ -1.4%	

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			
	2016	2015	Change		2016	2015	Change		2016	2015	Change	
TOTAL	\$23.98 mn	\$23.97 mn	◀▶ 0.0%		0.60 mn	0.60 mn	▼ -0.5%		\$39.86	\$39.65	▲ 0.5%	

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

	2015	2016	* Diff	Change
Automotive	5	5	+0	0.0%
Core retail	17	14	-3	-17.6%
Food and Liquor	22	23	+1	4.5%
Hospitality	54	60	+6	11.1%
Medical services	11	12	+1	9.1%
Other retail	22	25	+3	13.6%
Other storetypes	4	4	+0	0.0%
Personal services	20	21	+1	5.0%
Recreational	5	5	+0	0.0%
TOTAL	160	169	+9	5.6%

Notes

- Overall spending in the marketplace increased by 5.3%
- On a same store basis i.e. merchants active in Birkenhead for all 24 months of the last two years, spending was up by 0.0%.
- We calculate there has been a net change in merchant numbers within the Birkenhead BID of 9 more merchants.

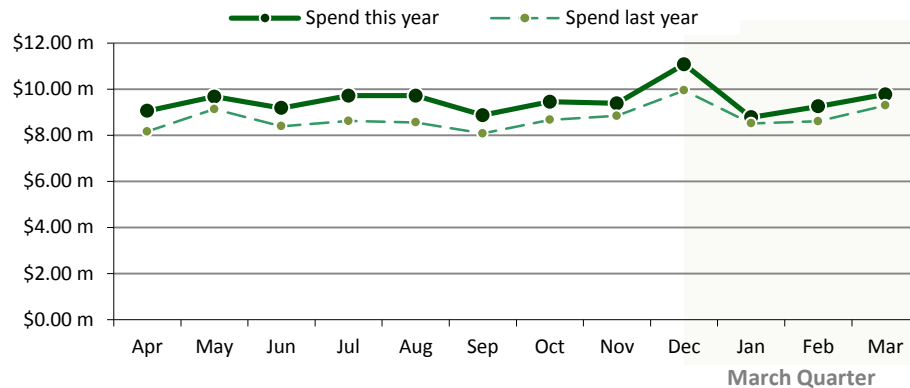
* Change in merchants is the NET change. For example if you have 60 merchants in the first year and 80 merchants in the second year there is a difference of 20. This does not mean that you have had 20 new merchants join; it could be that you have had 40 new merchants join and 20 who have left giving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



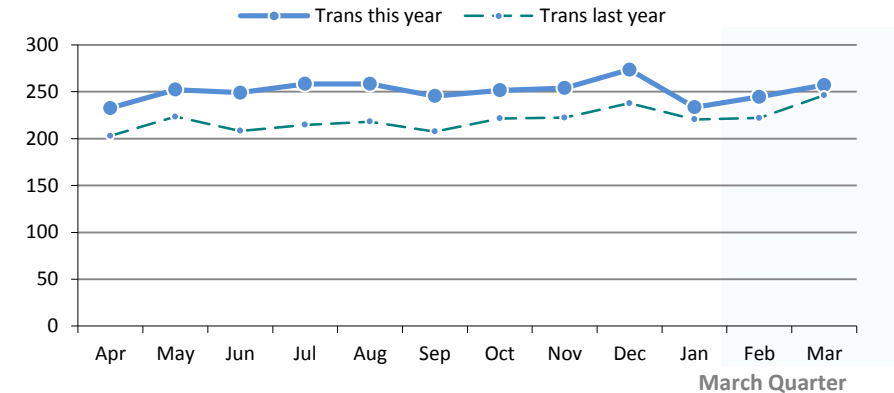
2. Monthly spending in the Birkenhead Retail Centre

01 Apr 2015 to 31 Mar 2016 vs same period last year

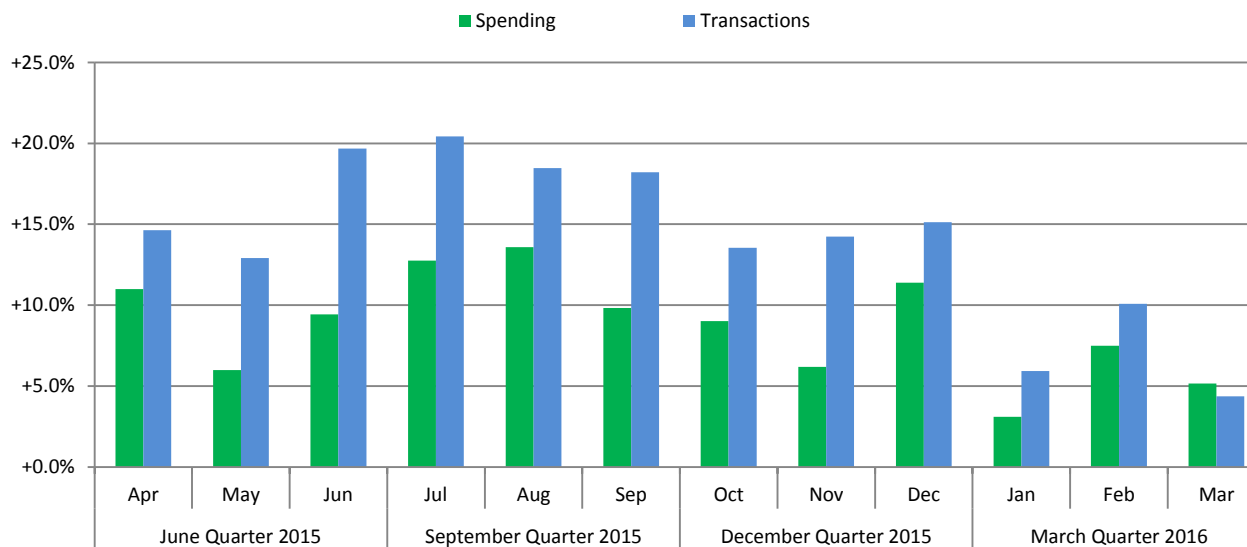
2.1 Monthly value of SPENDING at Birkenhead merchants



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
January	\$8,773,583	\$8,510,562	3.1%
February	\$9,248,414	\$8,603,114	7.5%
March	\$9,768,742	\$9,288,786	5.2%
Quarter	\$27,790,738	\$26,402,462	5.3%

	TRANSACTIONS		
	This Year	Last Year	Change
January	233,529	220,450	5.9%
February	244,494	222,087	10.1%
March	257,138	246,359	4.4%
Quarter	735,161	688,895	6.7%

Reading these Charts

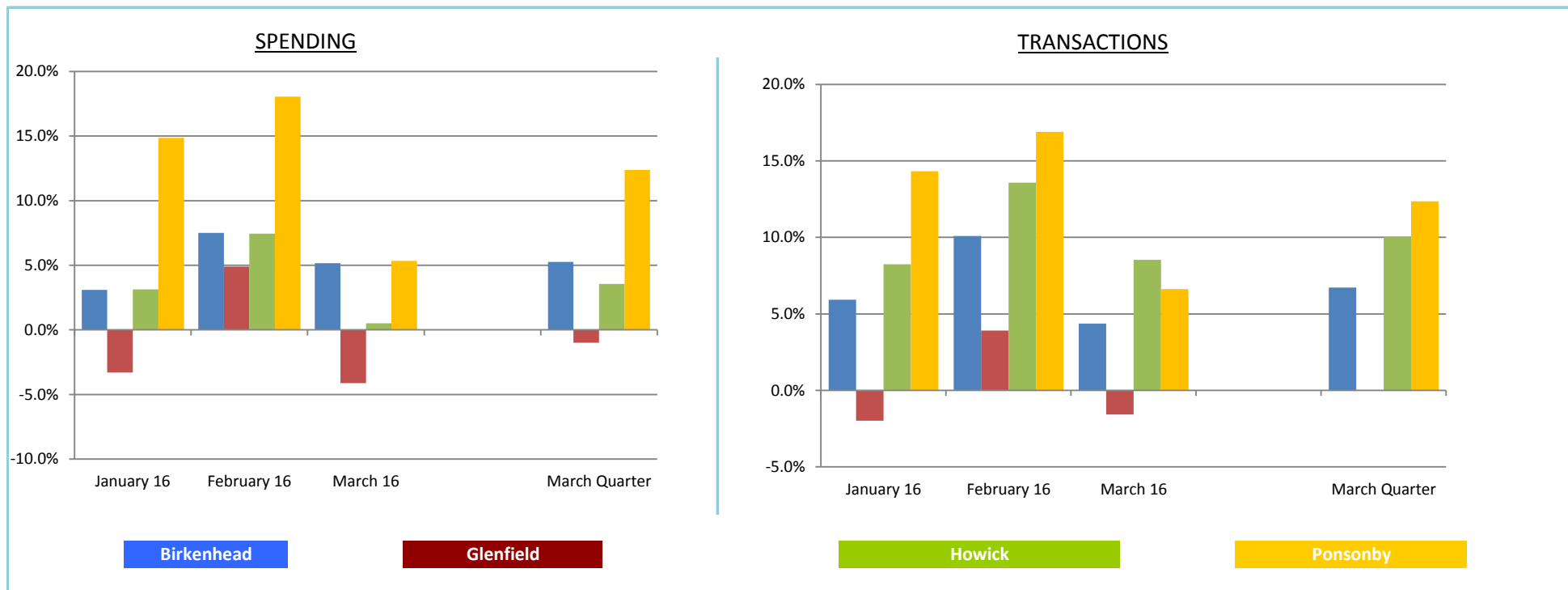
This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes.



3. How activity in Birkenhead compares to your Key Competitors

01 Jan 2016 to 31 Mar 2016

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 March quarter last year

	Spending	Transactions
Birkenhead	5.3%	6.7%
Glenfield	-1.0%	0.0%
Howick	3.6%	10.0%
Ponsonby	12.4%	12.4%

3.3 Change over the December 2015 quarter

	Spending	Transactions
Birkenhead	-7.1%	-5.6%
Glenfield	-20.3%	-15.3%
Howick	-7.2%	-9.0%
Ponsonby	-8.7%	-5.5%

Reading these Charts

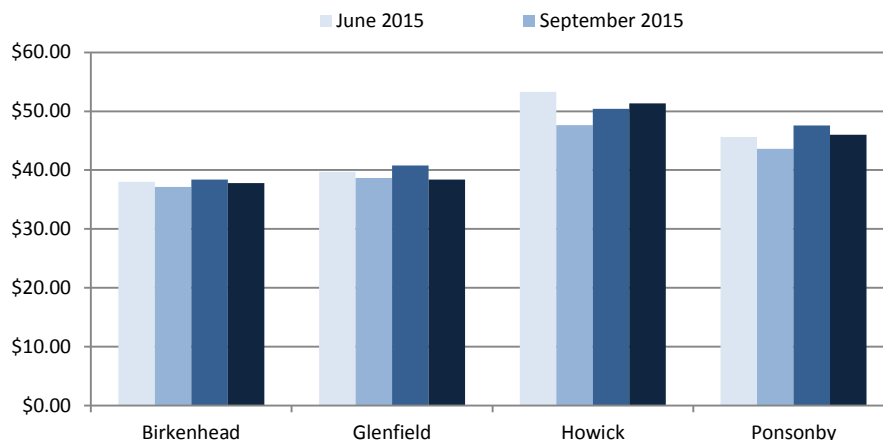
This page shows how activity in your retail centre over the last quarter compared to your key competitors. The chart top left shows the change in spending in each retail centre over the same month in the quarter last year. The chart top right provides the same information for transaction volumes.



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

01 Apr 2015 to 31 Mar 2016

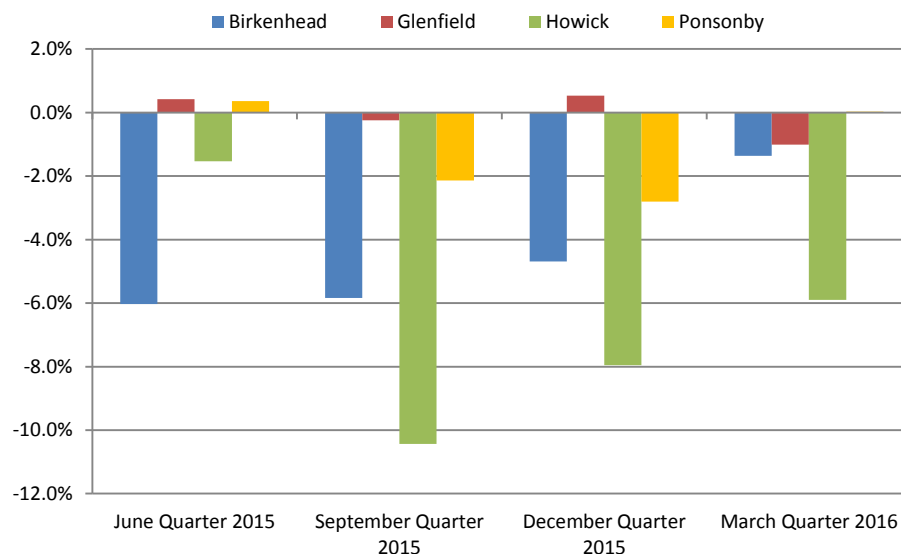
4.1 Average transaction value over the last 12 months



4.1.1 Key Stats

Quarter	Birkenhead	Glenfield	Howick	Ponsonby
June 2015	\$38.03	\$39.68	\$53.29	\$45.64
September 2015	\$37.12	\$38.65	\$47.62	\$43.63
December 2015	\$38.38	\$40.78	\$50.39	\$47.61
March 2016	\$37.80	\$38.39	\$51.35	\$46.00

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
June 2015	-6.0%	0.4%	-1.5%	0.4%
September 2015	-5.8%	-0.2%	-10.4%	-2.1%
December 2015	-4.7%	0.5%	-8.0%	-2.8%
March 2016	-1.4%	-1.0%	-5.9%	0.0%

Reading these Charts

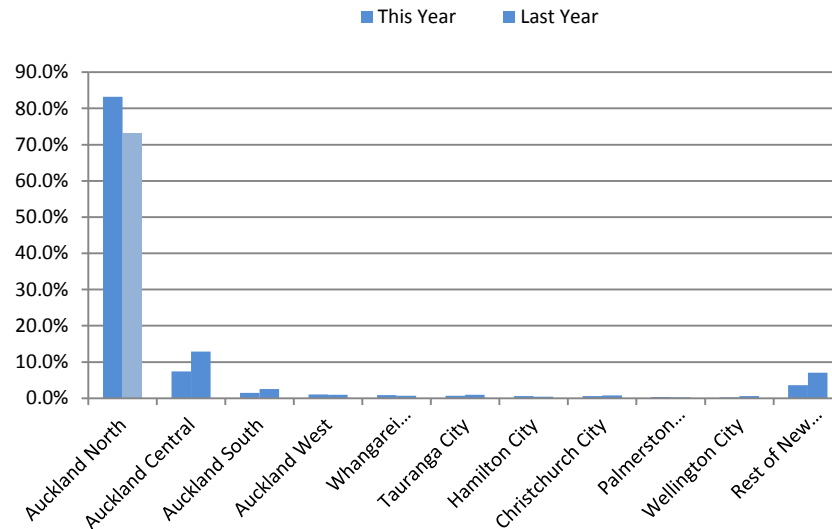
This page shows how the average transaction value in your retail centre has changed over the last 12 months compared to your key competitors. The top chart shows your average transaction value by quarter compared to your key competitors. The bottom chart shows how your average transaction value has changed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



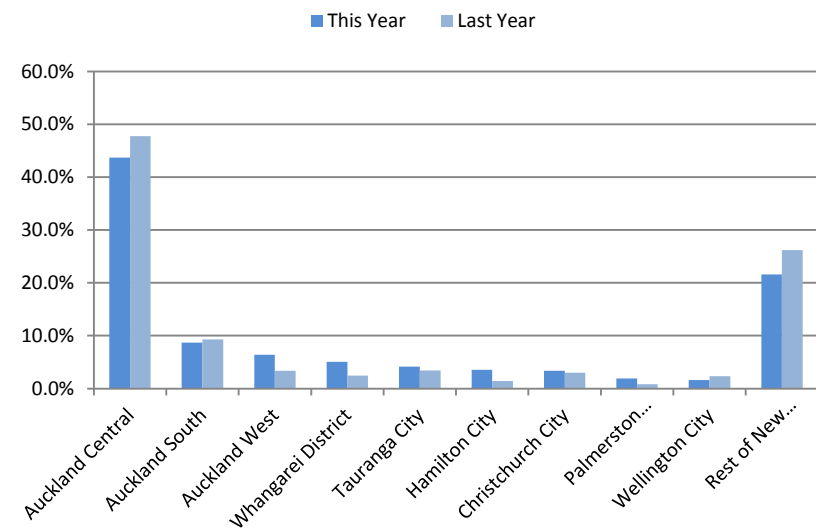
5. Which parts of New Zealand are Birkenhead customers coming from?

01 Jan 2016 to 31 Mar 2016

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	83.2%	+19.8%	+10.1%
Auckland Central	7.4%	-39.8%	-5.5%
Auckland South	1.5%	-38.6%	-1.0%
Auckland West	1.1%	+25.0%	+0.2%
Whangarei District	0.8%	+36.2%	+0.2%
Tauranga City	0.7%	-19.4%	-0.2%
Hamilton City	0.6%	+65.7%	+0.2%
Christchurch City	0.6%	-26.2%	-0.2%
Palmerston North City	0.3%	+49.8%	+0.1%
Wellington City	0.3%	-53.6%	-0.3%
Rest of New Zealand	3.6%	-45.8%	-3.4%

% 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

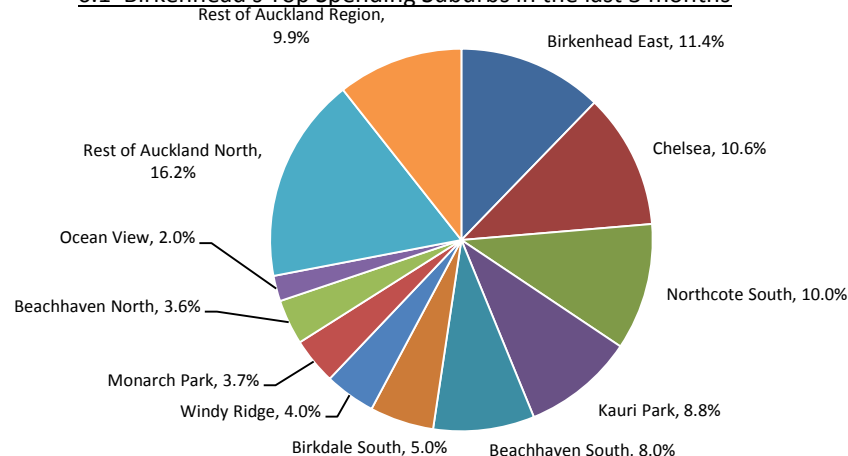
This page shows where people spending at Birkenhead Retail Centre came from. The left-hand chart shows the percentage from all local authority areas. The chart on the right shows the top ten areas, excluding Auckland North. The dark bars represent the percentage of spending this year, the light bars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



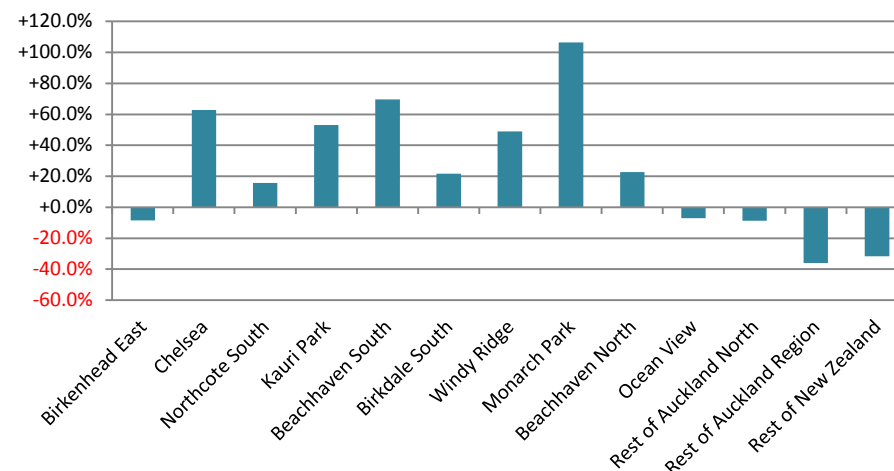
6. Which suburbs are Birkenhead's local customers coming from?

01 Jan 2016 to 31 Mar 2016

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
Birkenhead East	11.4%	-8.6%	-1.7%
Chelsea	10.6%	+62.8%	+3.8%
Northcote South	10.0%	+15.6%	+0.9%
Kauri Park	8.8%	+53.0%	+2.7%
Beachhaven South	8.0%	+69.6%	+3.0%
Birkdale South	5.0%	+21.7%	+0.7%
Windy Ridge	4.0%	+49.0%	+1.2%
Monarch Park	3.7%	+106.3%	+1.8%
Beachhaven North	3.6%	+22.7%	+0.5%
Ocean View	2.0%	-7.2%	-0.3%
Rest of Auckland North	16.2%	-8.8%	-2.5%
Rest of Auckland Region	9.9%	-36.0%	-6.4%
Rest of New Zealand	6.9%	-31.7%	-3.7%

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

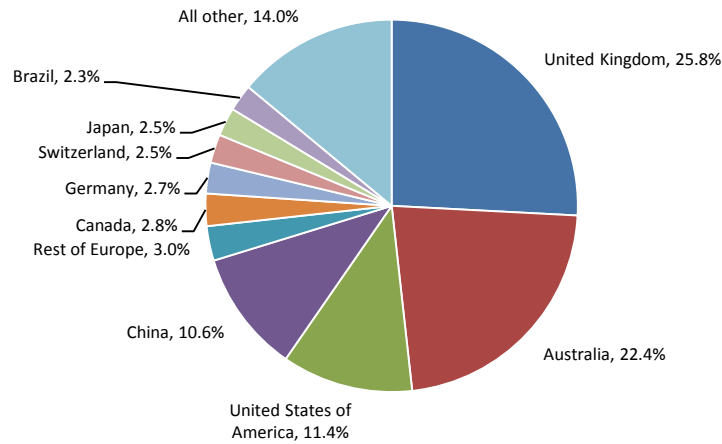
This page shows the suburb of origin of people spending in the Birkenhead Retail Centre. The left-hand chart shows the percentage each suburb contributes to the BID. The chart on the right shows the percentage change in spending from each suburb over last year. The table left shows the values used in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



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

01 Jan 2016 to 31 Mar 2016

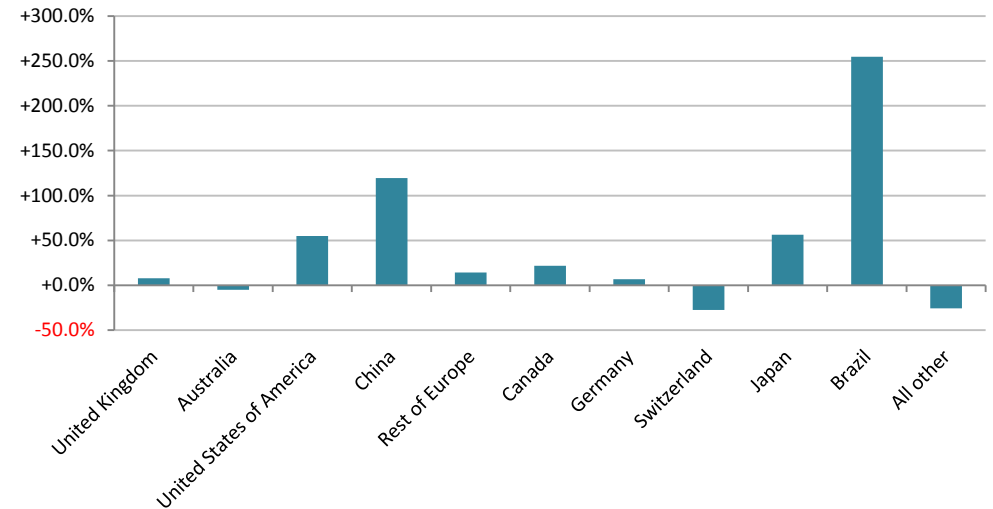
7.1 Birkenhead's Top Spending Countries in the last 3 months



% of total spending from International Cardholders

This Year	Last Year
1.14%	1.10%

7.2 Change in value of spending over last year



7.3 Change in spending by international cardholders over last year

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
United Kingdom	25.8%	+7.8%	-0.3%
Australia	22.4%	-5.3%	-3.4%
United States of America	11.4%	+54.9%	+3.4%
China	10.6%	+119.5%	+5.3%
Rest of Europe	3.0%	+14.3%	+0.1%
Canada	2.8%	+21.5%	+0.3%
Germany	2.7%	+6.6%	-0.1%
Switzerland	2.5%	-27.6%	-1.3%
Japan	2.5%	+56.1%	+0.7%
Brazil	2.3%	+254.8%	+1.6%
All other	14.0%	-25.8%	-6.6%
TOTAL	100.0%	+9.0%	

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.



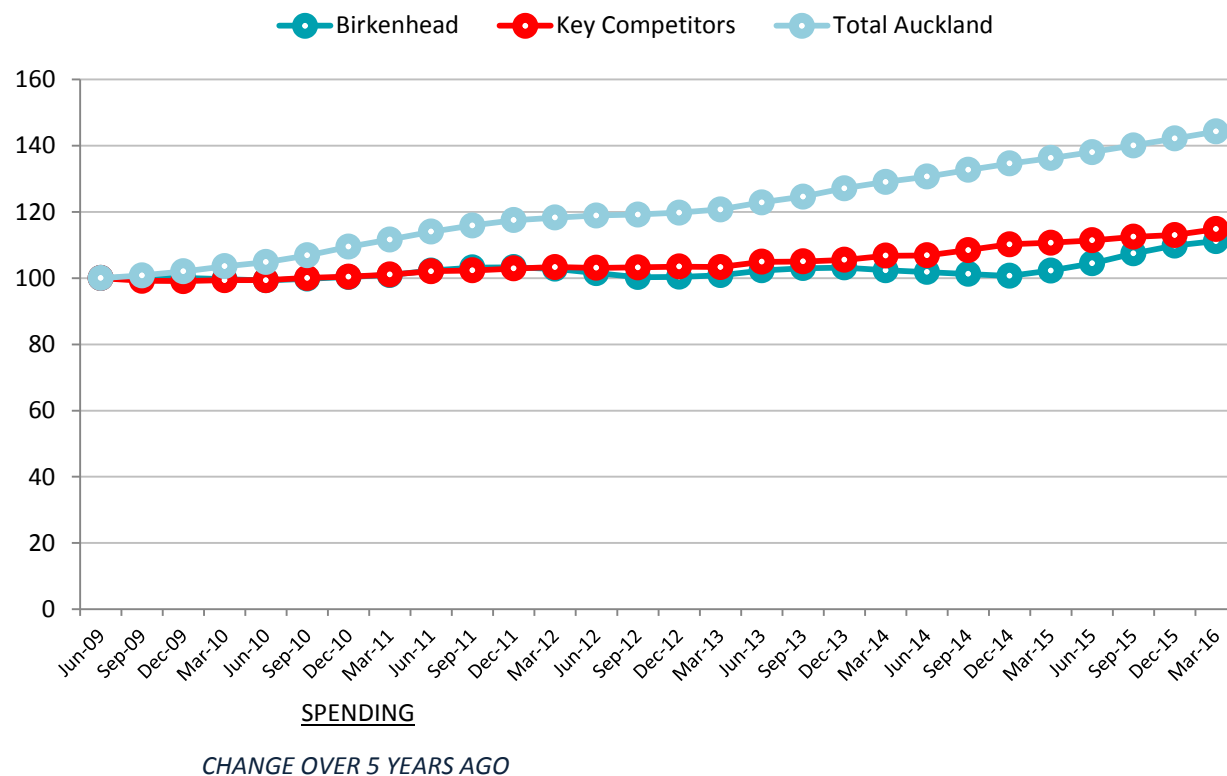
10. Birkenhead Long Term Trends



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10.1 MOVING ANNUAL TOTAL - RETAIL SPENDING - BY QUARTER

Spending trends in Auckland



10.2 THE FIGURES

Based on Moving Annual Total Quarters Spending

12 mths to	Birkenhead	Key Competitors	Total Auckland
Mar-12	\$105.32 m	\$402.13 m	\$13,134.77 m
Mar-13	\$103.34 m	\$402.23 m	\$13,408.01 m
Mar-14	\$104.90 m	\$415.60 m	\$14,331.04 m
Mar-15	\$104.76 m	\$430.72 m	\$15,131.66 m
Mar-16	\$113.90 m	\$446.80 m	\$16,024.52 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
Mar-16	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
▼	▼	▼
-11.1%	-6.4%	-3.1%



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 January 2016 and 31 March 2016

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.